

COVE CHERRY WORLD'S BEST

MANY WORLD'S EXPOSITION
MEDALS WON
BUSINESS PROFITABLE

Not Only Cherries But Varied Berries
Thrive in Cove Section

(By Karl J. Stackland)
Cove, "The Cherry Center" is situated on the gentle foothill slopes in a sheltered nook of the Grande Ronde valley in the morning shadows of Mount Fanny, which towers one mile above the level of the valley.

For nearly forty years Cove has proven an ideal spot for the production of many kinds of fruit, particularly cherries and berries; and about 20 years ago began shipping cherries to the outside markets and found the returns so flattering, that, for the next decade, a number of fairly good sized, commercial orchards were planted to the best varieties such as Black, Lambert, Royal Ann and Black Republican, that in a years came into bearing and produced such wonderfully large and handsome fruit, that in 1901 three boxes were sent to the exposition at Buffalo, N. Y. on exhibit, and took the highest score against all competition. At St. Louis Exposition Cove carried away several gold, silver and bronze medals for cherries and supplied the Oregon State exhibit, for 30 days, with such, for which the state secured a grand prize. Again, at Portland and Seattle Cove repeated its success at St. Louis and the "Gold Medal Cherries" brand is fully warranted by the above related achievements.

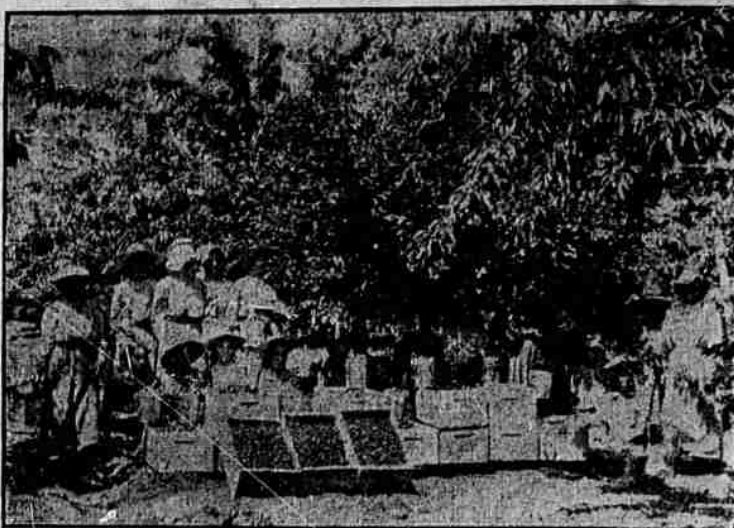
Cherry Crop Regular

But quality, alone, is not enough to induce heavy planting or large investment of capital, as the sweet cherry is a very tender fruit, and, even on the Pacific slope, where it generally speaking, thrives, it often fails to produce a profitable crop on account of frost injury to the buds in the spring of the year; but after a record of over 20 years for Cove and all the leading cherry growing localities on the Pacific coast, we find this to be, by far, the safest and surest for a crop, of any. Which is partly accounted for by the fact that here, in a normal season, the weather holds back the time of blooming until late enough to make them safe most seasons, also the fact that the mountains near by on the east keeps the morning sun from shining on the trees till the air has had time to absorb a possible frost at the time of blooming.

Thus, Cove is greatly favored for the production of the cherry or other tender fruits, and since our shipping season for the cherry is also advantageous, by coming in just after all other localities except Montana and just ahead of the latter, the markets are all open for the same and ample for a greatly increased production.

Bearing Orchards Big

There are now over 70 acres of cherries in full bearing and about as many more in younger trees and since 1904 shipments have been made in car lots, as well as by local express; the canneries also, have secured a large portion on the Royal Ann, each year, either for canning or for Marischino purposes, paying from 3 1/4 to 5 cents per pound for same; of late



Boys and girls obtain ready employment during the apple and cherry picking time at lucrative wages. Here is an instance where the pickers congregate to pose for the lens.

years the output has increased to nearly 500,000 pounds. In a favorable season and the black varieties are shipped fresh, in 3 layers 10 pound boxes, all over the United States and bringing a better price than the Royal Ann. With the increase of production there will come better precooling and marketing facilities and, even, better returns than in the past may very reasonably be expected; as such will add in gaining the attention of the trade and establishing a regular dependence on our supply, from year to year. The larger the supply the better.

Picking Time is Energetic

It now requires over 300 persons to pick, pack and handle the Cove cherry crop, each season, for about four weeks and some of those pickers make as high as \$5.00 per day and the packers from \$1.50 to \$3.00, according to experience, and the cherry crop becomes both a picnic and a bonanza for the community, each year.

Some of the cherry orchards in Cove have proven to be real gold mines for incomes and instances of heavy yields and high prices, are numerous; one 6 acre orchard with 11 year old trees brought the grower \$5,000.00 worth of cherries in 1910; but the average for a period of 4 or 5 years, for all trees over 10 years, is between \$200.00 and \$300.00.

With a little more increase in our production a cannery would be established, which when secured would at once stimulate the planting of several acres of these fruits, sending land values up to several times what they are now.

Cherry Fair Promising

In July 1911 Cove held its first Cherry Fair, got up a real fine exhibit, attracted large crowds from the outside and gained a great deal of flattering mention from the visitors and many publications.

As the cherry, on any of the Cove land needs no irrigation, there are, at least 5,000 acres of land splendidly adapted to the same that still may be bought for from \$100.00 to \$250.00 per acre, according to the location and size of tract.

The future will undoubtedly put Cove in the lead as a cherry producing locality, or as one shipping station, ahead of even Vacaville, Cal., as there exists all the requirements and natural inducements for building up the cherry output to one thousand carloads per year if carried to its full possibilities.

Small Berries Do Well

While Cove is best known on ac-

count of its cherries and these may always remain the leading item, connected with its name. It is by no means the only kind of fruit it can produce to great advantage as nearly all kinds of deciduous fruits do correspondingly well, and strawberries, raspberries, and loganberries all thrive and do remarkably well here yielding heavy and regular crops, but are not grown except on a small scale this in spite of the fact that the markets for the present production, have paid handsome prices, averaging over \$2.00 per 24 pound crate for a period of 8 or 10 years on all kinds of berries.

While the production of berries require irrigation facilities, there is an unlimited supply of water available for all the strawberries that can be planted, as up till that season all the streams carry a large amount of water, and this being the most staple berry for heavy production will, in a few years be planted on a large scale, so as to ship in carload lots and so as to have a greater inducement for the outside help needed for the cherry harvest.

There are records of many berry patches of straw- and raspberries yielding over 3,000 gallons per acre at this rate there is big money in mously, the average yield of our best shipping variety of strawberries, the Clark Seedling also called the Hood River, will probably not average over 120 to 160 crates per acre. But, even at this rate there is big money in them, at much lower prices than the growers here are accustomed to receive.

This having, always been a country for easy money, our people are so independent, that few of them will undertake an enterprise where they can expect net profits from small investments of both capital and labor; therefore, unlike so many eastern growers who are well satisfied with 50 cents per crate for growing berries, will plant only a few when absolutely sure of netting that amount; and, since they only have to labor a little in growing mixed fruits, a small garden with a cow and a few chickens to make a living on a ten acre tract, this is about all they care to do, when they might as well do several times as much.

Cove is certainly one of the most favored spots, by nature, that can be found anywhere and can easily support ten times the present population and everywhere become known for its many great attractions, besides cherries.

IMBLER THROBS WITH NEW LIFE

VARIED INDUSTRIES CENTERED
ABOUT APPLES.

TRANSFORMATION BIG

Where Wheat Fields Were Deemed as
Sole Use, New Life Exists.

(By George L. Cleaver.)

What is known as the Imbler district, with the little town of Imbler, as its center, is situated north of the middle of the Grande Ronde valley and is about 30,000 acres in extent. In early days it was used for grazing and was evidently a favorite hunting grounds for the Indian as relics are common discoveries now. The first settlers considered the "sand ridge" as they called it, worthless for anything but grazing and rabbits, and large bodies of this land changed hands on small consideration.

Later the pioneers tried some grain and vegetables and for the last 25 years the district has been one vast grain field, yielding millions of bushels of wheat, barley and oats. The soil is quite sandy and was found to raise splendid firm, long keeping vegetables, especially potatoes until thousands of acres are planted to potatoes each year.

The first farmers in this district planted small home orchards of mixed fruit, and gave the trees little attention, but in the year 1905 one large commercial orchard was planted near the town, then in 1906, a half section was planted in "Booth Lane," which is the extreme south of the district. These trees grew so evenly and straight, that others planted and now within four miles of the town, more than 2,000 acres are planted to orchards.

Such care was taken of the early commercial planting, that all the growers now take great pride in their beautiful orchards, and a farmer or orchardist need only to see the Imbler district to remember it always. The immense wheat fields, the great orchards, the splendid alfalfa, the pure water, the rich soil, the good roads and wonderful mountain scene-

ery, can only be appreciated by those who see it.

Imbler is a rapidly growing town on the Walla Walla branch of the O-W-R. & N. 12 miles north of the county seat, and present indications will make it the second town in the Grande Ronde valley.

It has mills, lumber yards, warehouses, good stores and a prosperous bank. Imbler is the place to locate in business, and the Imbler district is the place to settle on a farm, if happiness that comes from health and wealth is what you want.

Hot Lake is where they cure rheumatism and gout, but Imbler is where they cure sore eyes and despondent hearts. It only costs 35 cents more to see Imbler and it is worth while, if you are interested in any kind of farming or want to go into business

in a new town in the richest valley in the state of Oregon.

There is more Catarrh in this section of the country than all other diseases put together, and until the last few years was supposed to be incurable. For a great many years doctors pronounced it a local disease and prescribed local remedies, and by constantly failing to cure with local treatment, pronounced it incurable. Science has proven Catarrh to be a constitutional disease, and therefore requires constitutional treatment. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, Ohio, is the only Constitutional cure on the market. It is taken internally in doses from 10 drops to a teaspoonful. It acts directly on the blood and mucous surfaces of the system. They offer one hundred dollars for any case it fails to cure. Send for circulars and testimonials.

Address: F. J. CHENEY & CO., Toledo, O. Sold by Druggists, Etc.
Take Hall's Family Pills for constipation.



Six-year-old apple trees yield substantial crops—they commence bearing in the fifth year but good orchardists restrict the first yield to a few choice apples. This is an Imbler tree and similar trees make up hundreds of solid acres of evenly aged trees.

To The Person Receiving This Issue of The La Grande Observer:

The La Grande Commercial Club, which is responsible for this issue, is desirous of increasing the population of La Grande and attracting manufacturers and investors.

La Grande now has the second largest pay roll of any city in the state of Oregon, is the commercial center of Eastern Oregon, will soon have an interurban railway, which will firmly establish its commercial supremacy.

An investment in La Grande Real Estate will make you more money than any other real estate investment you might make.

GRAND VIEW ADDITION is the best and most sightly of La Grande Real Estate. Acre Lots, planted to the very best of fruit, soil unequalled, building restrictions, magnificent view of the valley and sold at prices and on such terms that you are **ABSOLUTELY GUARANTEED AGAINST LOSS.**

Write to us, and let us tell you more about **GRAND VIEW ADDITION.**

We have a choice listing of Grande Ronde Valley acreage.

La Grande Investment Co.
La Grande, Oregon.



houses in La Grande are up to the minute in every detail. This is a sample of the business-like interior arrangement of a local bank.