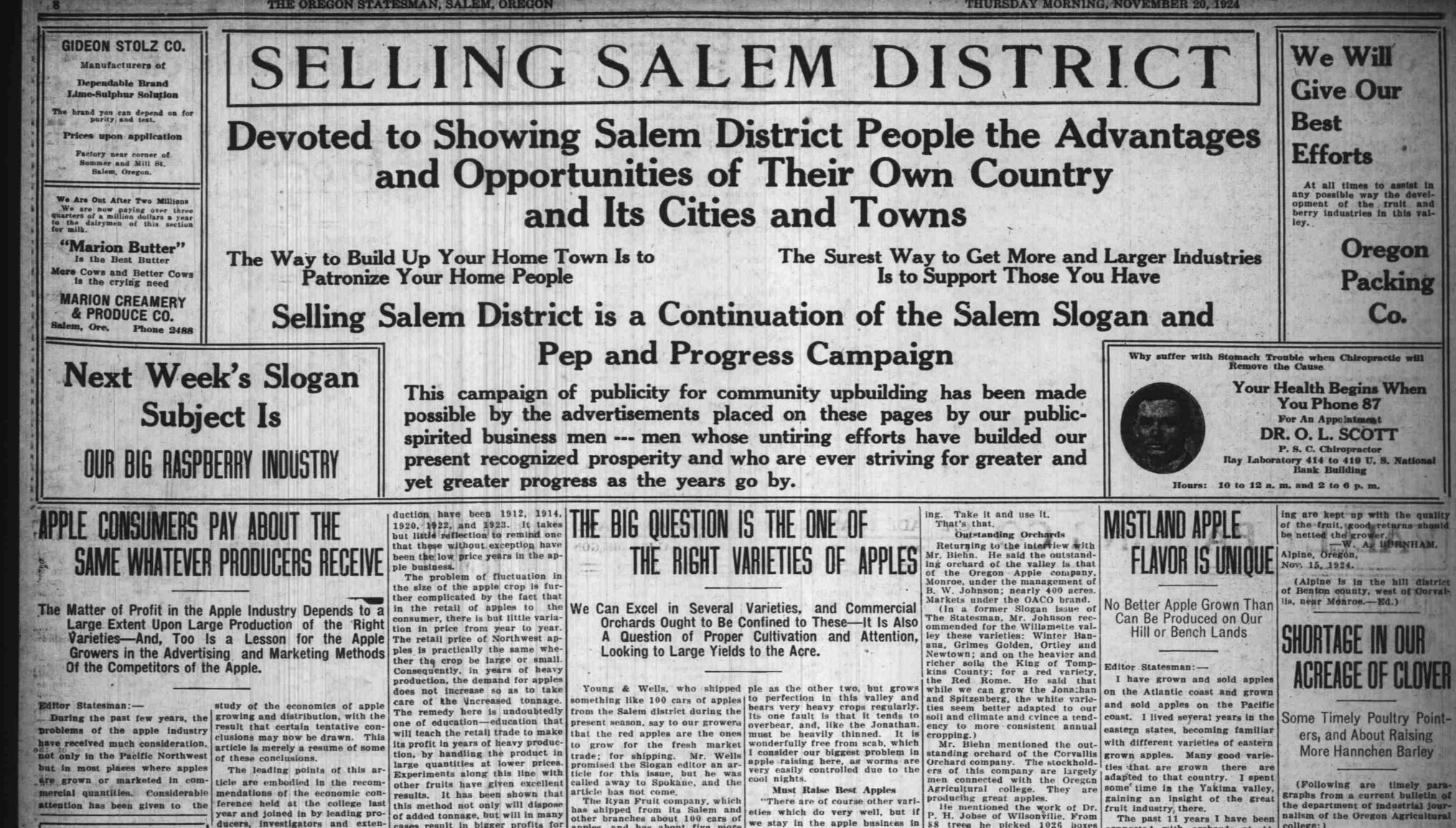
THE OREGON STATESMAN, SALEM, OREGON



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sion specialists, dealers and packthe retailer. ers, business man and financeers Better Yield Per Acre in attendance. In accordance It is no secret among those in with those recommendations,

formed that the apple, in many unanimously adopted, the expericases, fails to return a profit bemental and extension efforts of the cause the yield per acre is too college are based on principles and low. Figures obtained a few policies designed to aid in carryyears ago by investigators of the ing the recommendation out suc-United States department of agcessfully.

riculture in Hood River valley, An average production of the show that for those orchards toid the Slogan editor yesterday present acreage of apples in the wherein the yield was 150 boxes. United States is sufficient to meet or less per acre, the cost of prothe present demand. This is indiduction was \$1.57 per box, while cated by the fact that during years for the orchards that averaged 400 of heavy production, the farm vaboxes or better, the cost of prolue of the total national crop is acduction was only 69 cents. These tually less than in years of modfigures may be slightly out of erate production, and also by the date now, but, relatively, they are fact that during heavy crop years still applicable and the lesson they it is only the grower with special teach is clear. Maximum yields advantages who makes a profit. reduce the cost per unit and may Of course, as time goes on, plantresult in a profitable margin being to replace the ever declining acreage and to take care of inmay actually show a loss per unit creases in population will be need at the same sales figures. Overessary, but, for the present, planthead costs such as taxes, interest ing of apple trees seems advisable only to complete an economic unit on investment, pruning, spraying, irrigation, tillage, etc., remain or in cases where unusual advanpractically the same whether the

tages are enjoyed.' **Our Important Center**

had economics to assume that low The Pacific Northwest, seeming- vields can be made up by mainly, is destined to continue as an taining a larger acreage. While important apple producing center. in individual cases, apple yields Fair profits, over a period of years, in Oregon have been unusually may be expected by the grower high, the average for the state during the past three years has who has his orchard in a desirable location, who has the proper combeen but 113 boxes per acre; this mercial varieties, who obtain large in spite of the fact that most of yields of quality fruit, and who is the trees are of bearing age. So not too seriously handicapped by long as this condition prevails. excessive production costs. Wholesale uprooting of the better apple orchards in this section certainly does not seem advisable at this

time. With this assurance, however, one must not close his eyes to the difficulties that the apple business is now facing here and elsewhere. The apple industry is beset with certain rather fundamental problems which must be met or couateracted before this enterprise can securing increased production. be said to be on a sound foot-

ing. **Crop** Fluctuates Greatly

Crop production figures show

that the size of the national apple tion of varieties. Over 85 per crop fluctuates rather violently cent of the apple acreage of the

Oregon's industry as a whole, cannot be made to pay even though living prices were obtainel. Doubtto the consumer. less the yield in many cases can be materially increased by employing better cultural methods, but, on the other hand, many apple orchards are poorly located. are of the wrong varieties, or have been permanently injured by cold. drouth or disease, and in such instances, there is but little hope o

crop is large or small, and it is

As to Varieties The apple industry suffers con

siderably because growers have used bad judgment in the selec- | fered for sale during most of the from year to year. The total crop United States is of fall or early the carlot shipment of all fruits

410,000 bushels, while one year most of the nation's crop has to be cars while in 1923 the total was later in 1914, it was 253,200,000 thrown upon the markets during 322,297 cars, an increase of 47 bushels. In 1921, the total crop the early months of the apple seaper cent in seven years. Besides. was 99,002.000 bushels, and for son, with the results that the trade producers of other fruit have rethe two succeeding seasons it was is demoralized at the start. Many sorted to advertisement which in 203,628,000 and 212,000,000 bus- of these early apples are not sold some cases has materially increashels respectively. This of itself in due season and the markets ed the consumption of their proconstitutes an outstanding funda- are glutted with apples which are duct. The apple man, on the mental problem of the apple indus- past their prime. It is not un- other hand, has done but little in

try. Violent fluctuations in the common to find Delicious and Jon- this direction size of the crop militate against athan apples on the fruit stands -HENRY HARTMAN. orderly and systematic marketing in May and June. Is it any won-Corvallis, Oregon, over a period of years. Since the der the consumer loses his appe-Nov. 17. 1924.

size of the apple crop is determin- tite for apples and turns his atten-(Mr. Hartman is associate proed primarily by climatic factors, tion to other fruits? Though the fessor of pomology of the Oregon there is but little hope of remedy- problem of undesirable varieties Agricultural college, and a good district apple growers. And there ing this situation. Since 1906, is more acute in the eastern apple authority on the apple industry. is no patent on the idea; no copy- men in the world-and we have the years of heavy national pro- districts, the Pacific Northwest. -Ed.)

apples, and has about five more this valley we must not raise cars yet to ship from its Salem branch, advises in favor of the varieties which are only as good year, and they netted him at the as other districts can produce, but following varieties: Rome Beauty, we must strive to raise those vari-Spitzenberg, Delicious, Jonathan eties which we can raise better and Newtown. They think the than any other districts. Newtowns and the Delicious are

"For example, we can raise a among the best, standing packing good Jonathan, but practically the the finest fruit he had ever seen better than such varieties as the whole United States can do the -bar none. In 1921 Dr. Jobse Spitzenbergs and Jonathans, besame thing, and Colorado raises sold the Winter Bananas from 50 cause they have tougher skins. of his trees for \$1052 net profit. perhaps the best Jonathan, which Another good apple authority, comes about two weeks earlier They went as high as \$2.90 a box who preferred to not be named oh Wilsonville than ours and, after the skimming Mr. Biehn spoke of the no.e off of the cream, invariably floods that for red apples we have three

(bushels)

the market vorthy orchard operations of Kenoutstanding varieties: Spitzenneth Miller of the Sheridan dis-"In past seasons, it has been bergs, Rome Beauties and Delltrict, who is quoted above. nothing to see the Jonathan marcious. He advises strongly in He mentioned the orchard onfavor of these three. He espeket drop one dollar a box in ten erations of A. L. Page and Son days after the flood hit the marcially advises in favor of the De-Jefferson. They raise walnuts ket, and that is just about our prunes and apples. They always

shipping time. Miller Favors Three Only Kenneth Miller of Sheridan "We also raise a fine Rome one of the outstanding apple grow-Beauty, but it is rarely ready to ers of this district, and a high nick before Nov 1 which means wet weather and mud. This adds "Personally, I favor three varimaterially to the harvesting cost.

eties for the Willamette valley You will notice that these three Groce are successful growers. arieties, the Gravenstein, Winter The produce Jonathans, Spitz and low sales prices, while a low yield and they are: Gravenstein, Winter varieties, the Gravenstein, Winter Banana, and Grimes Golden. Banana and Grimes, do not bloom We raise a good Gravenstein in or ripen at the same time, but folthe Willamette valley and our low each other consecutively. This only serious competitors are in allows you to cover more ground growers. the Sebastopol and Watsonville with your spray outfit and spread districts of California. . Their your harvesting over a longer

licious for the Oregon trade.

authority, talks like this:

ready

Gravenstein is much earlier than period ours, and in ordinary years is out "Another factor which I considof the market before ours are er very important is that the lat-

est of these apples is off the trees "We raise a wonderful Winter L. L. Amoth have about 40 acres hetween them./ Billy Sullivan, former rationer for the White Sox, and gone before our wet weather Banana, which has a fine color sets in. It invariably costs more and a keeping quality which far to harvest after the rainy season excels any other Winter Banana has there a 40 acre apple orchard begins and in times of prices like that I have seen in the northwest the last few years, it may mean where he lives. They raise princi-"The third variety which the difference between profit and pally the Newtown, Spitz, Jonafavor is the Grimes Golden. It is than, Delicious, Rome and Staynot regarded as high class an apmen varietics. They are success-

E. S. Biehn, of Pearcy & Biehn, nevertheless, suffers from varieties well known fruit buyers (Earl that ripen at the wrong time, that Pearcy being the other member of the firm), declares that the are low producers, that have poor Salem district, the Willamette valappearance, and that are unknown ley, produces the best flavored apples grown; that the flavor of

The Apple Competitors Spy varieties. our best apples is finer than can The matter of successfully marbe poduced in apples grown in the keting the apple crop has been irrigated districts; that the irriintensified during recent years by gated districts get the size and and Spitzenbergs. the color; but we get the flavor; the increased production of other that God's showers and sunshine fruits and competing products. and soil, as combined here, give Prior to 1910, the apple was pracbetter shades of flavor than man miles out of Salem, in the Eola tically the only fruit on the marcan put into apples under the ket in quantity during the winter conditions of man's making in the months. Now, however, such dry districts that must have water They have taken prizes in several fruits as the orange, the grapebrought onto the land in ditches

instead of "falling on the place fruit, the pear, the grape and heneath" from high heaven. And, taken by the Roth Grocery comcanned and dried products are of-

in our favorite varieties, we also get the size and the color, where year and no doubt tend to reduce the apples are grown by real the demand for apples. In 1917. apple men-grown as a business in 1913, for example, was 145,- winter sorts. This means that other than the apple, was 218,183 a side line.

Make It a Slogan

At this point the Slogan editor wants to renew a suggestion. It is this: Our apples ought to have a slogan, to give them distinction: to help in marketing them. It should be a true slogan. This is suggested: IT IS THE FLAVOR. Make it shorter, Af you wish; they would have received the premake it IT'S THE FLAVOR. Or change it any way you like, only mium price. use the word FLAVOR, and make

that word stand out. Such a slogan, hammered into

he minds of the people of the world persistently, will be worth millions of dollars to our Salem right; yet. It is free for the tak- some of them, as the above will

connected with orchards at Alpine, Oregon. When I came here

DOXE

of Gravensteins last

orchard \$777. They were sold

have a consistent crop of McIn

tosh Red apples. On account of

apples, they get good returns every year.

A.W. Botkins and C. A. Jacques

of Estadade are successful apple

places and developed their own

Newtown. Ortley and McIntosh Red varieties.

At Brownsville, on the Oren

Senator Patterson, Too

They have lived on their

F. Forbis & Son of Fores

most of the several hundred acres The acreage of Oregon clover fo loose in boxes; no packing of orchards had been recently set 1925 will be short, reports to the charges. They went to a Portland out. I have been working with Oregon Agricultural college experjobber, who bought them on the the trees up to the present date, iment station indicate. Many new trees, and he declared that it was watching the different methods of fields will be planted in February pruning, cultivating and spraying. for hay and for seed. Ecspecial care and development of different varshould be taken to avoid buckleties of apples and am convinced horn and dodder. Practically ac that with intelligent care on the clover has dodder in western Orehill or bench land where there is gon, but a lot of it contains buckproper water and air drainage, horn. It costs from 60 cents to apple growing will be a success. \$1.25 a bushel to have red cloves cleaned reasonably free from buck The main varieties here are horn. This often is 10 per cent of Newtowns, Spitzenbergs, Ortleys, the cost of the clover, a heavy Jonathans and Arkansas Blacks.

loss to the grower.

The flavor and keeping qualities Succussful Oregon poultrymen this being an early variety of fall have kept apples in my basement beck up on brooder and incuba tor equipment now. until August: Newtowns princiworn out or broken parts can be pally. This season I had Jonaconveniently ordered. thans until the middle of the sumeters, thermostats and hygror mer and the flavor was still good. ters are often ordered from th I have shipped apples from Alfactory. To order at the last min pine to California, to Tennessee, ute needed repairs is a policy that Illinois, New Hampshire, to Engresults in poor service and unfilled land and to India. Reports from orders. The experiment station orchards; raise Jonathans, Spitz, had eaten no better apples than has found that to order earlier saves delay and disappointment. the Alpine apple. In Illinois dif-

Then there is a heavy acreage ferent persons wrote that the Oreof apples at Newberg. H. L. and gon apple led in price on the mar-Western Oregon can export and feed many thousands of bushels Personally, I have yet to meet of Hannchen barley, says the state college farm crops department. with a better apple either in quality or size; the flavor of the Mist-The production has never met the land apple is unique. consumption, let alone the export

If the grading, packing and sell- demand. Hannchen barley planted in March or early April is us indicate; and they are successful. ually a better yielder than spring Delicious apples grown in the oats or spring barley. Salem district, the choicest, and

there are few colds in the flock

individual treatment is practical

solution of tincture of iodine o

Stratton place, there is a 17 acre orchard that is one of the best in fancy packed, are now retailing here at as high as \$4.25 a box. Oregon; Jonathan, Spitz, Graven-Colds in the flock knock egg stein, Grimes Golden and Northern Other varieties are going at from production and make the fowls \$1.50 to \$3.50. more susceptible to disease. Where The packers have been taking

The Varieties There

of the apples are unsurpassed. 1

These varieties all do well.

Then there are J. E. Goetz and . A. Becker of the Dallas district: orchard runs at \$25 to \$50 a ton, very successful; largely Newtowns doing the picking and wrapping The Oregon station has found a and packing themselves and standing the losses on culls. The conclusion of the whole Senator I. L. Patterson, a few

silver nitrate tobe best for indi matter is that it will pay growers vidual treatment. The bird's nosin the Salem district, year after trils, mouth and throat can b year, to raise good apples of the cleaned with a feather or a cotton wanted varieties. It will not pay them, taking one year with an- swab, and the infected parts paintother, to grow poor or cull apples, ed with one of these solutions.

Delicious apples are each year all pany, Salem, for their fancy trade, Mrs. Hammel, on the Dallas road from Salem, raises some wonderful apples of the Delicious. and not as an incident; not as Spitz and Newtown varieties. She is successful.

In Alpine District In the Alpine district, six miles

west of Monroe, they get a wonderful color on their red apples. A car load of Spitzenbergs going from that district in 1921 showed up the finest color of any received in the New York market that year. If they had been of a larger size

Conclusions of Mr. Biehn In his interview, of which the

above is a rather running and rambling report, Mr. Blehn concluded that all it takes to produce the best apples in the world in the Salem district is the best apple



district in Polk county, raises some wonderful Delicious apples. apple exhibits. Mr. Patterson's

ful growers.

