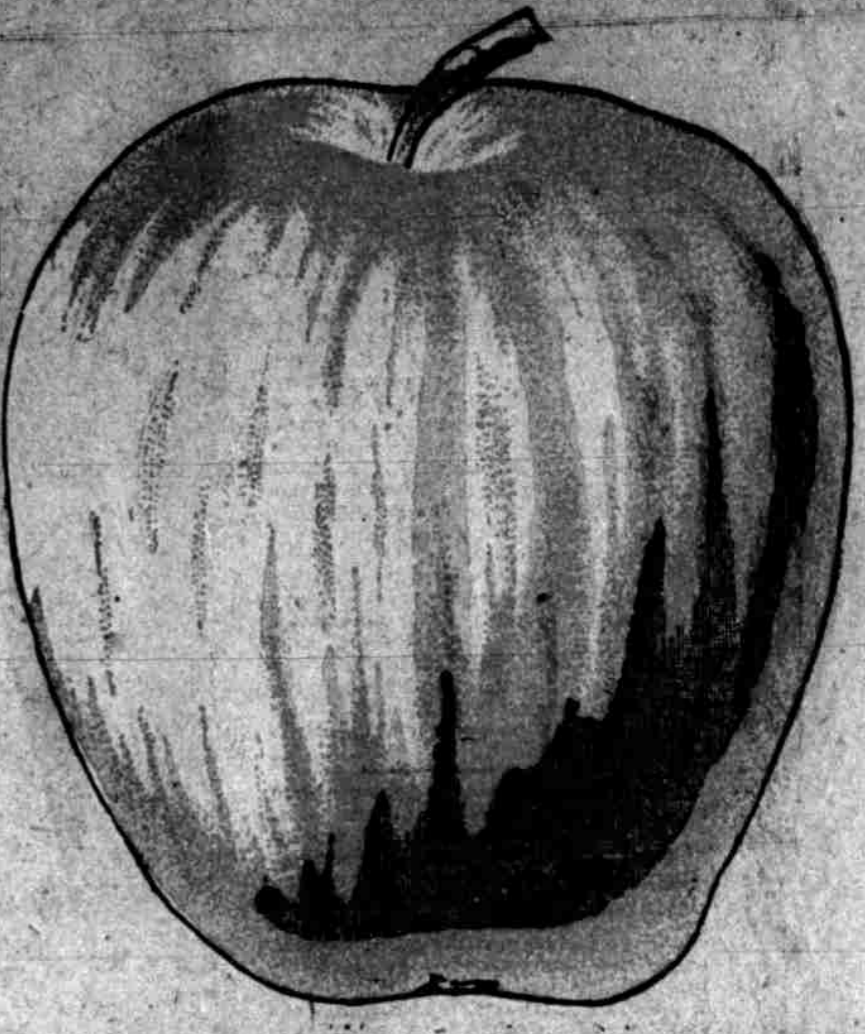
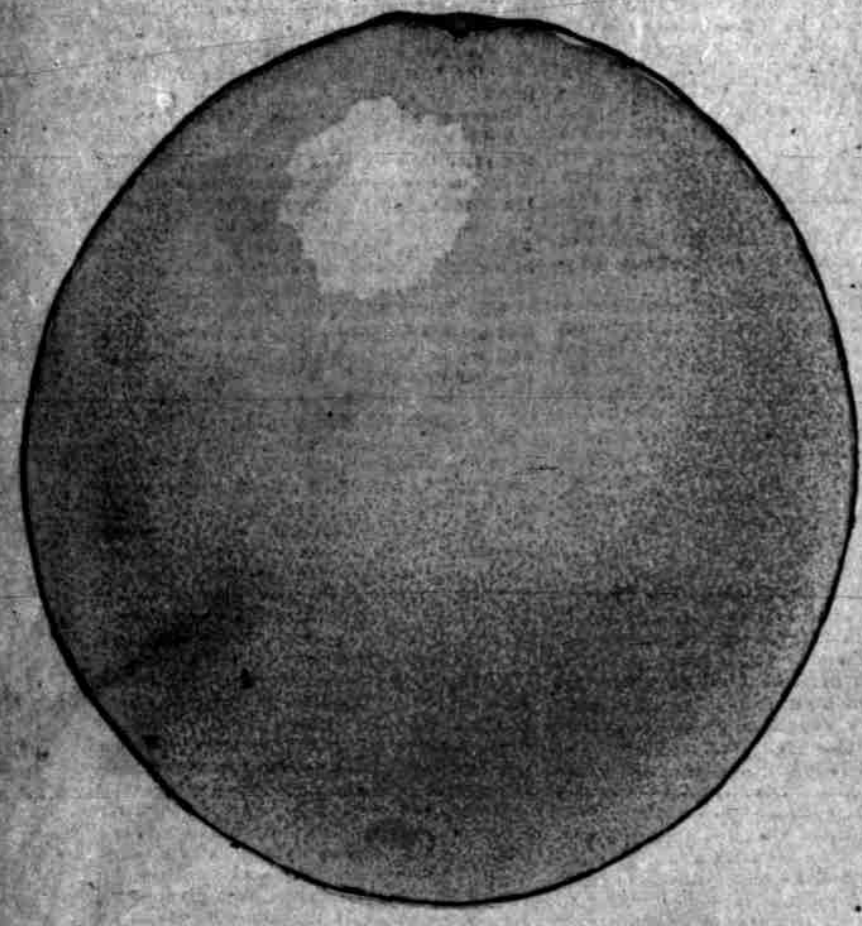


OREGON WORLD'S ORCHARD FOR

THE APPLE

Zone Between Fortieth and Fiftieth Parallels of North Latitude the Best Apple-Bearing Land

This State Produces in Great Profusion Very Finest of the World's Most Luscious Fruit



By CYRUS HAPPY

A SHORT while ago at a banquet given by the Portland Commercial club to some Spokane visitors, I, in a few moments' talk, mentioned the winter apple as one of the coming resources of the Pacific northwest. At the suggestion and with the generous permission of The Sunday Journal I now offer to your readers some of my reasons for expecting great benefits to Oregon, Washington and Idaho from the growing of the winter apple.

I do not assume to write these thoughts as a scientist, or as having any expert knowledge in the production of fruit of any sort. I wish them to be understood as the observations and deductions of one who has tried to become acquainted with this new and undeveloped region, and to be helpful in the development of its latent resources. If the thoughts and suggestions herein shall be instrumental in stimulating the efforts of practical and scientific men in the cultivation of the winter apple in the favored localities of this section of the United States, your enterprising journal and I will not only have conferred a favor upon the grower of the fruit, but upon the consumer and the country as well.

The apple, it is asserted, possesses most important therapeutic qualities. I am not prepared to affirm or deny this claim, I prefer to consider the apple as a food rather than as a medicine. If it is both, so much the better. It does not require any special skill to be able to affirm that the apple is a most delicious food. It is in that light I wish to view it.

Greatest of All Fruits

The apple is by far the greatest of all known fruits. It has reached this place in the world's estimation without having received the scientific care in its cultivation that other fruits and especially the orange have been given. It is only in very recent years that those engaged in raising apples have shown that fruit any but the most ordinary care in its cultivation and treatment. In my boyhood days on the farm in Illinois, apple orchards were quite common. They rarely occupied more than an acre or two of land. These orchards were seldom cultivated. Once in a while the trees would be pruned. Usually the orchard was used as a pasture for calves and hogs. The fruit was of no special varieties, and no attention was paid to quality. Nature was relied on in the main for crops of these orchards. Little more was expected than that they would afford shade and food at least fit for hogs. This was not so very long ago. I don't understand the reason for this long neglect.

The apple has shown that it is very responsive to good care. This is manifest in the great variety of colors they assume as well as by the flavors produced in the ripened fruit. Already a seedless apple has been produced. In this respect it has reached the highest attainment of the orange. In all other respects it has, with much less care, outstripped the orange in the race for excellence.

The winter apple is a great keeper; some varieties remain in excellent condition for a

year. It will bear shipment around the world and can wait shipment until the market is ready. Coming as it does into the markets of the great northern centers of civilization at a time when the frosts of winter make other fruits scarce, it is and always must be in those places, a food of prime necessity, commanding ready sale and at prices profitable to the producer. The apple is a wholesome and dainty food both in the raw state and cooked in various ways. If given equally intelligent care as the orange has received in its cultivation the result would be a perfectly sound apple, in those favored places where the apple orchard can be grown and nourished to the best advantage.

Does Not Fear Overproduction

The orange has for many years been the object of the greatest care. No weeds are permitted to grow among the orange trees, nor is the orange grove ever used to pasture hogs and cattle. Yet with all the tender and intelligent solicitude for the orange there is no variety in its color. The flavor is always the same. It is good to eat raw, but is spoiled by cooking. It is a poor keeper. From the time it is picked it begins to deteriorate. Whether the market is favorable or not it must be shipped at once after it is ripe or not at all. For this reason the orange crop not infrequently becomes a liability to the producer instead of an asset.

The question may be asked: "Is there not great danger that the apple, like the orange, may, by overproduction, become a losing proposition to the grower?" This is a very pertinent question. I do not believe it at all probable that there will be an overproduction of good, first class winter apples. Of course, it will not pay to raise poor apples any more than it would to raise poor oranges. The market gets the best oranges that the grower can produce. In the future that must be the case with the apple. The product is going to be better because the apple grower is learning how to guard against diseased trees and to keep the fruit tree from pests that will mar the fruit. They are learning, in fact have learned, that the apple orchard should be kept clean, should be cultivated and given every possible care. Where the orchard can be irrigated the supply of moisture is so regulated that the trees will get as much as, and no more moisture than, is necessary to produce the best results. The trees in the future will not be allowed to overproduce and thereby exhaust their vitality and produce an inferior apple. The soil will be watched with intelligent care and the necessary elements artificially supplied to keep the orchard to the highest efficiency.

The Apple Producing Zone

The apple not many years ago was poured into barrels or shoveled into wagons and handled as corn was handled. At the same time the oranges we ate came wrapped in tissue paper and were carefully packed in well ventilated boxes. The apple of the future is going to be handled as the orange has been and is, for the price it will bring will justify this care. There will always be a demand for the apple produced and handled as it will be in the future.

But my principal reason for saying there will never be an overproduction of the winter apple is the comparatively narrow area in which this fruit can be profitably grown. That zone around the earth lying between the 40th and 50th parallels of north latitude takes in practically all the winter apple territory of the world. I am not unmindful that isothermal lines are not straight. There may be a few places where the winter apple will hang over these latitudinal lines. In the main, however, the lines above drawn define the limits of winter apple territory.

This zone takes in the whole of Oregon, Washington and Idaho. It must be borne in mind, too, that in this winter apple zone it is only in favored spots where the winter apple can be grown to advantage. These places are gradually being discovered and will be planted in orchards that will be cultivated and cared for as the orange orchards have been. The European territory lying in this zone produces very few apples, and in Asia, as a merchantable commodity, that fruit is scarcely known, as I am reliably informed. On this continent, east of the Rocky mountains, few places there are where the apple orchard cuts any commercial figure. In lower Canada, northern New York and western Ohio and a fraction of Michigan lying along the east side of Lake Michigan, in very narrow limits in Kansas and Colorado, not the best, but fair apples are raised.

For the Best Results

The best results can be had only where the crop is supplied by a sufficiency of moisture at the proper time during the growing season. This is possible where nature's precipitation is supplemented by artificial aid in some way or other. In the Pacific northwest there are favored valleys where all the conditions unite to produce the finest apple that can and will be grown with intelligent cultivation. Nowhere else on this continent do such favorable conditions exist. In these places will, in a few years, be the highest priced lands in this country, because they will be the most profitable.

While those engaged in growing the winter apple in this 10-degree zone are competing with 10 degrees of the earth's area, those engaged in producing citrus fruits will be competing with 80 degrees of the earth's surface, for from the 40th degree of north latitude to the 40th degree of south latitude is to be found citrus territory. Furthermore, the 10 degrees of winter apple zone embraces, or nearly so, most of the great commercial centers of the north temperate zone, and likewise the termini of the greatest transportation lines on land and sea. Thus we are in proximity to those great markets to which the apple will be shipped and are in the track of transportation lines that will afford the greatest possible facilities for getting the product of our orchards to these markets.

Value to Oregon

The foregoing are some of the reasons leading me to believe and predict that the winter apple is going to do more for the Pacific northwest than the growing of the orange and the lemon has done for California; that from this

region will be sent apples around the world and especially to those great centers of population where the frosts of winter are familiar. As I view the situation the winter apple producer will be sending his crop to a constantly growing market from a very limited area of production. I can see no good reason to expect that the apple crop shall become less remunerative than it has been to our producers

Swindles Worked Through the Mails

THE records of the postoffice department are rich with examples of the gullibility of citizens of the home of the brave and the land of the free. No matter how often some one may think of a new device for fooling the people he can always find a ready market for his wares, says the Washington Post.

Old stories about the singed moth do not hold good when the average person hears that he can make an unusually large amount of money by investing a correspondingly small sum. Previous experiences have taught him nothing—he is willing to pay for another very expensive lesson, which will have, in all probability, as little effect on him as the previous one.

Puzzles and the reward which their solution may bring have always appealed very strongly to the American public. If a man can be made rich for life by solving a mere puzzle he is more than willing to risk the amount of a subscription to the paper that makes him such a magnificent offer.

How the Postoffice Works

When the postoffice department learns that a person is engaged in using the mails for such fraudulent purposes an order is issued forbidding the delivery of mail to him or his agents. The matter of preventing the continuation of the project so far as he is concerned is not so easy.

Very often in cases of this kind the postal authorities say that persons who have been patronizing a man affected by a fraud order resent the action of the department in directing that their letters shall not be delivered. They argue that if they care to invest money in his proposed plan, it is the business of no one to interfere.

An instance when the government received no complaints from the persons defrauded and no thanks from them for exposing the swindle was that of the "Franco-German Electric Pad company."

This alleged company advertised for agents to sell its goods, offering to pay a large salary and expenses, but before one could qualify for such a position he was expected to buy two of the electric pads, the electricity of which consisted of a mustard plaster. These were to be sold and testimonials secured celebrating their virtues. After this had been done the prospective representative of the company was supposed to be on the road to wealth.

That was as far as he got. The next communication from his future employer stated

in the last few years. It is only very recently that the fame of our apples has become such as to get fancy prices in Europe for the products of our best orchards, from which profits of over \$500 an acre are being realized, as I am credibly informed.

All that I have predicted and all that I hope for from the future apple crop in this most prolific region of country presuppose that our growers of the apple will give this crop the most scientific and industrious care in its cultivation and handling. With such care it will excel the orange as a food, money maker and in all other respects.

Arrest Follows Discovery

Upon the discovery of this fraud its author was arrested, gave \$1,000 bail and skipped. He had made enough out of his Utopian scheme to allow him to indulge in this little extravagance. Not a word was heard from his victims. By American greed they had been fooled; by American spunk they would stand for it. The fiddler always has to be paid sooner or later.

Another Undertaking that had for its sole object the benefit of mankind was instituted by a magazine. "The Fireside Favorite" will be its designation, for charity's sake.

The men back of this publication thought it would be quite a nice little thing for them to offer a puzzle to the public for solution. This thought was parent to the action, and in a short while the puzzle appeared with the advertisement that the solver would receive a quarter of the money which it brought to the owners of the paper. And then the inevitable stipulation—a subscription costing \$1.

Where the Proofs Went

The puzzle was solved. The fortunate ones received 25 cents, just one quarter of what the advertisement brought from each reader. The residue of the profits was spent by the proprietors in the law courts defending themselves against the order issued by the postoffice department.

Ten yards of silk for 10 cents was a bait that no feminine fish could resist. The originators of this project made a tremendous haul. What woman could afford to miss such a chance? Ten yards of silk to flaunt on state occasions! Alas and alack! They received silk, and the promised ten yards—but it was sewing silk. It might have passed muster as material for a dress in the Pacific islands, but hardly in this country.

Clairvoyants and fortune tellers seem to have the greatest hold upon the public. These persons change their names as often as they can think of a new one. Exposed from time to time, they nevertheless continue to make a good living from men and women who are anxious to learn the future. It is one branch of the prophet business in which there is no lack of profit in its own country.