

## THE OREGON PRUNE IS THE PREMIER PRUNE OF THE WIDE WORLD; A SOLID INDUSTRY

Prune Growing and Marketing Has Gone Through All the Adversities and Taken All the Hard Knocks, and It Is Now Firmly Established in the Ability of Our Growers to Furnish What the Markets Demand.

The prune is no longer a boarding house joke. It is a table necessity. The prune, grown in Oregon, has been gaining in favor ever since it was placed on the market. During the late war Uncle Sam sent his orders to the packers in western Oregon directing that all prunes be held subject to the demands of his military officers.

Generous portions of prunes were served to the boys in camp "over there." It will never be known how much of the pep which animated our soldiers at Chateau Thierry, the Argonne and in other decisive battles with the Huns was contributed by their having been supplied generously with this choice product.

Prune culture, after 25 years of development, has now expanded into a large industry. Oregon now has nearly 20,000 acres of prune orchards in full bearing and 7500 acres of young trees nearing the fruiting stage. These orchards are located, with limited exceptions, in the western part of the state, principally in the Willamette and Umpqua valleys. Marion county leads all other coun-

ties in the state in acreage and production of prunes.

Officially it is reported that there are 6611 acres of bearing prune orchards and 1695 acres of young prune trees nearing the producing stage in this county alone.

Because of her central location in the prune-growing district, Salem has gained a commanding place as a primary market for prunes.

Here the fruit is sold by growers either in the fresh or dried state and the prices paid them during the past several years returned handsome profits to orchardists.

The great bulk of the prunes grown

here are the Italian variety. These are, for the most part, evaporated and sold to packers who place them on the market neatly packed and sold under widely-advertised brands.

That the industry offers much encouragement is evidenced by the acts of many of our leading growers who are increasing their acreage. It is believed that the new plantings next spring will be limited only by the number of young prune trees available in the nurseries.

Prunes are grown successfully on a wide range of soil. There is much land of this kind that can be had in any part of the county.



Another view of a prune orchard near Salem.



A view in a prune orchard in the district south of Salem.

## THE PIONEER PRUNE ASSOCIATION FOR THE WILLAMETTE VALLEY GROWERS

The Willamette Valley Prune Association Got Into Action When Oregon Prunes Were an Unknown Product in the Markets of the World; Pioneering Work Was Done, and Continued Till the Oregon Prune Is Now Standard in Its Class Wherever Prunes Are Eaten, the World Over

Some twenty-five or thirty years ago a few large prune orchards in Italian, French and Silver prunes. The principal varieties were the Willamette valley were planted. It was not long before experience proved that the Silver variety was not suitable or profitable and most of the trees have been entirely eliminated from the orchards.

In the Willamette valley the Italian or "Oregon" variety is mostly grown. The soil and climatic conditions are more suitable to its development and it is found more profitable than the French or Petite variety.

In the southern part of the state the French variety does very well. The acreage planted in this section is just about equally divided between the French and Italian varieties. Most seasons the French type is produced profitably and the quality is strictly first-class.

The climatic conditions have much to do with this.

In the early stages of the prune production the industry had its trials and setbacks. It passed through the usual experiences of all new industries. Quite an acreage came into bearing within a year or two.

But no markets had been developed for our fruit. In fact, for two or three seasons conditions were so discouraging that quite a few of the growers grubbed out their orchards. The experience of others, in an endeavor to borrow money to tide them over through the stress under which they found themselves, was that they found it difficult to borrow on their orchards.

Financiers advised them that they would figure land values minus the cost of grubbing out the trees. This, of course, would lower the valuation on their prune lands so that, in the early 90's, prune orchards could have been bought very cheaply.

The writer knew of one particular orchard which was taken back under mortgage when the owners were willing to sell on the then low valuation of the bare land. This was at a time when success for the prune industry was anything but assured and there were very few buyers for prune orchards.

In the early history of the prune industry, Oregon prunes were shipped out in cotton sacks as they came from the dryer. They were, of course, graded and sacked as to sizes so that our goods were not at all inviting when compared with the finely packed goods of California.

Many of our prune growers at that time realized that it was going to be necessary to improve on our quality and packing for shipment.

In 1900 the Willamette Valley Prune Association was organized for the purpose of packing and marketing the Oregon prunes.

Most of the leading growers of this section at that time had become members of the association. It was soon found that the association had undertaken a big task to market a variety of dried prunes entirely unknown and with a flavor altogether different from that with which the consuming public had been acquainted. Growers started in to use greater care in harvesting their prunes and the association commenced to pack their product in 25-pound boxes faced, and adopted the Pheasant Brand, which they are still using. This is one of the best known brands for Oregon prunes in all the markets of the world where Oregon prunes are used.

About the year 1903 we had a large crop of Oregon prunes. The

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## COMPANY BEING ORGANIZED TO MARKET REAL PRUNER

Vick Bros. Are Among the Incorporators Who Will Enlarge Their Manufacturing Plant and Add New Machinery.

A new industry which bids fair to add materially to Salem as a manufacturing center is the manufacture of The Real Pruner. Already a factory is in operation at 310 South Winter street and a considerable

quantity has already been marketed. In order to speed up production to keep pace with the demand for this remarkable invention a company is being incorporated and this company is already putting in new machinery. The new company includes Vick Bros. (Ben W., Alfred, Geo. and Charles) and Mr. and Mrs. W. H. Larchin.

The Real Pruner is a Salem invention, patented by A. A. Unruh. It has many advantages over any pruner heretofore in use as is evidenced by the following flattering comment by pruning experts:

R. H. Taylor, assistant to the Chief, Division of Plant Industry, State of California, says: "The Real Pruner undoubtedly has a great deal of merit. I shall continue to use it in my work."

Warren P. Tufts, assistant professor of Pomology, University of California, says: "It is an exceedingly desirable pruner—better than any other pole pruner we have ever worked with."

Louis Lachmund, of Salem, one of the most widely-known fruit growers of Oregon, says: "I purchased two of your pruners and they are all the same. They are real pruners and 100 per cent efficient."

The Vick Bros., who have been so successful here, have seen the superiority of this pruner over other models and have backed the enterprise in a large way financially. It is the intention of the new company to market the pruner in foreign countries, entering the Canada field this coming season. One of the pruners has already been shipped to Tasmania to break into that field.

The Real Pruner is claimed to be the fastest, smoothest cutting and most powerful pruner on the market. It is constructed of galvanized metal and has a steel hook that will not bend out of line. Both hands on the pruner at all times gives perfect control. It is simple in construction. Nothing to get out of order. Always open. All parts are die stamped and interchangeable and can be replaced at any time.

The Real Pruner as it invades the orchards of the world will be a valuable advertisement for Salem as the words "Salem, Oregon" are plainly stamped on each pruner.

Orders are coming in quite rapidly already—one of the most recent being from Baker, Hamilton & Pacific Co., of San Francisco. This order, which was for 1200 pruners, has just been filled.

Come to Salem and raise raspberries; especially black cap or Munger black raspberries. On these this section has what amounts to a franchise. That is, we can grow them successfully—more successfully than any other section.

Salem is the loganberry capital of the world. This is the natural home of the loganberry. Here the great loganberry juice factories have their headquarters. Come to Salem and grow loganberries, and grow rich.

Come to Salem and raise loganberries. You cannot miss it.

## TIME, TREES AND MONEY SAVED

You save time, trees and money when you use a Real Pruner.

Pronounced by pruning experts to be the fastest, smoothest cutting and most powerful practical pruner on the market.

### READ WHAT EXPERTS SAY

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#### Louis Lachmund

Louis Lachmund, of Salem—one of the most widely known and experienced fruit growers of Oregon, says: "I purchased two of your pruners and they are all the name implies—they are real pruners—and 100 per cent efficient."

Sold By All Dealers Throughout The United States

## THE REAL PRUNER CO.

Salem, Oregon

PHONE 222

FACTORY: 310 WINTER STREET

## Willamette Valley Prune Association

### "The Old Reliable Prune Growers Association"

THE prune industry of the Northwest owes much to the Willamette Valley Prune Association for its part in the development of the markets of the world on Oregon prunes.

It was organized through necessity when the Oregon-prunes were unknown and practically no market for them, and orchards were coming into bearing by the hundreds of acres. There were one or two California concerns who came up here annually and bought and shipped out in sacks in original condition.

In the year 1900 the Willamette Valley Prune Association was organized by the leading growers of this section, when they commenced to process and pack the fancy package which compared favorably with the output of the California prune packers.

The game of introducing this new product was not an easy one—many difficulties were met and overcome. Advertising has been done in various ways, in fact the Oregon prune has been demonstrated and exhibited at all the leading expositions since the Association was organized and they are the proud possessors of many medals taken on their exhibits.

The well-known PHEASANT BRAND was adopted by the Association and it is one of the best known brands of Oregon prunes in all the markets of the world.

The members of this Association stand for quality of the highest grade and its members take pride in keeping up their standard of quality, thus being assured of the best returns for their output.