

SELLING SALEM DISTRICT

A CHERRY FRANCHISE TOO

The Salem district has what amounts to a franchise on many products—

On flax, filberts, black raspberries, mint, Evergreen blackberries, Oregon gooseberries, etc., etc., and can produce a lot of other things to greater advantage and at larger profits than other sections—

And this district has what amounts to a franchise on sweet cherries; especially, Royal Anns—

For the production of sweet cherries on a commercial scale is confined to this coast, excepting for a few localities in Michigan—

And the Salem district is the best sweet cherry section of this coast—

Has the cheapest land and the best land for large and quality production; has the right combination of soil and sunshine and showers.

Valley Motor Co.

204 North High Street

Phone 1995

Boost This Community
by Advertising on the Slogan
Pages

DID YOU KNOW that Salem is the "Cherry City of the World," and that she is entitled to this proud distinction by reason of the fact that she is the market place and headquarters of the best cherry country known—with a cherry industry already large but capable of indefinite expansion; that, with the proper pollinizer and with bees to carry the pollen, cherries in the Salem district are a sure crop; that they are a profitable crop, the industry inviting men of brains and brawn from the wide world; and that in sweet cherries this district has what amounts to a franchise?

Weatherly Ice Cream

SOLD EVERYWHERE

Buttercup Ice Cream Co.

P. M. GREGORY, Mgr.

240 South Commercial St. SALEM

DODGE BROTHERS SEDAN

Bonesteel Motor Co.

184 S. Com'l St. Phone 488

Dates of Slogans in Daily Statesman

(In Twice-a-Week Statesman Following Day)

- Loganberries, Oct. 4.
 - Prunes, Oct. 11.
 - Dairying, Oct. 18.
 - Flax, Oct. 25.
 - Filberts, Nov. 1.
 - Walnuts, Nov. 5.
 - Strawberries, Nov. 15.
 - Apples, Nov. 22.
 - Raspberries, Nov. 29.
 - Mint, December 6.
 - Great cows, etc., Dec. 13.
 - Blackberries, Dec. 20.
 - Cherries, Dec. 27.
 - Pears, Jan. 3, 1924.
 - Gooseberries, Jan. 10.
 - Corn, Jan. 17.
 - Celery, Jan. 24.
 - Spinach, etc., Jan. 31.
 - Onions, etc., Feb. 7.
 - Potatoes, etc., Feb. 14.
 - Bees, Feb. 21.
 - Poultry and pet stock, Feb. 28.
 - Goats, March 6.
 - Beans, etc., March 13.
 - Paved highways, March 20.
 - Broccoli, etc., March 27.
 - Silos, etc., April 3.
 - Legumes, April 10.
 - Asparagus, etc., April 17.
 - Grapes, etc., April 24.
 - Drug garden, May 1.
 - Sugar beets, sorghum, etc., May 8.
 - Water powers, May 15.
 - Irrigation, May 22.
 - Mining, May 29.
 - Land, irrigation, etc., June 5.
 - Dehydration, June 12.
 - Hoops, cabbage, etc., June 19.
 - Wholesaling and jobbing, June 26.
 - Cucumbers, etc., July 3.
 - Hops, July 10.
 - City beautiful, etc., July 17.
 - Schools, etc., July 24.
 - Sheep, July 31.
 - National advertising, Aug. 7.
 - Seeds, etc., Aug. 14.
 - Livestock, Aug. 21.
 - Automotive industry, Aug. 28.
 - Grain and grain products, Sept. 4.
 - Manufacturing, Sept. 11.
 - Woodworking, etc., Sept. 18.
 - Paper mills, etc., Sept. 25.
- (Back copies of the Thursday editions of the Daily Oregon Statesman are on hand. They are for sale at 10 cents each, mailed to any address. Current copies, 5c.)

OWPCO

Broom handles, mop handles, paper plugs, tent pegs, all kinds of hardwood handles, manufactured by the

Oregon Wood Products Co.

West Salem

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U. S. Inspected

SALEM, OREGON

POLLINATION PROBLEMS BROUGHT DOWN TO DATE; A LETTER WHICH ALL OUR GROWERS OUGHT TO STUDY

Sweet Cherry Growing in the United States on a Commercial Scale is Practically Limited to the Pacific Coast, Except for Limited Districts in Michigan—And Only Certain Districts of Our Coast are Especially Adapted to the Growing of This Fruit

Editor Statesman:—

Since the time Seth Lewellyn found the unnamed cherry tree among his nursery stock and named it Royal Anne, sweet cherries have been favored by the people on the Pacific coast. Sweet cherry growing on a commercial basis is practically limited to the Pacific coast, except for limited districts in the state of Michigan. While the growing of cherries is limited to the Pacific coast we find only certain portions of the Pacific coast especially adapted to the growing of this fruit.

Need Deep, Rich Soil

Cherries are partial to a deep, friable soil that is fertile and well drained. As they bloom rather early frost protection is very important, and for this purpose a slope well above the valley floor is the best for frost protection. In a location like this the cold air would naturally flow to the lower level, thus forming a natural drainage for the protection against frost. The very nature of the tree, with its big, vigorous growth indicates necessity for fertile soil, not only a soil that is naturally fertile, but one in which the fertility is maintained at a high point. More and more it is being impressed upon the growers that the use of manure and cover crops is essential for heavy crops of the cherries. Although the fruit matures early in the season the development of the fruit buds and the storing up of surplus plant food for the development and blooming the coming season, is carried on in the latter part of the season, and for that purpose it is necessary that the soil maintain a good supply of moisture and be supplied with a plentiful amount of plant food. In this way the use of fertilizers, and especially cover crops, is beneficial, as the cover crops add much humus as well as plant food.

Wet Land Not Good

Being deep rooted the trees do their best in a deep soil, at least four feet in depth. Shallower soils than this tend to cramp the development of the root system, and correspondingly hold back the growth of the tree. In the same way a low water table is essential, as a high water table will choke or kill off the lower root system, so that the tree will be unable to draw moisture from the lower depth of the soil during the latter part of the summer when moisture is so necessary. Attempts to grow on wet lands will be failures from this cause.

Set Wide Apart

In the earlier plantings cherries were set 20 feet apart. Experience has shown since then that a distance of 30 to 35 feet is far better, while some districts, like The Dalles, are occasionally setting the trees 40 feet apart. The cherry tree will in time use up all the space, but of course it will be some time before the greater distances and spaces are fully utilized.

Use Mazard Stock

To get the large, vigorous tree the use of Mazard stock for budding or grafting onto has become prevalent. This stock is practically immune to cherry gummosis, so the trunk and lower part on the scaffold limbs can be developed from the Mazard stock; budding or grafting onto the limbs to form the top with the sweet cherry variety. If gummosis does attack the limbs of this top it cannot kill the whole tree, as was so common when the trunk of the sweet cherry variety. Besides the resistance to cherry gummosis, it is a more vigorous stock.

The Mahaleb root has a certain tendency towards dwarfing the top. During the series of dry years just gone through, it was possible to find orchards on both Mahaleb and Mazard roots where the Mazard roots developed trees that were invariably the healthiest and most vigorous. The ones on the Mahaleb roots, in comparison with the trees on the Mazard were usually less vigorous and suffering considerably from the dry weather.

Royal Anne Has Lead

The varieties used depend somewhat on the part of the state

where they are grown. In those districts specializing in early cherries, the Early Purple, Black Tartarian, and similar varieties are of value. In the Willamette valley, where the cannery trade is the great outlet, the Royal Anne makes up the bulk of the planting. The Bing or Lambert have a much smaller place in this section, at least until ways have been devised of successfully canning these varieties. Up to the present time no way has yet been devised or has been brought out publicly that will warrant the cannerymen putting these up, as some seasons the loss from the canned Bing or Lambert is very heavy.

Bing and Lambert for Shipping

In districts like The Dalles and Cove, where shipping of fresh fruit is a much larger factor, the Bing and Lambert have a larger place and make up a large part of the planting. They essentially are a fresh fruit for the shipping trade, and thus should be grown in those districts making a specialty of carload shipments of fresh cherries.

Pollination Problems

In the past one of the biggest drawbacks of the cherry industry was the failure of cherry orchards to bear good crops. As planted in home orchards these cherries were usually very much mixed, finding several different varieties in any one home garden, and as a consequence all bore well. In putting out commercial plantings only the best were selected, like the Napoleon or Royal Anne, Bing and Lambert, but when put out in solid blocks of any one variety or combinations of these trees, the resulting crops were failures and disappointments. Nothing was known as to the real cause of this. Many conjectures were made, and different methods used to bring the orchards into bearing.

Since then experiments have shown the Royal Anne, Bing, and Lambert are not only self-unfruitful but that also inter-unfruitful. They will not bear when pollinated from their own pollen, or from the pollen of either one of the other two varieties. It is not the result of poor vitality, for the pollen of any one of these varieties is very vigorous and will set good crops of fruit on other varieties. In order to insure a good, commercial set of fruit it is necessary to provide cross pollination by other varieties. This was the treatment of the old home planting, with a mixture of varieties.

Formerly recommendations were made as to the varieties used for cross pollination, but often these varieties recommended failed to give satisfaction. This no doubt arose from the fact that a variety would not be true to name; for instance, there is no question but what there are many different types of Black Tartarian or Black Republican scattered throughout the state. The same is undoubtedly true of other varieties, and seems to be much worse with the secondary varieties than in the main varieties. In the past the nurserymen could propagate from the seedling similar to these varieties, and in selling do no harm to the purchaser by the substitution. It is very easy to find seedlings identical to our regular varieties, or so close to them that experts cannot distinguish between them. Some of these types are of value in cross pollination and others are utterly worthless.

The Question Summed Up

As a result of these conditions, the experiments the past year have been confined to testing out trees or stocks of trees from a common origin. While the Black Republican

can, Black Tartarian, Long Stemmed Waterhouse, Centennial, Coe, Elton, Black Oregon and Norma have given good results by cross pollination we cannot recommend the varieties for cross pollination by the varietal name. We do not recommend any variety unless the specific trees from which propagating wood is taken have been tested experimentally or have been proven in the field by the crop set on the Royal Anne, Bing, or Lambert. It is not difficult to find a Royal Anne, Bing or Lambert tree bearing a good crop and being pollinized by some individual tree or variety. This is the best criterion as to the source of propagation wood for pollinizing varieties. This method may seem slow and cumbersome, but it is the sure method of obtaining varieties that are guaranteed to set fruit on the commercial varieties. To sum up the question of cross pollination it can be stated, "DO NOT CHOOSE THE POLLINIZING VARIETIES BY NAME, BUT BY PERFORMANCE, OR ACCORDING TO EXPERIMENTAL TESTS."

One in Nine

In laying out an orchard the pollinizers should be reduced to a minimum number, about one in nine. This makes every third tree in every third row a pollinizer, with no tree to be pollinized more than two trees distant from the pollinizer. None of the pollinizers approach the Bing, Lambert, or Royal Anne in commercial value, so should be used as sparingly as experience has shown possible.

Graft in Old Orchards

With an old orchard that needs pollination it will be necessary to graft in the proper material. In doing this make the cuts as small as possible. This will mean making more cuts and setting many more grafts, but anything over two and one-half or three inches in diameter ought not to be grafted if it is possible to make several smaller cuts farther out, setting more grafts. Wounds of a smaller size heal over readily, but the larger wounds are very slow in healing, and under the climatic conditions found in western Oregon, especially, heart rot finds easy entrance, soon destroying the tree. With the old trees it is not advisable to graft over the whole tree at one time, but rather graft one-half or one-third of the tree each season, taking two to three years for the operation. Grafting over the whole tree at one time is too great a shock for the tree, often resulting in its death.

Place for Sour Cherries

Considerable attention has been directed to sour cherries at times. There is, without question, a place for sour cherries, but not to as great an extent as with the sweet cherries. Sour cherries are being very heavily planted in the eastern part of the United States and will give competition to any material shipped in. Raising enough sour cherries to supply western markets, and as far east as freight rates will allow it, will make them profitable, but planting to such an extent that it will be necessary to ship the canned produce to big eastern cities will cut the profit heavily.

The Large Montmorency is the best variety for planting. From the tests carried on for three years this variety is self-unfruitful, and should be inter-planted with some other varieties. Preliminary tests indicate that under our conditions here the sour cherries are pretty generally self-unfruitful, but readily cross pollinized with any other sour cherry that blooms at the same time. Further work is being carried on with the sour cher-

THERE ARE SEVERAL ADVANTAGES IN CHERRY GROWING OVER FALL FRUITS

Less Care Needed; Not Many Cherry Enemies; and There is a Market Ready for the Grower, and His Responsibility is Ended When He Makes His Delivery Each Evening to the Buyer

A Salem district cherry grower enumerates a number of advantages in cherry growing. He says low cost of production and a greater margin of profit favor the cherry grower; that, unlike most other fruits grown in the Willamette valley, the cherry does not require extensive cultivation or pruning. Neither is it necessary to spray frequently. A cherry orchard is not susceptible to many blights, scales and insect attacks. Further, the cherry grower finds a ready market for his fruit as soon as it is picked.

After a cherry orchard has reached maturity, or rather after it has begun to bear a substantial crop, cultivation can be minimized. This is evident from the number of heavy producing trees growing in uncultivated door yards about the city. Many growers, after their orchards have reached the age of 12 to 15 years, cultivate only biennially and then only for the purpose of keeping down a heavy undergrowth of weeds.

This does not mean that the orchard would be damaged by extensive cultivation. On the contrary it might slightly increase the crop. It does mean, however, that a cherry orchard will produce a good crop without cultivating to the point of diminishing returns as is often necessary for the grower of fall fruits to secure anything like a fair crop. A cherry tree produces its crop and forms the fruit buds for the following year while the ground is yet thoroughly moistened from the winter and spring rains.

Pruning in a cherry orchard is necessary only to remove dead limbs. Sometimes a tree will grow too rangy for convenient picking; and the grower will cut out tops or long limber limbs. This adds only to the convenience of picking and not to the productivity of the tree. If the tree has shaped properly from the time of planting little or no pruning except for the removing of dead limbs will be required when the tree reaches maturity.

WILL SOON BECOME A GOOD OREGONIAN

A Veteran Real Estate Man of Chicago Looks Forward to Settling Here

E. H. Rumbold, who has been a real estate dealer in Chicago for 50 years, was a visitor in Salem during the glorious days of last July. He became acquainted with J. J. Longcor and Mrs. Carrie Phillips, Mr. Longcor's niece, and in Salem's southern suburbs, on Route 4, Box 7B, and under date of December 21 Mr. Rumbold wrote a letter to these Oregon friends he made on his trip, from his office at 624 W. 14th street, West Pullman, Chicago, from which letter the following excerpts are taken:

"We have by no means forgotten the kind hospitality extended by you both when we were on our tour. We arrived home on last

Saturday evening, having covered 7255 miles and having crossed through 14 states. . . . I want to tell you not because you happen to live in Oregon but because it is a fact, that there was no one state in the entire trip in which we found universally as good roads as we found in the state of Oregon. We also feel as well pleased if not better pleased with parts of Oregon we drove through than we were with any other state west of the Rockies. . . . We are sending under separate cover a little package for each of you which please accept with our best wishes."

Will Be an Oregonian

Mr. Longcor says Mr. and Mrs. Rumbold were so well pleased at what they found in Salem and in the country surround us this city that they told him they expected, at no distant day, to become residents of Oregon, and of this part of Oregon.

The Rumbolds are fair samples of many tourists who visit this section. Some of them are ready to pitch their tents here and cast their fortunes among us at once, while others with interests at home that they cannot close up readily must defer their coming. But the lure of the land of opportunity remains with all of them; or with all of them with appreciation and vision and understanding.

SYMBOL

OUR diplomatic, polite services meet with public approval. The beautiful dignity that characterizes the accomplishment of this organization is a symbol of respectful regard.

Webb & Clough Co. FUNERAL DIRECTORS 499 Court St. Salem. Phone 130

Next Week's Slogan SUBJECT IS THE PEAR GROWING INDUSTRY

A Licensed Lady Embalmer to care for women and children is a necessity in all funeral homes. We are the only ones furnishing such service.

Terwilliger Funeral Home 779 Commercial St. Phone 724 Salem, Oregon

NOW IS THE TIME!! To look after your heating plants and see that it is in good order, or if you are going to need a new one. This is the appropriate time to buy it!

THEO M. BARR 164 S. Com'l St.

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