

OREGON FRUIT KNOWN THE WORLD OVER

PEARS, PEACHES, PLUMS, PRUNES REACH PERFECTION; BERRIES, CHERRIES AND GRAPES ARE LARGE AND DELICIOUS WHILE APPLES FROM THIS STATE SET THE STANDARD IN EVERY MARKET



LAMBERT CHERRIES GROWN NEAR TROODDALE - ONE TON OF THESE WAS SOLD IN NEW YORK FOR 40¢



TYPICAL PEAR-PICKING SCENE



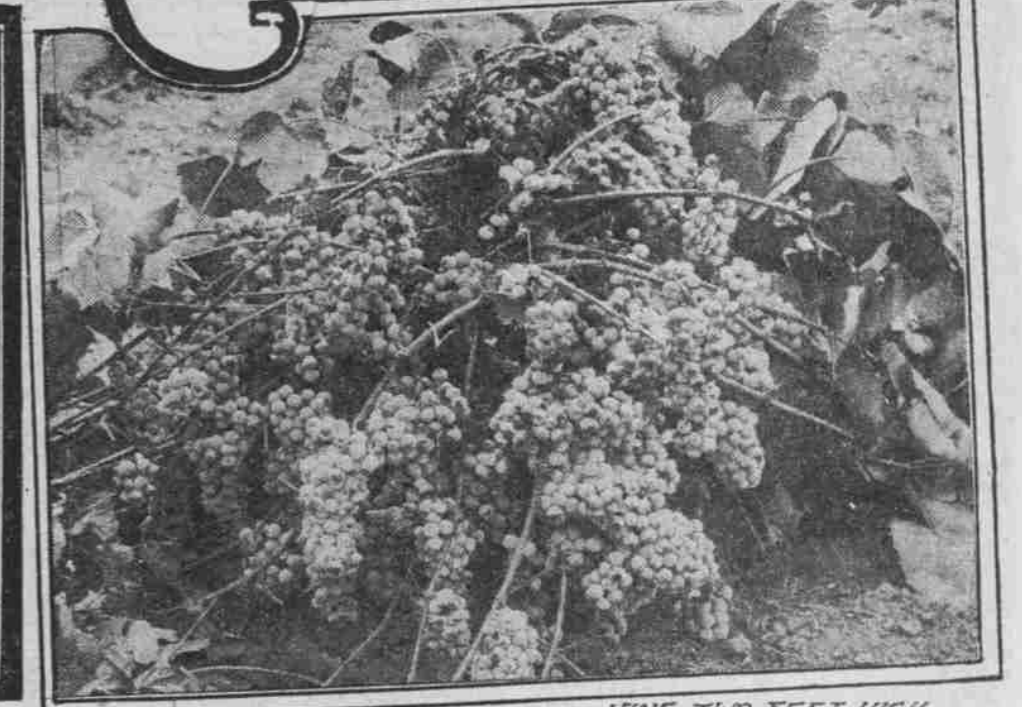
LOGANBERRIES - A PROFITABLE CROP



YELLOW NEWTOWN APPLES ONE OF THE STABLE VARIETIES



STRAWBERRY PICKING IN OREGON



VINE TWO FEET HIGH BEARING 35 POUNDS OF GRAPES

By Charles A. Malhoof, District Freight Agent Southern Pacific Company.

THE blue ribbon industry of Oregon is horticulture. Its growing proportions and unlimited prospects are attracting attention from all parts of the Union, from Canada and Europe, and the extensive movement of sellers into the state can be attributed to that fact more than any other.

In ten years horticulture will be one of the state's greatest industries, if not the greatest. This statement is justified by two indisputable facts. First, we have fully demonstrated our ability to place on the most exacting markets a product of the highest quality, at the highest prices paid, in competition with the output of the world. Second, our fruit-producing area is of a magnitude to be found under like conditions in no other section. An orchard as large as the states of Connecticut and Rhode Island with their combined surface of 6240 square miles could be placed within a zone served by our present transportation facilities, and still leave a territory of equal proportions to carry on our other pursuits. Authorities place the extent of fruit-producing soil in this territory at about 4,000,000 acres, not including those lands which will ultimately be reclaimed by irrigation.

No influence is so responsible for the unprecedented investment of intelligent capital in Oregon, and the widespread inquiry of contemplated immigration, as the rapid and substantial progress of horticulture. It is the most powerful advertising medium the state possesses. Our fruit-bearing area in 1908 was 49,000 acres. One hundred and twenty-five thousand acres were planted during the past five years, and in five years more 200,000 acres will have reached the bearing stage. Fifty thousand acres will be set out during the present winter season alone, and within 10 years, at that rate, 500,000 acres will be in full bearing, while the total planted area should have reached the enormous figure of 750,000 acres. Five million dollars is the present annual valuation of our fruit crops. In 1919 the gross returns should be not less than \$10,000,000.

The situation can hardly be overestimated. Our ideal climate, aided by soil of great fertility and variety, serves to make Oregon an exclusively favored spot for the prolific cultivation of high-grade fruits. These facts considered in connection with inexhaustible supplies of water, a growing demand for our products, and the millions of acres of choice lands available for the expansion of horticulture, of themselves leave little room for question as to its coming immensity. A further analysis of Oregon's claim for horticultural greatness is conclusive in its result. Comparison of existing conditions with those incident to fruit culture in other localities is pertinent. Fruit production throughout the territory east of the Rocky Mountains is decreasing and the quality depreciating. Climatic conditions are largely responsible for that. They are too variable to insure regular crops. Destructive frosts are apprehended each year. Disease and pests have curtailed the apple crop and almost entirely destroyed the pear industry. The unevenly balanced seasons make the fighting of disease there difficult and conditions generally seem adverse to improvement. On the other hand, the production of fruit in Oregon is established upon a basis of assured increase. It is not an experiment, but

the result of several years' intelligent effort, and a demonstration in the broadest markets that the quality is not only equal to the critical requirements of today, but so far superior to the product of other competing sources as to have created a standard of excellence of its own.

The apples of no other locality have ever brought such prices as are paid for the Oregon Spitzenberg and Yellow Newtown apples grown in the Hood River and Rogue River Valleys. The Yellow Newtowns are sold exclusively in New York and London. New York alone consumes practically our entire supply of Spitzenbergs. Our fruits are in equal demand in other markets, and these are gradually being taken care of as the production increases. The grower is well repaid for his skillful work. Prices have run as high as \$3 a box of 50 pounds at shipping point, or the equivalent of \$3 a barrel. The selling price to the retailer East has frequently reached \$5 a box, or \$15 a barrel.

The Rogue River Valley pears surpass any fruit of the kind ever marketed. At least commercial history records the fact that the highest figure ever paid for that kind of fruit was for the product of the Rogue River Valley in the last three years. The top figure was \$8.50 a 50-pound box, or nearly 18 cents a pound. The retailer shared in further profits and the consumer paid not less than 20 cents a pound for the luxury.

Oregon leads the world in high-grade cherries, and its present acreage of that fruit is greater than the combined acreage of all other states in the Union. Yet only a mere fraction of our available lands is devoted to cherry culture.

Every kind of deciduous fruit produced in temperate zones is grown successfully in Oregon. The apple is the variety principally produced, and it will always be the keystone of the industry. Its present annual production is about 2500 cars; this represents the output of the modern orchard to a very limited extent, however, and two or three years will have passed before the effect of the latter will be appreciably felt. About 100,000 of the 125,000 acres of young orchards in the state are of the better variety of apple, and under skillful methods of cultivation will represent, when in full bearing six years hence, an annual shipment of not less than 20,000 cars at a valuation of about \$15,000,000. In point of increasing value, the pear will always be a close second to the apple. Examples are mentioned elsewhere in this article, which index the future importance of the pear to the fruit industry.

The Oregon dried prune is a staple in the markets of North America and large quantities are annually exported for English consumption. The annual output is about 20,000,000 pounds and the valuation in 1907 was more than \$1,000,000. Other fruits grow to an equal state of perfection. Strong demand exists for our cherries and

peaches, which command the highest prices wherever marketed, and there is much room for expanding this branch of horticulture. The walnut industry alone has great possibilities. Already 2000 acres have been set out, and the crops already produced are of a quality which even surpasses the famous walnut of Southern France. More than 8000 acres have been sold for planting this season, and the Willamette Valley is destined to be one of the greatest walnut regions.

The majority of orchards planted in Oregon during the past six years are of the modern type, where the land is not only judiciously selected, suitably prepared and cultivated, but the growth and character of every tree closely guarded by the grower in the different respects necessary to keep it in a state of healthful perfection. Too much credit cannot be assigned to the Oregon Agricultural College and Experiment Station, and the State Board of Horticulture in assisting to bring about the present satisfactory state of affairs.

A careful review of the general fruit situation clearly shows there is no danger of over-production in Oregon, which brought about the present quality is maintained. The Pacific Coast cannot compete with the East except upon the basis of superiority, and this is a factor which will always have to be borne in mind by the horticulturist here. A perfect article, representing not only appearance, palatableness, but keeping and shipping qualities, is a strict necessity. In addition to this, up-to-date packing is essential. No method of advertisement brought the Hood River fruit into such prominence in the East, aside from its superior quality, as the perfection of its packing; and the years of experiment and study which brought about the present style of wrapping and packing, was one of the greatest boons the industry ever received from any source.

Mention has been made of the entire production of the apple crop of the East. The production of the entire United States has steadily decreased since 1896 from 350,000 cars to 120,000 cars in 1907, while the average for that period was 209,926. Practically no

newly-set orchards represent about 10,000 acres. The increasing call for this fruit, which brought to Oregon in 1906, 1907 and 1908 the highest prices ever paid for pears, of itself should justify the assurance that its outlook for the future is almost without limit.

The fear of over-production in dried fruit, peaches, cherries, walnuts and small fruits may be treated in the same light and under the same suggestion of a continued high standard. There is no question as to the increasing demand for our dried fruits and walnuts. The limited acreage of peaches and berries of all kinds now in bearing has admitted of but little movement of these commodities in carload shipments beyond our local markets, and yet these markets have always paid greater figures for them than for the product of other Pacific Coast States. A large part of the strawberry crop goes East in carload shipments from the Hood River district, and between 5000 and 10,000 tons are harvested yearly. Our cherries are extensively shipped in small lots throughout the country, and the increasing demand will justify the shipment in carload lots in the immediate future. As a matter of fact, arrangements have already been made to do so in 1909. Pickled cherries are shipped in considerable volume to California and the East and a large business has been worked up in that line. The establishment of the fruit canning industry upon an extensive scale in Oregon, now taking place, distinctly marks the future of the smaller fruits. The present capacity of those in operation is 200,000 cases per annum, while the output should be not less than ten times that figure.

The essential avenue of distribution of small fruits is the capacity and support as a whole in view of its ability to take care of all varieties, and under ordinary conditions at all times. The recognition of canned fruit as a staple article of consumption in every market is sufficient evidence of what further may be expected of Oregon in its different branches of horticulture.

OREGON IS FAMED AS APPLE STATE

Leading Product of Its Orchards Commands Top Prices and Returns Large Profits to Growers.

ALTHOUGH other Oregon products are of greater value, none is more widely known or sets a higher standard of quality than the apple. The Oregon apple is famous from one end of the United States to the other; it is familiar in the markets of all large Eastern cities and even in London and other European capitals it sets the standard and commands prices to which the apples of all other states and countries take second place.

The apple has been raised in Oregon from the days of the early pioneers, but it is only within recent years that this, the most important branch of horticulture, has been put on a scientific basis. When apple trees were first set out in the Willamette Valley, it was found that they would grow and yield with but little attention, so rich was the soil and so well adapted the climate. Markets, too, were lacking to stimulate the orchardist to take care of his trees. Imperfect trees and imperfect fruit were the result and many years had not passed before pests began to infect the trees. Only a few years ago, these old and unkempt or-

chards were very numerous throughout the Valley, but now they are fast disappearing. Young, clean and well-kept trees have taken their places and where old trees are left standing they have been sprayed and pruned under the direction of keen-eyed inspectors. To the growers of Hood River, undoubtedly belongs much of the credit for introducing modern methods in the care of apple orchards and the picking and packing of the product. Growers in that valley were not content with perfect conditions of soil and climate for the production of the apple, but went about aiding Nature by making a study of the requirements of their orchards. Their reward came in the form of high-grade apples that called forth admiration wherever they were shipped, and it was not long until Eastern buyers were flocking to Hood River eager to contract for the output at the highest market prices.

Hood River growers never allowed their apples to fall below the high standard they have set and the up-to-date methods followed there spread to the other apple-growing districts of the state. In no section is more attention being paid to the im-