

The Strawberry Industry of the Salem District Has More Than Doubled in a Year, and Is Headed and Going Fast Towards a 10,000,000-Pound Annual Crop

MARION COUNTY LEADS IN THE STRAWBERRY INDUSTRY

This District is the Natural Home of the Strawberry, and There Are Rich Rewards for All Who Will Give the Industry the Attention Which it Deserves

The following article was written for the columns of the Statesman in February last by Jesse Huber, well-known writer and grower of the Salem district:

Everybody likes strawberries. This delightful fruit may be grown almost anywhere. But, in quality and yield, the strawberries grown in Oregon are unsurpassed. Marion county is a natural strawberry district. Here the fruit grows wild in profusion. Plants set out by the hand of nature take root and spread over old pasture fields and neglected hillsides, bearing small though a high quality of fruit. In pioneer days these berries furnished the homes with an abundant supply. It is a notable fact that at least three of the leading commercial varieties of strawberries were originated in Salem. These are the Oregon, Clark Seedling and Gold Dollar berries.

The Oregon is a superb table berry. In quality and yield it is unsurpassed. In size it is an astonishment, occasional berries measuring from one to two inches in diameter. The Clark Seedling ranks first as a shipper and canner. The Gold Dollar, while otherwise a berry of high quality, has the added merit of being the first berry to ripen. New varieties, recently introduced, and which have won high favor with canners are the Trebla and Etersberg No. 121. These, together with the old reliable Wilson and Marshall berries, give growers a variety and succession that enable them to reach a wide range of markets, as well as extend their picking season.

The official reports last year credit Marion county with 356 acres of strawberries in full bearing. Indications are that this acreage will be greatly increased during the coming year. Stimulation has been given the industry by the keen demand for the fruit and unusually high prices received by growers.

Last year the market requirements were not nearly supplied. "We could alone market the strawberries from 500 acres" said the manager of one of our canneries recently. The strawberry plant is hardy and will produce fruit on a wide variety of soils. Here in the Willamette valley good yields are secured alike on the red soil on the hills, on the level bench land as well as on river bottom loam. For best results, fertility, drainage and judicious cultivation are necessary.

The yield of strawberries per acre is largely under the control of growers. If the necessary conditions are met experienced men state there should be no difficulty in producing 2000 to 6000 pounds of berries on an acre. Last season the market ranged all the way from 8 cents to 12 cents a pound. Picking was done for 2 cents a pound, leaving those who gave their plants proper care encouraging net profits.

It is a notable fact that in the year 1919 Oregon produced five

ally they are cropped for five years with the same results.

*The official reports for 1920 credit Marion county with 875 acres of strawberries. So the acreage a good deal more than doubled in a year. Polk county is credited with 232.50 acres for 1920. There is no sort of doubt but the acreage of both Marion and Polk counties will double again, very soon, perhaps in 1921, and the production of Clackamas county with 392 acres, Yamhill, with 161.50, and Linn, with 128.50 acres all tributary to the Salem market, will also double and double again and again before long.

This shows what the Salem canneries and dehydration plant and jam and jelly factories are doing for Salem and the Salem district. Hood River, formerly the great Oregon strawberry growing county, credited officially with 533.50 acres for 1920, has already been displaced by Marion county, which will steadily increase its lead, but Polk will surpass that county in strawberry acreage and production, and so will, a little later, Clackamas, Yamhill, and Linn, and perhaps some of the other Willamette valley counties.

The managers of the manufacturing plants in Salem say it is impossible for our growers to raise enough strawberries to make an overproduction, so there is no limit to the possible expansion of the industry in this district, for the available land is sufficient to allow for an indefinite expansion.

TEAM WORK BETWEEN GROWERS AND MANUFACTURERS IS GOOD

The Strawberry Industry of the Salem District Has Practically Trebled in a Year, and is Still Growing Fast—Good Plants, Good Ground, Good Cultivation Are Important

(By W. G. Allen, Manager Hunt Bros. Packing Company)

Last year we made the statement that there were more acres of strawberries raised in Marion County than any other county in the state. The figures, according to the state tax commission for 1919 were: First, Marion County, 386 acres; Second, Hood River, 350 acres. The new report of the tax commission for 1920 gives: Marion County, 875 acres; Hood River County, 533 acres. Most of the berries grown in Polk county are marketed in Salem. This report shows Polk county as having 322 acres, so in reality there are more than 1,100 acres of strawberries tributary to Salem in full bearing for 1921.

This is the progress we have made in acreage alone, and shows conclusively that the grower looks upon strawberries as one of the best berries to plant. Our growers look with favor on berry culture and with the climate and soil we have, coupled with the study the growers have given the business of growing strawberries, all that is necessary to make this a wonderful strawberry section, second to none, is a steady market.

When we take into consideration the increase in strawberry acreage in Hood River, where very high prices have prevailed for fresh fruit shipment, and compare this with the gain made around Salem, where all the berries have been sold to manufacturing plants, and a very small part shipped fresh, one would come to the conclusion that while the manufacturing concerns can not pay as high prices, the growers have prospered and are glad to back up these concerns by producing the strawberries.

In order that berries may be sold to the manufacturing plants at a reasonable price and still return a profit to the grower, the problem has been to adopt agricultural methods that will bring the best returns in crop and grow that variety of berry which will yield not only the biggest crop but the best quality. It is to the credit of the straw-

berry growers in this section that they have worked closely with different manufacturing concerns and have been willing to do everything in their power to produce what the market wanted, planting a considerable acreage of berries that they knew would not produce heavy crops, but were willing to put in their time and money growing what the packers wanted, realizing that what the trade wanted would bring them the best market.

Progress would be faster if it did not take so much time to try out new methods and varieties, but we believe that we have reached a point where the development of the strawberry business will be much more rapid in the future than it has been in the past.

We are making progress in new varieties that promise much better yields than we have had in the past. The Trebla strawberry has shown up particularly well, both as to quality and quantity, and if this variety proves what it now promises, we will no doubt double the yield we have had in the past from Wilson berries, which comprises most of plantings.

To those interested in planting strawberries, thorough preparation of the soil and early and careful planting are the requisites of success. This has been a fine season for plant growth and there is a large quantity of fine plants available now of all varieties. If weather permits, they can be set any time during the fall or early spring and will make a heavy growth in the early spring. Where a plant gets a good start early, a full crop can be relied on the second year. It has generally been observed that the plantings that have made a good growth the first year, are better rooted and produce better crops throughout the life of the patch, thus the importance of good plants, good ground and good cultivation.

Aches and Pains of rheumatism are not permanent, but only temporarily, relieved by external remedies. Why not use an internal remedy—Hood's Sarsaparilla, which corrects the acidity of the blood on which rheumatism depends and cures the disease?

It is to the credit of the strawberry growers in this section that they have worked closely with different manufacturing concerns and have been willing to do everything in their power to produce what the market wanted, planting a considerable acreage of berries that they knew would not produce heavy crops, but were willing to put in their time and money growing what the packers wanted, realizing that what the trade wanted would bring them the best market.

AGAINST CLARK'S SEEDLINGS AND WILSONS FOR BEGINNERS

As for Himself, He Will Major in the Eetersberg 121 and the New Oregon, With the New Giant 999 for a Kitchen Garden Variety

Editor Statesman: In response to your letter of the 5th inst., will give you what information I can as to how the strawberry crop of this past season behaved.

To begin with, we had a most unusual spring—when plants were in their heaviest blossom period, towards the last of May, we had a series of very hard frosts, the most destructive one to berries I have ever known. In the low-lands the crop was the next thing to a failure, but on our hills we were fortunate enough to get nearly half a crop, and the price we got was very good—16c a pound at the cannery here. Of course, there were quite a few knotty berries incidental to the frosts, but these were far more noticeable among the Clark Seedling and Wilson than the other varieties. One thing I am firmly convinced of and that is that the "New Oregon" is our real standby. This variety had more perfect berries and of the finest quality than any others, unless I except the Eetersberg 121, which was later in blooming and was not damaged by frost. I consider this latter kind to be one of the best we can grow, as the fruit is fine flavored and firm, and the plants productive.

Really, these two are the only commercial varieties I will propagate for the general market. But will say I never want to be without a patch of New Giant 999, as they are real wonders to bear, have lots of ripe and green berries, and blossom at this time. They have only one objection: the fruit is too soft for general commercial purposes. We also had a very severe winter, temperatures falling below zero and the majority of the new plants heaved up, and several planters who neglected to step on them so the roots would again get in the ground, lost quite a considerable amount; but, where properly taken care of, they came through nicely and in spite of many who advocate otherwise, I still hold that fall planting is the thing. For beginners will say that in this neighborhood they had better leave Clark Seedling and Wilsons alone and confine themselves to the varieties I have mentioned, as they require less care, are sure croppers and command the highest market prices.

Hoping this article will fill your wants to some extent, I am, Yours for Strawberries, J. W. MILLER, Falls City, Or., Nov. 15, 1920.

WHAT THE REPORTER FOUND ON HIS DAILY NEWS ROUNDS

He Found That One Group of Strawberry Growers Got 17 Cents a Pound for Their Crop Last Season—Some of the Larger Strawberry Growers of Marion County

The strawberry crop, which a few years ago, was considered a novelty, is now becoming one of the wealth producing crops of the Willamette valley.

Fruit growers in Marion county have become fully aware of this, for, during the past year the acreage has increased fully 100 per cent.

According to the county assessor's horticultural and agricultural reports, the strawberry acreage in 1919 was 356 while for this year, the report filed with the county assessor shows 875 acres planted in strawberries.

During the past season many grocers in Salem bought strawberry crops, paying fancy prices for choice berries. But the highest average price paid to any one group of growers was 17 cents a pound. This was paid by the Oregon Growers' Co-operative association to its members and was the highest average price paid in the state.

However, all growers were not so fortunate in selling at 17 cents, as the market broke, and, later in the season, many were forced to dispose of their crops at 10 cents a pound and a few even as low as 8 cents.

Officials of the Oregon Growers are urging its members to diversify, and are suggesting the growing of strawberries along with other fruits and berries. As the strawberry is a crop for which there is a national demand, it is felt that there will always be fair market returns, although not quite so heavy as the past season, when all records for high prices were passed.

As an evidence of the great demand for berries, the Oregon Growers' Co-operative association the past season filled an order for 50,000 barrels—not 50,000 pounds, but 50,000 barrels—of berries in cold pack, to include strawberries, loganberries, raspberries and blackberries. Of course, the order could not be filled, but it shows what an enormous demand there is for the Oregon berries.

Records to the horticultural reports filed by the deputy assessors in Marion county, among the largest growers of strawberries are the following: On Salem, rural route 8; N. L.

Pickens, 8 acres; A. F. Beardley, 10 acres; Miss P. M. Harold, 10 acres; Allen Fruit company, 50 acres; Phez Farms Co., 50 acres; Morris Wyant, 7 1/2 acres. O. L. Martin, Macleay, 11 acres; Francis Robinson, Macleay, 17 acres; G. Schultz, Macleay, 9 1/2 acres. On rural route 9, Salem, F. M. Bailey, 12 acres; George M. Ziehlinski, 10 acres; Ralph Gilbert, 10 acres, and at Brooks, J. Wilson, 12 acres. Alex Scharbach of Turner is

credited by the assessor with 8 acres, and J. F. Morris, also of Turner, with 10 acres of strawberries.

Sam H. Brown of Gervais is not only strong for loganberries, but is also reported as growing 25 acres of strawberries. In this Gervais district the Phez Farms Co. reported 70 acres.

John W. Ramage is the heaviest grower in the Woodburn district, with 8 acres. From Jefferson, W. J. Turnidge reported 11 acres. Louis Lachmond has a seven-acre tract in strawberries. This is on rural route 6, George G. Adams of Turner reported 15 acres.

These reports of acreage of all crops, including fruits and berries, which are filed with the county assessor, show that the section north of Salem is the greatest strawberry section of the county. These tracts are on rural route 8, which runs north to the Keiser Bottom school house and thence to the French Prairie and Clear Lake sections, and on rural route 9, which covers the Pacific Highway north of Salem to Brooks and thence east to the Hazelgreen road and the Silverton road and in the immediate section north of the state fair grounds.

\$800 FROM 1 1/2 ACRES OF WILSON BERRIES

Mr. Shafer, Whose Place is on Route 8, Salem, Thinks Strawberry Growing is Best for Small Tracts—Has Many Varieties

Editor Statesman: You want to know about the prosperity of raising strawberries in Oregon. I can say I do not know of anything one can raise on small places that is more profitable than strawberries at present. I have a great many varieties of berries, sending to all parts of the States for different kinds of strawberry plants of everbearing variety. I have the 999 and the Pan-American, which are great for late fall berries. This year from a small patch I have sold about \$75 worth of berries. The patch now is in full bloom, but the frost kills them, of course.

An acre and a half of Wilson strawberries brought me about eight hundred dollars. I also have the Trebla, the 121 Etersbergs, the Improved Oregon, the Hood River, W. M. Belt, Warfield, and a number of other kinds. I would rather raise strawberries than anything else on a small

place. They are less trouble and bring more money. W. M. SCHAFER, Salem, Ore. Rt. 8, Box 153, Nov. 15, 1920.

GENE FIELD'S PRANKS. Eugene Field and I were seated in a Chicago theater near the stage, and "East Lynne" or some equally tear-forcing play, was being produced. At the moment of high tension, when there was produced silence throughout the

ANDREW VERCLER ADVISES BEST VARIETIES TO GROW

He Says the Trebla, Wilson, Improved Oregon and Marshall Are Likely to Give the Best Results, According to Present Information, in the Salem District

Editor Statesman: Since the publication of The Statesman's strawberry number last November, we find conditions about the same. While prices were higher the past season than they are likely to be again, the growing of strawberries will always be a paying business in this valley, especially for the holders of small tracts.

The family that has from two to ten acres that they can plant to strawberries can always realize a good profit from the same. Since last year we have been able to find out the merits of some of the new varieties, and while it will take at least another season to determine satisfactorily what the Etersberg No. 121 will do in this valley, it certainly did not yield satisfactorily the past season. The crop has been very light in most instances and in no instance what would be called a good commercial crop.

The Trebla, on the other hand, has proved in almost every instance to be a very heavy yielder and a satisfactory berry for canning and jam, where they received proper care. My advice would still be to plant a good portion of your ground to Wilsons, as they are a satisfactory yielder of good-sized berries, when good plants are used and the proper care is taken of them. Yields of two tons per acre can be secured if properly cared for, which, at the price they can be contracted for, surely yields a very good return on the labor and investment.

The Wilson is a good market and shipping berry, as well as being much sought after by the canneries. While the Trebla is a very much heavier yielder, in fact

house, there burst out a loud "Ha! ha! ha!" and then Field turned to a quiet old gentleman seated by his side and silently denounced him with a look of amazement and condemnation. The audience took it up and all recognized the poor old fellow as the culprit. He blushed and, when the curtain fell, quietly took his hat and slipped out and did not return. Field, who was almost a ventriloquist, was the real offender.—Melville E. Stone in Collier's Weekly.

I have always found that good cultivation up to picking time will mature the fruit to better size, as well be left. ANDREW VERCLER, Nov. 15, 1920. Salem, Ore.

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THE OREGON THEATRE

STRAWBERRY PLANTS STRONG, VIGOROUS WELL ROOTED

Any Quantity

Improved Oregon	Wilson
Marshall	Etersburg No. 121
Magoon	Etersburg No. 80
Trebla	Gold Dollar

Progressive Everbearing

100 of each variety.....	\$8.00	Postpaid
100 each of any four.....	\$4.00	Postpaid

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Low quantity prices, Fall or Spring delivery

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

Loganberries, Oct. 7.	Drug garden, May 4.
Prunes, Oct. 14.	Sugar beets, May 11.
Dairying, Oct. 21.	Sorghum, May 18.
Flax, Oct. 28.	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.)



Ford

THE UNIVERSAL CAR

QUANTITY PRODUCTION MAKES FORD PRICES POSSIBLE

Ford car production the coming year will require over	634,375 tons of steel
250,000 tons of coal for power, gas and heat	10,000,000 gallons of fuel oil for heat treating steel
172,500,000 feet copper tubing for radiators	81,875,000 square feet of rubber cloth for tops
66,725,000 square feet of steel for fenders and guards	12,400,000 square feet galvanized metal for gas tanks
7,287,500 square feet of plate glass for windshields	5,000,000 wheels and 5,000,000 tires
3,750,000 lamps	43,000 miles of wire for magnetos

These figures, covering only a few items, show what Ford production of 1,250,000 cars means—in purchasing power and in efficiency of handling methods.

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