

PEARS OUGHT TO HAVE A FRONT RANK IN OUR SCHEME OF FRUIT GROWING

We Can Beat the World in the Growing of the Bosc Pears, as Shown by the Fact That Our Bosc Pears Topped the New York Market Last Season; and Some of the Other Leading Varieties Do Well Here

The country, extending for many miles around Salem, is adapted to producing such a great diversity of fruits that some excellent and highly relished varieties are sometimes given only passing notice. The pear is one of these.

The pear is not usually considered a very special orchard product. Because the tree is hardy and will yield fairly well even under neglect, it has not received the care to which the fruit, because of its fine quality and commercial importance, is entitled.

Salem is the center of a pear-growing district unsurpassed in possibilities. The experimental stage has long since been passed. Pear trees planted by early pioneers are still hardy and bearing fruit. These individual trees have "blazed" the way for the planter of today. They demonstrate that about all of the commercial pears can be produced here in quality and quantity acceptable to the trade and profitable to the owner.

During recent years several large orchards planted exclusively to pears have been set out. These are for the most part the Bartlett, Clairgeau, Bosc and Comice varieties. There are now over 500 acres covered with pear orchards within a few miles of the City of Salem.

One many of the farms there are family orchards in which a number of large pear trees are found. These trees, each, usually yield from five to as high as 30 bushels. This fruit is sent into the several channels of trade and is the source of the bulk of the pear output of the valley.

The canneries are in the market for Bartlett pears.

This is the standard variety for the canned trade.

So long as Bartletts can be had they will can no other. Good clean stock running 2 1/4 inches in diameter brought from \$50 to \$85 a ton in Salem last fall. The quality of the Willamette valley Bartlett pear is unequalled. The demand for this fruit is now in advance of the supply. The acreage should be greatly increased and the trees given good care and cultivation, so that large clean Bartletts may be produced.

For a shipping pear the Clairgeau is a good one. Its quality and appearance are much in its favor. It holds up well in long-distance shipment. Last fall 1500 bushels of pears, mostly Clairgeaus, were sold for \$6400. They were grown in the famous Wallace orchard in Polk county, near Salem.

The Bosc pear is coming to the front. It is proving a popular member of the pear family. The Bosc does splendidly under Willamette valley conditions. There are far too few Bosc grown. The trade has been absorbing all that were offered at above \$3 a bushel.

The Comice and Anjou pears are standard varieties. They are in strong demand in the eastern markets. They are attractive and make a fine display on fruit stands. These

should be planted together. The Comice, grown in the Rogue River valley, have many times topped the pear market in eastern cities. The Comice grown in the Salem district rank well with the best specimens grown elsewhere.

As to land suited to growing pears profitably there are literally square miles of it in the Willamette valley. This fruit will do well on a great variety of soils. Light sandy soils or undrained tracts should be avoided. Any of the heavier soils, well drained and enriched are best suited to growing this most desirable fruit.

Pear culture in western Oregon is only in its infancy. The possibilities of this industry are unlimited. Now that good markets are available pear growing will expand.

CHERRY CITY FLOUR MILL IS A VERY BIG ASSET TO SALEM

Founded in 1912, It Has in Eight Years Increased Its Output From \$50,000 to Over \$500,000.

The original Cherry City Flour Mills, P. W. Geiser, manager, was built in 1912 and turned out its first flour January 1, 1913. At that time it had a capacity of 80 barrels a day.

In speaking of the mill, Mr. Geiser, the manager, said:

"The mill at the original location being too small we purchased the Capitol City Mill and site and in 1918 rebuilt and consolidated the two plants adding a large amount of new machinery, thus increasing our capacity to 210 barrels daily."

"In connection with the flour mill proper, the company also operates a plant for the manufacture of stock feed, which has a capacity of one carload per day.

"Another department deserving of mention is for seed cleaning and was installed so as to be particularly adapted to the separation and cleaning of grains grown in the Willamette Valley.

"Our storage for wheat consists of bins and flat storage at the mill and a number of outside warehouses. "We employ from 15 to 18 men and are in continuous operation, running day and night.

"Our products are marketed in all parts of the United States, in South America, Europe, China, Japan and our island possessions. We also receive quite a flattering local trade.

"The mill manufactures the following brands of flour: "Cherro," a hard wheat patent; "Oak Blend," a

blended flour; and "Economy," a soft wheat patent.

"Our cereals consist of: Oregon Wheatola, Oregon Graham, Oregon Whole Wheat, Cherry Pastry and Tip Top Pancake.

"We produce rolled oats, ground oats, ground wheat, ground barley, rolled barley, chick feed and screening feed. We also do custom rolling, grinding and seed cleaning.

"We carry in stock: Poultry feed, grass seeds and a full line of cereal grain seeds, alfalfa meal, oil meal and land plaster.

"Our growth has been very satisfactory. In 1912 our manufactured products and sales amounted to approximately \$50,000. During the year 1919 our sales reached to over 10 times that amount—aggregating a little over a half million dollars."

In speaking of the mill, Mr. Geiser appeared to be very much enthused over its successful development and the quality of its product. In this he is, no doubt, thoroughly justified, as, under his competent management it has been developed into a very material industry for Salem. The high quality of its output is receiving recognition everywhere and the mill's chief difficulty seems to be to produce in sufficient quantity to supply the demand.

Mr. Geiser is a thorough master of the milling business. He is also a persistent worker and his disposition to keep abreast of the times is an assurance that the mill will continue to expand.

THE PIONEER PRUNE

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prices were low and growers got little or nothing for their goods. At lower prices the fruit was somewhat attractive to the general public so that the Oregon prunes got a fair distribution.

Since that time we have noticed a steady improvement in the demand for Oregon prunes until today markets have been opened in all the leading cities of this country, Canada and Europe.

This distribution has been accomplished at considerable expense and effort through advertising and demonstration at all the leading exhibitions held in this country. Many medals have been received for the fine quality and pack of the well-known Pheasant Brand of prunes, packed and exhibited by the Willamette Valley Prune Association.

Since its organization it has been one of the largest factors in the packing and marketing end of the Oregon prune industry. At the present time this industry is firmly established.

There is an increasing demand for the famous bearing prune orchards of our state and the northwest. Growing prunes is now one of the largest fruit industries in the Willamette valley, if not the largest, and we believe the prospect is more encouraging today than it has been since its inception.

The great and growing dehydration plant in Salem makes the market for every orchard and garden surplus sure. The great problem is to get enough. And that problem will persist, as long as the world's population grows.

Come to Salem and raise strawberries. There is big money in it; and the market will expand faster than the product can possibly increase.

Come to Salem and raise prunes. Prunes are as "good as wheat"; the market is as stable, for the Oregon kind, wanted the world over.

Salem Home of the Giant That Lives in a Box



The men, the shop and the facilities that insure your battery the care it deserves

The rapid growth of this new firm on Salem's Auto Row is a tribute to Exide Battery Service as we have established it

EXIDE

was the big successful battery of the war. For every purpose of peace there is an

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that will do the work better.

Auto Electric Service Company

R. D. BARTON, Manager

171 South Commercial Street

SALEM OREGON

THE WILLAMETTE VALLEY BEARS THE PALM ALONE IN GOOSEBERRY GROWING

There is No Other Land Under the Shining Sun That Can Come Up to Ours in the Production of This Important Berry of Commerce, and We Can Never Raise Enough to Fill the Market and Manufacturing Demand

Gooseberries, as a table fruit, are steadily growing in favor with consumers. No other fruit has that distinctive and sprightly flavor enjoyed by this humble berry. The people of England have long ago cultivated a fondness for gooseberries. In variety and supply that country surpasses all other regions. A leading factor that has encouraged the gooseberry industry in England is the cool climate. This is one of the essentials in successful gooseberry culture. Here is where the Willamette valley can justly claim a right to be regarded a fruit district in which the lowly gooseberry may be exalted to a place among our leading fruit products. Our cool, marine climate is very similar to the summer days in the British Isles. Our soil is of a texture that, if carefully selected, will return good yields under right cultivation. The markets are here. These berries are purchased by canneries. They are also sold for fresh shipment at from 3 to 5 cents a pound. Growing gooseberries is not an untried industry in the Willamette valley. They have been grown for years in the gardens for a home supply. However, since the canneries have become established here, a market has been made available. Growers have responded by setting out rather extensive plantings of this variety of fruit. One fruit man, W. F. Crawford, has taken 9000 pounds of gooseberries from one acre near Salem. He has found them profitable and, accordingly, will set out ten acres more next spring. The variety universally grown is the Oregon Champion and the record yield reported to this time is 16,000 pounds to the acre. This was grown by J. F. McKinley, a Marion county fruit grower. It is known, however, that even this yield can be exceeded by 1000 pounds if this prolific berry is planted on well-adapted soil and

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\$450,000.00

PAID TO THE DAIRY FARMERS WHO OPERATE IN THE IMMEDIATE TERRITORY SURROUNDING SALEM, OREGON, FOR MILK AND CREAM BY THE

MARION CREAMERY

Which products were used in the manufacture of butter and condensed milk.

The above is the record for the year 1919.

We are prepared to double our output for the year 1920 and hope to pay the dairy interests in this neighborhood a corresponding increase. Nearly all this money is spent right at home and adds materially to the progress and prosperity of Salem.

In return we most respectfully solicit the patronage of our home people, the dealers and consumers. They can aid our efforts very substantially in assuring us of an increased home market, for

MARION BUTTER

We will do our best to serve them in giving them the best product for the money they pay.

MARION CREAMERY & PRODUCE COMPANY,
Creamery and Condensery, Salem, Oregon

OSKAR HUBER

General Contractor

227 Sherlock Building

Portland, Oregon

Phone Main 2821

Where "Cherro Patent" and "Economy" Flours Are Made



New modern mill built at Trade and Church Streets this year