

SALEM, OREGON, TUESDAY MORNING, JANUARY 1, 1918

PRICE FIVE CENTS

AND GROWING LOGANBERRY INDUSTRY OF THE WILLAMETTE VALLEY

ing True

son ear of "the limited," Tammany's overwhelming woman suffrage movement, each receding through the valley, until just at the end of a delightful panoramic view of the valley will be in the not far distant future the growing of this berry will pay more net profits than any other crop for commercial

valley painting may be found, that you will join me in a swift upper New York state to the bright shining steel rails divide the fame of whose grape juice has

gon Agricultural College says: pure juice just as it comes from the plant to three times its contents, of the market."

Oregon, the Center
ays: "A rising young juice that has ranks of the glittering soda fountains extract of loganberry. It has made a merican palate in a short two years of d where men once looked for gold there nanzas in juice.

California, discovered the berry about e a-chance hybrid between a wild black. It is long and fat, having more substance rry. It is grown on a commercial scale ington and Oregon, and does not seem ate. It was first used for pie and jam, ies, mostly fresh and in iced cars, fast of fresh berries are now shipped annually of California.

nters at Salem, Oregon. When the state large brewery became idle and was com-gospel of kickless beverage among the reformed brewery was received with es of Boston and New York. The farmers re acreage, and the production is between to the acre, which compares closely with grape. The yield of juice for the same grape."

ns of Manufacture
for manufacturing loganberry juice—one ed for consumption, and "Phex" bottled the berry, on the theory that it is much consumer to do his own reducing than to bulk in shipping.

panies control 75 per cent of the berries of 1916 there were all kinds of small concerns, of the other two companies, but they are y for the reason that the berries are falling wo companies, as it is no small man's game-ety of it, to operate such a business.

000 invested in vineyards of loganberries in ind the industry are calling for the planting nberries. At present only about 2000 acres vine, not a bush, as is sometimes erroneously from twenty to thirty feet in length. The size and proportions of a man's thumb. The crown in the two states of Oregon and Wash-at part of these states west of the Cascade

A Natural Monopoly
an only be grown successfully west of the hybrid was discovered by Judge John H. the experimenting with the cross between a perry, the berry never flourished in the uther Burbank, the "wizard," also claims e kind of a berry now known commercially the trade is still "Loganberry."

he Vineyards Are Planted
e year to begin to lay out and prepare ground nberry vines. They are planted in rows y north and south, and eight feet apart in

fourth plant, or vine, or thirty-two feet Two strands of wire are strung to the the canes are trained.
out after each picking season, and the new winter while the vines are dormant. If ntivated, the yield will average from four to the acre. Growers are paid 3½ cents per while pickers are paid 1 cent a pound, with pickers. The berries are picked in pond to the juice plant in single tier crates of

the Factory
emptied into large ases into hydraulic has his own secret For the most Loga-

valley, and the industry, starting, as it happens, when the state went dry, the bottle manufacturers and brokers, predicted that because of the closing out of the liquor business, the bottle business would drop off—that it would be negligible. But these prophecies did not prove true, for today these two companies alone are using hundreds of carloads of empty glass, and the products are shipped to every quarter of the globe—in full carload lots, for the most part to the large distributing centers.

In standardizing the business, "Phex," for instance, will be found bottle for bottle, in New York just the same as in Salem, both as to quality and price.

THE GREAT LOGANBERRY INDUSTRY MUST GROW.
(The following editorial appeared in the Statesman in the latter part of November.)

The loganberry industry has been stabilized. It is now on its feet. It brings to Salem, which is its center, and the city of its birth, a vast sum of money each year.

But it must grow.
The Willamette valley has in bearing 2000 to 2500 acres. Marion county has about 1000 acres.

There can be little increase in the volume of the crop harvested next year, over that of the season of 1917, excepting in the possibility of a better season and better cultivation. This increase may be considerable; for last season was a very poor one for loganberries; and the growers have learned a lot of valuable lessons from experience in this new industry—and, since it is new, experience is the only guide worth noting.

But there is now an effort being made to double the acreage of loganberries by planting next spring—in Marion county, and, if possible, throughout the valley.

The Woodburn district has already guaranteed the doubling of the acreage there.

So that, in 1919, there may be 4000 acres of bearing loganberries in the Willamette valley; possibly 5000, if the efforts now being made shall produce results up to the full measure of the expectations of the most optimistic.

But there should be 10,000 acres,

and more; and there will be a market for the juice made from the berries of 10,000 acres before that mark is reached.

The grape juice industry of the United States is already using the product of 20,000 acres; and grape juice is only a drink, while loganberry juice is both a drink and a food.

In due course of time, the largest demand for loganberry juice will be from the kitchens of this and other countries; for ice cream and icings and flavorings and colorings. Its uses in this respect are many.

And as a drink it is a better drink than grape juice; "the taste lingers;" and it is good for the health of the users.

Another thing: The Willamette valley has an exclusive franchise on loganberry juice. This is the only district in this country where the loganberry can be grown to perfection.

Now, for a greater tonnage per acre, and a larger acreage, up to 10,000, and then some. This will mean one of the largest industries in the whole country, and it is surely coming—and the sooner the better for all concerned.

Acreage Must Be Increased

Not one person in a thousand in the United States ever heard the word "loganberry" before one of the Salem companies undertook an ambitious advertising campaign through the medium of The Saturday Evening Post.

The principle before the manufacturers of loganberry juice at this time is first and foremost to produce enough of the product, and second to secure glass bottles fast enough, and third to make known to the world that there is such a product.

If Salem doesn't look out and do it now, the loganberry center of the world may shift from Salem, as suddenly as it "found a place in the sun."

The farmers of Marion county are not asleep all the time, but some of them seem to be asleep most all of the time when it comes to "hooking up" with a good contract deal for produce on term contracts. Or, in other words, in the language of Lincoln, "You can fool some of the people all the time; you can fool all the people some of the time, but you can't fool all of the people all the time."

Now there are right here in Salem two or three large manufacturing plants which make a specialty of handling loganberries; one, or maybe two, dry or evaporate the berry. Two others press out the juice for

ries. With these two companies openly offering to tie up the growers' output for from five to ten years at a price that makes the market, even before the canes or vines are put into the ground, it would seem to be a matter of Mr. Farmer getting out his auto and making a "bee line" for the offices of these companies.

Large Capital Invested
Today there is over \$800,000 invested in loganberry vineyards and factories in Oregon with Salem as the center of the world in this distribution of the product.

In Marion county only 1000 acres are planted to loganberries, with 1000 other acres in other parts of the state. Last year loganberries brought into the state gross sales estimated at a trifle over \$2,000,000 or almost as much in dollars and cents as the apple crop of the entire state, even including the celebrated Hood River country.

Those behind these manufacturing concerns are doing everything in the power of human beings to do in a supreme effort to induce the planting of 10,000 more acres to loganberries, and by offering to provide a market at a good price per pound before the vines can be set in the ground, it would seem that there is little more that they can do.

If, by any reason of their own, the farmers of this county do not pledge sufficient loganberries to

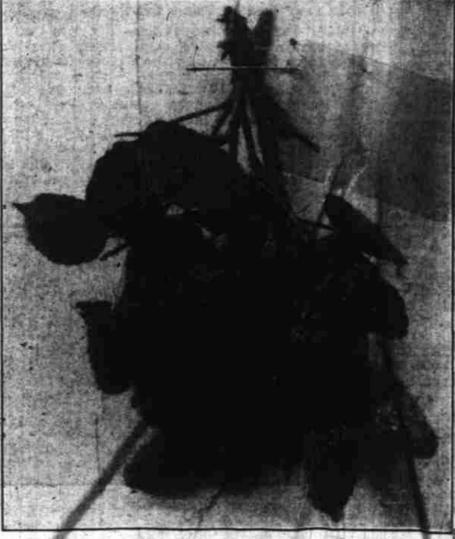
Where "Phex" Is Used
Shipments of "Phex" are shipped through distributing arrangements already perfected in Canada, South America, in Europe, and the far east, and initial shipments have been made to all countries on the globe, as far as war conditions make possible.

The foreign shipments have compelled the company to provide wood instead of paper cases, which are used in making shipments throughout the United States.

I have before me the announcement sheet of food products carried in stock, or supplies on demand, of Austin, Nichols & Co., New York. Among other statements on this order booklet appear: "World's record broken, ship stores, navy yards, marine barracks, army posts, training camps, etc. All supplied quicker and better than any other house in the world." "Phex Loganberry Juice—The prohibition beverage with a kick in it."

The records of this large exporting house show that all the battleships of the United States navy, and all the cantonments in this country, where United States troops are in training, have been supplied by them with "Phex" shipped on their orders direct to docks or camps.

With two large manufacturing companies located right in Salem, each offering to contract for all the loganberries that can be produced in this county, on contracts from five



a beverage, and have already, within a short time, established a market for the product beyond their ability to supply—why?

I will take, for example, the two leading manufacturers of loganberry products. One is the Salem-Kings Products Company, on North Front street, which plant was opened for business only a few weeks ago under the management of "Jack" Walker. The firm employs nearly 200 people, part of them in the factory, the others in the field trying their best to tie up farmers, or growers, of all kinds of produce which can be preserved for future use. In the loganberry line they have, and in only a few cases comparatively speaking, taken time term contracts accepted by the farmers or growers to whom these offers have been made. Their method of preserving the fruit is that of evaporation.

The other company is the Pheasant Fruit Juice Company, which began the manufacture of loganberry juice in a small way in 1913; last year by judicious advertising the demand for its product exceeded the ability of the company to supply.

Appeal to the Farmer
Today there are hundreds of acres of good land near Salem that are not being used, that do not pay a cent an acre, and, as would be the case with loganberries,

meet the requirements of these manufacturing plants, and other localities came forward with the acreage pledges to make the future of the business assured, could any one in Marion county blame these factories for seeking other quarters?

It might be, but is not a likely thing to happen.

Figures Drive Point Home
As illustrating what one of these companies is doing for Salem in the way of a good-sized payroll, I will give you a few figures taken direct from the books of The Pheasant Fruit Juice Company, whose main plant is located at High and Trade streets.

Here are employed from forty to fifty people, and in the rush seasons many times that number are required to take care of the business.

Sub-stations are located at Woodburn, and Forest Grove, and there will soon be another plant at Orengo, where hundreds of acres have been placed under contract for planting next season.

The general office force, now located in the United States National Bank Building, numbers fifteen clerks, stenographers, bookkeepers, and salesmen.

Offices are also maintained in New York, Chicago, and Atlanta, Georgia.

to ten years, at a price that guaranteed a regular market for the product—loganberries even before the ground is cleared and planted, with an enormous market already established for this most delicious beverage, and with the bottle factories ready to do their part, the loganberry industry is now on absolutely solid ground.

Each one of these companies has invested many thousands of dollars in building machinery and shipping material, and to pull out of Salem, for lack of supply of the raw material, would enforce a great sacrifice of capital already invested. But, better lose a part of that, and go to a territory where the growers can see "through a millstone with a hole in it," and re-establish a business there.

Any lover of nature in her simplest forms cannot only find much pleasure, with a minimum of labor, but the greatest net profit in the planting and growing of loganberries for commercial purposes.

Make the dream come true, that the Willamette valley, with Marion county as the center, have its loganberry vineyards reach from Salem to Eugene on the south, and from here to Portland on the north—the entire Willamette valley, blossoming like the "Rose of Sharon" over all the plain.

Juicy Profits in Sight

An article, which should be interesting to many of the Statesman's readers, appears in a late issue of the Oregon Voter, published by C. C. Chapman. It deals with the loganberry industry, more especially in the Willamette valley, Oregon, and is as follows:

Another Oregon dream has come true. It's only a few years ago that a few enthusiasts prophesied that the loganberry industry had vast possibilities for the Willamette valley. And in this year of our Lord 1917 we wake up to the realization that Judge Logan's berry is bringing \$2,000,000 into our state.

Nearly as productive as the whole apple crop of Oregon, in dollars and cents, is the loganberry crop of 1917.

And it's nearly as valuable as the prune crop—that boom crop of the late '80s, which vindicated itself as the years rolled by and has brought riches to all the persistent growers who persevered in loyalty to it. Half as valuable as a normal hop crop is the loganberry crop. And nearly half as valuable as the salmon crop of the mighty Columbia. Almost half the value of a normal wool crop, "befo' the war."

Surely, here is an industry that merits attention. It has grown to the point that it commands it. And those who have followed it closely are beginning to see that its beginning is modest indeed compared with its immediate and ultimate possibilities.

Quick attention this lusty infant industry should have, for its main need today is more acreage. Here is something our Willamette valley commercial bodies can take up with a feeling of certainty, that their efforts will bring dollars into their communities—bright, new round dollars that come from afar and enrich farmer and merchant when they come.

Only 2000 acres are now planted to loganberries. This land is worth \$150 an acre, or a total of only \$300,000. And from this \$300,000 worth of land is produced the berries that bring \$2,000,000 into the state. Looks like a small investment.

Immediate planting of 10,000 acres to loganberries is what is advocated by leading manufacturers of the tasty juice. Demand already established for this delicious beverage base is what impels this recommendation.

Backing up its judgment, one of the leading juice manufacturers offers to erect a local pressing plant in each community that will put in from 200 to 300 acres of loganberries. And on top of that, will guarantee \$70 a ton for the picked berries, on a long-term contract.

It is only a few years ago that a cent a pound, or \$20 a ton, was the amount paid for picking. The grower felt he was doing well to get 2 cents a pound for his product. And many pickers and growers made money at those prices, so much so that the planting of loganberry acreage was extended apace.

With the oncoming of prohibition, several far-sighted manufacturers saw possibilities in the sharp taste of loganberry juice to establish a new favorite as a temperance drink. They shipped some juice east, and it made a hit wherever served. As a bar drink, it promptly won a place for itself among light refreshments. At the soda fountain it established a quick demand. In households, at banquets and at receptions and dances, it became a favorite for punch, for unlike anything else that was non-intoxicating "it had the punch." And prohibition is spreading.

So two years ago one courageous manufacturer undertook national advertising on a small scale. The inquiry and interest created was sufficient that last winter a big advertising campaign was undertaken. Six pages of the Saturday Evening Post were contracted, one of them in colors. The cost was \$31,000—a big sum for a tiny infant industry of far-off Oregon to expend—but the actual demand created as the advertising was run during late spring and early summer more than justified the expense.

Another manufacturer operating a converted brewery, advertised his brand of loganberry juice in daily newspapers of several large eastern cities, concentrating his campaign.

Results—they were impressive. Distribution of the preceding season's supply of juice was effected into every part of the country. Carload after carload was shipped east.

As soon as the 1917 crop began to come in, it was pressed, packed and shipped. Dealers and vendors clamored for more. By autumn the demand was so heavy it made the manufacturers gasp. The widespread character of the demand indicated the special results that came from the national magazine advertising.

Then the military authorities caught on. They, too, discovered what charms there were in loganberry juice as a beverage. At army posts, training camps and cantonments, the soldiers bought loganberry juice from their canteens. Prohibition was enforced, the army medical authorities thought little of "pop" as a health drink, and here was loganberry juice, a favorite, that was the healthiest drink that nature and man had ever produced.

So the government tried out a carload. This was followed quickly by orders for many more carloads. One eastern grocery jobber ordered ten carloads of loganberry juice to the government on one order. And a carload costs \$9000. And nearly all the \$9000 comes from Oregon.

Today the army demand for loganberry juice is sufficient to command all of next year's production. But the manufacturers are wise. They are going to continue their national advertising, so as not to lose the advantage of the general market that has been opened all through the United States. Instead of being satisfied with easy sales made to the government, they are bending their energies to increase acreage and production here in Oregon. Thus they expect to augment the crop sufficiently to at least take care of part of the army demand and the growing public demand for juice.

Will not California and the eastern and southern states also have heavy acreage, so as to compete with the Pacific Northwest? They have already tried it. The loganberry was a California invention—Judge Logan the experimenter who perfected it. It has been thirty years since the luscious berry was heralded, and in nearly every state it has been tried. Only on the Pacific Coast has it survived commercially.

And only 200 acres have survived in California—and the rest is a joke compared with the great, luscious Oregon loganberry. It is small and dry, and yields very small juice tonnage compared with the Oregon product. Neither has it the surpassing flavor that it takes that rare combination of abundant moisture and mildness to produce the great, perfect, juicy loganberry, a combination found nowhere else in happy combination save near the Northwest coasts.

Judge Logan invented a fine berry in California. But he built better than he knew. For from that California start came Oregon loganberry of today, so far beyond what Judge Logan was able to produce in California that there is hardly a comparison. From Judge Logan's plants the Oregon loganberry was produced. The old jurist wizard of berry plants has proven to be one of Oregon's greatest benefactors.

Our Willamette valley is one of the garden spots of earth. Its fertility is being sacrificed to wheat and other grains, and bulky roughage. Dairying is helping save it, but the acreage of dairy farms is small compared with that used for producing grain. The ideal products for the Willamette valley are loganberries.

(Continued on page 8)