

THE OREGON WALNUT INDUSTRY, BY MANAGER OREGON WALNUT ASSOCIATION

The Walnut is the Most Consistently Profitable Orchard Crop in America Today, Says Mr. Bentley—There Will Be Marketed This Year About a Million Pounds of Walnuts From the Orchards of This State—The Consumption May Be Rapidly and Enormously Increased

Editor Statesman:—
It is, I believe, generally conceded that the English walnut is the most consistently profitable orchard crop in America today. It is a regular producer in most districts, and is affected by few pests and diseases. Its harvest is not affected by rain, so that the usual loss attendant on wet cherry and other seasons is not a feature of the walnut industry. Further, the walnut is not perishable to any marked degree, and where properly dried can easily be held over from one season to another. Fortunately this course is not often necessary as the walnut enjoys a ready market as compared with most farm products, and the bulk of the crop is usually consumed during the Thanksgiving and holiday seasons.

Few people realize that over 90 per cent of the walnuts in the United States are raised in California, and that the California crop is doubling about every four years. There are about 200,000 acres of land in California suitable to walnut planting, which it is thought will eventually be set out, in addition to the existing acreage there. However, if proper efforts are made through advertising to induce the American public to consume more walnuts, there need be no fear of over-production. At present the consumption of walnuts in the United States amounts to only one pound per person per year.

Capable of Great Expansion
This low acreage is certainly capable of great expansion, and it is interesting to note that the California Walnut Growers' association has had great success in widening the walnut market through well directed advertising. Their policy calls for spending 2 1/2 per cent of their annual gross income on advertising, so that the greater the crop, the greater will be the amount spent in pushing it into consumption. Experience has shown the California association that a good advertising effort in a community will result in tripled sales for the year. As a matter of information, it might be stated here that the California association operates 42 local packing plants, which did a business in 1922 of \$10,000,000, through sales of some 25,500 tons of walnuts.

Oregon's Production
The walnut production in Oregon this year will probably exceed 500 dry tons. There are no figures on acreage in walnuts, but the plantings are rapidly increasing, and it is only a question of time before the Willamette valley will take its place with California, France, Italy and Chile as one of the principal walnut growing sections in the world.

Some Walnut Advice
In developing the walnut industry here, care should be taken; first, that orchards are not planted where there is danger of winter injury to the trees, or of late frost damaging the bloom. Also, in planting, walnuts should not be set closer than fifty feet apart each way, and, if fillers are planted, they should not be allowed to remain after the walnut trees begin to reach maturity and bear regularly. Further, experience would indicate the advantage of planting nothing but the best grafted stock.

ONE OF SAFEST, SANEST AND MOST PLEASURABLE INDUSTRIES; MR. ADAMS

Manager of the Largest Individual Grafted Franquette Walnut Planting in the Northwest Gives Some Pointers to Beginners—The Skyline Orchards, Seven Miles South of Salem, Have Grown to a Point Looking to a Big Success

Editor Statesman:—
Six years ago I did not know there were any walnuts in Oregon, and until three years ago I had given the subject very little thought. Since then, however, I have been fortunate in having the opportunity of getting next to all phases of the industry. It looks to me as one of the safest, sanest and most profitable industries that a person could enter.

While production of walnuts in Oregon was limited to a few dozen tons per year, the crop was easily handled locally and was usually sold direct from grower to the retail trade. Now, however, the tonnage is too great to be readily taken up in this manner, and it has become necessary to seek a market outside the state. To this end a selling pool was formed at Dundee in 1921 with thirty members. It sold about 35 tons of nuts that year, and the next year its output rose to 129 tons. Meanwhile the membership had doubled, and at the beginning of the present season it was thought advisable to organize from this nucleus a state organization for selling walnuts exclusively—same to be known as The Oregon Walnut Association (cooperative.)

At present the association has 100 members and will do a business this year of about 200 tons, or nearly half the state's production.

Five Full Cars Go

Five full cars of walnuts will be shipped to distant markets, four to midwest points. The Eugene Fruit Growers' association of Eugene will ship one of these cars, as they are pooling their walnuts in affiliation with the Oregon association. In fact, it is the policy of the Oregon Walnut association to encourage the local packing of walnuts wherever there is sufficient tonnage production to warrant the equipment of a packing house. Such local packing houses should be under their own local management; should be subject to their own board of directors and should pay their own costs of operation. However, the product from these various local units ought all to be handled by one central selling organization, which could allot orders to the local units, and make collections for them. Each unit would elect one member toward a central board of directors, and this board would control the sales organization and set prices, etc.

Price Has Doubled
It is interesting to note that since the formation of the California Walnut Growers' association, the price of walnuts has been practically doubled (during the past ten years), in spite of quadrupled production. This has reacted to greatly increase the value of walnut acreage, until today full bearing walnut groves in commercial districts in California command from \$1500 to \$2000 per acre. It needs no further argument to persuade the people of Oregon of the desirability of promoting the walnut industry in this state through careful planting and care of orchards and through cooperative packing, selling and advertising of our product.

—W. H. BENTLEY
Dundee, Oregon, Nov. 7, 1923.

a walnut tree does not like wet feet. A gentle slope towards the northwest, north, northeast or east is preferable to a slope toward the mid-day and afternoon sun.

Most any good soil will grow a walnut tree, but it is like any other crop; the better land and the better cultivation you give it the better the trees will grow and the better crops you will get. The walnut industry is a long game, and whoever starts and does not start right will seriously regret that he ever did start. If your location has a hard subsoil, break it up by deep dynamiting in the dry season of July or August previous to the winter planting. Then, assuming that your land is located just right and that the soil is fertile, and that you are a good farmer, the most important thing is yet to come.

Don't Plant Seedlings
Don't plant a seedling tree. The crop from a seedling tree is only worth about half what it is from a standard variety. Don't plant any walnut tree in a permanent location unless it is the variety you want, already grafted on to a black walnut root. Any other method will bring you grief and more grief.

Any nurseryman or salesman who tries to sell you seedling trees should be ruled out of the business. If he calls at your house, point to the gate and reach for the shotgun. If you contemplate planting a seedling orchard, stay out of the business. You will have to pay from \$1 to \$2 per tree for the right kind; then set them very carefully, and as soon after they become dormant as you can, taking care not to let the roots get chilled while out of the ground. Do not set nearer than 50 feet each way. Rightly cared for, you may expect a few nuts the fifth year, and a paying crop at from eight to 11 years.

MOSES P. ADAMS,
Skyline Orchards,
Salem, Or., Nov. 5, 1923.

(Mr. Adams, writer of the above letter, is the manager of the Skyline Orchards, seven miles south of Salem. The owner of these orchards is Clarence W. Noble, a civil and construction engineer, of Youngstown, Ohio. Mr. Noble bought the tract, 242 acres, and developed the orchard "from the ground up." There are 212 acres in walnuts, and they are interspersed with prunes. The prune crop this year was 49 tons, over 80 per cent of which were 20-40s, an exceptionally high grade crop. A remarkable fact in this connection is that the Skyline Orchard trees have never been sprayed, and they have had no brown rot, even this year. But they have been cultivated. The orchard is in the red hill land section; in the Liberty district. The prune trees will be removed in the next five years.

This is the largest single individual planting of grafted Vrooman Franquettes in the northwest. The trees were all furnished by Ferd Groner of Hillsboro.

Four years ago the crop was one small sack.

Three years ago it was five sacks.

Two years ago it was about 1700 pounds.

In 1922 it was about three tons. This year, it was about 12 tons. The oldest trees are 11 years old, running down to 10, 9 and 8 years. Mr. Adams has a farm of 20 acres in Polk county, opposite the tulip farm. He has worked for the Oregon Growers Cooperative association and the King's Food Products company, and he was engaged early in the present year to take charge of the Skyline Orchards. Mr. Noble makes a trip a year to Salem to look after his developing orchard. He has put a pile of money into that development; but the time has come when he can begin to see adequate returns. He has been building up an immensely valuable property, and one that is and will for all the years of the future be a great asset to the Salem section, to the Willamette valley, and to the whole country.—Ed.)

A Statesman reporter, in talking with Mr. Adams on Monday, gathered a piece of news that is interesting to those who have tractors. There is a Fordson tractor on the Skyline place. Mr. Adams hitched this tractor to three Buffalo forge fans in the prune dryer. These fans use 6.4 horsepower each. That makes 19.2 horsepower. Then he hitched it onto the traying machine, taking 2.5 horsepower. That makes 21.7 horsepower. Then he wired the lights on the tractor to the house, and furnished the lighting for the night work, of which there was a lot. From the 18th of September till last Sunday morning, November 4, this tractor engine pulled that load without a single hitch; without a minute's shut-down. If that is not the record, perhaps the man who holds it will come forward and claim his distinction.

The strike is a memory now, but the dealer can still use it as an alibi when he sells you that kind of coal.

DEAN CORDLY THINKS OUTLOOK FOR WALNUT INDUSTRY IN OREGON GOOD

It is Important So Far As Possible for Oregon Farmers to Produce High Priced Crops That Can Be Transported to Market at a Relatively Low Cost for Freight

Editor Statesman:—
It seems to me that the outlook for the development of a successful walnut industry in Oregon is promising.

On account of our long distance from the leading market centers it is important that so far as possible Oregon farmers produce high priced crops that can be transported to market at a relatively low cost for freight. Walnuts and filberts, at present at least, meet these conditions. We must also grow crops, which can compete in yield and in quality with similar crops grown elsewhere. Under favorable conditions walnut orch-

ards in Oregon produce satisfactory yields of superior quality. With yield and quality assured, a prospective active demand is important. At present the production of walnuts in this country is confined to California, Washington and Oregon and is less than the consumption. The average annual importation of walnuts for the past three years has been nearly 37,000,000 pounds, while the total production in the three states mentioned for the year 1922 was approximately 60,000,000 pounds. If we can by adequate tariff exclude cheap foreign nuts from our markets, if we can

by systematic advertising increase the consumption of nuts, it would appear that our steadily increasing population will create a demand at satisfactory prices for a materially increased walnut industry. Very truly yours,
—A. B. CORDLEY.

Oregon Agricultural College, Corvallis, Ore., Nov. 6, 1923.

Hundreds Visit Ship
MARSHFIELD, Nov. 7.—Hundreds of people from North Bend and Marshfield visited the huge steamer, Frangestan, Sunday, taking advantage of the opportunity offered by the big vessel being docked at the Stout mills, where a lumber cargo was taken on.

British officers aboard played the role of hosts in amiable fashion and visitors saw every nook and cranny of the vessel to which they wished to go.

If the dealer has learned to say "art" in that loving, reverential way, you might as well prepare to get soaked.

BELATED ARTICLES ON THE FILBERT INDUSTRY, INTENDED FOR LAST WEEK

Dr. Wilkens and Mr. Odell Give Some of the Good Points of the Filbert Industry—Every Land Owner Should Plant a Grove of Filbert Trees—Get the Best Trees to Be Had, and of the Right Varieties

The two articles on the filbert industry printed below were intended for the annual Statesman number of the Statesman of last week. Through mistakes in mailing, both articles arrived too late. However, they are very timely yet; and they are appropriate in the annual Walnut Statesman number, for the two industries are very closely related, and one will help the other in various ways. Following are the articles mentioned:

Dr. Wilkins on Filberts
Editor Statesman:—
Appropos the filbert situation, I am still of the opinion that the filbert is THE nut for practically all soil and elevation conditions which we meet in the Willamette valley. It has been stated that river bottom, table lands and hill lands were preferable in the order named, but I know of and have heard of orchards in the upper elevations doing as well or better

(Continued on page 4)

AUTOMOBILES AND CASH PRIZES

To Ambitious People

EVERYBODY WINS

So that every person who takes an active part in securing subscriptions in the Automobile Competition will be rewarded: Those members who are not awarded one of the grand prizes will be paid a commission of 10 per cent in cash upon all subscription money collected and turned in by them.

In order to qualify for the commission payments, the member must remain active in securing subscriptions until the end of the competition according to the rules and regulations. Thus there will be no one who participates in the Automobile Competition who will not be compensated for their time and effort and be handsomely rewarded.

10 Per Cent Commission



This luxurious \$865.00 New Overland Champion, fully equipped, was purchased from the Vick Bros., South High Street, Salem, Oregon.

AUTOMOBILES and CASH PRIZES

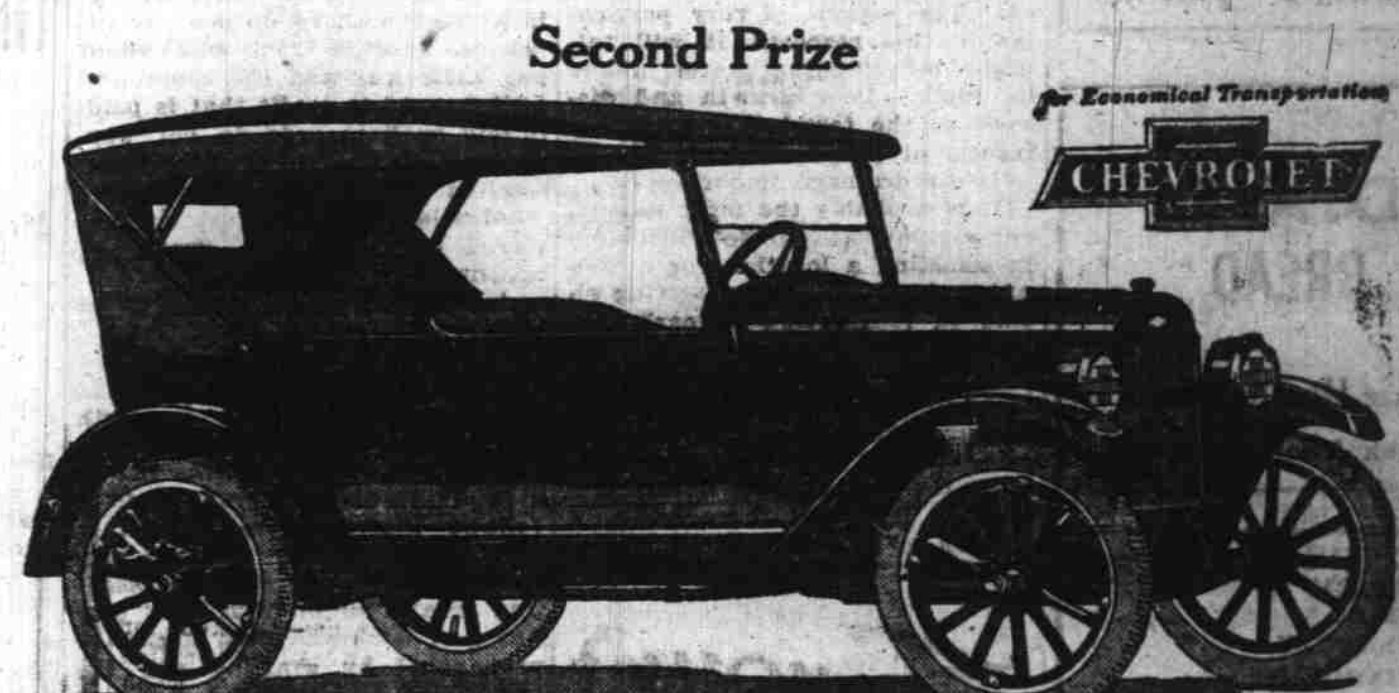
WE extend you a cordial invitation to participate in the division of automobiles, and cash prizes. The list includes two automobiles, as follows:—\$865 Champion Overland Sedan, a \$635 Chevrolet Touring Car, a Diamond Ring, eleven gold prizes in addition to the cash commission awards. The automobile competition offers you an opportunity to earn a high grade motor car during your spare moments in a highly interesting and dignified manner. It is a sound business proposition, based upon business principles, by which prizes will be awarded strictly upon the merits of one's effort, energy and perseverance.

This Coupon may mean the ownership of one of the automobiles. You are certain to be paid handsomely for the part you take in this great circulation drive. Enter now—today.

The Fourteen Prizes and How They Will Be Awarded

THE prizes listed below will be designated in the competition as GRAND prizes, and will be awarded to the fourteen Salesmanship Club Members who have the highest number of votes to their credit by midnight of Saturday, January 5th, 1924. First GRAND prize will be awarded to the person having highest number of votes by the above date. Second GRAND prize to person having second highest number of votes, etc.

- First Grand Prize, Overland Champion Sedan (fully equipped) \$865.00
- Second Grand Prize, Chevrolet Touring Car (fully equipped) \$635.00
- Third Grand Prize Diamond Ring
- Fourth Grand Prize \$50 in Gold
- Fifth Grand Prize \$25.00 in Gold
- Sixth Grand Prize \$15.00 in Gold
- Seventh Grand Prize \$10.00 in Gold
- Eighth Grand Prize \$5.00 in Gold
- Ninth Grand Prize \$5.00 in Gold
- Tenth Grand Prize \$5.00 in Gold
- Eleventh Grand Prize \$5.00 in Gold
- Twelfth Grand Prize \$5.00 in Gold
- Thirteenth Grand Prize \$5.00 in Gold
- Fourteenth Grand Prize \$5 in Gold



An elegant Chevrolet Touring Car. Purchased from and on exhibition at Newton-Chevrolet Co., 227 North High Street, Salem.

Your chances of driving any of these automobiles are splendid if you but realized it.

Votes Are Easy to Secure in the Automobile Competition

GET IN THE RACE TODAY

The workers will share in the division of the automobiles, and cash prizes—the spectators now will continue to be spectators in the end.

Get Your Nomination in Early

INFORMATION COUPON

THE OREGON STATESMAN,
Salem, Oregon.

Gentlemen:

Kindly send me all information and full details relative to the distribution of the Automobiles, Diamond Ring, Gold and the Cash Prizes in the Oregon Statesman's Profit Sharing Circulation Campaign.

My name is

Address

Phone

Town

R. F. D.

Clip this coupon out and bring it or send it in at once, to Automobile Campaign Headquarters. Located in The Statesman Building, 215 South Commercial, Salem, Oregon. It is understood that this inquiry implies no obligation whatever.

The Oregon Statesman

Campaign Department

Statesman Building, Salem, Oregon