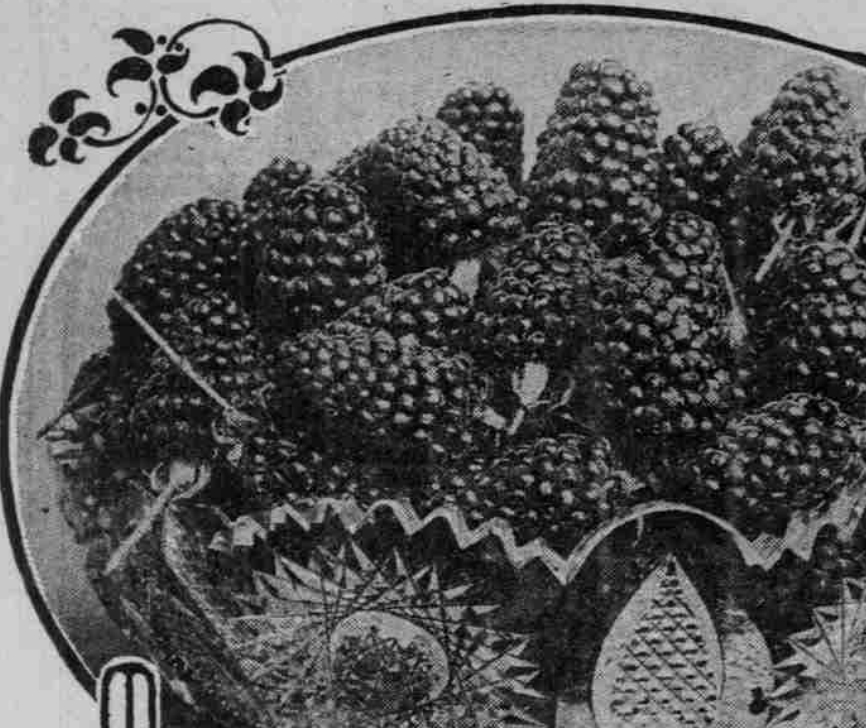


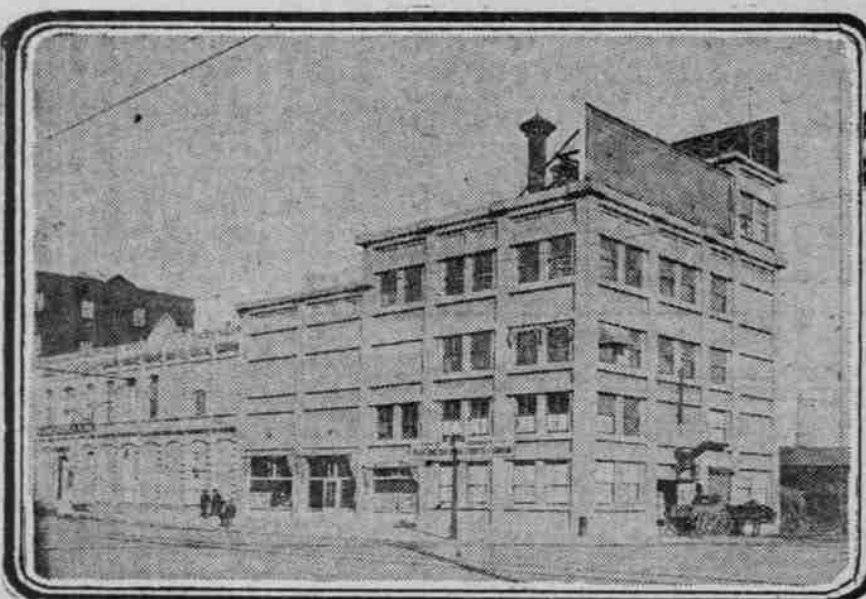
# RAPID GROWTH OF LOGANBERRY INDUSTRY IS TRUE MARVEL STORY OF OREGON

From First Humble Beginning, Business Has Developed Until Demands for Products Exceed Supply—Thousands of Acres More Will Be Planted in 1920 to Meet Ever-Increasing Calls From Ends of World



Co. Weister Co.

The Real Thing.



An Oregon Juice Factory.

By H. S. Gile.

**L**OGANBERRIES are today attracting almost universal attention among those horticulturally inclined, notwithstanding the fact that loganberry growing in the northwest has not been at all times a profitable undertaking. It is not so many years since they were a novelty; in fact, the berry was created or discovered not so very long ago by Judge J. H. Logan. The following extract from a story written by him many years ago will best tell in his own words how he did it and what his part was in the matter:

"In 1880 I planted in my vegetable garden in Santa Cruz, Cal., all the varieties of blackberries and raspberries obtainable. These were planted without any reference to the association of varieties, with the exception that I planted the Texas Early (a highbush) in close proximity to the California dewberry (strawberry), having in mind a possible cross between these two berries, it being generally conceded that the wild blackberry for flavor is without a peer, but on account of its many adverse characteristics its cultivation is limited.

"The Texas Early, while not so desirable, possesses qualities for the purpose of crossing, not possessed by any other blackberry that is, early and long flowering period, also being unsexed or staminate. I saw a possible cross between these two varieties which, if successful, would be an improvement upon both. They were therefore planted side by side. By the merest accident, not deeming a cross possible between the blackberry and the raspberry, I planted a variety of the Red Antwerp, which was one of the best raspberries growing in Santa Cruz at that time.

"In 1881 the plants bore. In pursuance with my original intentions, the seed of the dewberry was taken and planted in August of that year.

About 500 seedling plants were produced. They were very much alike in appearance, but in the spring I noticed one of the seedlings quite unlike the others, having somewhat the appearance of the raspberry. This, as it developed, was the loganberry."

**Characteristics of Loganberries.**

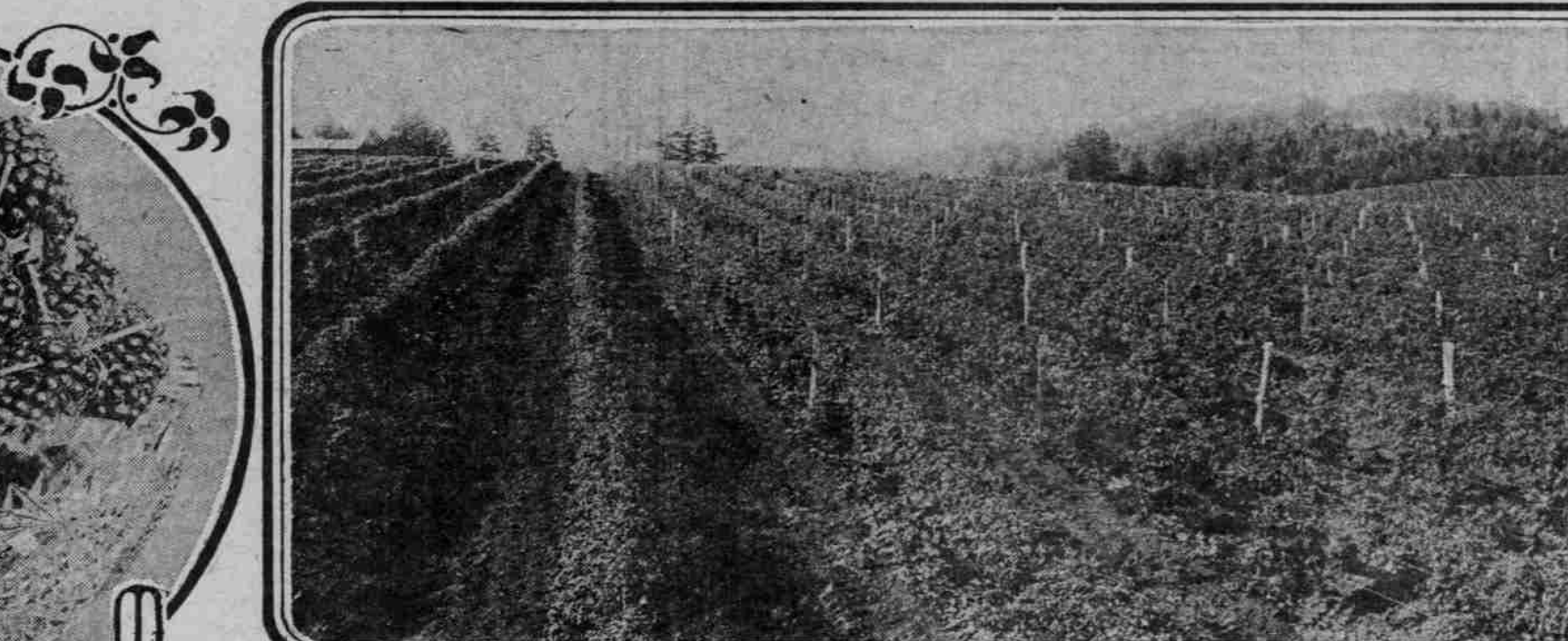
The fruit to which Judge Logan gave his name possesses many of the characteristics of the native wild blackberry, except in color and appearance, which are strongly raspberry. Between the Texas Early and raspberry flavor, containing, however, more piquancy and richer color than either of the parents.

Judge Logan evidently was not a very strong promoter. He admits that he never made any money from the discovery and propagation of the loganberry, to which he gave his name, until about 1895, when it made its appearance in Oregon and proceeded to make itself very much at home in the moist, rich soil and mild climate of the Willamette valley, where it began to produce enormous crops and to attract considerable attention.

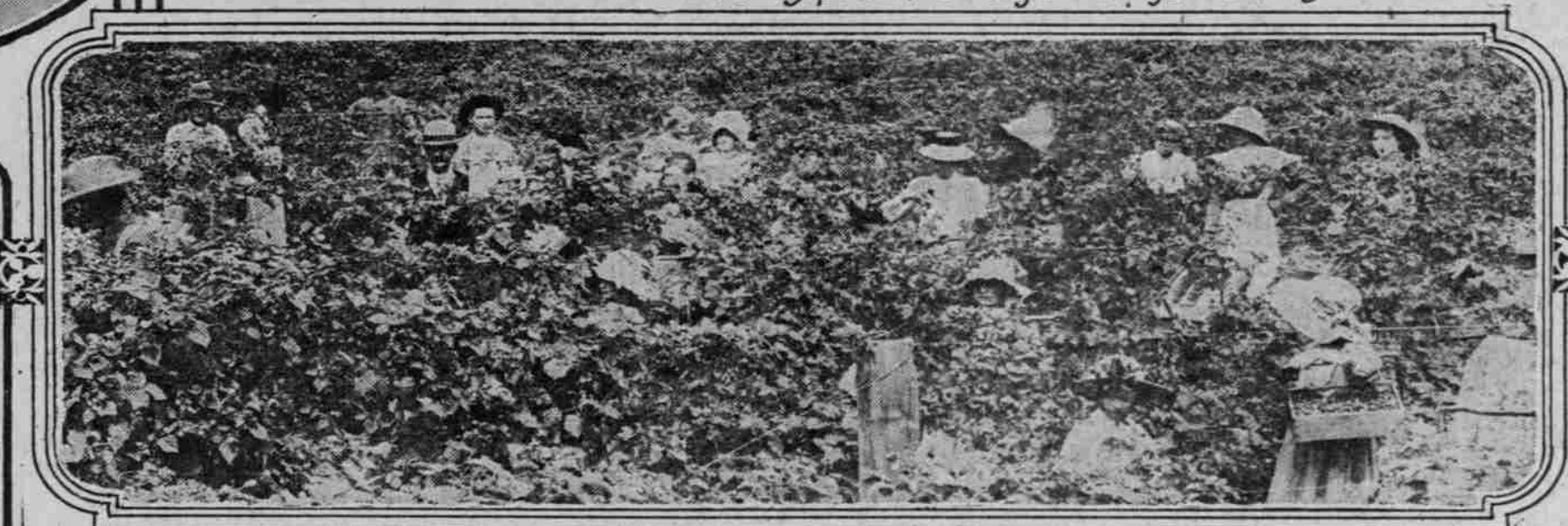
Between the years 1887 and 1898 a considerable acreage of loganberries was planted in the Willamette valley, resulting in rapidly increasing production, without any constructive effort having been made to provide markets for this new fruit.

It did not require a very great tonnage to supply the local demand. Some spasmodic attempts were made to ship loganberries east in their fresh state, the shippers feeling certain that their great size and fine appearance would insure long prices and large profits, but the very quality which made them desirable to make loganberry juice a commercial possibility defeated the hopes of the fresh fruit shippers. Loganberries as produced in Oregon were too juicy to successfully stand long-distance shipment.

It was not until about this time began to take notice. They used a few loganberries and gradually increased



A Typical Oregon Loganberry Field



Picking The Berries

of making punch, fruit cups or for jelly, it was, however, not until the growers began to seriously threaten the destruction of their vineyards in 1913, because of lack of markets for their fruit, either fresh, canned or evaporated, that any extensive commercial test of pressing and making loganberry juice in a large way was attempted.

The crops of almost the entire Willamette valley in 1913 had been evaporated, chiefly because there was no other outlet for the fresh fruit. This simply meant that the fruit could be kept considerably longer in evaporated form, but there was, however, little or no demand for evaporated loganberries, and in the spring of 1914, with a new crop almost at hand and the warehouses at Salem still loaded with the 1913 evaporated loganberries, the growers' outlook was certainly not very bright.

**Education of Public Need.**

The great problem was how to teach millions of consumers the real value of evaporated loganberries quickly enough to save the community from a serious economic loss and such a serious economic loss as that which would occur if the growers should generally destroy their plantings.

The crop of 1914, as in the previous year, was pretty generally harvested and evaporated. There was practically no other alternative. While these two crops of dried berries were being peddled about and all sorts of persuasion and salesmanship failed to induce the large eastern distributors to become very enthusiastic about the product, the very cheapness and fine appearance of the fruit secured a market, either canned or evaporated, which quickly resulted in an accumulation of stocks which could not be easily marketed, and for that reason, surplus quantities which would be steady buyers, contenting themselves with the supply which they received from their growers who held them in stock.

"The open market therefore dropped from 4 cents to 2 cents and less and the growers, who had been making a large tonnage, even at a price which represented less than the cost of production.

"During these years while loganberries were so cheap there were many people who were making various uses of loganberries in their own kitchens. Scores of persons known to the writer were making and canning loganberry juice as they canned other fruits, and their guests with a drink entirely new and wonderfully good. They also found that for the purpose

reversed that the production of evaporated loganberries in 1915 was very far from supplying the demand. This feature of the industry should interest owners of land suitable for loganberry-growing, but which is located so far from manufacturing plants and other markets that heretofore they have been content to take only a small return per acre, using it for pasturage and other similar purposes, and have valued the land accordingly. Ten, 20 or more acres planted to loganberries, with a simple constructed dryer, will make a great commercial asset to the north-west, as land which may be worth \$500 or more, because of its proximity to a city or town.

The men who later organized the Pleasant Fruit Juice company sent one of their number east to make a thorough study concerning the possibility of making a market for loganberry juice. They became convinced that loganberry juice could be made a profitable business, and they set out to do it, providing it could have a sufficiently strong advertising and merchandising campaign.

The first real encouragement to the growers came when they were assured by this juice company that it was ready to make a fixed in the long-time contracts which promised more than fair profits for all the loganberries which they could grow.

It was here that the re-creation of the loganberry industry in the northwest began. Many vineyards had been destroyed, but the greater number and the best of them were still in the ground in the spring of 1915.

This infant company undertaking to save the loganberry industry and market the product in the form of evaporated loganberries, the growers who were undertaking an enormous task; that they were attacking a problem which would require vast expenditures of money, and would tax the nerve and staying qualities of men full of faith in their product and in their own power to succeed in their task.

The Piez company is the consolidated outfit which has taken the Pleasant Fruit Juice company and the Northwest Fruit Products company, two of the largest loganberry growers in the fruit juice business, whose general offices are at Salem, Or., with manufacturing juice plants at Salem, Olympia, Woodburn and Wenatchee, and with a very extensive and complete jam and jelly plant also located at Salem.

A visit to these plants will con-

vince the most pessimistic observer that the directors of this great business enterprise have faith in themselves and in the ultimate future of their undertaking. Large investments have been made in expensive permanent equipment. Hundreds of thousands of dollars have already gone into national advertising and other publicity, placed there by the managers of this company, whose vision is broad enough to permit them to view without envy or discouragement the growers, the land owners, now advertising manufacturers and dealers in the same products, and the entire community making large profits and enjoying a new prosperity, because of this company's enterprise and their vast expenditure of money, holding themselves to the firm conviction that in due time they also will reap a reward for themselves and their associated stockholders.

**World Fame Achieved.**

They believe that these are days of solid foundation building, upon which will eventually stand a great, well-established manufacturing industry, owning and controlling an enormous national and international demand for their advertised products, profitable not only to themselves, but to thousands of producers of raw materials and to the state at large.

The demand for loganberries had become so great in 1918 that there was far from sufficient fruit to supply. This demand came not only from many entirely new local buyers, but from buyers far outside the district where the fruit was produced.

Buyers were so eager to secure large quantities of loganberries that they were willing to take them from the growers in their own fields and at prices, which in many cases, especially in 1919, made the crop worth more than the total value per acre which the owner had in his most optimistic mood ever expected to be able to realize for his land.

It is believed that this demand is upon a solid basis, one which will continue to increase, keeping pace with the increasing production and it will continue to absorb all of this wonderful fruit that may be grown in the northwest.

Thousands of acres will be planted during the spring of 1920 and the fruit from every acre of loganberries thus planted can be contracted for at the loganberry tips are put into the ground, for a period running

from five to ten years from date of the first crop, if the grower wishes to play a perfectly safe game.

The most ideal condition for the best interest of the growers, community and manufacturers would be several thousand families owning, planting and cultivating their own small tracts, just large enough to be handled and harvested within the family, thus conserving to the family all of the expense which would otherwise go into cultivation and harvesting of the fruit. It need not be pointed out that such a condition would mean a lot of extra money to a large number of families throughout the state which would in turn mean property to the communities where they reside.

**Other Demands Demanded.**

With the demand for loganberries, has also come the long-delayed demand for other small fruits, which cannot be produced anywhere else in the world better than in the northwest. It has been learned through experience that with the fruit juice business, the jam and jelly business works to perfection, and interlocks the one with the other to the very great advantage of the manufacturer of fruit juices. Thus one successful industry brings with it other industries, and we are all agreed that the northwest needs nothing more than industries and their accompanying payrolls.

Could there be a more solid basis for the continued financial prosperity and upbuilding of the Willamette valley and other valleys of the northwest than vast acres planted to small



A Cluster Of "Logans"

fruits yielding several tons per acre annually, for which there is a steady and profitable market? That such a market can be created has already been demonstrated. Such a condition means steady distribution of money for employment during the cultivation period. It means pleasant and profitable employment for many thousands of women and children during the harvesting period, and continuous all-the-year-around payrolls in the factories, where the finished product is completed as it should be in our own towns and cities located side by side with the lands and farms where the raw material is produced. In addition to this, the advertising and the distribution of these finished products throughout the wide world spreads Oregon's name wherever the products are sold and consumed.

It need hardly be said that the present prosperity, which is quite general throughout the Willamette valley, is due in no small measure to its fruit industries, among which the loganberry has taken front rank, and which are loganberry vineyards in the central Willamette valley shall have been increased by 20 or 25 times the present planted area. It will bear some resemblance to the famous Chazy and Farms where the raw material is produced. In addition to this, the advertising and the distribution of these finished products throughout the wide world spreads Oregon's name wherever the products are sold and consumed.

It need hardly be said that the present prosperity, which is quite general throughout the Willamette valley, is due in no small measure to its fruit industries, among which the loganberry has taken front rank, and which are loganberry vineyards in the central Willamette valley shall have been increased by 20 or 25 times the present planted area. It will bear some resemblance to the famous Chazy and Farms where the raw material is produced. In addition to this, the advertising and the distribution of these finished products throughout the wide world spreads Oregon's name wherever the products are sold and consumed.

fruits yielding several tons per acre annually, for which there is a steady and profitable market? That such a market can be created has already been demonstrated. Such a condition means steady distribution of money for employment during the cultivation period. It means pleasant and profitable employment for many thousands of women and children during the harvesting period, and continuous all-the-year-around payrolls in the factories, where the finished product is completed as it should be in our own towns and cities located side by side with the lands and farms where the raw material is produced. In addition to this, the advertising and the distribution of these finished products throughout the wide world spreads Oregon's name wherever the products are sold and consumed.

It need hardly be said that the present prosperity, which is quite general throughout the Willamette valley, is due in no small measure to its fruit industries, among which the loganberry has taken front rank, and which are loganberry vineyards in the central Willamette valley shall have been increased by 20 or 25 times the present planted area. It will bear some resemblance to the famous Chazy and Farms where the raw material is produced. In addition to this, the advertising and the distribution of these finished products throughout the wide world spreads Oregon's name wherever the products are sold and consumed.

## PRUNE INDUSTRY MAINTAINS A STEADY GROWTH

Acreage Has Extensive Increase and "Aristocrat of Breakfast Table" Enjoys Even More Popularity Than Ever—Markets Are to Be Widened and New Recipes Will Be Published.

By Robert C. Paulus.

**U**NTIL within a few years ago the prunegrowing business in Oregon had not been one of mushroom growth, like many other fruits, but one of gradual, consistent growth which, until within the past two years, has failed to impress us with its relative importance.

From the dark times of 1900 to 1909, when a mere handful of Oregon prunes, as compared to the present tonnage, flooded the market and caused thousands of acres to be pulled out, until two years ago, the increase in bearing acreage has been small. With the more stabilized conditions of the past six or seven years plantings have been heavy and the bearing acreage of prunes is due to see a heavy increase. Within the last two years 6000 to 8000 acres of prunes have come into bearing in Western Oregon and Clark county, Washington, and there are still 8000 to 10,000 acres planted which will come into bearing within four years.

At the last session of the Oregon legislature a bill was passed requiring assessors' deputies to list all bearing and non-bearing acreage of horticultural and agricultural products. A summary for 1918 as of March 1, 1919, which was not quite complete, just published by the Oregon State Tax commission, shows 17,947 acres of prunes in bearing and 8730 acres non-bearing in dried prune pro-

ducing counties of Oregon, as follows:

County	Bearing	Non-bearing
Clatsop	1,200	1,200
Clackamas	882	319
Douglas	2,241	1,283
Wash	312	68
Marion	661	1,012
Washington	216	887
Tillamook	306	587
Yamhill	925	419
Wheeler	221	116
Lawson	No census	No census
John Day	No census	No census
<b>Total</b>	<b>11,047</b>	<b>6790</b>

**Large Acreage Shown.**

Part of the statistics, as shown by the report, are not complete, owing to inability to get the printed forms for listing acreage finished before the deputies went to work. It is apparent from the census that there are between 18,000 and 20,000 bearing acres of prunes being raised for evaporated fruit and between 7000 and 10,000 acres of young fruit which will soon be in bearing in Western Oregon, or a total of between 25,000 and 30,000 acres set to prunes in Western Oregon.

An estimate on the Clark county, Washington, acreage of prunes made by Mr. Newhouse, county agricultural agent, is about 6000 acres bearing and about 1000 acres non-bearing prunes for evaporating purposes, making a total for both states of about 25,000 acres bearing and about 10,000 acres non-bearing. Idaho and western Oregon cannot yet be classed as an evaporated prune

section, although it has potentialities along that line, for the reason that no acreage is devoted exclusively to growing prunes for evaporation. The major portion of the crop of Eastern Oregon and Idaho is shipped fresh and evaporation is resorted to only as a matter of insurance or protection in case of shortage of help for picking or fresh shipment, shortage of cars for shipping fresh, or some other unavoidable difficulties which would otherwise cause them a heavy loss.

Basing our estimate on the tonnage of 60,000,000 pounds and taking into consideration the increase in acreage, and allowing for some loss in the yield of the older orchards, we have possibly a crop of 100,000,000 pounds in four or five years. Good money has been made from the sale of prunes, and the only limitation to planting even at 60 cents per tree is the amount of nursery stock available suitable to growing this wonderful fruit in the northwest.

California has in bearing about 80,000 to 100,000 acres, non-bearing variously estimated at from 30,000 to 80,000 acres. No accurate statistics being available. The California crop this season was the largest in history to date, being in the neighborhood of 250,000,000 pounds.

It is estimated that the prune orchards in Western Oregon and Clark county, Washington, represent a value of \$12,500,000 to \$15,000,000. Many new packing plants will be necessary to handle the increased tonnage as the acreage comes into bearing.

Up to the present time very little

has been done toward stimulating the demand to take care of the products from the greatly increased acreage to insure the permanency of value placed upon the orchards. Plans by the growers but during the past season the Oregon Growers Co-operative association, a state-wide growers' organization, has been formed, partly with that purpose in view, and if the success which has followed other state-wide growers' associations accrue to the Oregon growers, the future of their industry will be taken care of.

**New Products Proposed.**

The Oregon Growers Co-operative association expects to make some experiments on new products to eliminate the small and inferior prunes, so that they will not interfere with the sale of the large and more desirable fruit, as is now the case. Some of the new products will probably include pickled prunes, a prune jam, prune butter, gelled prunes and a confection of prunes and nuts.

In market extension it is expected that the health value of prunes will be called to the attention of the public. The food value on a comparative basis will also be shown. New recipes for using prunes will be published. The commonly called Italian variety of prunes, which is the variety most commonly grown in the northwest, or account of its tartness, will make good pies and it is hoped some time will rival the now far-famed raisin pie.

The prune during the past few years has taken its place as an aristocrat of the breakfast table and it is hoped that the stigma of the "boarding-house joke" may be forever removed from this delightful fruit food.

## LARGE SUMS ARE EXPENDED TO HELP WORKMEN

State Industrial Accident Commission Has Paid Out \$5,289,229 Since Creation of Act by Legislature—More Than 14,000 Employers Are Now Co-operating in Law's Support.

By William A. Marshall, Chairman State Industrial Accident Commission.

**D**URING the five-year period ended June 30, 1919, the commission administering the state workmen's compensation law has expended a total of \$5,289,229 and of this large sum injured workmen have received an average of 92 cents in compensation benefits out of each dollar of expense.

The extent to which the industrial operations of the state have come under the protection of the workmen's compensation law is shown by the fact that since the act became effective as an insurance measure on July 1, 1914, the number of employers subject to the law has increased by 215 per cent. In the following table will be found the number of industrial injuries reported to the commission each year and the number of employers subject to the law at the end of each yearly period:

Year ending	Employers	Total Injuries	Total Payout
June 30, 1914	5,204	4,182	72
June 30, 1915	5,863	12,184	80
June 30, 1916	6,212	25,176	183
June 30, 1917	14,122	70,893	583

While the Oregon workmen's compensation law is an optional one, it provides that occupations defined by it as hazardous come under its protection automatically unless formal objections reported to the commission are filed with the commission. It is estimated that at the present time

between 90 and 95 per cent of such operations are subject to the act.

Where employers in other occupations desire the protection of the law, special application for the insurance is made to the commission, and the large number of operations coming under the law in this manner presents the widest range as to the character of the work performed. Included in what may roughly be termed agricultural operations coming under application are found general farming, stock raising, dairying, orcharding, hop, berry and prune-picking, nursery work, tree surgery, landscape gardening, hay-baling, threshing, clover hulling, ensilage-cutting and operation of tractors.

**Application Is Wide.**

A few of the miscellaneous operations include employes in connection with cemeteries, veterinary hospitals, private chauffeurs, bowling alleys, making moving pictures, operation of theaters, swimming pools, amusement resorts, retail and wholesale stores, carpet cleaning, cooks, forest patrolmen, hospitalists, inspectors and harvesting of natural gas.

Employes of the state and its political subdivisions have also come under the law to some extent and in this group are found firemen, policemen, electric light and water plant employes and workmen engaged in the different kinds of municipal improvements.

During the year ended June 30, 1919, there were reported to the commission a total of 25,176 industrial accidents. Included in this number were 158 deaths from work accidents, averaging one fatal case for every second work day during the entire year. For the same period there was paid out under the provisions of the workmen's compensation law of the state more than \$1,500,000.

The law requires the commission to set aside in what is called the aggregated accident fund a sufficient sum of money in each fatal or permanent disability case, which, with interest earnings, will provide for all future monthly payments of compensation to be made to the injured workman or dependents. This fund is then invested by the state treasurer in Oregon government securities. Up to June 30 last there had been set aside \$315,951 for workmen suffering permanent partial disability, \$199,147 for workmen who are totally and permanently incapacitated and \$1,508,810 for widows and children in fatal cases and also for dependent parents of single workmen who lost their lives as the result of work accidents.

The monthly payments in cases of this character now total \$17,909, and since the law first became effective

\$390,345 has been paid. The interest earnings on bond investments from this reserve fund are \$336,851.23. While payments in these cases are placed under the jurisdiction of a considerable number of beneficiaries reside in other states and a small number in foreign countries. Payments at present are being made to dependents in Greece, Sweden, Norway, Japan, Italy, Spain and Canada.

The industrial accident fund, out of which compensation and administrative expenses are paid, is made up from monthly payments from employers and workmen. The state in the past has also aided by contributing to the fund, but the last session of the legislature amended the law so as to withdraw this support until June 30, 1921.

**Employer Pay Portion.**

The employer each month pays into the fund an amount equal to a percentage of his payroll for the preceding month, the percentage rate varying according to the relative hazard of his employment. In the event the employer's accident experience is favorable during the first year he operates under the law, his rate of payment for the year following is reduced by 10 per cent. If the same experience be had during the second year, the rate for the third year is reduced 20 per cent, which is the maximum possible reduction.

The last session of the legislature amended the compensation law by doing away with the system of exempting the employer from paying into the fund whenever the surplus assumed certain proportions, and as a substitute inserted the provision that the employer's rate is dependent upon the employer's rate is dependent upon the two factors of his accident experience and credits from surplus.

STATISTICS FOR STATE SCHOOL YEAR 1918-1919.	
Number of persons	207,158
Number of children	146,546
Number of teachers	6,410
Number of school districts	2,530
Amount paid for teachers	\$4,868,780
Total disbursements	\$9,049,898