

BLACKBERRIES ARE THE BLACK DIAMONDS OF THE SMALL FRUITS

The Evergreen Blackberries of the Willamette Valley Have Marked Out for Our Section a Pathway of Prosperity That Is Bound to Widen with the Years—And We Can Grow All Varieties of Blackberries, Too

Who is it that does not relish a blackberry pie? This dainty culinary product is a standard for excellence in the pastry world.

It goes without saying that blackberries must be in plentiful supply if this popular pie is to be kept within reach of all.

Western Oregon can supply the world with blackberries. That is not an exaggerated statement.

The limitations on the tonnage of this fruit that can be produced west of the Cascades is the labor available to pick the berries. Nature will go far toward growing this fruit in unlimited supply. Only a little help is required from man.

A great many kinds of blackberries have been tried out here with encouraging results.

The Lawton and Kittatinny, two standard varieties grown in the east, are gaining a foothold here. The Mammoth is a very large berry, early to ripen and of excellent quality. It is a little soft for canning, but excellent for table use.

The Himalaya is an imported variety, a rank grower and heavy yielder. The berries are in demand for canning and manufacturing into jelly and jam.

The blackberry, however, that is making Oregon famous is the Evergreen. This is not a native variety as had been supposed. It is believed that the first plants were brought here from Europe. But so congenial were the natural conditions for the propagation of this bramble that it has been scattered all over the western counties of the state. For years the clumps of thorny canes had been regarded as a pest.

But improved marketing facilities have changed this "curse" into a highly remunerative product. Several years ago an experiment was made at canning the Evergreen blackberry with a view to finding a market in the eastern cities. It was found that the Evergreen not only holds up firm when canned, but it also remains black as well as retains a distinctive blackberry flavor.

The result is the Evergreen has met with a steadily increasing demand. The most insistent calls are coming from the large pie bakeries in the cities on the Atlantic coast.

Last fall these berries were gathered from clumps of vines growing wild in woodland pastures, along roadsides and in all sorts of waste places. The berries could be had for the picking. Canneries and shippers purchased all that were brought to the market at eight cents a pound.

The Evergreen blackberry, once a total loss, is now one of our most profitable small fruits. Some plantings have been made to grow the Evergreen under cultivation. With proper care the size and yield of this berry are considerably increased. Reports of five tons and even eight tons of this fruit gathered from an acre under cultivation have already been made public.

It would not be possible to foretell the future of the blackberry industry in western Oregon with any assurance of reliability. However, all things considered, there are many reasons to justify the conclusion that, as a business, it will continue both permanent and profitable.

ed along the alluvial bottom lands and up over the hillsides in western Oregon.

Misfortune came to the industry. Growers suffered serious losses because of low prices and the ravages of insect and fungus diseases.

There have since been intervening years of prosperity. Several years ago a new crisis arose. Prohibition was sweeping the land threatening to destroy the traffic in malt liquors on which the demand for hops almost entirely depends. In addition the war operations in Europe blocked the transportation of hops to foreign markets.

The outlook for hopgrowers had never been more gloomy. Many bowed to the inevitable and plowed up their yards. It had been generally believed that the end of the hop industry had arrived. When the war had ended less than 7000 acres of hop yards had survived.

Then, to the surprise of all, a vigorous and insistent demand for Oregon's golden aromatic clusters came from across the Atlantic. Every available pound was sent into the avenues of trade.

The English Tommies, returned from a long period of "drouth," soon absorbed the limited supply of ale in the shops in Liverpool, London and other cities. A clamor went up for an immediate and generous supply. The shipping board gave the right of

OREGON WAS AND IS THE GREAT HOP GROWING STATE OF NATION

An Industry That Has Made and Lost Many Fortunes and That, Though Thought to Be in the Discard, Is Again Coming Back With a Rush

The span of the hop industry in the Willamette valley extends over a period of almost a half century.

From the first planting of hops, the trailing vines were an assured success. Fields, under the right kind of tillage, excited the admiration of all. The long, trailing vines, over-arching the narrow avenues and laden with myriads of fluffy clusters, gave assurance that a new industry had come among us. The immediate financial returns were highly satisfactory and the outlook was most encouraging.

But every enterprise, whether agricultural or commercial, has its flood and ebb tides of prosperity. The

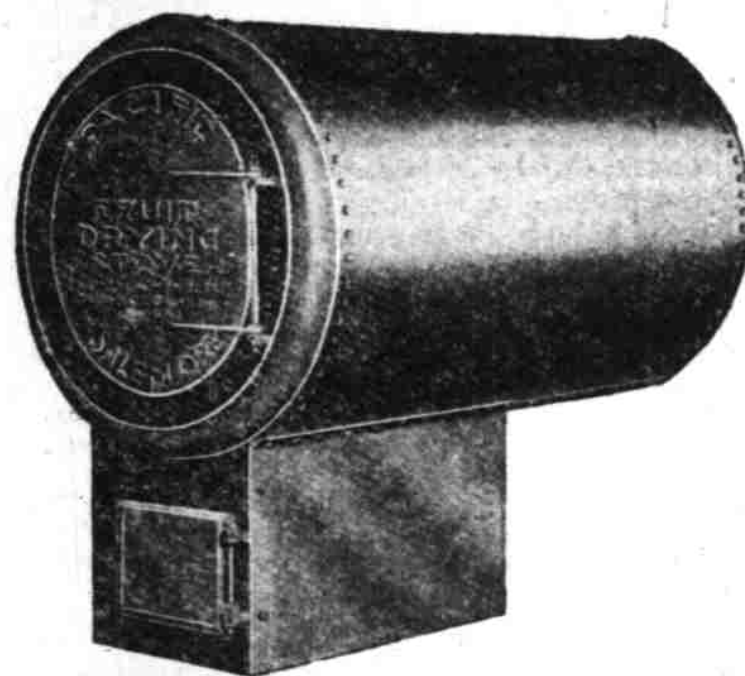
hop venture in Oregon proved to be no exception.

Years there were when the keen market demands caused prices to soar to one dollar a pound for the cured product. There were other periods when the entire output of the yards, because of congested channels of trade, could not be sold except at a serious loss.

No industry has passed through so many crises as growing hops. No markets have been more fluctuating or erratic. Fortunes have been made in the business and fortunes have been lost.

Time was when growing hops had reached the high tide of prosperity 27,000 acres of trellised vines extend-

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There is no "wear-out" to the Pacific. It is the practical stove for any size unit—where the grower is particular about the results.

It can be grouped in batteries of any number—for large driers. In a new or an old installation it will do the work better.

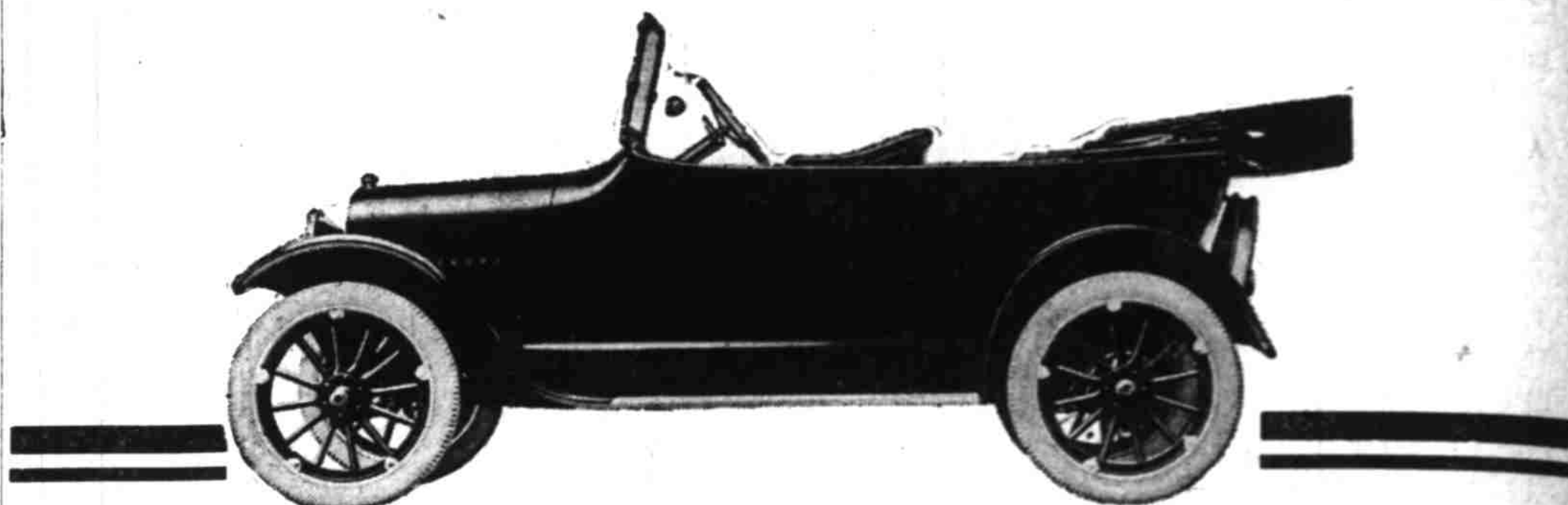
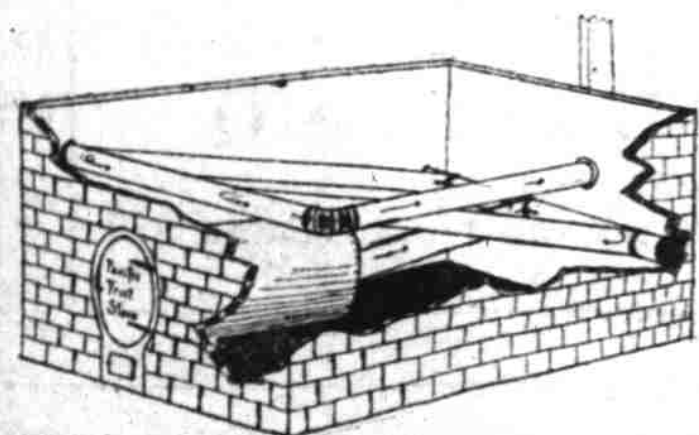
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way to Oregon hops and the available supply was soon exhausted.

Since the signing of the armistice prices for hops have ruled high. Good hops last fall sold for as much as 87 cents a pound. Offerings are being made for the crops for the next three years at 50, 40 and 35 cents a pound respectively. The conditions for large profits to hop growers have never been more favorable than now. New plantings are being made. However, many who would like to enter the hop-growing business are exercising caution. They are held back through fear that the present period of prosperity will be modified when England and other European countries shall have again entered the hop-growing game in order to meet their own requirements.

SHIP BY TRUCK.

Cy Perkins is a farmer:—
Back in eighteen ninety-three, He drove to town each day
To sell his eggs to you and me, We got them fresh right off the farm,
A dozen for ten cents,
But now—Alas! How times have changed;
The difference is immense.

Cy saves his eggs until he gets
Enough to ship in crates;
The railroad takes them in to town
And charges heavy rates.
They're put in storage—months have passed
Before they reach the store
And we take home a dozen
At a dollar ten or more.

Not only eggs, but all produce
Costs more and more each day
Because the growth of cities
Pushed the farmer miles away.
The railroads and the middleman—
The clever profiteer—
All get their share and that's what makes
The things we eat so dear.

That is the cause—the remedy
is plainly to be seen:
Just bring the farmer near his trade
By means of gasoline,
Give him good roads and motor trucks,
So he can go to town
Just as before—and then we'll bring
The cost of living down.
—P. L. Sniffin, International (Mack) Motor Co.

You can't go wrong on fibbers. Set the Barcelona and Du Chilly varieties close together, some where near Salem, and you will always have a paying crop. Nothing in nature is more certain.

The canneries, jelly and jam plants, dehydration and drying institutions, and many other factories, are real show places in Salem. We have here factory building up to date.

The big question is to raise enough to supply the factories of Salem. It can be done, but it will not be done till we have tens of thousands more of good farmers and gardeners.

Salem is the City of Welcome. You will be made to feel at home here.

Another

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Thousands of Federals in daily use in over 150 different lines of business have proven that they are economical in the use of gasoline—that they have a minimum cost of upkeep—that they can be depended upon for uninterrupted daily service—that they can withstand rough usage in all kinds of work under all conditions of road and weather.

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