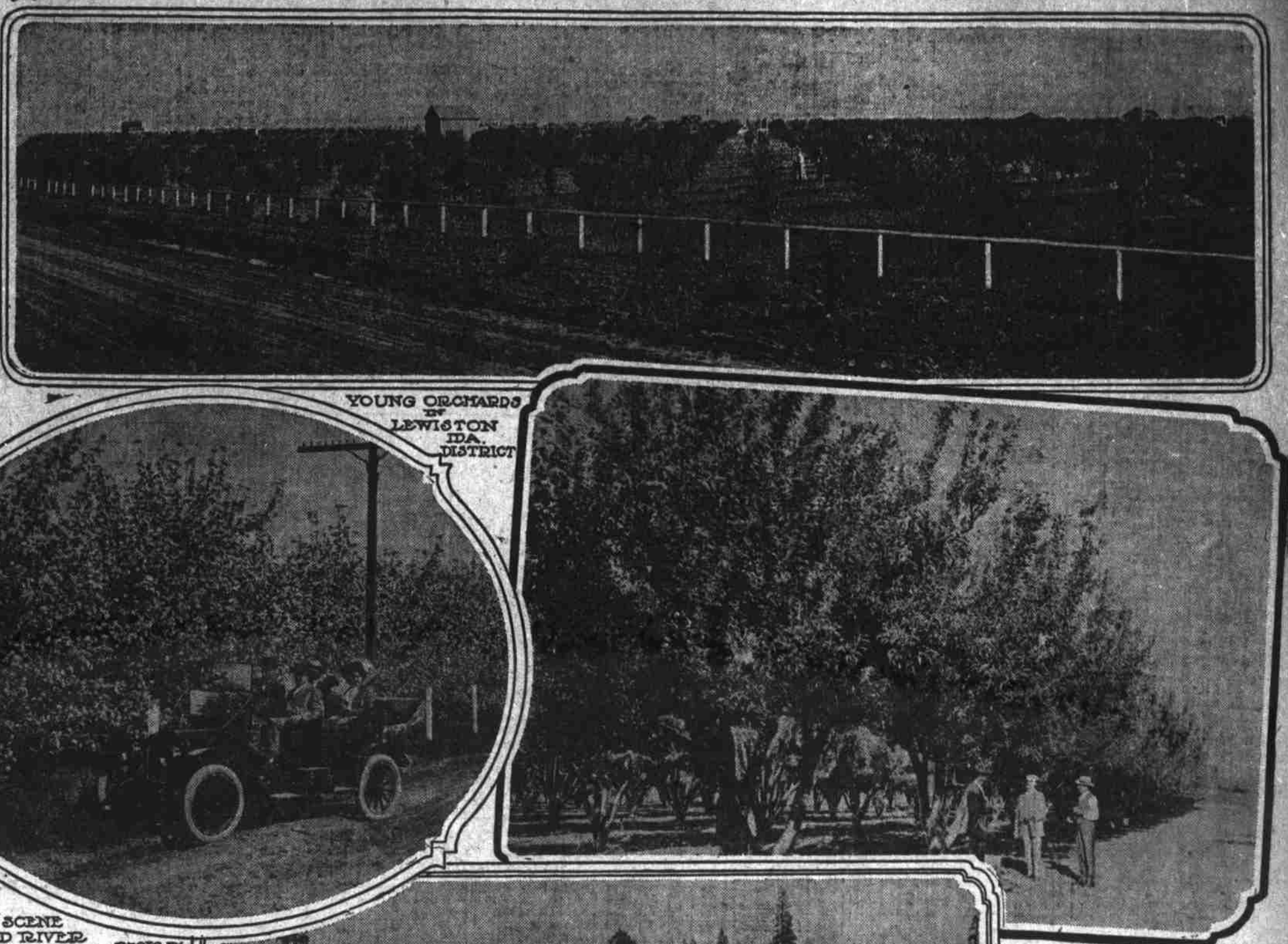


# \$200,000,000 in ORCHARDS



SPRING SCENE IN HOOD RIVER VALLEY. PHOTO BY WEISTER

YOUNG ORCHARDS IN LEWISTON IDAHO DISTRICT

SPITZENBERG ORCHARD IN SOUTHERN OREGON PHOTO BY WEISTER

## Gigantic Development of The Apple Industry in The Pacific Northwest

Written for The Journal by C. A. Malboen, Secretary of the Northwestern Fruit Exchange.

SEVEN and one-half per cent interest could be paid on the principal of the national debt of the United States with the present value of the apple and pear orchards in the northwest.

Nearly two thirds of the estimated cost of the Panama canal could be met from the same source.

A new transcontinental railway, from ocean to ocean, could be built with the money.

The physical worth of these properties is about eight times the farm value of the entire United States apple crop of 1911.

In round figures, \$200,000,000 would change hands if the orchards were sold today at a fair average price per acre!

Few people realize the stupendous character of the apple growing industry in Oregon, Washington and Idaho. Fewer still stop to think what it means as a source of revenue in labor, supplies and all around commercial benefit to each community participating in it. Yet in the short space of seven years more than twenty million trees have been planted at a cost exceeding five million dollars. Not less than four million are spent each year for cultivation alone.

The cost of pruning, spraying, irrigation and other requirements adds tremendously to this figure. Interest, taxes, machinery, stock, buildings, bring up the total to an inconceivable sum. Nearly fifteen thousand people own the different orchards. Twenty thousand horses are used each year in the work of cultivation.

The sixteen and one half million growing trees, if laid end to end, would stretch across the continent six times.

In a straight line they would lack only five thousand miles of encircling the earth. All these facts are significant.

Apple culture, in its constructive stages, is today one of the northwest's most important industries. As an ultimate producer of annual wealth, it bids fair to head the list of our great developed resources.

**430 Square Miles of Orchards.**

Two hundred and seventy-five thousand acres form the collateral for the four hundred and thirty square miles. The orchards are scattered in every nook and corner of the northwest. Distances between remote localities in the same state are vast. The grower in the Rogue river valley has to travel thousand miles to shake hands with his neighbor on the banks of the Snake river. To make the circuit of the entire orchard districts in the three states involves a railway journey of five thousand five hundred miles. Almost every variety of climate, soil, altitude and other conditions are embraced in the grand areas. East and west of the Cascades, the sharpest lines of contrast exist. Some of the orchards stand at sea level, some at 4000 feet elevation. The student in agronomy has an amazing field for exploration. In one district alone, one hundred and four distinct species of soil have been found. The pomologist has an equally broad task on his hands. No two districts in the northwest produce the same variety of apple alike in all respects. In many instances, the difference in style, shape, color and other features is remarkable.

The orchard figures are interesting. They are as accurate as can be compiled under the present conditions, and have the further advantage of being published herein for the first time in complete form:

County	Acres in Bearing	Total in Planted Bearing
Jackson	3,000	15,000
Josephine	300	10,000
Douglas	300	6,000
Lane	250	4,300
Lincoln	250	2,500
Marion and Clackamas	600	3,000
Benton, Polk, Yamhill and Washington	500	5,000
Hood River and Wasco	3,000	23,000

County	Acres in Bearing	Total in Planted Bearing
Clarkia	500	500
Skamania and Klickitat	500	13,300
Benton, Yakima, Kittitas	6,500	35,000
Walla Walla	2,000	3,000
Whitman	1,500	1,500
Columbia	1,000	1,000
Garfield	1,500	1,500
Spokane	2,000	15,000
Asotin	3,000	3,000
Stevens	500	2,000
Bear Lake	400	4,000
Douglas	300	3,000
Chelan	5,000	25,500
<b>Total</b>	<b>15,200</b>	<b>108,000</b>

County	Acres in Bearing	Total in Planted Bearing
Kootenai	250	3,000
Bonner	250	2,500
Shoshone	250	2,500
Latah	500	1,500
Nes Perce	250	5,000
Idaho	250	5,500
Blaine	500	4,000
Canyon	2,000	9,000
Boise	1,000	1,000
Ada	2,000	2,000
Elmore	1,000	1,000
Blaine	1,000	1,000
Owyhee	1,000	1,000
Burns	1,000	1,000
Twin Falls	400	4,000
Cassia	1,000	1,000
Gooding	1,000	1,000
Bannock	250	1,000
Bingham	1,500	1,500
Tremont	1,000	1,000
Custer	500	500
Lemhi	500	500
<b>Total</b>	<b>6,000</b>	<b>42,000</b>

A word of explanation is offered here. The term "in bearing," so commonly applied to orchards, is misleading. Many districts, particularly the irrigated ones, include trees of five years of age and upwards as in bearing. Other sections use the term in connection with trees six years and older. For the purpose of uniformity, the statistics above are calculated on that basis. It must be remembered, however, that climatic and other conditions have much to do in the way of inducing early bearing in some localities. It would be difficult for that reason to employ a common average. The figures already tabulated, therefore, must be accepted as treating with orchards in a more or less state of bearing. If an average of eight to ten years is used as fairly representing the age of commercial bearing, the total so called bearing acreage should, for all practical purposes, be reduced 50 per cent. So that of the total planted area of Oregon commercial bearing, 5,500 acres Washington commercial bearing, 7,600 acres Idaho commercial bearing, 3,000 acres Oregon commercial bearing, 274,500 acres, the proportion in commercial bearing at the present time is less than six per cent, or in the inverse ratio of the Bryan doctrine, one to sixteen.

### 1910 Big Crop Year.

Getting new into production, we find that Oregon, Washington and Idaho combined produced a total in 1910 ten thousand cars of apples. This was the northwest's first big year. Oregon contributed 250 cars of the total, Washington 6750 and Idaho 1000. There was, however, a considerable volume held over after December 31 on account of market conditions, so that during the calendar year the aggregate shipments did not exceed 8487 cars divided between Oregon (1799 cars), Washington (5777 cars) and Idaho (911 cars). The growers received at shipping station, for the ten thousand cars, approximately seven million dollars. The net profits were not less than three millions. One sixteenth of the total acreage, therefore, or sixteen thousand acres of comparatively young trees, yielded an amount equal to one and one half per cent upon the total investment of two hundred millions. Incidentally, the 16,000 acres gave a net profit of two

hundred dollars per acre, or at the rate of ten per cent at a valuation of two thousand dollars per acre!

It must be said, however, that these returns for 1910 did not correctly represent the value of the apple that season. No one anticipated a gross output of ten thousand cars. Few growers had taken the precaution of making an estimate of their crops during the growing season, which is a vital necessity where the disposition of a perishable product is concerned. Many of them were unprepared to pick their fruit within the limited time allowed for safe shipment. Marketing systems had not generally been looked into. There was an almost entire lack of that cooperation between the different districts necessary to avoid ruinous competition and depreciated values. The local methods of shipment that had answered the purpose in seasons of small yields were totally inadequate to meet the enlarged needs of the industry. The result of these conditions is history. Too many apples were shipped into a few already congested centers, while the trade in the great majority of markets went begging. The experience to the growers was costly, but it was educational.

### 100,000 Cars of Apples.

People by the score got out their pencils and tried to figure out what the future was going to develop. Perhaps no one thought of this before. If six thousand acres at a certain age produced ten thousand cars of apples, these people wanted to know how many cars would the total acreage produce at a corresponding age? The answer in most cases was problematical. However, this brings us down to an analysis of that important question. We will assume that out of the 275,000 acres, not less than one half will reach a period of full bearing vigor. If so, a crop of one hundred thousand cars may reasonably be looked for. Some sources forecast a shipment of one hundred and forty thousand cars in 1920. We do not pretend to speak with intelligence on this point. We do not know. No one knows. Experts in fruit culture place 25 per cent as the limit to be expected under normal conditions. Very well. On that basis, 500 boxes to the acre—from 50 to 80 trees, according to how they are planted—will give a yearly output of 60,000 cars. Six hundred boxes to the acre will give 70,000 cars. Don't forget, in any event, that the work of

planting new orchards is going on merrily every year. Thousands of acres of new ground are being broken for orchard purposes, and nursery stock is still at a premium.

### The Cry of Overproduction.

The subject of future possibilities brings to the surface a new species of shellfish—the uninvited onlooker—who sounds a warning note of over production! In his wake appears the savant who seeks to solve the newly discovered problem of distribution. What have been the answers? Calculations long Mars. It has been figured out, for instance, that New York city could eat

the northwest crop of 1910 in 120 days. All right. New York could eat this year's crop in 40 days. Germany, by utilizing herself, could make the supply last two days and 18 hours. By putting on second speed, she could eat the bulk in two meals, and not have enough left to make a pie for each family. But they will not. New York city will not, because New York state alone raises 15,000 cars of apples in natural seasons. This is five times as much as the northwest raised in 1911. Try the experiment, if you please, of shipping every apple grown in Oregon, Washington and Idaho to New York city, and watch the result. Of course, if the apples are donated, it might make a difference. The favorite theory is to point to the steadily increasing production of apples grown in the whole union, as paving the way for the northwest trade. The falling down in production is true. The crop this season the country over was the largest in years, but only half the crop of 1906. The argument, however, is like the man on a log waiting for the fellow on the other end to fall off, that he may ride safely through the breakers. Common sense replies sharply to all this talk of over production: "Forget your theories and apply business principles."

### The National Apple Situation.

We might, however, take a glimpse into the eastern situation. The orchards of the entire union contain two hundred million trees. Fifty million of these were planted during the past three years. New York state claims fifteen million trees of the total, about as much as the northwest states combined. Missouri has one third more. One hundred and fifty thousand cars were produced this year! What of it? The apples simply went into the markets early. There was a vast quantity of them, but they were sold at reasonable low prices to the consumer, and satisfactory prices to the grower. The volume and popular prices induced a demand and sharpened the peoples' appetites for more. The northwest apple did not suffer where sold through skillful business sources. It brought big prices, \$2.25 to the grower for Spitzenbergs, for instance; \$2.10 for Newtowns and \$2.00 for Winesaps. The trade wanted quality, it is true, and the northwest apple is founded on quality.

### Advertise the Apple.

Whether the eastern orchards will survive or not, what is going to be done with our apples? Sell them, of course. But to find markets for them, we must create markets. Markets mean demand, and nothing else. No one need believe our apples will go into consumption automatically at prices that will show a profit to the grower, year after year. They must be exploited, introduced and demonstrated. They must follow the same course as any manufactured product. The northwest apple is scarcely known today in the American markets. It is not an article of regular household

use in any markets. More than 75 per cent of the quantity consumed in the union are eaten out of hand! They are luxuries, not staples. We must make it a staple. Before 1910 perhaps sixty markets had tasted of our apples. In 1910 twice that number were eating them. We have ninety millions of people at home who are prospective customers. More than 250 cities in the United States are capable of consuming them in carload quantities. England and Germany combined have more people than we have. Every nation in Europe wants apples to a more or less extent. Canada, Australia, the orient, South America—each country can be developed to a vast extent, whatever the present consumption is.

### Quality Must Be Maintained.

The whole structure of the northwest fruit industry is founded upon quality. No other factor is more important in contributing to its success. No other can overcome the heavy handicap imposed by the cost of transportation to the general marketing areas. No other physical medium will enable an unlimited demand to be created. The duty of the grower to his own interests is therefore plain. He must see that quality is maintained at all hazards, and at all times. It is going to tax all his resources, his energy and his ingenuity in most in preparing a flawless product for the market year after year. He must cooperate with his neighbors to the same end. Uniformity in quality and pack are equally indispensable. Districts must not only cooperate with themselves, but with adjoining sections, the whole state, and the whole northwest. Independent action on the part of the individual grower or the individual district cannot help but result in destructive competition, uncertain and irregular values, and general demoralization.

### Growing and packing the fruit is to manufacture the product.

The responsibility of the grower ceases with this detail, and the science of distribution carries the industry to success. The northwest has witnessed the initial step in broad tri-state cooperation. It has witnessed also the spectacle of individual bodies without marketing knowledge or distributive facilities, branding the market at critical times of the season. General cooperation accomplished a record in northwest circles in 1911 by setting a high standard of values six weeks before harvest, in the face of the strongest kind of influence, by maintaining those values rigidly throughout the season, and in disposing of practically the entire output of its members' crops weeks before shipment.

### The common interests of the entire northwest are inseparably linked with the apple industry.

It owes to the apple an immeasurable debt of commercial obligation. It has created more publicity, attracted more attention, more capital, more newcomers, upbuilt more communities, advertised each state more widely than any other factor. It is largely responsible for the tremendous increase in population in Oregon, Washington and Idaho during the past six years. It has been to those states what the magnet of 1848 was to California. No one can intelligently measure the results. The maintenance of the orchards today directly places into circulation not less than two million dollars per month. Indirectly, property values in the growing districts increased from six to twenty times in those six years. The industry is no longer an experiment. It is a huge plant representing the investment of one-fifth of a billion dollars. The banker, merchant, wholesaler, agent and every other commercial factor are not only morally, but financially interested in its progress. Its measure of success will be regulated largely by the support that is given to it. Its magnitude justified the contention of the best brains in the nation that it is not an article of regular household

## By Way of a few Smiles

**English in the Mountains.**  
CLERGYMAN who has spent a good bit of his time in the mountains of Kentucky says that he was indebted to a native of those regions for the most ungrammatical sentence he ever heard. Here it is: "Them three Miss Perkins is three as pretty a gal as I ever see."

**Expansion and Contraction.**  
A teacher in a New Jersey educational institution had been trying to make clear to his pupils the principle in physics that heat expands and cold contracts. The rule was discussed in its various aspects and bearings, and finally the teacher said: "William Brown, suppose you give me a good example of the rule."

"Well, ma'am," answered William, "in summer, when it is hot, the days are longer, and in winter, when it is cold, the days are shorter."

**Expected a Freshet.**  
In the "upper end" of Pike county, Pennsylvania, there is a man who is so noted for his conversational abilities that his acquaintances avoid giving him unnecessary opportunities to talk.

One cold morning this man rode up to a hotel in the neighborhood just as the guests were finishing breakfast. He dismounted, walked in, saluted the landlord in his usual loud tones, and declared that he was so cold that he could hardly talk.

Just then a nervous traveler who was present stepped up to the landlord, and, taking him by the coat, said: "Mr. L., have my horse brought as soon as possible."

"What is the matter, my dear sir?" inquired the anxious landlord. "Has anything happened?"

"Nothing; nothing! Only I want to go away from here before that man thaws."

**The Missing Days.**  
The late Sylvanus Miller, civil engineer, who was engaged in railroad enterprises in Central America, was seeking

local support for a road and attempted to give the matter a point. He asked a native:

"How long does it take you to carry your goods to market by muleback?"

"Three days," was the reply.

"That's the point," said Miller. "With our road in operation, you could take your goods to market and be back home in one day."

"Very good, senor," answered the native. "But what would we do with the other two days?"

**Just Bumps on the Road.**  
It was a dark night and the car was speeding at a terrible rate.

"What road have you taken, James?" cried Mrs. Blithers, as the car jolted her high in the air.

"The regular boulevard, Mrs. Blithers," replied the chauffeur.

"But I never noticed all these thank-you-marks on the boulevard before," protested Mrs. Blithers.

"Oh," laughed the chauffeur, "those are not thank-you-marks, Mrs. Blithers! They were just a few people who could not get out of the way."

**A Nautical Christening.**  
Some years ago a slow sailing vessel, when some 500 miles out from Liverpool, picked up a lusty youngster of 5 years lashed to a mast.

The captain took a great liking to him, called him his son, and decided that the little chap must be christened—one of the few things which he knew must be attended to in the case of children.

Of course there was no chaplain aboard, so the captain himself undertook the ceremony. He gathered the men about him, and with a mixed knowledge of his duties, he stared about him and asked whether any one knew just cause why the boy should not be christened.

"If there is," he roared, "speak up like a man or forever hold your tongue!"

Then he suddenly cracked a bottle of wine above his head and christened him.

The ocean waltz is now settled down—a steady longshoreman, but he still relates with satisfaction the story of his christening.

**The Unsuccessful Angler.**  
"William Dean Howells is the kindest of critics, but now and then," said a magazine editor, "some popular novelist's conceit will cause him to bristle up a little."

"Just before his departure for Spain I dined with Mr. Howells in his Half Moon-street apartment in London. A popular novelist called after dinner. He told us all about his phenomenal sales. Then—fishing for compliments, you know—he sighed and said:

"I grow richer and richer, but, all the same I think my work is falling off. My new work is not so good as my old."

"Oh, nonsense," said Mr. Howells. "You write just as well as you ever did. Your taste is improving, that is all."

**Could Prove a Lullaby.**  
A party of Manila army women were returning in an automobile from a suburban excursion when the driver unfortunately collided with another vehicle. While a policeman was taking down the names of those concerned an "English speaking" Filipino law student politely asked one of the ladies how the accident happened.

"I'm sure I don't know," she replied. "I was asleep when it occurred."

Proud of his knowledge of the Anglo-Saxon tongue, the youth said:

"Ah! Then, madame, you will be able to prove a lullaby!"

Thomas Kinsey, purser of the transatlantic liner "St. Paul," has crossed the ocean 1000 times, traveling about 3,000,000 miles.