

## "APPLES OF GOLD" NOT A FIGURE OF SPEECH



Think of \$12,000 an Acre From a Prolific Orchard



A Well-Grown Pennsylvania Orchard



**T**HE apple, we are told, was the instrument by which the race fell—lost Paradise.

The apple, it now appears, has opened up to this twentieth century world a new Paradise—one of wealth, beauty, lusciousness.

Look at the figures—expert

statisticians have just given them out—and see if you can grasp the tremendous meaning to the United States of the apple crop this year. The estimate places it at 30,000,000 barrels, at an average price to the grower of \$2 a barrel.

Sixty million dollars for a single year from the apple crop.

And this is but a repetition of the song the apple tree has been singing for several years past—a song that has told of one of the pleasantest, surest means of profit open to American money-makers.

The apple trees of the country will alone during this single year, without working overtime, yield profits amounting to the total assessed valuation of Arizona; would pay almost half the cost of constructing the Panama canal—such a tremendous undertaking that a great nation has for years hesitated to tackle it.

Cold storage has revolutionized the apple business; exportation to Europe of American apples on ice or in evaporated form has tended to make the business still more profitable.

So the expression "apples of gold" is not a mere figure of speech, but a literal fact.

Aren't our apologies due to Mother Eve?

Then the apples all is gathered, and the ones a feller keeps is piled up on the cellar floor, in red and yellow heaps. —James Whitcomb Riley.

**A**LMOST any American who has passed maturity can recall a time when apples were hardly considered as a means of revenue to the farmer.

Apple trees were permitted to bloom, bear and be shaken in season; those apples which were required for cidermaking, mince and apple pies and winter eating were gathered into the cellar; neighbors were permitted to come and take what was left, if they cared to.

Rarely were those apples that fell on the ground considered worth picking up, although they might have been among the best of the yield. If a farmer happened to do "peddling," he took a few bushels to town on each trip. This was about all.

In time apple buyers began to send their agents into the country along in the summer and make offers to the farmers for their apples, delivered in barrels at the nearest freight station.

Then it dawned upon the farmers that they might figure on a regular annual income from their apple trees, just as from their wheatfields and potato rows.

And so the business has gone on evolving, until it has reached the present stage of industrial importance.

In the story of its transformation there looms up bright and strong the influence of scientific methods, of systematizing one of nature's treasure mines to the point where its best possibilities could be realized.

In Eve's day a forbidden fruit, if tradition is right, and in the day of modern Eves not yet



600 Bushels of Choice Fruit in one Rich This Acre Orchard Yielded 21,000 boxes

in their dotage something of comparatively little importance, the apple has now become a fruit of rare financial promise.

Just to show by cold, hard figures the profit that actually lies in an apple orchard, look at what Fred Zimmerman, residing west of the town of Lockport, N. Y., has done without resource to the necromancer's art or the crucible of the chemist.

The Zimmerman farm sold, recently, for \$3000. The buyer figures that he will get 1400 barrels of apples from the tract this year. For these he expects a price ranging between \$3 and \$4 a barrel.

Now, deduct a fair price to cover the cost of picking, packing and delivering at the freight station, and there is still a clear profit for the owner—so he has calculated—of \$2.80 a barrel, or \$3920.

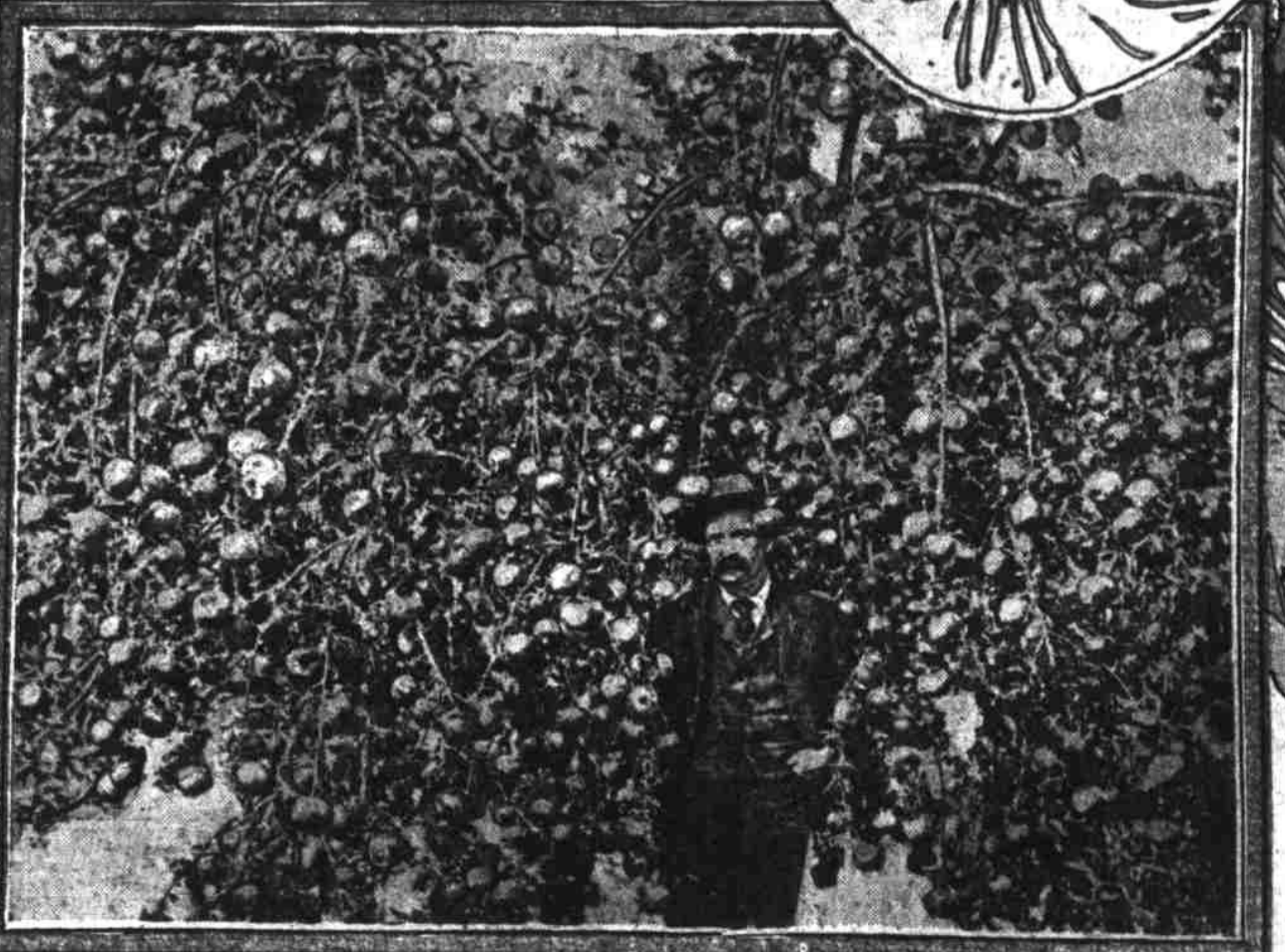
What does this mean? Don't you see! It means a total profit in a single year of \$3920 on a farm that cost recently only \$3000.

A farm more than paid for in a single year by its apple trees!

And to think of the years when the gold lay all unrecognized in those apples, like the diamond that sparkles beneath the black covering of the rough stone.

From another New York state orchard—that of S. W. McCollum, near Lockport, containing 1100 apple trees—indications are that 2500 barrels of apples will be secured this year against 500 last year.

This will mean a profit of \$7000 from the



Specimen Tree in Yakima Valley, Washington

apple trees alone, and Mr. McCollum has also thriving orchards of pears and plums.

In Colorado, however, has come to light the biggest profit from an apple orchard that has ever been reported in any part of America or elsewhere.

For this most remarkable story, Paul Wilson, president of the State Fair Association, of Colorado, is authority, and he declares that he secured his information while traveling through the state seeking exhibits for the State Fair.

"I saw one orchard covering but a single acre of ground," said Mr. Wilson, "which will yield 4000 boxes of apples from its 100 trees and a cash return of \$12,000. Another orchard will yield 15,000 boxes, which will sell for \$65,000."

In the first instance, Mr. Wilson evidently figured on \$3 a box, and in the latter case \$4.33 a box. Of course, these were extremely fancy apples—every one a picture worthy being preserved, to say nothing of its flavor.

Such instances are as yet rare. Yet the fact that one is occasionally encountered is in itself proof that the apple business can be made one of the greatest in the country.

Science combined with farming, and a business system to wind up with—in this it is that such opportunities lie.

Indeed, a possible profit of \$1000 an acre year after year is held forth as a safe promise by authorities on scientific apple growing.

Farmers who have become rich out of the apple business say that it requires far less expense and actual work than almost any other source of profit on the farm.

### JUST RAKES IN THE CASH

Some years nature actually takes care of the entire business, so that all the farmer has to do is to rake in the cash.

Nature's lavishness was shown especially in 1896, the biggest apple year in the memory of American farmers, when, in addition to about 3,000,000 barrels shipped to Europe, there were left to rot on the ground millions of barrels, and many were shipped which never paid the freight, for the reason that no one would buy them.

That was the year when the very best apples were permitted to rot on the ground, when the crop became entirely unmanageable. And it was all because the apple business up to that time had not been systematized. The financial giant had lain sleeping in the presence of shrewd people who wotted not of his presence, and when he awakened he startled them.

Mark the change! Immediately after the great fortune had been permitted to rot, there was a general demand for cheap methods of preserving and utilizing the apple crop. And in answer to the demand these things have come.

So now nature may become as profligate as she pleases. She will never again find the American farmer unprepared. Let her try it.

Cold storage, one might at first suppose, would reduce the price of apples. This it has not done. It has done something better, has made it possible to have a good, fresh apple late in the season.

A few years ago you could not enjoy an apple after the snow had left the ground, for by that time the apples would have rotted. Now you may as late as the June following the harvest eat an apple and find its luster and lusciousness unimpaired.

Hasn't this been something to accomplish?

In the matter of evaporated apples, there is a never-ending source of wealth. Europe is every year demanding more. Germany this year is willing to take all the

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