

# J. L. STOCKTON

The Old White Corner

## UNDERMUSLINS

The Stockton values in muslin underwear have always an interest for the shopper who likes daintiness.

The assortment of styles, too, is one which will surely satisfy the great majority of women.

The makers excel in producing muslin underwear beauty at a moderate cost.



- Corset Covers - 25c to \$2.50
- Ladies Gowns - 75c to \$4.50
- Ladies' Skirts - \$1.00 to \$8.00
- Ladies' Drawers - 25c to \$1.50
- Ladies' Chemise - 50c to \$2.50
- Ladies' Short Skirts, Children's Gowns and Drawers, Infants Dresses, Etc., Etc.

## PUBLICITY WORK ON A LARGE SCALE

Capital City Board of Trade Sets a Contract To Advertise This City to Millions of People---Salem Placed On the Map of the World As the Cherry City In the Heart of the Valley That Grows the Red Apple of the World

The largest contract yet entered into by the board of trade was concluded yesterday, and as a result, the greatest amount of advertising ever taken by the boosters has been secured. This contract covers seven months of advertising and reading in the Sunset magazine; the writing of a special writer to this end; the distribution of 20,000 copies of "One Thousand Facts of the Willamette Valley"; an advertisement published in the book "Abroad," which is published in Europe; the distribution and publication of 20,000 copies of the "Colonist Folder," both descriptive of Salem. In addition to the above, the contract provides with the advertising matter that they will distribute all over the United, the Pacific coast, central states and the east, and various points in Europe. The contract with the Sunset Magazine provides that there will be one full page advertisement and six

advertising concern, wanting information regarding the Pacific northwest.

The tremendous effect this prodigious advertising will have on Salem can be surmised from the results following the beginning of the advertising campaign by the boosters, which compared with the advertising to result from the contract yesterday is puny and insignificant. The enquiries received by the board of trade have increased day by day until now they number well over the 10,000 mark per month.

The number of daily strangers visiting the board of trade rooms to receive information and literature regarding this city and surrounding country is increasing daily. At first the board of trade was but little visited, those seeking information, registering at the hotels and trusting to be able to get their information about town, but these interested persons are now going direct to the board of trade as the result of the stupendous amount of literature being sent broadcast over the country by that body.

Those who have registered at the board of trade during the past day are: L. E. Peterson, Woodburn; Thomas P. Hardy, Wilwaukee, Wisconsin; S. F. Carlow and E. E. Perry, Spokane; W. H. Budworth, New Mexico; A. J. Wordsworth, Kansas City; W. F. Ritchie and C. M. Ritchie, Nevada, Mo.; Carl Adams and Tony Goza, Seattle; Warren Cooley, Maple Valley, Wisconsin; Tony Stinson, LeRoy, Kansas; O. E. Peterson and A. O. Peterson, Lawrence.

J. H. Hass has turned over to the board of trade a postal card sent out in its early history, and was practically the first attempt made at boosting Salem. This interesting postal reads as follows: "Office Salem board of trade, Salem, Or. May 3, 1888. Dear Sir:—The pamphlet descriptive of Oregon, and Marion county, will be published about the 15th inst., when we will take pleasure in forwarding you a copy."

Salem will probably be able to boast the luxury of a ladies' tailor this spring, and one from Chicago at that. One of those to whom the literature sent out by the board of trade was C. T. Manhart of Chicago, and it is he, who in reply to the literature, states he will be here within a very short time and if conditions are as represented, he will be prepared to establish at least a branch of his large Chicago establishment.

A great number of inquiries are being received by the board of trade from Canadians, especially those at Alberta, who claim the winters there are too severe and that they are desirous of moving into this country. This may bring a wholesale immigration of these farmers into this country.

The mighty shout of the boosters a short time ago reached the ears of F. J. Lafky in Groton, South Dakota, and he, in an article published in the Independent of that city, wrote on March 12, as follows: "Amateur Observations on Pacific Coast Horticulture."

Oregon's red apples supplied California during the gold excitement and brought fabulous prices. After California raised its own fruit these orchards were neglected. Some were cut down, some renovated, and some hoary old mossbacks have weathered the storms and pests for forty years or more, and more recently have defied public sentiment, the law and the fruit inspector.

There is, however, an awakening in favored localities of limited areas and in oasis-like spots in the Willamette valley, the apple has again come into favor. Its bid for royal favor at the courts of London, Berlin and St. Petersburg, not to mention New York and other centers, has crowned the Oregon apple king. The favor with which Oregon apples were received has been the means of securing large returns to the Oregon grower. The 1906 crop brought the growers \$1.50 to \$2 per bushel box f. o. b. The eastern and European consumers paid \$3 to \$5 per bushel box, or five to fifteen cents apiece retail for Oregon apples. About the same results were obtained in 1907. The Wallace orchard near Salem sold 15,000 bushel boxes at \$1.50 per box in the orchard in 1906. This was off 45 acres. Nothing but culls can be bought for less than one dollar at any time. Even cider apples brought \$8 to \$10 per ton and the cannery bought low grades, windfalls, and such as have blemishes on the outside at \$10 to \$12.50 per ton.

Pears do well in the Rogue and Willamette valleys. Comice pears sold for \$7 to \$8 per bushel box in New York last fall. The Wallace orchard had a car of Comice pears bring over \$4000. Their returns from 70 acres pears in 1907 were \$15,000.

The Willamette valley is the chief grower of sweet cherries. Kentish, Early Richmond and other sour cherries of the east are raised to some extent for family use, but are not profitable. They are known as pie cherries and are sometimes used to feed birds to keep them away from the sweet cherries. The sweet cherries are Royal Anne, Bing, Lambert, Black Republican, Hoskins, etc. All dark skinned but the first. The Royal Anne is the favorite canning cherry. It brought five cents per pound last year. The Pacific Coast Nurserymen's association, which met at Salem last year at the time of the cherry fair, named Salem the "Cherry City."

The cannery at Salem, in 1906, bought 400,000 pounds of Royal Anne and nearly as many others. One company shipped 125,000 pounds Royal Anne and 50,000 pounds others. Mr. Presnal sold 34,000 pounds Royal Anne off 525 trees on five acres for \$17,000. He bought the orchard in the spring for \$1500 and is reported to have sold two acres of it for \$2000. Mr. Ferguson sold \$1400 worth off 143 15-year old trees. Several single trees are reported to have produced \$50 worth of cherries last season.

Cherries are gaining in favor. Nurseries are already sold out of trees. The cannery was over worked. One firm kept an outside canning firm supplied. The express shipments during the four weeks picking season about swamped the railroad companies. Ten minutes to one hour for loading cherries was the delay for every train north through Salem. The traveling public and railway employees used strong and picturesque English, time tables were smashed, while Harriman and the fools who continue to raise so much fruit were considered fit subjects for missionary efforts. There will be relief in this line as the new interurban to Portland is arranging for an express service to take care of this fruit business.

Loganberries are a cross between Anghlubaugh dewberry and the Red Antwerp raspberry. The Phenomenal is a cross between California dewberry and the Cuthbert raspberry. These are vigorous growers. They are planted eight feet apart both ways and a fence of three or

four wires is erected one way. On this the vines are trailed. They often grow 20 feet long and the berries are often so thick that at no place between the ground and five feet above can a finger be pushed to the wire fence without touching a berry somewhere.

In reply to a query as to crops, Mr. La Follette, a distant relative of the Wisconsin senator, said that his best patch would yield a solid mass of berries one foot wide and five feet high and the length of the rows for every row. Frequently a yield of one 24-quart crate is obtained from one hill. The picking season lasts four to six weeks.

Generally speaking, Oregon does not produce peaches. There are, however, favored localities in southern Oregon and along the Columbia and the bottoms of the Willamette where they are successfully produced. Mission Bottom, near Salem, furnished peaches for the Lewis and Clark fair that weighed 23 ounces apiece and one that weighed 26 ounces. The best young peach orchard in the world is just coming into bearing on Mission Bottom. Mr. Egan picked his early peaches by July 1, and the last of his late peaches November 6th.

Plums do well. Many are shipped green and some are canned. But they can't stand competition with prunes. Italian, French and Petite, and Silver prunes are raised. The Italian does the best in Oregon while the French only can be raised in California. Oregon prunes are artificially dried in driers. They are dipped in hot water to cleanse and soften the skin and then put in enclosed stacks and warm air forced through and around them. This makes a cleaner and sweeter prune than the open air evaporated article. There are 4000 acres of prunes in bearing in the Liberty district near Salem. About as many more are coming into bearing. Nurseries are about sold out of trees and prices of trees have gone up from five to twenty cents per tree. Salem shipped about 300 carloads of prunes this year. The prunes sell for 4 to 6 cents a pound, and net the owner \$100 to \$175 per acre for his work.

People who experiment some have planted English walnuts and occasionally a tree from a nursery has

found its way into the garden lawn or the grass plats between sidewalks and curbs in Salem. Some were early blooming and never bore. Some were late blooming French nuts and are showing fine crops of nuts. Many being seedlings of course they don't come up to standard. Prince has an orchard of 100 acres, part in bearing, that yielded 13 tons last year. These sold at 18 cents per pound at the orchard. He expects 30 tons next year as they double in output until in full bearing. One tree near Salem yielded 10 bushels which sold at 18 cents per pound, netted \$54. Mr. Stump has just planted 175 acres. Several 40 and 20 acre orchards have been set out. Many single trees and small groups are now growing throughout the Willamette valley.

Irrigation is practiced by the orchardists of Hood River and southern Oregon. No irrigation in the Willamette valley is practiced, but many orchards are in urgent need of tilling.

There are many nurseries in this valley. The Oregon Nursery company of Salem have a pay roll of over 100,000 per year and use 400 acres at Salem, most of 800 acres at Hillsboro and have many trees grown on contract.

Many of the neglected orchards have become infested with scale and codling moth. Spraying is the order of the day. Winter spraying for scale, summer for moth, scab, rust, anthracose blight, etc. Lime and sulphur seems just now the prescription for all ills the trees is heir to. Even the codling moth gets its lime and sulphur plus arsenic to make it good and remain so. This prevents the planting of large orchards that can not be cared for.

Small fruits abound and are easily grown. They are not specially mentioned because the new orchard always has its small fruit or vegetables between the rows. Strawberries, raspberries, currants, gooseberries produce abundantly and the returns are good. The cannery contracts for these, giving 4 cents per pound for strawberries, for instance, crates returned.

Lands in the Willamette valley are held at \$35 to \$125 for grain lands, \$5 to \$40 for stock farms, and

(Continued on page six).

388 STATE ST.

EXCLUSIVE MEN'S SHOP

PHONE MAIN 355

# Spring Suggestions

THE PLYMOUTH'S NEWEST OFFERINGS IN MEN'S WEAR PRESENTED FOR YOUR APPROVAL

### Trousers

For this season are shown in browns, tans, grays and olives with wide and hair line stripes in peg and half-peg styles; Sailor and English waists in worsteds, velours, cassimeres.

Priced \$2.50 to \$7.50

Neglige Shirts in Soisette, Pongee and Jap Silks. . .

### Neckwear

Red, green, brown and tan are the moment's colors in neckwear. The materials are pure silk and the new wood-fibre in Superba cravats.

Priced 50c to \$1.00

K. B. WASH VESTS



MEN'S TWO-PIECE OUTING SUITS

### Half Hose

Beautiful are the new shades in half hose. Gray, helio, garnet, azure, tan, pearl, gunmetal and old rose in lisle and balbrigan. For dress, of course black silk is the thing.

Priced 25c to \$1.50

Fownes English Gloves H. & P. Leather Belts

### Underwear

Union suits are the leaders in popular favor this season. We show them in balbrigan and pure linen, both knee and full lengths. Also regular two-piece suits.

Priced \$1 to \$8 the Suit

Men's Shop

The Plymouth

Men's Shop

OSCAR M. JOHNSON.

CLOTHIER--HABERDASHER

## We Are Hunting For You

We want to tell you that we are hunting for your watch repairing, jewelry repairing, special order work, optical work and engraving.

Perhaps you hunted for us and failed to find us; got into the hands of some unskilled workman; had your work ruined and overcharged. Our work will please you, as it has and is pleasing thousands of satisfied customers.

We have a most skillful and efficient workman in charge of our watch repairing, and in jewelry making and repairing we are usually prepared to cope with the simplest or most difficult job promptly.

JOHN G. BARR COMPANY

The Store of Quality

Corner State and Liberty Salem, Oregon

It has the finest stock of goods outside of Portland, and at right prices. No trouble to show goods or quote prices.