



OREGON
QUALITY

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Dates of Slogans in Daily Statesman (In Twice-a-Week Statesman Following Day)

(With a few possible changes)
Loganberries, October 1
Prunes, October 8
Dairying, October 15
Flax, October 22
Filberts, October 29
Walnuts, November 5
Strawberries, November 12
Apples, November 19
Raspberries, November 26
Mint, December 3
Great Cows, etc., December 10
Blackberries, December 17
Cherries, December 24
Pears, December 31
Gooseberries, January 7, 1926
Corn, January 14
Celery, January 21
Spinach, etc., January 28
Onions, etc., February 4
Potatoes, etc., February 11
Bees, February 18
Poultry and Pet Stock, Feb. 25
City Beautiful, etc., March 4
Beans, etc., March 11
Paved Highways, March 18
Head Lettuce, March 25
Legumes, April 1
Asparagus, etc., April 15
Grapes, etc., April 22
Drug Garden, April 29

Sugar Beets, Sorghum, etc., May 6
Water Powers, May 13
Irrigation, May 20
Mining, May 27
Land, Irrigation, etc., June 3
Floriculture, June 10
Hops, Cabbage, etc., June 17
Wholesaling and Jobbing, June 24
Cucumbers, etc., July 1
Hogs, July 8
Goats, July 15
Schools, etc., July 22
Sheep, July 29
National Advertising, August 5
Seeds, etc., August 12
Livestock, August 19
Grain and Grain Products, August 26
Manufacturing, September 2
Automotive Industries, September 9
Woodworking, etc., September 16
Paper Mills, September 23

(Back copies of the Thursday edition of The Daily Oregon Statesman are on hand. They are for sale at 10 cents each, mailed to any address. Current copies 5 cents.)

DRAGER FRUIT COMPANY HAS A WONDERFUL PRUNE PACKING PLANT

Machines That Think—The Prune Crop of This Year Was Very Short; Probably About Fifteen Million Pounds for the Whole Oregon District, Including Clarke County, Washington

The Salem packing house of the Drager fruit company is at the corner of Cottage and Trade streets. There they have a plant that is up to the minute absolutely. They can process, pack, label and ship 4000 boxes of prunes a day in nine hours. The boxes contain 25 pounds of prunes, and that means 100,000 pounds of prunes a day.

They have a duplicate plant at Roseburg, and a small plant at Vancouver, Wash. So they have facilities to handle over 200,000 pounds of prunes a day; and they could get away with a much greater tonnage by working in shifts.

Machines That "Think"
A modern packing plant such as the one of the Drager concern is a very wonderful thing. They have a machine that "thinks." For one thing, or all but thinks. It will weigh automatically prunes to go into a box, and it will pack them into the box, press them down just as they ought to be packed, with greater neatness than it can be done by hand—and then, in the one operation, it will take the nails and nail on the lid of the box. A bin of processed and cleaned prunes, an empty box, a lid, a few nails, and presto! A box of prunes ready for display in the finest store or bazaar in any part of the world.

The plant is handled by the Drager concern at Salem are mostly of the Italian variety. They get a car or two of the petite or French prunes here; but they get a lot of them at Roseburg.

They Buy and Sell
The Drager fruit company buys and sells prunes and other dried fruits. When the producer gets his weight checks and knows what is due him, he gets his cash. Then it is up to the Drager fruit company to find a market and make some profit on the transaction and for their work if they can. The risk is up to them. The prunes are their prunes, and it is the same with other dried fruits which they handle. They take the whole risk. They do not buy on commission.

A Big Plant
The Salem plant of the Drager fruit company is 50 by 125 feet for the main building, and four stories high, with a complete elevator system, and they have an addition 40 by 60 feet.

As was said above, their packing plant is absolutely complete, up to date. If there are any more improvements and short cuts, they will add them. They believe that efficiency makes for economy and they like to pass on the benefits to the growers.

They are bulls on the market all the time, as they believe the grower must have a living profit. If the prune industry of this section is to be stabilized.

A Very Short Crop
Fred Drager, of the Drager fruit company, said yesterday

that they are now getting 11 cents a pound for their 30-40 Italian prunes; 8 1/2 cents for their 40-50's, and they would get 7 1/2 cents for their 50-60's if they had any. But none of that small size were produced this year. The crop was very short, but the sizes were large and the quality very fine.

There are no more prunes to buy here now. The producers have all sold.
The whole Oregon district, including Clarke county, Washington, produced this year only about 15,000,000 pounds of prunes; dried prunes. (Some were shipped fresh, and many were canned.)

If this district were to produce a bumper crop of prunes, say 150,000,000 pounds, which is a possibility, Mr. Drager said yesterday that some of them would more than likely go to waste, because there is not drying capacity in this whole district for more than 70,000,000 pounds.

The Drager company shipped no prunes across the water this year, though they have connections in various countries. All their prunes have been going to points in the United States.

The market is dull just now on account of the marketing of California's 300,000,000-pound crop of prunes. But Mr. Drager thinks this will be only temporary, as there are demands from many sources for Oregon's tart-sweet prunes which are not satisfied with California's French or sweet kind. So the whole Oregon supply will undoubtedly be wanted.

SALEM CANNERIES MOSTLY ON APPLES

The Oregon Packing Company Has Commenced on Its Run of Pumpkins

The Hunt cannery is running full handed on apples. Full handed on apples, that means some 250 women, besides the men. The Hunt cannery will also be canning pumpkins beginning soon.

The Pacific Canning and Packing company (West Salem) finished its big run on Yakima pears last night, with about 200 women employed. They will know within a day or two whether they will make a run on apples.

The Oregon Packing company, in its south cannery, is still working on beans and cucumbers, and commenced a long and large run on pumpkins on last Friday.

The Northwest cannery is getting ready to make a run on apples.

The Starr cannery is making a long and large run on apples, working full handed.

Gold Beach—Contractors, surfacing Roosevelt Highway, Chetco-Winchuck section.

INDUSTRIAL OREGON PRODUCES QUALITY PRODUCTS

"OREGON QUALITY" products are establishing themselves in world markets; they make our pay rolls; they build our cities; they attract new capital and new people; they provide a market for the products of our farms. Oregon farms produce a wider variety of profitable crops of "Oregon Quality" food than any other spot on earth.

THE NOBLE FRENCH PRUNE IS THE BIG PETITE-LITTLE-PRUNE

Some Words From the Man Who Is Propagating This Wonderful Prune, Which Is About 100 Per Cent, With Practically All the Virtues That Go With a Good Prune for the Grower and for the Consumer

Editor Statesman:

By invitation from the Slogan editor of the Oregon Statesman, I am glad to help bring encouragement to those interested in the prune industry of the Willamette valley or the entire prune district of west of the Cascade mountains; and every person who has given this matter any thought or consideration knows that the prune industry is one of our greatest industries, and we can congratulate ourselves on the improvements which have been made in the last few years.

We might class as standards, the Italian or tart-sweet, and the Petite or French. This latter variety has been greatly improved—

The five trees were found on the farm of Fred Weaver, three and a half miles south of Myrtle Creek. As soon as he was sure that he had a new variety, Mr. Weaver wrote to Noble Andrews, who had been his neighbor in moved to Salem. The two men are partners in the ownership of the new variety.

Mr. Andrews will be able to handle orders for 50,000 to 75,000 trees this year. Mr. Andrews and Mr. Weaver have been propagating the new variety for four years. Between them, they have about 2500 new trees growing. After this year, there will be no doubt be new trees sufficient for all comers.

Mr. Andrews, from his display at the Oregon state fair, could have sold enough of the Noble French prune trees to put out over 5000 acres.

Mr. Andrews' farm is about three and a half miles east of the state hospital (insane asylum), Salem. He has lived there since October 25, 1920. He has grown sweet prunes for more than a quarter of a century. He believes in the prune industry. He knows prunes are good for the diet; health giving.

The Noble French prune tree appears to be hardy, a vigorous grower, a profitable bearer, with a fruit that will make a splendid shipper and that will dry 3 1/2 pounds to the box, going in the 20 to 30 size; is very sweet, and ripens in the fore part of August.



NOBLE ANDREWS

Who is propagating the Noble French prune, which seems destined to become the great prune of this district, and perhaps the best sweet prune in the world.

giving everyone the right to judge for himself as to the variety best suited for our climate, the grower, the buyer and the consumer, according to our market demand at present and the outlook of the future.

With my own experience of twenty-six years I take pleasure in making the claim that the Noble French prune is nearest to perfection and will better meet the demand at present and the future than any other prune. The tree is a hardy, thrifty grower and a regular and profit bearer. The prune is large and uniform in size; dries heavy and colors nicely and is extremely sweet with a delicious flavor. It has been my privilege to demonstrate several kinds of fruit, such as apples, pears, peaches, plums and strawberries, and in each case I found some people who would object to the quality and flavor in each variety. But not so with the Noble French prune. Last fall a year ago at the state fair I made an exhibit of the Noble French prune. Several thousand people ate of the prune and at the corn show in November at Salem, and thousands of people ate of the prune. Also at the state fair just closed I made an exhibit with the Marion county exhibit in which thousands of people sampled the French Noble prune and with each exhibit and without an exception everyone pronounced it a wonderful prune, sweet and of fine flavor, and from this unanimous decision I am made to believe that the world will accept the Noble French prune as a good, better and best.

Some Noble French History
The Noble French prune was discovered four years ago, at Myrtle Creek, Douglas county, Oregon. The five original trees are now seven years old. They have borne four crops of fruit. The five original trees are exactly alike. They are growing close together.

They are grafted trees from the Summerville nursery near Portland. They are an accidental discovery. The Summerville nursery people hunted for two years for their origin, and gave up the search.

Gold Hill—Activity in cinnamon mines, quicksilver having doubled in price within a few months.

BURTON PRUNE IS INTRODUCED HERE

Is a Hardy Tree, Fruit Dries Heavy and Has a Tart-Sweet Flavor

George C. Roeding, the eminent nurseryman and horticulturalist of California, is just now actively introducing, through the California Nursery company of Niles, which he operates, a new prune for California growers.

This is called the Burton prune, having been propagated by R. E. Burton of Vacaville, a plant breeder of this state. The California Nursery company calls this the latest, the best and the most profitable prune known to horticulture. It is a very large prune, averaging in size twenty to thirty pounds, and dries most satisfactorily and has a slightly tart flavor, resembling somewhat the Italian prune in that some other of the prunes which have been put on the market in California because of their average large size have not been satisfactory.

This new prune, the Burton, Mr. Roeding finds to supply a prune having the requisite qualities of size, flavor, productiveness and drying characteristics to have much value in future development here. The Burton prune has been developed from a seed from a tree where Mr. Burton in 1896 grafted a part of a Tragedy tree into one of John Rock's Imperial Epineuse.

—California Fruit News.

Is Already Here
The Burton prune is already here in the Salem district. W. T. Jenks and H. S. Gile have some of the trees growing, and they have been top-grafting some trees with the new variety, for experimental purposes.

Mr. Jenks says it is a vigorous grower and that the fruit dries very heavy. In sweetness it is about half way between the Petite and the Italian. It has the flavor of the Italian.

Mr. Jenks got his start in the Burton prunes from a friend in Chico, California.

Sherwood—Oil found in shallow driven well on D. P. Cornwell place.

Gold Hill—Activity in cinnamon mines, quicksilver having doubled in price within a few months.

FALLS CITY NEWS OF THE WEEK GATHERED BY A HUSTLING REPORTER

Watt Clan Has Reunion—Hot Lunch Service to Be Resumed for the Schools—New Methodist Pastor Takes Charge—Personal and General Items of Interest to the People of That Live City

Church Meeting for Teachers
Last Saturday evening a very enjoyable event was the reception given in the Christian church, honoring the faculty of the high and grade schools. A short program was given, as follows:

Duet, Henrietta Jones and Hazel Shultz.
Reading, D. C. James.
Short address by Rev. Errol H. Sloan.

Rev. A. H. Dodd, one of the founders of the present Church of Christ in Falls City, and who has lived here for many years, gave an address, in which he told of the early history of the schools, compared the early schools with the schools of today, and of how proud we should be of our schools and the pupils we have sent out to many occupations.

Prof. Fred I. Patton responded on behalf of the teachers present, and spoke on the present day schools.

The program closed with a duet by Dr. R. K. Howe and Albert Morgan.

The party then adjourned to the church parlors, where a social hour was spent, and refreshments of fruit salad, with whipped cream, cake and chocolate were served.

Postmaster and Children Attend Family Reunion

Earl B. Watt, daughter Eda, sons Joe and John, daughter Dorothy Watt Benefiel, and granddaughter Alice Lazelle Benefiel join with others of the clan in a happy day at the site of the old Watt home.

Assembling from many parts of the state, about three dozen, including two of the members of the original "Covered Wagon Train," all descendants, or related by marriage, to the descendants of John and Mary Watt, met in the oak grove, near an automobile park, in the townsite of Amity, on Sunday, Sept. 28, to commemorate the seventy-seventh anniversary of the arrival of John Watt and family at Oregon City.

This was on Sept. 24, 1848. After resting there for a short time they came on to what is now in part the town of Amity, where John Watt settled, taking up a donation land claim, establishing a home for his wife and family. Of that family three are still living.

Mrs. Roxanna Watt White, the eldest daughter, and Mrs. Aurora Watt Bowman, who now live in Portland, and where present at the reunion; and Mrs. Clara Watt Morton, the youngest child of the family, who also resides in Portland, and was prevented by illness from attending.

A picnic dinner was spread upon the memorial table erected by the family in 1923, and dedicated on the seventy-fifth anniversary, with Arlington Boise Watt, eldest son of Joe Watt the eldest son of John and Mary Watt, acting as toast master, and the two daughters of John and Mary Watt occupying the seats of honor.

The first toast was given by Grace Watt Ross, to the eldest member present, Mrs. Roxanna Watt White, in an original and witty poem.

Dorothy Watt Benefiel responded to the second toast to the youngest member, her own tiny daughter, two months of age, Alice Lazelle, with verses composed for the occasion.

Elva Breyman Brown proposed a toast to "Aunt Aurora," Mrs. Aurora Watt Bowman, telling of her recollections of school days with "Aunt Aurora" as teacher.

Roxanna Watt White introduced Mr. and Mrs. Arlington B. Watt as the "newly weds" in a short and witty poem. Mrs. Eula Wood Watt responded in a graceful little speech.

Dr. Fred Watt proposed a toast to the absent ones, especially "Aunt Clara" (Mrs. Clara Watt Morton), who was present at the earlier meetings, and who remembered the clan with thanks for some flowers, and the hope that all would enjoy the day. As the 24th is also Mrs. Morton's birthday, she has especially enjoyed the anniversary.

V. L. Calayan, Will Morton, and

Fred Watt spoke of various members of the family, and told of many things interesting, among others the history of the song of "The Bob Tailed Mare" which has become very much a part of the Watt family history.

The date of the reunion for 1926 was set for the Sunday in July next following July 4th.

Dunlop Farewell Reception

On Tuesday evening, the members of the Methodist church and other friends of Rev. and Mrs. Dunlop assembled in the church, where a social evening was spent, being in the nature of a farewell reception, as Mr. and Mrs. Dunlop leave in a few days for their home near Estacada, Oregon.

A large number gathered to tender good wishes to Mr. and Mrs. Dunlop, who are venturing in farming in a small way, and who will enjoy a complete rest from public duties.

Fruit punch and cookies were served during the evening.

A. W. Johnson Loses Mother

Mr. and Mrs. A. W. Johnson, and children were called to Castle Rock, Washington, last week, by the death of Mr. Johnson's mother, Mrs. T. Johnson. Mrs. Johnson passed away at the Portland sanitarium Friday. Funeral services were held at Castle Rock last Sunday.

Mr. and Mrs. Johnson have made many friends during the short time they have lived near Falls City, who all extend sympathy to them in their bereavement.

Missionary Meeting Tuesday Afternoon

The regular meeting of the missionary society of the Church of Christ was held at the church on Tuesday afternoon, Sept. 29, with the usual discussion of mission subjects.

Eight members were present, and a very enjoyable social hour was spent following the meeting, when those present partook of a jolly lunch of jello fruit salad, with whipped cream, cake and coffee.

Everybody Went to State Fair

Most of the saw mill operations were closed down on Wednesday, as well as all the stores, to permit everyone to attend the state fair. Both the high and grade schools were given a holiday, so both teachers and pupils could enjoy "Falls City day" at the fair. So many took advantage of the opportunity that it is impossible to name them all.

It is to be regretted that the plans for a special "Falls City day" at the fair were made too late to advertise the date throughout this part of the country, and secure a special train service for the day. We all know the present stage service is not adequate for the patronage that could be secured, and for that reason many persons who would have gone with either a special train or comfortable bus service remained at home. This is something that should receive the attention of the Commercial club at an early date.

City Council Meeting
Regular meeting of the city council was held in the city hall Monday evening, Mayor Roy McDonald presiding. Councilmen Criswell, Bohle, Mack and Dennis, City Auditor Carrie E. Jones, and Marshal Zimmerman present.

The usual bills were audited and ordered paid.
The mayor and council took up several road questions, among others work on the road to the Teal springs, the headwaters of the municipal water supply, and it was decided that the city should assist in the construction of road work, to the extent of \$50, it being understood that other parties interested were all to do likewise. This includes the city of Monmouth, with an intake for water supply in that vicinity, and Messrs. Albert Teal and Jay Branson, whose goat farms are on this road. Folk county is interested in see-

(Continued on page 3)



—This cut is used by courtesy of the Associated Industries of Oregon

THIS WEEK'S SLOGAN

DID YOU KNOW That Salem has been the largest primary prune market in the world for Oregon ("Italian") prunes, the tart-sweet prunes of quality; that her lead as a prune center will be maintained by our packing, canning, and other concerns, and by improvements in the growing of the fine, large sizes; that new and more profitable varieties are coming in; that prunes for the grower ought to be "as good as wheat," as reliable, and much more profitable; and that there is plenty of cheap land yet to be had in this district for the growing of prunes, and new growers who will produce quality fruit and quality fruit only will be made welcome?

WALTER T. JENKS THINKS THE 1926 PRICES SHOULD BE GOOD

Says the Carryover Should Be Eliminated Before the Next Crop Is Ready to Market—He Believes It Will Pay to Work Over Our Old Orchards—Some of the Promising New Varieties

Editor Statesman:

The prune industry of the northwest has for the past several years been passing through the cycle of depression, due largely to the conditions obtaining in Europe when their money was so badly deflated, when it lost its purchasing power. On this account a surplus stock of prunes accumulated and it has taken several years to overcome these conditions.

It has been apparent for several months that this surplus condition is about to be eliminated, due to the short crops of France and the Pacific northwest, while California and Bosnia-Servia have good crops. Just what tonnage these will produce cannot be estimated, as the harvesting is not completed, but the available tonnage according to the earlier estimates should clean up in good shape long before the 1926 crop is ready. So the market should be in very good shape before the next new crop is obtainable.

Bright for Next Year.

Packers generally feel that the outlook for the 1926 crop is brighter than it has been for several years, as all the available prunes should be consumed, and the carryover which has so depressed the market of late years should be eliminated.

The great differential in favor of California fruit, which has existed the past four or five years between the prices of California and Oregon prunes, has had a depressing effect on the Oregon prune, and a precedence has been established which will take a long time to overcome. In the old days of the pre-war period, a half a cent was considered a satisfactory differential. More than this was abnormal, but the past few years a differential of 3 to 4 cents was usual. This undoubtedly has worked against us rather than helped the situation, for the big difference would raise a question in the minds of many buyers as to its necessity.

"This condition has led many of our leading growers to try and find a new type of prune for the northwest, feeling that this is necessary in order to overcome existing conditions.

The demand is for a large sweet prune to suit the palate which has been cultivated by the sweet prune of the south land, so the jobbers in the east tell us. However, we contend that the Oregon prune has the real flavor with the "kick" to it and should supplant the Pomelo so generally used on our breakfast tables, for it possesses the mild, tart flavor which is so appetizing.

Some New Prunes.

A number of different types of prune have been produced the past few years, some of which apparently have real merit, while others have real objections. The outstanding type of the past year or two is the Coates 1418, which has been planted to quite an extent. Its development is awaited with interest. This is a sport from the commonly known petite or French variety. The tree is a thrifty grower, has good bearing wood, the fruit is of fine texture and flavor and grows very large. The Roeding improved type of French prunes is also well thought of by many growers and is spoken of as a good producer of large fruit. The Imperial prune is being tried out by some of our growers who think it has real merit. However, in California, where they produce quite a tonnage of them, it is not considered a first class prune as it is too insipidly sweet and coarse.

The latest promising type is the

—Ed.)

Burton prune, produced at Napa, California. The samples we have received are very large, weighing 22 to 24 to the pound. It is a dark prune with a flavor between the French and the Oregon. Should it prove to be a good bearer in this climate it will undoubtedly become a favorite in the northwest.

It takes several years to test out a prune tree to ascertain its adaptability to our climate conditions. Also the blooming and pollenizing period, wood growth, etc., and the marketability of its fruit and the drying quality of it must be taken into consideration.

Will Pay to Work Over.

Then the question arises whether it will pay to work over our old orchards. In our opinion it will, providing we have the right location and soil conditions and the trees show good vitality.

It is our hope that through the effort which is being expended to find a new type that we may renew the bearing qualities of many of our orchards and produce a prune which will be sought by the consuming public.

WALTER T. JENKS.

Salem, Oct. 7, 1924.

(Walter T. Jenks, the writer of the above, is manager of the Willamette Valley Prune Association. In partnership with H. S. Gile, Mr. Jenks is also a very extensive prune grower. His experience is such as to constitute him an authority on the prune industry here.—Ed.)

QUALITY PRUNES ONLY THE SLOGAN

Adams Says Our Growers Must Put Our Prunes in Class by Themselves

Editor Statesman:

Your request for me to write something about the Oregon prune situation is at hand. After several years of close study in the raising, drying, packing and selling of the sweet and tart prune in Oregon, I feel that our prunes will come into their own as soon as we growers stop raising so large a percentage of small sizes.

Oregon prunes should not be grown smaller than 50's, and only a small percentage of that size. When we do grow smaller sizes, we are in direct competition with cheap European labor. Where we grow big sizes we have no competition except a little from California.

As soon as we Oregon growers realize that we can produce a prune crop that runs from 20's to a small percentage of 50's, which we surely can do by proper cultivating, fertilizing and pruning, there will be a class by itself, recognized to the world over by the excellency of its quality.

Then all Mr. Grower needs is a system of marketing that will enable him to get his rightful part of the sale price, and the situation has adjusted itself.

M. P. ADAMS

Salem, Rt. 3, Oct. 7, 1925.

(Mr. Adams is manager of the famous Skyline orchards south of Salem, in the Liberty district, and he is one of the most successful growers that we have of both prunes and walnuts of quality.