

# The Loganberry Is the Chief Sloganberry for Salem and the Salem District; increased Acreage is Assured; Now Must Come Increased and Increasing Facilities

## LOGANBERRY AND LOGANBERRY INDUSTRY FOR THE YEAR 1919

What Was Said in the Leading Article of the Salem Slogan Pages at the Opening of the First Year's Campaign on October 9, 1919

(The Salem Slogan campaign that began October 9, 1919, in The Statesman, and ran for fifty-two weeks, ending with last Thursday's issue, was opened with theloganberry as the initial subject. The leading article of that issue will be read with interest, for the sake of comparison, by most men who are in any way interested in theloganberry industry—and this includes most Statesman readers—either directly or indirectly. Nothing was said, it will be observed, last year, that was not either true, or, in the case of the predictions, more modest than the outcome in each case justified. As the elder J. P. Morgan said, a man was foolish to be a "bear" on the United States, so a man is over timid in the Salem district, headquarters of theloganberry industry of the world, who is a "bear" on theloganberry industry. Following is the article mentioned above, just a year old:)

tracts were made at 3 cents a pound with the growers, and that price was considered good and satisfactory, compared with about 1.3-4 cents a pound commonly paid theretofore.

Quite a change has taken place, as the reader will notice in some of the prices mentioned below, as paid during the past season.

And compared with the five and ten-year contracts being written now, at 5 cents a pound and better.

But five years ago few people in the United States, compared to the total population, had ever heard of theloganberry.

Now there are few people who have not heard of it, and few, too, who have not tasted it.

The United States Department of Agriculture says truly that the juice of theloganberry "is of superior quality and is preferred by many to that of any other fruit."

The time is approaching when this may be spoken truly as to all the people of this country, and as to epicures throughout the entire world.

For there are no limits to the conquests of this great beverage—"the taste lingers," and a little calls for more.

Down to Brass Tacks. But the reader of this article, if he happens to live in the East, wants to get down to brass tacks.

He wants to know if there is room for him as an Oregonloganberry grower.

There surely is.

And sure profits; contracts that are gilt-edged.

Men who know are now going intologanberries so fast that there may be a shortage ofloganberry tips by next spring.

Andloganberry tips are being bought at prices that will yield around \$150 an acre tologanberry growers—a pretty attractive by-product or side line.

And still the cry is for moreloganberries, from the factories in Salem.

Not half enough were grown the past year.

Not half enough will be grown next.

It will take a term of years to get within reach of the market demands—and then the market demands will likely have grown beyond present expectations.

There is sure money in growingloganberries, here in the country surrounding Salem. Aloganberry contract is as good as an insurance policy.

Some Loganberry Yields. This page, and several more pages could be filled with a truthful relation of actual facts and experiences, showing that the growing ofloganberries in the country around Salem is profitable—very profitable.

It was so profitable, during the last season, that many growers made enough money, net, to pay for the land in which the berries were grown; or at least the full value of the land at what it would have sold before being set tologanberries.

In some cases, very much more than the value of the land.

A few examples will have to suffice at this time—and The Statesman hopes for a future issue.

On the H. L. Roberts farm (sold last year to L. L. Vincent), located about four miles east of Salem, there were gathered the past season, and marketed, 380,870 pounds ofloganberries, considered half a crop because of late frost. The average price received for the berries was 8 1/2 cents a pound. Paid to pickers 2 1/2 to 3 cents a pound. This yard contains about 60 acres. It is perhaps the largestloganberry vineyard in the world, with the possible exception of that of Sam Brown, near Gevalis.

Mr. Brown was last spring offered \$750 an acre for hisloganberry farm. In the pioneer days the farm of which the Sam Brownloganberry yard is a part, was traded for a Hudson Bay shotgun.

On the Lake Brook farm of T. A. Livesley & Co., a few miles north of Salem, \$1208 was received for theloganberries from one acre; 12,460 pounds, at 10 1/2 cents a pound. The vines are 5 and 6 years old.

J. H. Johnson, near Salem, marketed 4822 pounds ofloganberries from a half acre.

C. F. Harold, six miles north of Salem, marketed 24,743 pounds ofloganberries from less than two and a half acres.

Emil Cramer, eight miles north of Salem, marketed 17,631 pounds ofloganberries from two acres.

Mrs. Domorest, who lives east of Salem, brought to market 5694 pounds ofloganberries from a half acre, and her check was \$488.32; and, she picked them herself, and was not equal to the task unaided, a lot of berries were wasted on the vines.

L. F. Brown, who lives over in Polk county, west of Salem, brought to market 2853 pounds ofloganberries from a quarter acre vineyard.

L. P. Hopkins, a mile south of Salem, realized—\$1300—this year from an acre and a half ofloganberries.



A Maud Muller Scene in a Salem District Loganberry Vineyard.

## THE GREAT SURPLUS OF THE FUTURE MUST GO INTO JUICE

So the Thing Which Must be Done is to Sustain the Juice Program Through the Years to Come, by Still Larger Investments in Plants and Distribution

(The following article was furnished to The Statesman by one of the largest growers ofloganberries in this section, and one who has been a keen and interested observer through all the years of its history of theloganberry industry:)

"Any product of the soil to become a staple food product must possess qualities which appeal to a large majority of its possible consumers.

"What does the future contain for theloganberry industry of this valley?

"The visible result of the expenditures since 1913 of over \$700,000 to nationally advertiseloganberries is found in the advanced price paid forloganberries and in the advanced value of the lands upon which they are growing, as compared with values in 1914 and 1915.

"Therefore, so far as the producer is concerned, the investment has been fully sustained by the results already accomplished.

"There has already been a great increase in the planting ofloganberries, following the satisfactory results obtained as above stated. Some of this new acreage will commence to yield in 1921 and more will commence to yield in 1922. There will be equally as many, or more, acres planted tologanberries in 1921 as have been planted in the last two years.

"As to the future of theloganberry industry: "If it is expected that the same channels of trade and manufacture which were open tologanberries previous to 1915 will consume the tremendously increased tonnage in 1923, then it is a fore-

## HOW MUCH MONEY IS THERE IN LOGANBERRIES FOR GROWERS?

In Some Cases, the Cash Returns the Past Season Ran as High as \$1400 an Acre, and in Numerous Cases \$1000 and Better an Acre Came to the Lucky Growers for Their Crops

How much money is there inloganberries for the growers? One grower says it costs \$200 to \$350 an acre, in the Salem district at this time, to put in aloganberry vineyard and bring it up to full bearing. This, he says, does not include the original cost of the ground, but it does include the use of the ground for the time, the tips, the wiring, the posts and the labor.

He says the average sales of theloganberries have been running here from \$750 to \$1000 an acre, gross; that growers commonly figure one-fourth of the price for picking, and about one-third of the price for all costs.

He says there was about \$650 net an acre inloganberries the past season for the growers who received as much as \$1000 an acre gross for their crops. That is, those who had as much as three tons to the acre, and sold at the highest price, 14 cents a pound, netted above \$500 an acre, and those who had five tons to the acre, and realized the highest price, made clear over \$900 an acre.

And there were some yields above five tons to the acre. And there will be in the future, too, as the better methods of cultivation are followed—in fact, such yields will become more general.

Some Sample Yields. Below are some sample yields, taken at random, for the past season:

Mrs. Gordon, in the Liberty district, sold her crop ofloganberries from three acres of land for about \$2300.

Mrs. Katherine Schmidt, in the Liberty district, received about \$2300 for her crop ofloganberries from three acres of land.

K. B. Treman, Salem Heights, had two tons ofloganberries from a half acre of land; selling the berries for about \$520.

cents may be a good price in 1922. But there is good money inloganberries at 5 cents a pound. A Salem man says years ago

## THE LOGANBERRY HAS PUT SALEM ON THE MAP FOREVER AND A DAY

It Has the Widest Range of Uses of Any Small Fruit, and the Loganberry Capital of the Whole Wide World is Salem—Soil and Climate and Salem Enterprise Have Made This a Permanent Fact

(The following is in substance an article some time ago furnished by Jesse Huber, a practicalloganberry grower and writer on horticultural and other subjects:)

Theloganberry may aptly be called a horticultural miracle.

It is a product of the Pacific coast, having been originated by Judge John H. Logan at Santa Cruz, Cal., nearly 20 years ago.

This berry is rather particular about the climate in which it is grown. It cannot be produced profitably in the east as the vines become winter-killed at zero temperature. Nor will it do well in the south where the hot sun so injures the delicate tissue of the berries as to render them unmarketable.

The climate and soil of the Willamette valley are ideally suited for the highest success inloganberry culture. Here during the long, cool, summers and mild winters the trailing vines flourish and, each year, bear an abundance of fruit.

It is not difficult to get a start in growing this profitable fruit crop.

The plants are set early in the spring in rows eight feet apart with an equal distance between the plants in a row. Thorough cultivation is given the tract each summer. When the trailing vines shall have completed their second year's growth they are woven on a trellis 4 1/2 feet high, provisionally constructed by stringing three wires on posts set 24 feet apart along each row. These vines will bear fruit the following season.

It is not known how long aloganberry tract will continue to yield paying crops. If set on fertile, well drained soil and given proper care the plants should bear almost indefinitely. The oldest commercial tract in the Willamette valley has been cropped annually for 19 years and the plants are still producing average yields.

In size theloganberry is considered larger than a blackberry. Its color is dark red, merging toward purple when ripe. It is of a rich, sprightly flavor with a slightly acid tinge.

The berries ripen in succession, buds, blossoms, green berries and the ripe fruit appearing on the vines at the same time.

Berry picking begins the latter part of June and continues about six weeks. The average yield is about 6000 pounds on an acre; though 12,000 pounds are sometimes gathered from a like area.

The market forloganberries is now permanently established. No other fruit has so many distinct uses.

Last summer buyers were in the Willamette valley bidding keenly for a supply of the fruit and, in no instance were there berries enough to meet the demand. The market requirements are certain to keep in advance of the supply for a great many years.

Theloganberry is now canned, dried and preserved in sugar and held in cold storage. The juice is pressed out and made into syrup for flavoring ice cream, as well as various kinds of soft drinks. Phex and Loju, two delectable drinks now enjoying a world-wide demand, are manufactured from the pure juice of theloganberry.

Salem is the center of theloganberry industry. Not only is most of the world's supply of this fruit grown within a radius of 20 miles of Oregon's capital city, but here also are the largest plants, located that prepare the berries and juice for the market. Salem now has two large canneries, two equally large evaporators and a large dehydration plant, as well as two commodious buildings in which a battery of presses are installed to press out the juice from this now famous berry. During the picking season these industries are operated at full capacity converting the tons and tons of fresh berries into the finest table products.

What of the future of theloganberry industry? This question was yesterday put by the Salem slogan editor to Prof. C. I. Lewis, of the Oregon Growers' Co-operative association, whose head offices are in the Masonic building in Salem.

figured the profits inloganberries at 5 cents a pound, as compared with hops at 12 cents a pound, and wheat at \$2 a bushel. Loganberries at 2 1/2 tons an acre equal hops at 21 cents a pound; 3 tons, 26 1/2 cents a pound, and 5 tons, 38 cents a pound.

And he found that on the basis of 25 bushels to the acre of wheat, and \$1 cost for raising, and the selling price at \$2, loganberries at 2 tons an acre equal wheat at \$4 a bushel; 3 tons \$7 a bushel; 4 tons, \$10 a bushel, and five tons, \$12.50 a bushel.

Loganberries are not likely to go lower than 5 cents a pound. They can be passed on in the markets of all the world in juice form at that price; and their uses in other ways, as dehydration, canning, jams and jellies and cold pack, are growing so fast that there will not likely be a greater surplus than the juice plants can use, if they are properly financed and thus enabled to increase their plants and also their exploitation of the markets in constantly wider fields.

So, do not fear to get into theloganberry game. And at the same time raise some raspberries, strawberries, gooseberries, blackberries, prunes, filberts, walnuts, pears, apples and other fruits and vegetables, and grains and grasses and live stock.

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## THE FUTURE OF THE LOGANBERRY BY MARION COUNTY INSPECTOR

S. H. Van Trump Thinks the Loganberry Industry Will be a Permanent and Progressive One in the Willamette Valley—Four Principal Causes Leading to Decline in Yield, and the Ways to Remove Them

The editor of The Statesman has asked me to write a short article stating my view of the future of theloganberry industry in Oregon. As Senator Ingalls used to say of himself: "I am not a prophet, nor yet the son of a prophet," nevertheless, I venture to predict that theloganberry industry will be a permanent and progressive one in the Willamette valley.

What I am naturally very conservative in all industrial affairs, yet I can see nothing in the present situation, either in production or market conditions to discourage theloganberry grower from going ahead with confidence in the future. There is certainly no large area on the Pacific coast where theloganberry can be grown to such perfection, in quality and appearance, and so cheaply as here in the Salem section.

What I should like most to speak of in connection with the future of theloganberry industry is the necessity of our growers making certain gradual improvements in their methods of culture and manner of handling the soil and the vines. There is undoubtedly a gradual falling off in the yield of many yards in this section during the past four or five years. This decline in yield seems to be mainly due to four principal causes: (1) declining fertility of the soil; (2) lack of sufficient moisture during ripening season; (3) increasing insect enemies; (4) fungous diseases.

(1) Every intelligent grower knows that it is impossible to continue to harvest profitable crops without maintaining the fertility of the soil, yet many of them try to do it.

Loganberry yards should be fertilized every other year, and a little land plaster sown on the soil when six or eight inches tall, will work wonders. Nitrate or barnyard manure applied on every other year will return good interest. A number of growers are applying superphosphate to their yards this fall, and we hope to be able to report profitable returns next harvest.

(2) The past three years have been very dry and hot during

growth of demand for our berries, largely on account of the demand for soft drinks, in the United States, and the increased consumption of ice cream, etc., in which berry flavors are demanded; berry flavors that are furnished in the form of syrups made up from the barrels of cold pack berries shipped to various eastern concerns engaged in these lines.

There must be moreloganberries grown, and also more strawberries, raspberries, blackberries, gooseberries, etc.—for the soda fountain soft drink uses, and for jams and jellies and similar food products that are springing up under all sorts of names; some eastern concerns attempting to cash in on the advertising that has been done by Oregon con-

cerns exploiting theirloganberry products.

Professor Lewis says it is very important that the juice factories be further enlarged, on account of the great surplus ofloganberries that is surely coming in a few years; beginning with 1922.

He saysloganberries are big factors of fertilizers and moisture.

Every grower should fertilize; should give them nitrogen in some form; barnyard manure; sheep manure; poultry manure, or commercial fertilizers.

He thinks it would pay to irrigate; even to drive wells and pump the water.

And the root borer must be fought.

And growers should get the

loganberry harvest, and this has taught growers the essential value of moisture in increasing yield and improving quality of fruit. If I were growingloganberries I should endeavor to devise some means to irrigate my yard. Several years ago I saw a two-acre yard in Washington county that had been thoroughly irrigated. The yield was increased 50 per cent, the quality much improved, and the ripening season advanced one week.

(3) There are a good manyloganberry yards, especially those planted on newly cleared land, that have suffered severely from the attacks of the raspberry root and crown borer. This is not an easy insect to eradicate and where the patch is badly infested, as some few I have found, the best plan would be to grub out and plant in a new situation. Another insect that has been greatly on the increase in yards during the past two years is the slug of the raspberry sawfly. This insect attacks the foliage of the vines during the month of June and in a few weeks may completely denude them. If not too near the ripening season the best spray for this insect is arsenate of lead. If the fruit is too near maturity to safely use a poison spray, the slugs may be killed by a contact spray of white hellebore.

(4) For a number of years anthracnose has been slowly on the increase in the yards of this county. In one or two yards this disease has become so serious as to practically destroy the crop. I should like to see a number of growers try the Bordeaux spray, applied in the spring and early summer.

During the past two years there has been a peculiar and fatal condition attacking the crowns ofloganberry plants in many yards around Salem. In a few yards from 35 to 50 per cent of the vines have died. No plant pathologist who has examined these yards has been able to identify this condition with any known disease. I have been of the opinion that it is the cumulative effect of excessive heat and drought of three successive abnormal summers. We have the condition under careful and critical inspection.

(Continued on page 4)

## DATES OF SLOGANS IN DAILY STATESMAN (In Twice-a-Week Statesman Following Day)

- Loganberries, Oct. 7.
- Prunes, Oct. 14.
- Dairying, Oct. 21.
- Flax, Oct. 28.
- Filberts, Nov. 4.
- Walnuts, Nov. 11.
- Strawberries, Nov. 18.
- Apples, Nov. 25.
- Raspberries, Dec. 2.
- Mint, Dec. 9.
- Great cows, Dec. 16.
- Blackberries, Dec. 23.
- Cherries, Dec. 30.
- Pears, Jan. 6, 1921.
- Gooseberries, Jan. 13.
- Corn, Jan. 20.
- Celery, Jan. 27.
- Spinach, Feb. 3.
- Onions, Feb. 10.
- Potatoes, Feb. 17.
- Bees, Feb. 24.
- Mining, March 2.
- Goats, March 9.
- Beans, March 16.
- Paved highways, March 23.
- Bracelet, March 30.
- Silos, April 6.
- Legumes, April 13.
- Asparagus, April 20.
- Grapes, April 27.

- Drug garden, May 4.
- Sugar beets, May 11.
- Sorghum, May 18.
- Cabbage, May 25.
- Poultry and Pet Stock, June 1.
- Land, June 8.
- Dehydration, June 15.
- Hops, June 22.
- Wholesale and Jobbing, June 29.
- Cucumbers, July 6.
- Hogs, July 13.
- City beautiful, flowers and bulbs, July 20.
- Schools, July 27.
- Sheep, Aug. 3.
- National Advertising, Aug. 10.
- Seeds, Aug. 17.
- Livestock, Aug. 24.
- Automotive Industry, Aug. 31.
- Grain and Grain Products, Sept. 7.
- Manufacturing, Sept. 14.
- Woodworking and other things, Sept. 21.
- Paper Mill, Sept. 28.
- (Back copies of Salem Slogan editions of The Daily Oregon Statesman are on hand. They are for sale at 10c each, mailed to any address.)

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