

The Oregon Statesman

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SURPRISING GROWTH OF THE STRAWBERRY INDUSTRY, AND THE FRUIT INDUSTRY IN GENERAL OF THE SALEM DISTRICT

The second year of the Salem Slogan campaign of The Statesman is bringing out some surprising facts—surprising and gratifying.

The Slogan editor found that the loganberry industry had grown enormously in the year—to the full limit of the tips that could be had; and that it is still growing as fast as ever.

It was found that new plantings of prune trees are still absorbing all the nursery supplies.

It was found that dairying in the Salem district had doubled in a year—

And that the flax industry had doubled and will be three times as large next year as this; and perhaps very much larger, with the prospect of at least one new flax-treating plant for 1921; and hemp may be added in 1921, too.

It was found that filberts are still going out as fast as good nursery stock can be had—

And the same as to walnuts.

Now, this week, it is found that the strawberry industry of the Salem district has more than doubled in a year—that there will be at least 1100 acres of bearing strawberry vines in the Salem district in 1921, cultivated as a commercial crop, to say nothing of thousands of small kitchen garden patches.

It is found that the Salem district is now more than twice as big as the Hood River district, in the strawberry industry.

Another thing is found, still more important, and that is, that the growers of the Salem district are using their heads, with the co-operation of the manufacturers and shippers, and they are increasing the tonnage to the acre very materially, by selection of the right varieties and soils and by using proper methods of cultivation.

With the old methods and varieties, the production of the commercial strawberry crops in this district was perhaps a ton and a half to the acre, on the average.

Now, with better methods, even with the old varieties, perhaps two tons may be counted upon.

But this average is likely to be doubled for the Salem district very soon—

Or four tons to the acre.

I. R. Utterback has delivered Trebla berries to the Salem cannery of the Hunt Bros. Packing Co. at the rate of approximately nine tons to the acre.

Any Trebla enthusiast will tell you that these berries will go two tons to the acre on the average in the Salem district—

And the big demand now for strawberry plants here is for Trebla plants. They are being bought at double and treble and four and five times the prices paid for the old varieties. And every Trebla plant will be set out that can be secured.

Multiply 1100 acres by 4000 pounds, and see what you have—

And then double the acreage and add a few for good measure, and you will see that we are approaching a 10,000,000 pound annual strawberry crop in the Salem district—

And then it will only be fairly started.

There are literally mountains of strawberries ahead of us.

The time is coming, if it is not here, when our strawberry crop will be limited only by the number of pickers and hullers we can secure.

Our factories will be overloaded next year; but there is an outlet for all the surplus berries—in the cold pack—

If—

If sufficient pickers and hullers can be had, and cold storage provided.

The Oregon Growers Co-operative Association received one order, the past season, for 50,000 barrels of cold pack berries—strawberries, loganberries, raspberries and blackberries. Of course they could not fill the order. But such orders will be forthcoming in the future—

And they will be filled in this district, too, if we can get the pickers and hullers and the cold storage facilities.

Even cold pack strawberries must be hulled.

In 1919, Oregon produced 5 per cent of all the strawberries grown in the United States.

Last year, the Salem Slogan editor said, editorially: "Our Salem plants will not get enough strawberries next year; nor next; nor for a long time, if ever."

The writer acknowledges himself a poor prophet. There were not nearly enough strawberries for our Salem plants this year; but there will be all they can handle next year, and a big surplus, too; and not a delay of a day should be allowed now in forming plans to see that there is no waste. We must have ample cold storage facilities, and ways must be found to get plenty of pickers and hullers. In these two things there is safety; and especially in the matter of cold storage. This will be absolutely essential. The pickers and hullers can be had, with proper efforts, as a matter of emergency. But neither our growers nor the people of Salem can afford to neglect the cold storage matter. It is not a thing that can be provided as an emergency necessity.

It will be remembered that The Statesman in its Salem Slogan pages of last year gave the fact that Prof. V. R. Gardner, who for seven years had charge of the strawberry experiments at the Oregon Agricultural College at Corvallis, working under Prof. C. I. Lewis, had raised as high as 1000 crates to the acre of Ettersberg No. 121 strawberries, at Corvallis—

And that Prof. Lewis himself, who is now at the head of the promotion department of the Oregon Growers' Co-operative Association, had himself raised as high as 700 crates to the acre, and never less than 500 crates.

Do you know what 1000 crates to the acre means? It means 12 tons, or 24,000 pounds to the acre.

Prof. Lewis has not changed his enthusiasm for the Ettersberg No. 121. He still thinks it is the coming berry,

along with the Trebla and some other good variety, for pollenization purposes.

J. W. Miller of Falls City, an experienced grower, as the reader will note from his letter, still clings to the Ettersberg No. 121.

Some other growers have lost their enthusiasm for the 121, and they are saying it blossoms too late to be pollenized by other varieties.

The Oregon Agricultural College people have been making a thorough investigation of the 121; been doing this for a year or more. The Salem Slogan editor was promised, by phone on Monday, an abstract of this report. It did not come; probably the mails were too slow.

The Statesman will be glad to publish this, and the complete bulletin or circular or report, as soon as possible. If the experiments have proved that the Ettersberg 121 can be reliably pollenized, as it is intimated in advance of the report, this will be great news for the strawberry industry of the Salem district—

It will mean millions in future years.

Anyway, the Salem district growers are "up on their toes" for anything at all that will advance the strawberry industry, and they will not be slow to take advantage of any improvement, ever so small, in variety, in method of cultivation, or in any other particular.

In the mean time, they must be "up on their toes" on the cold storage proposition. They can afford, all by themselves, to finance a big cold storage warehouse; for, as the industry is now going, one future year's waste might pay the full cost; as the waste in cherries would have done this year; and as the waste in vegetables in the December freeze of last year would have done.

BITS FOR BREAKFAST

Salem has it—

The true strawberry mark.

She is the center of the strawberry universe—

And becoming more so by leaps and bounds and steady going.

Perhaps it will be the Trebla that will next treble the industry here.

But the 121 fans are still in the ring. The 121 is the strawberry that grows on a vine and looks like a bush.

And it will produce 24,000 pounds to the acre, if only all its blossoms will pollenize and bear fruit and not be mere false alarms.

The strawberry plant industry, too, is no mean industry. Hon. Geo. W. Weeks, down below the poor farm, on his farm that is no poor farm, ships strawberry plants by the car load to California. And the trade in strawberry plants is bringing in scads and scads of money.

The way the strawberry industry of the Salem district is growing, we will soon be able to give a dish of strawberries and cream to every living man and woman in the world.

And we will be able to improve the Milky Way by making it strawberries and cream, or to make the universe long on short cake.

And we will need the hull population of Oregon to hull our strawberries.

Oh, yes; perhaps, with their experimenting at Corvallis, the 121 will prove the strawberry with a college education.

Albert Ettersburg, of Humboldt county, Cal., is the Luther Burbank of the strawberry world. He originated the Ettersberg No. 121, and many others, including the Trebla, which is his first given name, Albert, spelled backward.

FARMERS CO-OPERATE.

CHICAGO, Nov. 18.—Co-operative purchase of supplies by farmers running co-operative grain elevators is now under way in a number of middle western states and the movement is rapidly developing, according to headquarters of the Farmers' National Grain Dealers' association here.

Its officers say there is likelihood that a national co-operating purchasing organization will be formed here in December at the association's first national convention.

Ohio farmers who have organized a \$100,000 purchasing company are reported to have contracted for the output of a coal mine and a feed mill and to be buying other materials, such as fencing and sugar, by the carload. In Iowa formation by farmers of a million-dollar corporation having purchase of farm supplies as one of its chief functions, is reported.

The general plan is stated to be to pool purchases and sell by mail order.

PROHIBITION WILL HOLD.

CHICAGO, Nov. 18.—Notice

that prohibition will continue in operation for the next two years at least for the purpose of guaranteeing a continuation of a bone dry congress two years hence, is given by Virgil G. Hinshaw, chairman of the Prohibition national committee here at national headquarters.

"We have a mission still," Mr. Hinshaw said. "If any one of the major temperance organizations were to stop now it would give a chance to the wets to come back and possibly pass a beer and wine amendment to the Volstead law."

Nut Industry Has Great Possibilities on Coast

PORTLAND, Ore., Nov. 17.—

Possibilities of making the growing of nuts one of the great industries of the Pacific coast were outlined at the second annual convention of the Western Walnut association, which opened here today, with 200 nut growers from all parts of the west in attendance. Optimistic pictures of the future of the industry were given by several speakers. The sessions will conclude tomorrow.

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In Your Day You Have Faced Problems

Were any more serious than those your family would face next week if you should die meanwhile?

Have you done all a man can to throw your knowledge and experience into the problems toward which your heirs are headed?

Whether you have a keen realization of the consequences of inaction on your part, or lack it, come in and have a talk with our Trust Officer. That does not mean you must do business with him. It is simply an invitation, without strings, to learn something about the descent of your property.

Capital National Bank

SALEM, OREGON

SOME ADVANTAGES

In Owning the Phez Company's 7 Per Ct. Preferred Stock

1. You will get 7 per cent before the common stockholders get anything.

2. If dividends to the common stockholders are more than 7 per cent, you get an equal amount.

3. If the preferred dividend is passed you do not lose because accumulated dividends must be paid before the common stock gets anything.

4. If the book shows that the value of the common stock is increasing by building up a surplus, preferred stockholders may convert their stock into common at the book value of common (It's value today is \$142) and get a bonus for their stock of:

5 per cent the 1st year
10 per cent the 2nd year
15 per cent the 3rd year
20 per cent the 4th year
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Ask the Promotion Department for Our Booklet
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PHONE 204