



PLANT OF EUGENE FRUIT GROWERS, EUGENE, OREGON, WHERE RIV-U-LET FRUIT IS PACKED.

These Men Direct Affairs Eugene Fruit Growers

By ELBERT BEDE.
I had an interesting time the other day interviewing at their homes the members of the board of directors of the Eugene Fruit Growers Association. I learned that manner of men it is that conduct the business of the great farmers cooperative organization. I got something of an insight into why this association has been so eminently successful among cooperatives. The men on the board of directors are all successful tillers of the soil, all with splendid farms, well kept, splendid homes, a general air of thrift and success at all their places. A half dozen I found at work in their fields or elsewhere, even though the day was one when Oregon mist was in the air, the mist that makes the Oregon Mistland fruit what it is. I found that four of the original directors are still serving and that the manager, J. O. Holt, was one of the early directors.

Mahlon H. Harlow.
Mahlon H. Harlow has been president of the board of directors for 16 years and is the second president. The only other one was Dr. H. F. McCornack who served from date of organization of the association until 1915.

Harlow was named on the first board of directors and has been continuously since, that is 23 years. When we stopped at the splendid appearing farm home, we were informed by the wholesome, matronly looking Mrs. Harlow that Mahlon was out in the orchard somewhere. We found him pruning his prune trees. If any trees need pruning it should be prune trees.

Mr. Harlow was born in Eugene at a point that is now the corner of Eighth and High streets. His parents, the father's name being the same as that of the subject of this sketch, were pioneers who arrived from Missouri at the time of something of an influx from that state (1851), where the Oregon trail started. He has been in the orchard business 35 years and all of his fruit is sold through the Eugene Fruit Growers. Purchasers of Riv-u-let brand have gotten, no doubt, a large proportion of Harlow cherries, prunes and pears. Mr. Harlow was a pioneer in the cherry business. His was one of the first commercial orchards in Western Oregon. He has 15 acres of cherries, 10 acres of pears and 45 acres of pears. All these acres must be cultivated four or five times annually. That is something that would seem strange to the wheat farmer, and probably the corn farmer would think that a little overdoing the cultivating business. Harlow also raises a few acres of alfalfa. He has been active in civic affairs and served eight years as county commissioner of Lane County. He is 72 years of age, has a wife, a son and a daughter.

F. B. Chase.
At the Chase Gardens a short distance northeast of Eugene, we found F. B. Chase, founder of the gardens and father of several boys who now take much of the load off the shoulders of the founder. He is another who has been a director since the organization of the Eugene Fruit Growers. He was born in Michigan and came to Oregon in 1889 with no thought whatever of founding the business which has grown to huge proportions. Upon his arrival he started an orchard on the land where his gardens are now located and where there is now

almost a little settlement to house members of his family and employees of the business. He quit the orchard business and put out a few hotbeds for the growing of early vegetables. He knew nothing about the business, and he learned from a book and from experience everything that has resulted in the business growing until there is now 250,000 square feet under glass. His business is admirably located, although that location was accidental. He has the advantage over both California and Washington growers in freight and express rates. He can get into the Washington market, but Washington growers are unable to compete with him in getting into the California market. He can ship into California, but California growers can not compete with him in getting into the Washington market. He specializes in tomatoes, cucumbers,



F. B. CHASE

roses and carnations. He starts picking cucumbers in February and tomatoes the first of April. Cucumbers go largely into California, while tomatoes, roses and carnations go not only to California, but over the entire Northwest and even into British Columbia. Those who have never been inside his hot houses will be astounded to know that both cucumber and tomato vines are trained up ropes like hops and the shoots are cut away to keep the vines from spreading out. There is no other business like the Chase gardens in the entire Northwest, and few anywhere else.

Frank B. Harlow.
Frank B. Harlow was born near Eugene and on the farm where he now resides, which is known as "McKenzie Orchard Place." He is the son of the late Anderson J. Harlow, who was a well known pioneer, and is a nephew of Mahlon H. Harlow, president of the Eugene Fruit Growers Association. He completed his education in the University of Oregon and since then has devoted his time to operating his farm which, as well as his residence, is known as among the best in the Eugene district.

Mr. Harlow has 80 acres in orchard, most of which is filberts, cherries and prunes. In 1897 he made one of the first walnut plantings in this section on two acres of ground. The first walnut planting of which there is record was made in 1892.

Mr. Harlow has been a member of the board of directors of the Eugene Fruit Growers Association for 15 years. Besides his active interest in this association and several other cooperative enterprises in his district, Mr. Harlow has been active in Grange work, which is strong in Lane County. He has served as Pomona Master for four years and as deputy organizer six years, besides holding many minor positions. He has always taken an

active part in the deliberations of groups having the welfare of agriculture at heart.

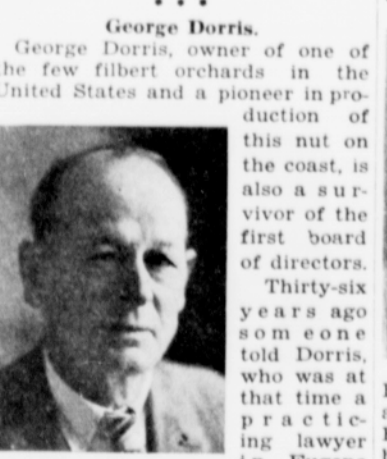
E. A. McCornack.
One meeting E. A. McCornack for the first time might pick him for a fellow who was satisfied to spend on his farm all the time not required in getting his crop to market. He is not a showy sort of fellow but he comes to the association with something of a record for doing things in cooperative marketing and public service. His father, Dr. H. F. McCornack, was the first president of the board of directors of Eugene Fruit Growers, but the son is the baby member of the board. He is a member of the legislature from Lane county, is vice president of the Bank of Commerce of Eugene and has been on the board of directors for 12 years. He has been president of the Pacific Cooperative Wool Growers for four years and was for several years president of the Lane County Agricultural Council. On his farm in the foothill section west of Eugene, McCornack specializes in Royal Anne cherries and Shropshire sheep.



George T. Scott.
George T. Scott was born on a farm near Wahoo, Saunders County, Nebraska. He had nothing to do with picking the name of the place near which he was to be born. That event happened in the year 1880 and 1907 found him in Oregon to settle permanently. He lives three miles north of Junction City, or about 17 miles north of Eugene, where he has 18 acres of cherries, principally Royal Anne, Bing and pie cherries set out 18 years ago, 3 acres of Italian prunes (sold by the Riv-u-let Fruit Company under the name of blue plums), 1 acre of filberts, 5 acres of walnuts and 30 acres of hops.

Mr. Scott has always marketed his crop through the Eugene Fruit Growers and for five years has been a member of the board of directors.

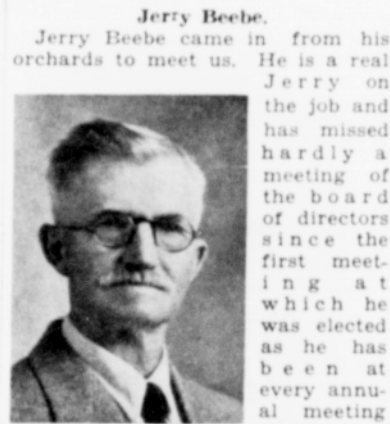
George Dorris.
George Dorris, owner of one of the few filbert orchards in the United States and a pioneer in production of this nut, is also a survivor of the first board of directors. Thirty-six years ago some one told Dorris, who was at that time a practicing lawyer in Eugene



(he drew the articles of incorporation for the Eugene Fruit Growers) that filberts couldn't be grown in this country, so he decided to grow them. At that time the only other filbert trees on the coast were 12 at Vancouver. He got his stock from California, whence it had come from Spain. Although filbert trees will not produce in California, the trees brought from there and placed on the Dorris tract, where climatic conditions seem to

be exactly the kind needed, are among the heaviest producers in the world, and the orchard is the heaviest producer of any in the state. Filberts do well in Spain and France, but there are few places in the United States where they can be profitably grown. Western Oregon is one of those places. Dorris has 35 acres of filberts, 20 acres of cherries and 20 acres of walnuts. Filbert trees produce for 100 years. Fifty pounds is a good yield, and a profitable one. Dorris has a 25-year-old tree that has produced 103 pounds.

Dorris came here from California when he was 10 years of age and has had no desire to return. He was a pioneer lawyer in Eugene. He was out working in his orchards when we found him.



Jerry Beebe.
Jerry Beebe came in from his orchards to meet us. He is a real Jerry on the job and has missed hardly a meeting of the board of directors since the first meeting at which he was elected as he has been at every annual meeting since.

Beebe came here from Kansas, Iowa and Michigan, and has had no desire to return to any one of them. He has a beautiful place on the river northwest of Eugene. He has 85 acres planted to cherries, prunes, pears, peaches and walnuts, all marketed through Eugene Fruit Growers.

Wilmer Walton.
At the Wilmer Walton Riverbrook farm we stopped to admire the weedless lawn in front of a commodious farm home while Mr. Walton dropped his work in his orchard to come in to greet us. He has been a member of the board for five years and has served on the school board in his district. He came here from Michigan 20 years ago. He specializes in Royal Anne, Lambert, Bing and Montmorency cherries and also has a few plums.



Howard S. Merriam.
Howard S. Merriam is one of the few growing apples commercially in Lane County. So well and favorably have his apples become known that he sells the product of 22 acres to those who call for them. His varieties are the Delicious, the Newtown, the Spitzenburg and the Jonathan. His Bartlett pears and six acres of Royal Anne cherries from six acres are marketed through the Eugene Fruit Growers, of which he has been a director for five years.

Canning Means Fresh Fruit All Times Year

By ERNEST H. WIEGAND.
Horticultural Products Department Oregon State Agricultural College.
Oregon has made steady progress in the production of canned fruits and vegetables. This progress is due mainly to the exceptional quality of products produced in this section. Soil and climatic conditions are ideal for growing canneries crops with the result that many canneries have been established in all the producing sections of Western Oregon.

Berries are produced in abundance and varieties of strawberries are grown here that have canning qualities not found in other sections. Loganberries are also an "exclusive" canned product of the northwest, making this section the recognized "Berry Center of the World."

No products lend themselves to packing in different ways as do berries. Besides the usual methods of preserving only recently it was demonstrated that they could be successfully packed with sugar and frozen solid. This frozen product packed in small containers found a ready sale in eastern and mid-western markets. A fresh strawberry short-cake at Christmas-time is now possible with berries produced in the Northwest in June. What could be more delicious! All the natural flavors and aromas of one of Oregon's wonderful fruits preserved to be eaten as fresh at any season of the year.

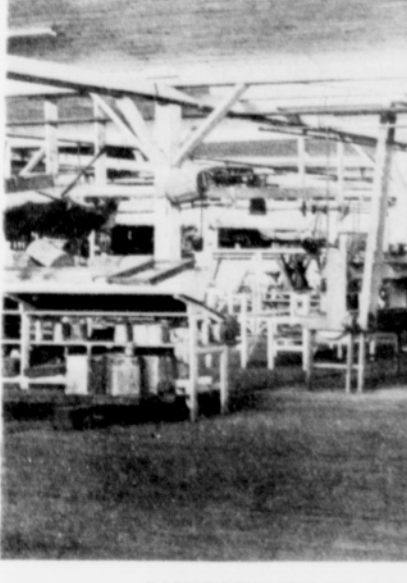
Canned fruits and vegetables are distinctive as food articles. They combine all the flavor and nutritive qualities found only in fully matured fruit. Furthermore they provide a variety to the diet which is not only desirable but necessary to keep up the appetite. Fruit acids stimulate the digestion, while the large variety of products obtainable in cans provide the many mineral elements necessary to preserve the health.

The change in manner of living brought on by education has stimulated the consumption of canned foods. Produced in a sanitary manner from the best materials obtainable they offer an unexcelled product for every table. Modern science has shown that canned products retain their fresh characteristics and add to the diet the vitamins so essential for our well-being.

Eastern and foreign markets are finding the Oregon canned product, berries, prunes, pears, apples and other fruits and vegetables a ready seller. This is due to the superior flavor preserved by modern scientific methods of canning. These food articles are canned in plants designed to properly pack and preserve them for future use.

The extensive growth of the canning industry is the result of the continued growth and prosperity of our farming communities. Contracts covering long periods are made by these large canning concerns located throughout the Willamette and adjacent valleys. These contracts pave the way for increased acreage, with better cultural methods. Larger yields with increased returns to the farmer are the result. In communities such as these, located far from the consuming centers, the canning plant is the solution to the marketing problem.

Oregon's Timber Resources.
Oregon has one-fifth of the standing timber of the nation, 396,000,000 board feet, and has about 500 sawmills which cut four billion feet of lumber annually. The main species are Douglas fir, western yellow pine, hemlock, redwood, white and sugar pine, red cedar and spruce. Lumbering in its various phases is Oregon's greatest industrial operation. Oregon is second in the amount of lumber cut each year and the annual cut is worth \$100,000,000. It goes to all world markets. Hundreds of re-manufacturing plants are found in all sections of the state, making doors, sash, veneer, furniture, high-grade office furniture and fixtures, toys, battery separator material, and other special products. Great pulp and paper plants now rapidly centering in Oregon and the Northwest consume huge amounts of timber and waste from sawmills.



SANITARY WORK ROOM IN PLANT OF EUGENE FRUIT GROWERS.
Those who eat Riv-u-let fruit provide employment for a large number of persons. There are the employees in the orchards or berry patches, which have to have care the year round, then there are the pickers when the fruit is ripe, those who take the fruit to the canneries, those who sell the fruit to the consumer, not to mention members of the office force of the Riv-u-let Fruit Company, those who make the cans and boxes in which the fruit is shipped, members of train crews, etc., a small army in its entirety. The wonder is that with all the painstaking labor that goes into providing a superior food product it can be sold at a price that puts it literally into the mouths of a large part of the population of a great nation.

great sawmilling section and it has been estimated that the district has one-thirtieth of all the timber in the United States.

Rain in Oregon.
Oregon has no apologies to make for its rain. It has itself adopted the name of mistland for some of its fruits, for it is the mist that makes possible the fruit that the Riv-u-let Fruit Company, Eugene Fruit Growers and others ship to those who will receive this issue. The annual rainfall in the valleys of Western Oregon ranges from 26 inches to as high as 48 inches, an average far below that of many other states, but rain in Oregon



THE WAY PLUMS GROW IN OREGON.
See those boxes of yellow plums? Thirty-two bushels of 'em. They all came from the tree in front of which they have been placed. The tree is one in the orchards of J. O. Holt, manager of the Eugene Fruit Growers. They would fill more No. 10 cans than one North Dakota family could empty in a year. Note how the limbs have been bent by the weight of the fruit. In a well cared for prune or plum orchard it is necessary to use props to keep the limbs from breaking off with the weight of fruit.



In Oregon We Raise 'Em on Riv-u-let and They Eat It Out of the Can.
Nothing appeals to the normal person more than a baby. Oregon has its babies that will compare most favorably with those produced anywhere else on God's green footstool. Are they pretty and healthy? Ask their mothers. Fruit in proper quantities is a splendid baby food. Physicians say a certain amount of fruit is necessary for the growing child. In Oregon they are trained to pick only the best from the trees. When the picking season is past they are trained to eat only the best from the cans. The label on the can may be significant. This baby's mother has just asked, "Is it good?" The little tot, with a twinkle in its eye, is answering, "I'll say it is!" It may be of interest to some to know that the baby eating from the can is a grandson (or is it granddaughter) of O. H. Heine, originator of the Riv-u-let brand. One never heard of a former North Dakota farmer taking chances with a grandchild.

falls usually in a gentle patter, and therefore more time is required for a given amount than if it fell in sheets. Cloudbursts and lightning storms are curiosities here. Last year Oregon had five months without a drop of rain, and official records show that Oregon always has its full share of sunshine to put the pink blush on its apples, to keep its aromatic roses blooming almost the year through, to ripen strawberries (in small quantities) as late as Thanksgiving.

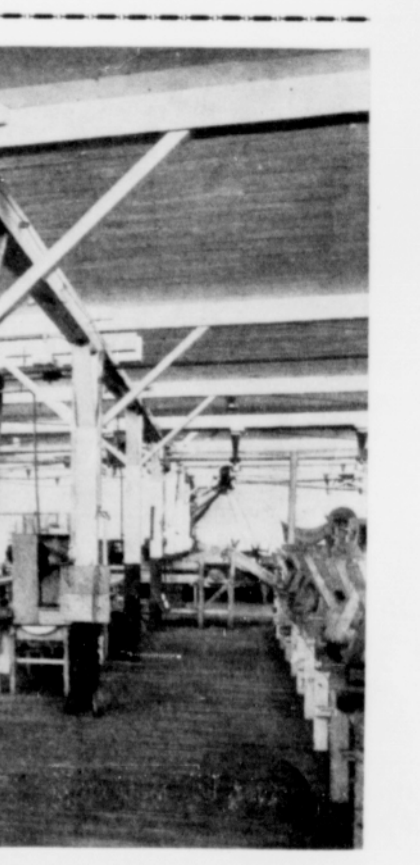
The Pacific Northwest has over half the potential hydro-electrical power of the nation. Millions of horsepower await development.



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