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THE SUCCESS OF OUR APPLE INDUSTRY
(Continued from page 10)
Commended for the Willamette valley these varieties: Winter Banana, Grimes Golden, Orley and Newtown; and on the heavier and richer soils the King of Tompkins County; for a red variety, the Red Rome. He said that while we can grow the Jonathan and Spitzberg, the white varieties seem better adapted to our soil and climate and evince a tendency to more consistent annual cropping.)
The stockholders of this company are largely men connected with the Oregon Agricultural college. They are producing great apples.
Mr. Biehni mentioned the work of Dr. P. H. Jobse of Wilsonville. In 1923 from 88 trees he picked 1026 boxes (bushels) of Gravensteins, and they netted him at the orchard \$777. They were sold loose in boxes; no packing charges. They went to a Portland jobber, who bought them on the trees, and he declared that it was the finest fruit he had ever seen—bar none. In 1921 Dr. Jobse sold the Winter Bananas from 50 of his trees for \$1052 net profit.

They went as high as \$2.50 a box f.o.b. Wilsonville.
Mr. Biehni spoke of the noteworthy orchard operations of Kenneth Miller of the Sheridan district, who is quoted below.
J. F. Forbis & Son of Forest Grove are successful growers. They produce Jonathan, Spitz and Delicious; good size and quality.
A. W. Botkins and C. A. Jacques of Estacada are successful apple growers. They have lived on their places and developed their own orchards; raise Jonathans, Spitz, Newtown, Orley and McIntosh Red varieties.
Billy Sullivan, former catcher for the White Sox, has at Newberg a 40-acre apple orchard, where he lives. They raise principally the Newtown, Spitz, Jonathan, Delicious, Rome and Staymen varieties. They are successful growers.
Then there are J. E. Goetz and J. A. Becker of the Dallas district; very successful; largely Newtowns and Spitzbergs.
Senator Patterson, too
Senator I. L. Patterson, mentioned above, a few miles out of Salem, in the Eola district in Polk county, raises some wonderful Delicious apples. They have taken prizes in several apple exhibits.
Mrs. Hammel, on the Dallas road from Salem, raises some wonderful apples of the Delicious, 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 Spitzbergs going from that district in 1921 showed the finest color of any received in the New York market that year. If they had been of a larger size they would have received the premium price.
Conclusions of Mr. Biehni
In his interview, of which the above is a rather running and rambling report, Mr. Biehni concluded that all it takes to produce the best apples in the world in the Salem district is the best apple men in the world—and we have some of them, as the above will indicate; and they are successful.
There is no doubt that it will pay growers in the Salem district, year after year, to raise good apples of the wanted varieties. It will not pay them, taking one year with another, to grow poor or cull apples.

Further as to Varieties
The reader will note that Prof. Hawthorne, of the Oregon Agricultural college, recommended for this district in his letter printed elsewhere in this issue the following five varieties of apples: Yellow Newtown, Orley, Jonathan, Grimes and Red Gravenstein.
Another good apple authority, who preferred to not be named, told the Slogan editor that for red apples we have three outstanding varieties: Spitzbergs, Rome Beauties and Delicious. He advises strongly in favor of these three. He especially advises in favor of the Delicious for the Oregon trade.

Miller Favors Three Only
Kenneth Miller of Sheridan, one of the outstanding apple growers of this district, and a high authority, talks like this:
"Personally, I favor three varieties for the Willamette valley, and they are: Gravenstein, Winter Banana and Grimes Golden."
"We raise a good Gravenstein in the Willamette valley and our only serious competitors are in the Sebastopol and Watsonville districts of California. Their Gravenstein is much earlier than ours, and in ordinary years is out of the market before ours are ready."
"We raise a wonderful Winter Banana, which has a fine color and a keeping quality which far exceeds any other Winter Banana that I have seen in the northwest."
"The third variety which I favor is the Grimes Golden. It is not regarded as high class an apple as the other two, but grows to perfection in this valley and bears very heavy crops regularly. Its one fault is that it tends to overbear, and, like the Jonathan, must be heavily thinned. It is wonderfully free from scab, which I consider our biggest problem in apple raising here, as worms are very easily controlled due to the cool nights."
"Must Raise Best Apples
"There are, of course, other varieties which do very well, but if we stay in the apple business in this valley we must not raise varieties which are only as good as other districts can produce, but we must strive to raise those varieties which we can raise better than any other districts."
"For example, we can raise a good Jonathan, but practically the whole United States can do the same thing, and Colorado raises perhaps the best Jonathan, which comes about two weeks earlier than ours, and, after the skimming off of the cream, invariably floods the market."
"In past seasons it has been nothing to see the Jonathan market drop one dollar a box in ten days after the flood hits the market, and that is just about our shipping time."
"We also raise a fine Rome Beauty, but it is rarely ready to pick before November 1, which means wet weather and mud. This adds materially to the harvesting cost."
"You will notice that these three varieties, the Gravenstein, Winter Banana and Grimes, do not bloom or ripen at the same time, but follow each other consecutively. This allows you to cover more ground with your spray outfit and spread your harvesting over a longer period."
"Another factor which I consider very important is that the latest of these apples is off the trees and gone before our wet weather sets in. It invariably costs more to harvest after the rainy season begins and in times of prices like the last few years, it may mean the difference between profit and loss."

NOT MORE TREES BUT BETTER APPLES IS THE ADVICE OF A MAN WHO KNOWS
No Quality, No Profit—This is a Natural Fruit Section—
"If We Growers Will Take Proper Care of the Orchards We Have, We May Bring to This Country the Reputation She Deserves as a Producer of Fine Apples"

Editor Statesman:
The other day a commission merchant said to me, "Some of the finest apples I ever saw came from the Willamette valley." I nodded and began to stick out my chest when he added, "and some of the rottenest." And there I was without the courage to inflate further. He added that he knew of thirteen car-loads of apples that were shipped from the valley last year that failed to pass federal inspection. "Your orchards up there," he went on, "will produce as fine fruit as is grown any place in the world, and yet you growers will ship stuff that is not up to grade and ruin your reputation. Why, now I'm afraid to tell a prospective purchaser that a car is from the Willamette valley. I wince that the apples were grown at the foot of the Coast range, or something like that."
"But some of the orchards are showing profits," I protested.
"Sure," he answered, "when an Eastern buyer receives quality stuff, he is generally willing to

pay for it. But why should a grocer deliberately take a loss, aside from ruining the reputation of the country, by shipping inferior fruit? Here, I'll illustrate. Look at that picture."
An open magazine lay on his desk. On one of the pages there was a picture of a bushel basket full of apples. A very pretty basket of apples they were, but bruises and other defects seemed to be visible.
"I presume," the commission man said, "that those apples were grown in an eastern state, relatively close to one of the big markets. They brought the grower a gross return of possibly one dollar and seventy-five cents. At this figure, he undoubtedly realized a profit. Now we will suppose that you grew these apples in the Willamette valley. The local markets were glutted as usual, so you packed them in a box and shipped them to New York along with enough of your crop to fill a car. It cost you fifty cents to pack the box and load it aboard the car; your freight was close to a dollar, including icing. You received the

dollar and seventy-five cents gross all right, which gave you, after deducting commissions, about ten cents for your apples. Maybe you did the same trick last year, and now when your bank balance is copied in pretty, red ink, you tear your hair and tell your wife that you are through with raising apples. After that, you dig up the New York market reports, find apples of the variety that you have shipped have been bringing as high as three dollars a box, and threaten to sue your broker.
Was it his fault?
No Quality, No Profit
The buyer was willing to pay the price, but YOUR apples were not up to grade. Whether you paid one dollar freight on that particular box, or twenty cents, didn't matter a whoop to the fellow that was buying them. As long as they were no better than the grower's from Squedunk, New Jersey, he wouldn't pay a cent more. Now, what I am driving at is this: You apple men who must ship to distant markets, must see to it that your fruit is so attractive in quality and appearance that it will bring enough money to absorb the high freight rate and pay you a profit."
He had the secret down to gnats' eyebrows. "No quality, no profit." He also spoke the truth when he said that some of the best apples on the market come from this section of the country. I left his office with the conviction that any grower who was not willing to raise clean apples had better, for the sake of his pocket-book and the good name of the country, do his pruning this winter with a mattock and grub hoe.
A Natural Fruit Section
This is a natural fruit section. By using a little thought and more elbow-grease, anyone should



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President Von Hindenburg of Germany is devoting his vacation to his favorite sport, hunting. He is seen in the field near the Schloss Dietramszell, Bavaria.
be able to raise good apples in the Willamette valley.
You can raise the finest apples you ever hit into on that old tree in your back yard, if you will only follow the rules.
There are no more apple pests and disease here than are to be found in most other orchard districts, and if you will prune, turn under the old leaves early in the spring, thin your fruit, and above all, follow to the letter the spray calendar which the Oregon Agricultural college has, after long and careful research, studied out for you, you can forget the pests, for your apples will be immune to the ravages of their attacks.
What we need in the Willamette valley at present is not more trees, but better apples. If we growers will take proper care of the orchards we have, we may bring to this country the reputation she deserves as a producer of fine apples, and incidentally, bring to ourselves, a substantial profit.
—WILLIAM V. DOLPH, Newberg, Or., Nov. 15, 1925.
(Mr. Dolph is owner of the Kathawill Orchards, Newberg, and is one of the leading growers of that section, which is one of the finest fruit districts in this valley, or anywhere.—Ed.)

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FUTURE ASPECTS OF THE APPLE INDUSTRY IN THE WILLAMETTE VALLEY

Good College Authority—Good Apple Orchards Should Be Saved—New Planting in a Limited Way as a Unit in a Diversified Planting Scheme Recommended—Yellow Newton, Orley, Jonathan, Grimes and Red Gravenstein Are Good Varieties for This Section

Editor Statesman:
Should the Willamette valley increase its apple acreage at the present time? A few years ago authorities would have said yes, without qualification. During recent years, however, we have learned that the planting of fruit trees must be guided by good, conservative common sense. We have learned, for instance, that with the advent of modern transportation facilities, apples from all sections now compete in the same markets. The United States, as a whole, has become a unit so far as apple consumption is concerned. No one district, therefore, can safely plunge into the apple business without making a careful study, not only of its local conditions, but of the industry in general.
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Couldn't the chestnut blight be made to work in the nuts behind the steering wheels?
(Continued on page 12)