

# HORTICULTURAL OREGON FORGES TO FRONT RANK, ACHIEVING GREAT SUCCESS

All Manner of Fruits and Nuts Thrive in State, Which Affords Diversified Climate, Suitable to Needs of Varied Industry—Even Tender Fig and Olive Do Well Here—Returns for the Grower Are Rapid and Sure



An Oregon Prune Orchard

Photo Prentiss



Peach Tree Near Newberg

Photo Prentiss



Cherry Orchard Near The Dalles



Howell Pear Trees at Hillcrest



Picking Cranberries, Clatsop County

By Henry E. Bosch, Secretary Oregon State Board of Horticulture.

ON W. B. SEWARD, in a speech delivered in the United States senate as far back as 1852 said: "The Pacific ocean, its shores, its islands, and the vast region beyond will become the chief theater of events in the world's great hereafter."

This hereafter is here right now, perhaps much sooner than this great statesman anticipated, but he did not know then that he was standing at the threshold of an electrical age, where events pass with lightning rapidity, and what is new today is old tomorrow. The new fields opened out to us offer one exceptional opportunity for the horticulturist in Oregon.

Oregon, the state of plenty, and which has long since earned the sobriquet of "The Land of Red Apples," is nothing if not a horticultural state. All fruits, including the

tender olive and fig, do exceedingly well here.

Oregon is happily situated, that the planter cannot only find the location best suited to the different varieties of fruit he wishes to plant, but in addition has his choice as to climate. He can select eastern Oregon with its extreme seasons; southern Oregon tempts him with its enchanting valleys, clear skies and balmy air; then there is the Willamette valley, of 200 miles or more in length, with its equable climate throughout the year, or, if fond of sea breezes, the various valleys along our sea coast line. Oregon, therefore, offers an inviting field for the orchardist.

The arid lands of the vast inland empire located east of the Cascade range of mountains, and especially along the canons and flat areas of the Snake river, has proved wonderfully fertile under irrigation and under the management of progressive, up-to-date farmers and fruit growers. Canals have been dug varying in length from 12 to 30 miles, covering thousands of acres of these lands,

which are now being brought into cultivation.

I have repeatedly visited these regions, especially along Snake river, and have seen the transformation of a desert into an oasis. Hundreds of acres have been sowed to alfalfa, with surprising success, with an average yield of seven tons per acre for the season, and which at this writing is selling for \$25 per ton in the stack. Orchards planted to peaches, apples, pears and prunes, now in full bearing, are in a most perfect condition, both as to health, vigor, luxuriant foliage and bearing capacity. It is almost beyond belief what water, under the control of intelligent endeavor, will produce on these soils. Along these benches is room for thousands of happy and contented homes, amid plenty to eat and drink, and pure, invigorating, health-giving air. Finer fruit and melons are not grown anywhere.

The beautiful Grand Ronde, Walla Walla, Burnt river, Baskin, Bagley Creek, Fine and numerous smaller valleys, scattered throughout

these higher plateaus and Blue mountain as well as Hood River, Mosier, Dufur and The Dalles valleys along the Columbia river, and which do not depend on irrigation, are most fertile spots for the fruit growers. Perhaps nowhere do apples, pears, cherries, prunes, walnuts, almonds and strawberries grow to greater perfection as to size, flavor and color.

Southern Oregon, with its decomposed granite soils, as found in the Rogue river and Umpqua valleys, offers the same advantage for horticulture, and at no distant day will be a veritable paradise for the fruit grower. It's soils are naturally very rich in all plant foods necessary to produce excellent fruit, combined with a climate unsurpassed anywhere.

The vast mining districts of this section furnish a very good local market for the small grower, while most commercial growers will prefer and do ship their products to the east, England, Germany and France, where their fruits have found a most profitable market, thus showing

that these valleys can produce, and which opened another and unlimited market for the wide-awake fruit grower.

Intelligent endeavor, honest packing, brains and application of business principles which hereafter must be adopted in order to be successful in horticultural pursuits, has its own rewards. Peaches, apricots, pears, prunes, walnuts, almonds, chestnuts, filberts, grapes and melons grow in great abundance.

The Rogue river valley, which is, in respect to soil and climate, like the famous Burgundy valley in France, is the place par excellence for the growing of grapes, which under our prohibition law, will and are being used extensively for our famous Oregon grape juice. Grapes of as good quality as those grown in California, France and Germany for table use are being produced in that valley.

The great and beautiful Willamette valley does and, always did, grow the finest and most selected part of Oregon. Here flourish the

apple, pear, prune, cherry, peach, apricot, walnut, almond, chestnut, all small bush fruits in great abundance, especially the grape and now famous loganberry. All those fruits for size, color and flavor are not excelled anywhere, besides having advantage of nearness to the large local markets of our cities, as well as cheaper railroad and ocean transportation to the markets of the world.

The beautiful and fertile little valleys along the coast line are all more or less adapted to fruit growing, especially the apples and cranberries. The French walnuts, which I introduced into Oregon, is now coming into its own, has proven perfectly adapted to our soil and climatic conditions; the size and flavor of the kernels are equal to the best imported from Europe and is more prolific than even there.

Horticulture is no longer an experiment in Oregon. The incessant drudgery, the numerous and keen appointments which are peculiar to

all new enterprises and which horticulture in Oregon did not escape, are things of the past. We have reached the era of scientific management of the orchard, and of remunerative prices for the product, thanks to the scientific investigations of the professors of the experiment stations throughout the world, and to practical up-to-date fruitgrowers. We know the soils best adapted for various fruits, the best varieties to plant for family use and commercial purposes.

We also know what varieties to plant together for pollinating purposes. We know the diseases and insects infesting trees and fruits and how to combat them.

When President Jefferson warned us that America would degenerate as soon as it ceased to be an agricultural and horticultural nation, he touched the keynote, for he foresaw the coming greed for money; that fearful fight for political power, that terrible struggle for the soul of our nation, its heights just now, that setting

something for nothing, and that struggle for social position and prominence.

The state of Oregon offers relief. When I was honored by the Chamber of Commerce to represent Oregon's interests at the Nicaragua canal convention held at New Orleans in November, 1893, I closed my address, and which bears repeating, as follows: "Oregon offers all these advantages and is capable of furnishing happy and contented homes in regions of beautiful and majestic landscapes and unsurpassed climate for millions of people, and which in our just estimation will be the richest operating field of the brain and sinew of the rising generation, the yeoman of our national supremacy."

"Let it be remembered that a happy and prosperous citizenship is the controlling force and the reserve power of our government and all that contributes to the general welfare and happiness of the citizens, strengthens the bulwark of our enduring nationality."

## PHYSICAL EDUCATION IS A PROVISION OF STATE

Oregon Public Schools, Under New Legislation, Will Look After General Well-Being of Pupils, as Well as Mental Development—Children Pursue Studies Until High School Course Completed.

By J. A. Churchill, State Superintendent of Public Instruction.

AT THE 1919 session of the legislature the state department of education asked for the enactment of a number of new laws which would make possible certain changes in the public school system of the state. These revisions are not temporary, but look well to the future and will eventually bring the public schools of the state up to such a degree of efficiency that the children will be kept in school until the completion of a standard high school course, and this course will fit the normal boy or girl for the active duties of citizenship.

As a part of the state's programme a law was enacted requiring physical education to be taught in all grades of the public schools. The superintendent of public instruction, pursuant to the provisions of this law, appointed a committee of experts who prepared a course in physical instruction. The course was published and a copy sent to each teacher in the state the first of September.

The state department of education, through the co-operation of the state schools, sent to each county an instructor in physical education, who explained the new course and taught the instructor the physical education of the child in first importance to the child, not only for the body and the intellect, but as an agency for the highest importance in moral training.

In order to bring into school all who have not yet finished the eighth grade of the public schools and thus pave the way for higher standards in the near future, a "part-time" law was enacted which requires every child under 18 years of age to be in school or to be legally employed. If legally employed one must attend a part-time school for at least one hour each day throughout the year until he has completed the eighth grade.

To be "legally employed" means that the child must hold an age and schooling certificate issued by the secretary of the board of inspectors of child labor. The secretary passes upon each application and as soon as the child ceases labor it must attend school full time.

With a view to establishing courses

in our public high school which will train boys and girls so that they may, if necessary, enter some vocation immediately upon the completion of the high school course, the legislature, upon the recommendation of the state department of education, secured the enactment of a law accepting the provisions of the federal vocational act. Under the terms of the law the high schools of Oregon may organize vocational courses, the maintenance of which will be provided by the state and federal governments. Oregon's share of the federal fund for the present biennium is \$400,000, which was matched by the state legislature.

In June, 1919, the state textbook commission met and adopted textbooks for use in the public schools of Oregon for a period of six years. The new adoption made necessary a revision of the state course of study. For the high schools the new course emphasizes the study of English.

Every student is required to study English throughout the four years, and an especially strong course has been prepared. Hereafter, also, every student in the high schools of Oregon must complete a course in American history and civilt government.

Very hopeful indications of the attitude of the public toward the establishment of the high schools is shown by the large number of districts which have purchased the equipment and having met the other requirements for standardization.

To unify the public school work of the state and to keep the teachers in touch with the most important work being done throughout the United States, the law requires the superintendent of public education to hold annually a state teachers' institute. One of the first pieces of work which I undertook, upon assuming the duties of this office, was to bring the teachers' organizations of this state into one association. Previous to that time there had been one association for western Oregon and one for eastern Oregon.

This year, with the help of the county superintendents, we have presented the work of a dozen associations at all of the institutes. In most of the counties 100 per cent of the teachers have joined the association. At this time we are assured of not less than 5000 paid

memberships, the largest in the history of the association.

The state association, as now organized, has a representative council which represents the business and formulates the policy of the association. Research committees work throughout the year on important educational problems, and make their reports to this council. The association has thus become an effective organization for keeping the teachers of the state abreast of the most forward educational movements, for influencing educational legislation, and for insuring the maintenance of a high standard of educational progress.

Our educational programme looks forward to a time when all the children of the state will remain in school until the completion of a high school course. The state department of education is asking the teachers to educate the people to think in terms of 12 years, instead of eight years, to the end that public opinion will soon demand that legislation be enacted requiring parents to keep their children in school until the completion of a four-year high school course. The state department hopes, through the assistance of the state association and the various school officials of the state, to change conditions that every normal child in Oregon will receive from the state 12 full years of education. This, the greatest of all free countries. Only through such a programme can the general plan of intelligence be elevated to the degree necessary to the future life of a nation where the sovereign power rests absolutely in the hands of the people.

## WALNUT CULTURE SUCCESSFUL

Oregon Proves Fine Place In Which to Pursue Line of Profitable Industry.

THE history of the introduction of the English and French walnuts into Oregon would not be complete without tracing it to its origin on the Pacific coast.

The walnut is a native of Persia, and is supposed to have been introduced into southern California by the Franciscan monks during the establishment of the California missions in 1769; records of its early history are scant, but mention is made of walnut trees growing about the missions by most writers of the "Record of the Founding of Missions" and the "History of Franciscan Missions in California" and therefore it is safe to assume that with the advent of missions dates the introduction of this valuable tree.

Nut trees of all kinds do well on most soils except heavy stiff clay soils; the walnut does best in moist, warm, sandy rich loam, well undrained with no hardpan, stiff clay or impenetrable soil nearer than 12 feet, as they are gross feeders.

For the Pacific northwest the Franquette, Mayette, Chabert, Parisienne and Columbia are best adapted, giving preference in the order named. The Franquette is somewhat harder,

## GROWERS' ASSOCIATION DEFINES ITS PURPOSES

Organization Will Assist In Making Oregon Brands World Famous and Will Inaugurate Policy of Placing Products on New Markets in Every Part of Globe.

By C. L. Lewis, Manager the Oregon Growers' Co-operative Association.

THE Oregon Growers' Co-operative association has several very definite aims. First, we are to establish a brand and to advertise Oregon; to make the word "Oregon" a household word in every home where fruit and fruit products are consumed. We hope to curb the speculator and drive the profiteer's hand out of the market.

We will inaugurate a policy which will find a market for the ever-increasing tonnage of our fruit and fruit products. We will establish standard grades and packs for Oregon fruit, will prevent buyers from playing up one group of growers in the state against another group, to the detriment of all concerned. We will build the necessary buildings to handle the increasing tonnage and have these plants built, owned and operated by the growers. We will stabilize the price of the product, value of land, the grower's credit and his prosperity; that there is need for all these movements can be easily shown.

The apple industry was prosperous from 1905 to 1912, when we handled only about 2000 or 3000 cars of apples and sold them all to one or two markets. But the year 1912 saw great increase in tonnage. Ten thousand cars swamped the markets. The period of three or four years followed, in which most of the fruit was consigned. Cut-throat policies ruled between various districts. Apples were sold for less than they cost to produce. Thousands of people were bound to come within the next few years, we will have a collapse in prices just as we had in apples—just as we had in loganberries, and just as California, years ago, had with oranges and raisins. By wide distribution, by the development of new markets, by an advertising campaign this can be prevented. To do this is the programme of the Oregon Growers' Co-operative association.

There is too much fluctuation in the price of Oregon products. Bartlett pears, fluctuating from \$20 to \$100 a ton in one year, prunes from 10 cents to 20 cents, loganberries from 2 to 12 cents, cherries from 6 to 12 cents, and so on down the line. This means instability, unhealthy business conditions.

Oregon prunes, which were sold last year by the growers for from 9

## ONE COUNTY WITH 5000 ACRES OF PRUNE TREES.

Polk county, one of the richest in Oregon, has 5000 acres of prune orchards, with thousands more coming on. One plant has packed and will ship to the corners of the globe 4,000,000 pounds of this delicious fruit, famed the world over.

Polk county also has a great forest of standing timber.

It is generally known for the great progress it has made in the thoroughbred Angora goat industry. Its breeders are receiving orders from all over the country.

To provide a new market for the huge increased tonnage of prunes, which is bound to come within the next few years, we will have a collapse in prices just as we had in apples—just as we had in loganberries, and just as California, years ago, had with oranges and raisins. By wide distribution, by the development of new markets, by an advertising campaign this can be prevented. To do this is the programme of the Oregon Growers' Co-operative association.

There is too much fluctuation in the price of Oregon products. Bartlett pears, fluctuating from \$20 to \$100 a ton in one year, prunes from 10 cents to 20 cents, loganberries from 2 to 12 cents, cherries from 6 to 12 cents, and so on down the line. This means instability, unhealthy business conditions.

Oregon prunes, which were sold last year by the growers for from 9

## Organization Will Assist In Making Oregon Brands World Famous and Will Inaugurate Policy of Placing Products on New Markets in Every Part of Globe.

apple, pear, prune, cherry, peach, apricot, walnut, almond, chestnut, all small bush fruits in great abundance, especially the grape and now famous loganberry. All those fruits for size, color and flavor are not excelled anywhere, besides having advantage of nearness to the large local markets of our cities, as well as cheaper railroad and ocean transportation to the markets of the world.

The beautiful and fertile little valleys along the coast line are all more or less adapted to fruit growing, especially the apples and cranberries. The French walnuts, which I introduced into Oregon, is now coming into its own, has proven perfectly adapted to our soil and climatic conditions; the size and flavor of the kernels are equal to the best imported from Europe and is more prolific than even there.

Horticulture is no longer an experiment in Oregon. The incessant drudgery, the numerous and keen appointments which are peculiar to

to 11 cents, are on the grocery shelves, being quoted at from 36 to 40 cents. Speculators who got hold of the early sales of prunes on the Pacific coast could clean up \$5000 a car on the first five cars and from \$2000 to \$3000 a car on the next 10 cars. The uniform price existing in California. Why the difference? Because California is organized and Oregon is unorganized. It is very difficult today to speculate with bananas or with California raisins or walnuts. But the speculator has waxed fat this year at the expense of the Oregon grower.

When a grower comes into the city to a store he asks the price of an article, which the seller names. If the grower wishes the article he must pay the price. But when the city buyer goes to the farm, the farmer asks him, "What will you give me?" The farmer loses on both ends of the game, largely because he is unorganized and therefore does not have marketing information, and secondly, because he is in the minority. When the seller is in the majority and the buyer in the minority, the buyer keeps the price and not the seller.

When the 8000 or 10,000 fruit growers of Oregon reduce their number by becoming organized into one large organization, which works as a unit, then they in turn can fix the price, namely, by handling many products under one brand, thus building up an advertising fund and at the same time keeping down the overproduction.

The organization will handle apples, pears, prunes, cherries, walnuts, berries, dried fruits and canned fruits, all packed and sold under one label, which will be sufficiently advertised. This is one of the strong points of the organization. Another is the five-year contract. Each grower signs a five-year contract with the associa-

tion. Thus we are enabled to build our plants, become thoroughly organized without any danger of outside interests being able to injure the organization. We are now in the midst of the early years of the organization.

Our plan, in brief, is as follows:

**Organization Is Outlined.**

We have the Oregon Growers' Co-operative association, which sells at cost. We also have the Oregon Growers' Packing corporation, which packs at cost. The reason for having these two bodies is a financial one. When the association delivers its fruit to the packing corporation it receives a warehouse receipt, which can be cashed, and the growers thereby can receive advances at the time of delivery, probably up to 50 per cent of what their products are worth. The same business is done by fruit growers officers hold forth in both organizations. These directors and executive boards are elected by the growers in an annual meeting, and the by-laws and constitution can be changed by a majority vote at any meeting. There are no further dues or assessments. To join the packing corporation, which owns the buildings and operates them, the grower takes out a \$10 share of stock for each bearing acre that he has. He can pay for this stock in the form of two \$5 notes, one due a year from this December and the other due two years from this December, to be collected out of the sales of his crop.

The organization has a very strong board of directors. Some of the keenest business men among fruit growers of the state of Oregon are on this board of directors and executive board. The officers are men who have had long experience in the state, such as J. O. Holt, who for ten years has been in charge of the Eugene Fruit Growers' association, who will have charge of our packing department, and Robert C. Paulus, the well-known manager of the Salem Fruit union, who will have charge of the sales department.

Very rapid progress is being made by the organization, in spite of the fact that it started in the middle of July and has had to meet such unfavorable conditions as the harvest of cherries, berries, grain, prunes and apples, yet we had signed, on November 1, more than 12,000 acres of orchard, and should reach by mid-winter 20,000 acres and possibly 30,000 acres of orchard. The organization will handle from \$2,000,000 to \$5,000,000 worth of business next year, will operate a dozen community plants and is assured of success at the start. It will prove to be the greatest community factor in the history of the Oregon fruit industry at any time in its history.