

# 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.

## THIS WEEK'S SLOGAN

DID YOU KNOW That Salem is permanently the filbert center of the United States; that this district now grows more filberts and has more young trees and more prospective filbert growers than any other section of the country; that this is the only district of the United States suitable for filbert growing, excepting parts of western Washington and northern California; that there is sure money in filberts; that this is a crop that has a number of very important advantages, and that there is vast room here for more filbert growers, who will take none of the risks of the pioneers in the industry; and that the acreage in filberts in the Salem district should and no doubt will for a long time be limited only by the supply of suitable available nursery stock?

## THE DEAN OF OUR OREGON FILBERT GROWERS PUTS SITUATION IN NUT SHELL

Tree Is Vigorous, Crop Is Heavy and Regular; Quality Is the Best on Earth; Away Ahead of the European Product; and Our Growers Have What Amounts to a Monopoly—What Are We Waiting For?

Editor Statesman: With all doubts removed that the filbert tree in the Willamette valley is a healthy and vigorous grower; with the certainty that under favorable conditions it is one of the most, if not the most, regular and heavy bearers of any of our orchard trees; with the verdict of the leading nut exporters of the United States that our filberts are the best of the kind they have ever seen; and with their assurance that they are patiently waiting the time when they can discard the inferior imported filberts for our superior product; and with the knowledge that we have practically a monopoly of the territory in which they can be grown in the United States—what are we waiting for?

One of the leading and best known horticulturists in California after inspecting our groves, informed us that if what we were doing could be duplicated in California, it would only be a few years until that progressive state would be as famous for her filberts as for her many other products that have made her the foremost horticultural state in the union, and he said, "What's the matter with you Oregonians anyway that you are so slow in cashing in on an opportunity like this? I could only answer: "Because we are Oregonians, and were never known to be at the head of the procession except on freak legislation."

Cherry growers understand the importance of pollination, and prospective filbert growers should not overlook it. It is the all-important point and one on which it is easy to go astray. There are two more elements, both misunderstood and both mere bugaboos, which may cause the timid to hesitate to plant what the writer firmly believes will be the most profitable orchard crop in the valley. One is the sucker and the other the blight. It is true that young filbert trees suckered badly, but if a reasonable amount of care is given to removing the suckers while they are small, say four or five times a year, for the first four or five years, they will gradually cease to throw suckers to any extent.

"Suckering" Easily Controlled If the work is done in time, before the suckers get large and woody, one minute is ample time for removing all suckers on any tree, if suckered four or five times—and that is ample—it means five minutes to the tree each year. The writer has made numerous experiments on hundreds of trees of all ages, and knows whereof he speaks. If, however, you neglect suckering and let the suckers get as large as broomsticks, it may then take an hour to the tree, and the tree will practically be ruined when you are finished. It is from such conditions that the suckering bugaboo got started.

All filbert trees probably have in them the susceptibility to blight. Plant the finest trees in dry, stony or worn-out soil, or in low, poorly drained soil, and they will probably all succumb as surely as a sucking calf turned out to forage on the frozen shrubs in a snow bank without shelter will develop lice and die. Lice probably hastens the death of the calf, and blight probably hastens the death of the filbert tree, but death in either case could have been avoided.

Good Soil Essential Don't plant filberts unless you have well drained soil of a fair quality, then plant good stocky two-year old trees with proven pollinizers. Give them good care and forget about the blight. It is the most overworked bugaboo of all. With such trees, well taken care of, you may expect four pounds at four years from planting with a gradual yearly increase. At 10 and 20 years of age—well, come and see our trees of that age and be convinced that filbert growing in the valley under right conditions and with the proper trees is the best horticultural.

It is generally conceded that parts of Oregon and Washington are the only places in the United States where filberts can be successfully grown. Is the slowness to plant them due to a skepticism about the regularity or size of the yield, or the quality of the nuts, or the longevity of the tree or that the industry from a cultural standpoint is on a solid basis?

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## THE COMMERCIAL ASPECT OF THE FILBERT INDUSTRY: EARL PEARCY

There Will Be Grading, and Cracking of the Small Nuts, and Orderly Marketing, Which Will Take Care of the Expansion, Which Will Be Rapid Here From This Time On

Editor Statesman: There are four stages through which each new horticultural industry usually passes before it becomes well established in a community. In the first place, some amateur enthusiast having the courage of his conviction proves to the satisfaction of himself and his neighbors that a certain fruit can be grown profitably. After this has been done the professional horticulturists from the experiment station or agricultural college verify and continue the experiments, suggesting proper soils, pollinizers and conditions surrounding successful production. The more conservative growers usually await the verdict of the specialists before embarking upon a new undertaking.

State of Greatest Diversity The nurserymen now take hold, and anticipating the demand, produce the nursery stock in sufficient quantity for general planting. This might be termed the promotion period. The last step is the production and marketing stage, when commercial fruit interests devote their packing and marketing machinery to the task of creating steady demands for the tonnage seeking new outlets. The filbert industry in Oregon has now reached the final stage and bids soon to make its bow as the newest established fruit industry in a state which boasts a greater diversity of profitable fruits than any other state in the union.

Looking to Wide Markets This concern has plans under way to place proper machinery next season to grade, sack and crack filberts. It will not do to attempt to market the small cull filberts, as the Sicily crop, which is the principal source of competition, are generally small. By grading out the small nuts and cracking them for confectioners' use the superior attraction of the Oregon filberts will be preserved. This will be a great marketing value, of course. Another idea which will be tried out by this particular firm will be the use of small open mesh bags for the retail trade.

This information is of great importance to the new growing industry, as it means that an old established marketing concern is placing its machinery at the disposal of the growers, which will prevent the helpless floundering about characteristics of so many new industries which have not yet found their proper marketing outlet. In other words, the markets of the country under capable direction should take care of the increasing production without causing a slump in the industry. Oregon filberts will soon be quoted along with Oregon walnuts in the various marketing centers of the country, and the demand should keep pace with the supply. If this is done the filbert industry can continue to expand.

Superior Flavor and the large size of the Oregon filbert have challenged the attention of consumers. At the beginning local people were not heavy users of filberts, preferring the fancy Oregon walnuts. Each season finds new customers as the merits of the local grown filberts become better known. The filbert is pre-eminently a kid nut. The children love to crack them, and not being as rich as walnuts, they can eat more of them with relish. The writer usually has a sack each winter at home alongside of a sack of walnuts, and it is a great surprise to watch the sack of filberts

Get Suckers Young Another point that apparently has not received its due attention is the matter of suckering our younger trees. If this suckering is begun immediately on the appearance of the suckers the first year, and they are not allowed to grow for a year or two as apparently is being done in many orchards, the trouble will not be very extensive. However, if these suckers are allowed to grow for a full year and then are carelessly cut off, as they are done in many cases, the question of suckering will be a big problem. Pull the suckers off as soon as they are appearing, and be sure to yank off at the point of union between the sucker and the crown, and little trouble need be expected. However, if these suckers are allowed to continue and become hard and woody, trouble will be had.

Considerable interest is being shown in (different sections by people who are developing new varieties. Although the Barcelona is the best we have at the present time, there is decided room for improvement. New seedlings have been brought to light, some of those being apparently of interest. These are being tested in various ways, and being watched over a period of years to see if possible if we can find a companion variety or a superior variety to the Barcelona. As with any other fruit it does not seem advisable to limit the production to any one main variety without having other varieties of equal merit, which may be difficult of obtaining.

Question of Marketing The quantity of nuts now coming from various orchards is sufficient that thought will have to be taken as to marketing. The writer in making a trip through

the poorly drained soil upon filberts. While filberts will probably stand as adverse conditions as any other tree and still survive the corresponding growth and production is very low. Nevertheless we see a good many people planting orchards on land that is entirely unsuitable to any type of tree growth except such growth as is normally found on wet land, like ash or willow. Under such soil conditions it cannot be expected that an orchard will prove profitable.

That people are evidencing considerable interest in the soil studies was noticeable this last summer at the time of the Western Nut Growers' tour. During that tour an extensive study was made of soil conditions in orchards that were doing well and in orchards that were gradually going to pieces. This same study will be continued this coming winter at McMinnville December 7th and 10th when the Western Nut Growers' association will hold their annual winter meeting. So long as plantings are continued without due regard to soil conditions, so long can we expect a large percentage of our orchards to prove unprofitable.

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## FALLS CITY NEWS OF THE WEEK AS GATHERED BY A WIDE AWAKE REPORTER

The Output of the Roquefort Cheese Factory Will Be Considerably Increased for 1926, According to Plans—The People of Falls City Are Active in Community Betterment

City Election Next Tuesday Very little interest is being shown in the city election next Tuesday. Only one has filed as candidate for councilman-at-large, Raymond Criswell. For the one year term, with two to elect, three have filed, Dr. C. P. Horn, Frank Mack, and Abigail W. Watt. For the two year term, with three to elect, five candidates have filed, R. L. Griswold, J. V. Dennis, Wm. Bohle, A. A. Muck and M. L. Thompson. No caucus was held, petitions being signed by ten free holders for each nomination.

Mayor Roy McDonald has one year to serve, as have the auditor and police judge, Carrie E. Jobes, and the marshal, H. S. Zimmerman. The city treasurer will be selected by the new council.

Hostess for Art Club On Tuesday afternoon, October 20, Mrs. Frank E. Driggs, entertained the Ladies' art club at her country home. Colorful decorations of red asters and autumn foliage added charm to the rooms. The afternoon was spent in needlework and social chat. A dainty lunch of sandwiches and fruit salad, with coffee, was served by the hostess. Those present to enjoy the occasion were Mrs. Frank Butler, Mrs. Raymond Criswell, Mrs. D. J. Grant, Mrs. H. Mather Smith, Mrs. George Lowe, Mrs. Roy McDonald, Mrs. Ira Mehrling, Mrs. C. P. Horn, and the hostess.

Win My Chum Week Beginning with Monday night, November 9, the local society of Epworth League will hold special services in the Methodist church. The first topic will be "Win My Chum Campaign," with Frances Hatch leader. "Pop" music on this occasion. Tuesday night the subject will be "An Evening with Hymns," and Viola Lane will be the leader. Miss Gordon will be present on this occasion and sing for us, and there will be other musical numbers. Wednesday evening the young people will go to the Little Lullamute park and have a wienie roast and bonfire. They will hold a special service with Percie Miles as leader. This is a service for the young people alone. On Thursday evening the meeting will be in charge of the Dallas gospel team.

On Friday night no meeting will be held, as this is the opening night of the inter-school basketball games. Saturday evening a service will be held in charge of the Falls City gospel team. On Sunday night the meeting will be in charge of the pastor of the Methodist Episcopal church with the gospel team. Everyone is cordially invited to the services held in the church. The open air service is conducted by the young people and for young people.

Parent-Teacher Meeting The regular October meeting of the Parent-Teachers' association for October was held Monday evening, October 26, in the high school auditorium, with a good attendance, including most of the teachers. Mrs. Raymond Criswell, president, was in the chair, with recording secretary present.

In the absence of Mrs. R. Paul, who is attending the state meeting of the Parent-Teachers' association in Portland, Mrs. Robert Griswold presented the report of the soup committee. This committee has secured Mrs. Ida Hatch, who made and served the soup last year, to take charge again this winter, and hopes to begin the hot lunch service next Monday, November 2.

Before the business of the evening was taken up Mrs. Robert Griswold led the community singing, with Miss Esther Cleveland at the piano. Several old favorites were enjoyed. The committee report also showed that material has been taken to the grade school building for tables and benches for the lunch room. Soup tickets were printed and donated by Mr. Cole. The report of the civic pride committee was read by the secretary, and accepted as read. This

Local and Personal Mr. and Mrs. John Chappel arrived home last Tuesday from Yakima, Wash., where they have been for several weeks picking and packing apples. They go every year for the apple harvest, and always enjoy the trip very much, as well as making good money while there.

Mrs. Bert Babb has returned to her home in Valselt, after substituting for Mrs. Fred J. Patton in the high school here for about ten days. While here Mrs. Babb was the guest of Mr. and Mrs. E. G. White, with whom she had boarded while teaching in the high school here before her marriage.

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## Dates of Slogans in Daily Statesman

(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; Peas, December 31; Gooseberries, January 7, 1925; Corn, January 14; Celery, January 21; Spinach, Etc., January 28; Onions, Etc., February 4; Bees, February 18; Poultry and Pot Stock, Feb. 25; City Beautiful, Etc., March 4; Beans, Etc., March 11; Paved Highways, March 18; Head Lettuce, March 25; Silos, Etc., April 1; Legumes, April 8; 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; Wholesale 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 5c. and they are for sale at 10 cents each, mailed to any address. Current copies 5 cents.)

## FILBERT FACTS DOWN TO MINUTE AND IN BRIEF BY HIGH AUTHORITY

Filberts Will Stand Adverse Soil Conditions and Survive, But They Will Pay Better in Suitable Soils—Get the Suckers Young—Marketing and Grading Questions Are Now Coming Up

Editor Statesman: With another season behind us it is possible for us to review the conditions and situations and probably draw lessons from the results.

The season of 1924 was probably one of the worst in blight that we have met with, while the 1925 conditions were much better. Accompanying the blight of 1924 we had a very serious drought that in many cases really killed the trees which were claimed to have died from blight. In examining many such trees we found that the young trees would have cankers of blight on them, but not cankers sufficiently large to have killed the average tree unless it was greatly weakened by drought or lack of moisture. Then with the somewhat better moisture conditions of 1925, a little more favorable season, the infection of blight was very markedly reduced and the total loss as reported has been very small this season. It seems to indicate that the attack of blight will be relatively light considered over a period of years, and even then only confined to the younger trees.

The winter of 1924 and 1925 was another one that was rather severe on the filberts where the temperature went to 8 degrees below zero or colder, even damaging the catkins at a temperature somewhat above that. The trees themselves apparently have escaped with no damage, as the catkins and pistillate flowers showed the only injury noticeable. This has resulted in a reduced crop in some cases, while some people have a storage normal crop.

Highest in Years The price of filberts this coming season should be very good, as the import price is the highest in years. They ask a price in Italy and Sicily of about 12c a pound, which is from two to three times the average price received by the grower. Coupled with this comes the requirements placed in both the United States and Canada that the filberts being imported must have not more than 15 per cent of inedible nuts. As the normal shipments coming in have had a much higher per cent of inedible nuts than that, it has naturally cut down on the importation of the lower quality nut.

A survey of filbert orchards throughout the western part of the state shows that the same conditions in many cases are holding that have held the past few years, and that is mainly that soil conditions are not being considered in their full value.

Study Soil Conditions The shallow soil is restricting the growth of the trees to very small size, where, although they may be bearing, they are not to be considered as profitable orchards.

On the other hand, the wet soil, or the poorly drained heavy soils, are still receiving their quota of trees. This in spite of the fact that as our orchards that are planted are becoming older, we see more and more the effect of

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## POLLINATION IS THE BIG THING IN FILBERT GROWING: BEN DORRIS

Do Not Delude Yourself With the Idea That the Matter Is One of Little Importance—Remember That No One Is Going to Protect Your Investment But Yourself—There Must Be Pollen, and Plenty of Pollen

Editor Statesman: After inspecting a number of filbert groves which have not come up to the owners' expectations as to yield after six or seven years, I believe the best subject I can take for the slogan number on filberts is the one I have been harping on for the past six years, namely pollination.

Pollination consists in getting the pollen to the blossom, and if one will stop and reflect that it is more or less of a mechanical operation, the conclusion must be that in order to get proper pollination it is necessary to provide an adequate supply of pollen. As the pollen is wind blown, and as the blossoms are small, the supply of pollen must be considerable, as a large percentage of it will be wasted.

This past week I visited a seven year old orchard whose owner was so discouraged that he was contemplating pulling it out if it did not come through next year. When he broached the subject to me my first question was whether he had good pollination. He claimed he did, that he had DuChilly and Daviana trees well scattered through the grove. That being the case I informed him

that I would have to see the grove before making any other suggestions, and at the first opportunity, last week, I visited his place.

I found his Barcelona trees were showing a very fair growth, although this year he had neglected his cultivation somewhat. I also found he was correct in saying that he had DuChilly and Daviana pollinizers well scattered through his grove. But WHAT HE OVERLOOKED was the fact that the pollinizers were so small that the supply of pollen was absolutely inadequate to do any effective work. When he first planted the grove a number of his pollinizers died, and he replaced them later, so that they were from two to three years younger than the Barcelona trees, and at the present time the average diameter of the pollinizers after this season's growth was little over three feet. Last year it was about two feet. It is manifestly impossible to expect that a tree of that size carrying only a few catkins can pollinate a grove. No results can be or should be expected until the pollinizers attain sufficient size to

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