

SELLING SALEM DISTRICT

Devoted to Showing Salem District People the Advantages and Opportunities of Their Own Country and Its Cities and Towns.

The Way to Build Up Your Home Town Is to Patronize Your Home People

The Surest Way to Get More and Larger Industries Is to Support Those You Have

Selling Salem District is a continuation of the Salem Slogan and Pep and Progress Campaign

This campaign of publicity for community upbuilding has been made possible by the advertisements placed on these pages by our public-spirited business men---men whose untiring efforts have builded our present recognized prosperity and who are ever striving for greater and yet greater progress as the years go by.

Sheet Music
We Have the Hits!

Gifts—Films

THE SONG SHOP
State Street
Opposite Court House
We Deliver — Tel. 1774

The Angora Rug Company
C. Lachele, Prop.
Expert Taxidermist
Tanners of Furs & Leather
Old Furs Dyed and Remodeled
Phone 683 1230 Ferry St.
Salem, Ore.

DEHYDRATED and CANNED FRUITS AND VEGETABLES
Oregon Products

King's Food Products Company
Salem—Portland—The Dalles Oregon

Why suffer with Stomach Trouble when Chiropractic will Remove the Cause

Your Health Begins When You Phone 87
for an appointment

Dr. O. L. SCOTT
P. S. C. Chiropractor
Ray Laboratory 414 to 419 U. S. Nat'l Bldg.
Hours 10 to 12 a.m. and 2 to 6 p.m.

We Will Give Our Best Efforts

At all times to assist in any possible way the development of the fruit and berry industries in this valley.

Oregon Packing Co.

Willamette Valley Prune Association
The oldest Association in the Northwest.

W. T. JENKS
Secretary and Manager
Trade & High Sts.
Salem, Oregon

A. C. BOHRNSTEDT
Realtor

Life, fire, health, accident, auto and indemnity insurance. Bonds and mortgages—city building loans.

407 Masonic Bldg.
Salem, Ore.

Gideon Stolz Company
Salem — Oregon

Manufacturers of Pure Cider Vinegar Carbonated Beverages and Lime-Sulphur Solution

Truck delivery to all parts of the Willamette Valley

J. L. Busick & Son
GROCERIES

Stores: SALEM — ALBANY — WOODBURN

"Eventually You Will Buy at BUSICK'S"

NELSON BROS.

Warm Air Furnaces, plumbing, heating and sheet metal work, tin and gravel roofing, general jobbing in tin and galvanized iron work.

355 Chemeketa St. Phone 1906

DIXIE BREAD

Dixie Health Bread
Ask Your Grocer

Salem has the best system of street railways of any city of its size in the United States.

Always at your service

Southern Pacific Lines

WHAT OF THE FUTURE OF THE PRUNE INDUSTRY OF THE SALEM DISTRICT?

M. J. Newhouse, Whose Opinion May Be Taken as Authoritative, Says the Industry Will Expand, and It Will Grow as Long as New Markets Are Found—This Limited Area Must Produce This Fruit in Dried Form and Larger Sizes for Practically the Entire World.

(The following article on the prune industry of what The Statesman is pleased to call the Salem district, and the prospects for its future growth, may be considered as authoritative. Mr. Newhouse is now with the Oregon Growers Cooperative association, and he has long been connected in a large way with the industry, and more especially with the

marketing problems. The article was written by request for this issue of The Statesman.—Ed.)

THE PRUNE INDUSTRY IN OREGON

Oregon's prune industry is one of her specialized types of farming. In common with the loganberry, it finds its most suitable condition for growth in western Oregon. From Douglas county south to a short distance north of the Columbia river the Italian prune is at its best. Carefully prepared estimates taken last year place Oregon's prune area at about 24,000 bearing and 12,000 non-bearing acres. Just across the Columbia river in Clarke county are an additional five thousand acres bearing and three thousand not yet of bearing age. This limited production area for the Italian prune is supplying the markets

of the world with this distinctive and delicious fruit food.

Yields vary from year to year, but placing the average production at one ton of dried prunes per acre, the yield for this entire district would be 30,000 tons or 60,000,000 pounds. Two tons of dried prunes per acre is a very common occurrence, and authentic yields of three and four tons of dried fruit per acre are known. In such cases the trees are fully matured, only twenty feet apart, well tilled and heavily fertilized with barnyard fertilizer. When the young acreage comes into bearing the total yield will be increased from 60,000,000 pounds to 90,000,000 or 100,000,000 pounds. This time is not far distant. At seven cents a pound clear to the grower, this tonnage would yield the state of Oregon and Clarke county \$7,000,000.

So far the market recognizes two distinct varieties—the sweeter prune as grown in California and the sweet plus tart prune known as the Italian as grown in the area described above. The so-called Oregon Petite with characteristics common to the California prune is grown quite extensively in Douglas county and is highly appreciated by the trade. Under proper care the Italian prune grows larger than the Petite and fills the distinct trade demand for a slightly tart and large prune.

Better Care, Better Prices
Contrary to some impressions, the Italian and Oregon Petite prunes respond splendidly to fertilization, pruning and tillage. Heavier yields and larger sizes, for which the trade is willing to pay a premium, result from the best of care. As direct marketing methods acquaint the grower with this great premium on the larger sizes, we can look forward to better and more intensive production methods.

Future of the Industry
The future of the industry is a matter of great doubt with people who have seen prosperous prune times result in increased plantings and then in a lack of markets to absorb the greater tonnage. At first glance this doubt of the fu-

ture is well founded. As pointed out above, sufficient acreage has actually been planted at a conservative average of one ton of dried prunes per acre to produce 100,000,000 pounds of Italian prunes. With few exceptions, the average yearly output to the trade of the Italian prune has not exceeded 25,000,000 pounds. The success of the "return air" method of drying assures a much greater drying capacity in a shorter time, so essential to saving our crop during rainy harvesting seasons.

Nurseries are not only completely cleaned out of prune stock, but future outputs have been spoken for.

Industry Will Expand

Yet in spite of these conditions we consider the prune industry one that will experience still further expansion provided new outlets at fair prices are secured. It must be kept in mind, as already pointed out, that nowhere in the world does the Italian and the Oregon Petite prunes do so well as here with us. This limited area must produce this fruit in the dried form and the larger sizes for practically the entire world. Following a slack in demand for our prune, due to the high prices on sugar during the war, the demand is again world-wide.

103 Prune Markets

The Oregon Growers' Cooperative Association will place this prune this year in eighty-one carload markets besides twenty-two additional less than carload markets. The English market from this one concern alone will buy four million pounds. France takes over a million and Canada over two million pounds. These sales were made on the package basis of the old conventional twenty-five pound box.

In Small Cartons

In addition this firm will ship out eighteen cars of prunes packed in one, two and five-pound cartons. This has never been done before on such a scale. The housewife who heretofore felt that the sanitary condition surrounding the open twenty-five pound boxes was not the best now takes the sealed packages home with her and thereby greatly increases the ultimate consumption of our prunes.

The Dehydrated Prune

The dehydrated article, as packed by Kings Food Products company, is finding a large and ready sale. The "ready to serve" and "dry pack" are increasing in popularity and will add materially to the consumer demand to take care of our increasing tonnage.

The Canned Prune

As a canned article the Italian prunes are not equal, and larger quantities are constantly being used for this purpose. The Oregon Growers' Cooperative Association alone is delivering 25,000 cases of canned prunes to one retail firm in New York. The organized growers of Oregon and Clarke county, Washington, will set aside 1-6c per pound for advertising purposes this year.

There is no question about a greater prune industry for Oregon as long as we continue to find market outlets for the increased tonnage—Oregon has the soil and the climate, and continued attention to new outlets should find her busy extending her plantings, making full use of her great possibilities given her by nature.

NAIL IT TO THE MASTHEAD

Much has been said by current writers on the importance of stamina and vigor in poultry breeding stock; one also hears a great deal on the importance of so-called "utility" strains of poultry, but the following axiom by W. Powell-Owen, a noted English authority, hits the nail squarely on the head:

"It is not abnormal individual egg records gained at the expense of stamina, but high flock average, type and vigor, which conages, combined with beauty, stitute utility."

THE PRUNE INDUSTRY HISTORICALLY AND GENERALLY IN SALEM DISTRICT

The Industry Is About 35 Years Old in This Section, But It Has Been Growing Strong and Along Up to Date Lines Only During the Past Twenty-odd Years, and the Men Engaged in Every Department of the Industry Are Learning Something New and Useful All the Time.

A number of men are yet young and active in the prune industry of the Salem district who helped in the beginning of its solid start, who have stood by and aided its growth into greatness, and who are still active in pushing it toward the greater attainments that are promised for the industry in the future. Representative among such men are H. S. Gile and W. T. Jenks, of the Willamette Valley Prune association, themselves large growers and extensive experimenters in developing better methods and greater efficiency in orchard production as to both quantity and quality.

The men still live who first visioned the hills and slopes of the Willamette valley covered with its wealth-producing prune orchards.

They dreamed truly. B. S. Cook and Dr. H. J. Minthorn, of the Oregon Land company, were very largely responsible for the comfortable situation which Salem occupies today as the center of Oregon's marketing and prune growing industry.

In those days of the late eighties and early nineties, Herbert Hoover as a boy worked in and did chores for the Oregon Land company. Dr. H. J. Minthorn is his uncle, and "Bert" lived in the Minthorn home in Highland addition to Salem, which addition was laid out by the Oregon Land company; the Minthorn house being one of the first buildings in that section of the city, and still in good repair. The world's greatest food administrator, and perhaps greatest engineer, now secretary of the United States department of commerce, saw and was a humble part of the beginning of the great prune industry in the district surrounding Salem.

(Later—Dr. Minthorn died in Portland yesterday.)

Unfortunately not many of those who began in the early days of the prune planting in Oregon stayed long enough to reap the reward toward which they had set their faces.

During the years 1897-98 and '99 prunes began to bear in this section in sufficient quantities, so that the question of marketing began to be a serious one. Prunes were not at that time dried with much efficiency and there was little attempt at grading, and no attempt at properly packing; they were sold or consigned according as the growers could find a way to dispose of their products.

The real beginning was made in 1900, when the Willamette Valley Prune association was organized out of a real existing necessity. It began an honest attempt to properly prepare and market Oregon prunes under its own brand as such.

This pioneer prune packing organization in the northwest had passed the darkest days of its career by 1904, and it had consistently from the beginning carried on a limited amount of publicity and had set high standards of quality for the product which it was producing and selling. A complete history of this organization would be interesting reading for the younger prune growers.

It was no small task to introduce a prune which was a distinct competitor of the California French prune, which at that time



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Achievement for PRUNE Growers

At last a prune that combines both sweetness, largeness and that shrinks less!

The DATE PRUNE

"With the Date Flavor"

Investigation of Date Prunes — matured on the trees — by the writer is convincing evidence of the superiority in every way being over 50 per cent sugar and averaging 30 to pound dried. Details FREE upon request.

"Nature's Best In Trees And Ornaments"



Oregon Nursery Co., Oregon, Ore. Send me information referred to above without obligation to me.
Name _____
Address _____

THE LOGANBERRY INDUSTRY Has What Amounts to a Franchise in the District Around Salem