

SALEM DISTRICT INDUSTRIES

SIXTH CONSECUTIVE YEAR

THE DAILY STATESMAN dedicates two or more pages each week in the interests of one of the fifty-two to a hundred basic industries of the Salem district. Letters and articles from people with vision are solicited. This is your page. Help make Salem grow.

THE HISTORY OF THE LOGANBERRY. THE WORLD'S GREATEST BUSH FRUIT

Its Birth Was Accidental, But It Has Remained Absolutely True to Its Original Type—It Is Something New and Distinct in the Rubus Family; Is a Cross Between the Auginbaugh (Texas Early) Blackberry and the Red Antwerp Raspberry, But It Has an Appearance and a Flavor All Its Own

The story of the loganberry has been written many times; with correct and incorrect statements concerning its birth, as is the case with history in general. It has been printed in many newspaper and magazine articles, and in flaming advertising pages. But it was perhaps best told in 1922 at a banquet in his honor at the Oregon state fair grounds, by the discoverer himself, Judge J. H. Logan, then (at the time of the discovery) of Santa Cruz Cal., and now of Oakland, Cal., who will reach his 87th year in the coming December. The telling of the story by Judge Logan was printed in the Slogan number of The Statesman at that time, and that article was the one used by the Literary Digest of last year in a page devoted to the loganberry industry and its beginnings. Reduced to its greatest possible brevity, the story is as follows:

Judge Logan was making some experiments in his garden at Santa Cruz (the Literary Digest article erroneously said it was at Oakland), with the idea of producing an improved strain of garden blackberry. This he did by crossing the local wild berry, whose flavor he had always admired, with the Texas Early (or Auginbaugh), a cultivated blackberry. But he had also planted some Red Antwerp raspberries in the same garden, and his experiments in cross-fertilization produced an entirely unexpected result. So the discovery was accidental. This was in 1881.

It was something absolutely new in the Rubus family, and in all the 44 years since the loganberry was discovered it has remained absolutely the same, never reverting in the smallest particular to either parent berry, but keeping its own identity.

There have been attempts to improve upon the loganberry; but they have all failed. Even the great Burbank, the plant wizard, tried it, and brought out the Phenomenal, which had some vogue in the beginning, but time proved the loganberry to be superior in many ways.

Greatest Bush Fruit
The Statesman has told many times of the beginnings of the industry here; the first plants being brought from California by Dr. J. A. Richardson, once mayor of Salem, and set out in his garden in the rear of his residence at the corner of Chemeketa and Church street, now occupied by the Kappa Gamma Rho fraternity of Willamette university; then from this garden State Senator A. M. La Follette tried the new berry on his farm north of Salem—and from that beginning the industry grew and grew and finally became a great industry. It was a \$2,000,000 industry in 1922. That is, the crop was a two million dollar crop.

It Will Persist
It is not conceivable that the greatest bush of fruits will fail to persist, though there was much discouragement in the industry in 1923, and a number of yards were plowed up. Some men in the industry have called it an over-production. It was not so. It was an under distribution.

If a few people scattered in many cities in sections of the United States would take \$2,000,000 worth of loganberry products in 1922, more people in those and other communities, in still more sections and countries, would take \$10,000,000 worth, or several times that tonnage, if they were only told of the merits of the loganberry, and it were put before them in attractive and merchantable shape in the various ways in which this is possible; even in the ways that have already been tried.

The experiences of 1924 and 1925 and of this year have brought encouragement to those engaged in the industry.

Better and Better
During 1924 the canners took all the first class loganberries that were offered and the markets absorbed them all. The English markets took nearly half of the Oregon pack.

In 1925, with a larger crop, there were not enough loganberries produced. The canning and barreling concerns took all they could get, and their managers would have been glad to have more. The same thing happened this year. There are many indications of the stabilizing of the industry.

The following are the concluding paragraphs of a Slogan article in The Statesman of two years ago, which is reproduced, to show that the Slogan editor must have had the right slants on the industry then:

"All in all, the outlook is very

fair. The industry had to get much worse, up to this year, before it could get much better.

"Now it is about down to rock bottom, and there will likely be steady progress—and it is to be hoped lasting stability and steady growths along the right lines."

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VAN TRUMP ON THE LOGANBERRY CROP

The County Fruit Inspector Cautions Against a Too Rapid Expansion

S. H. Van Trump, Marion county fruit inspector, was out in the field on his work, down Woodburn way, when the Slogan editor called at his office at the court house, and at his home, yesterday. So the liberty is taken of revamping what he said about the loganberry industry last year, which is probably about what he would say this year.

He said that a considerable acreage of loganberries in the Salem district was fallow for several years, and his advice is for the growers to not put out more acreage, but to take care of what they have. He believes they should feel their way, for a few years.

He said he was aware of the fact that, the past season, the demand was good, and the canners could have used more loganberries, and that they were able to market their canned packs to good advantage, but he is conservative and would not like to again see more loganberries produced than could be disposed of at a profit.

About the Winter Kill
Mr. Van Trump said we have been having unusually severe freezing weather here the past five years, and loganberries cannot stand much zero weather when trained high.

He has heard a good deal about covering the vines with straw and other things. He advises against training them high.

He says that as much injury (or more) may result from covering the vines as from winter kill. The covering is all right, he says, for bush fruits for a dry climate. But here it is likely to cause sour sap (or die-back).

He advises riddling up in the fall, giving good drainage, and spreading the vines on the ridge. Except for possible zero weather, he would recommend that the vines be strung up in the fall—in November. Whatever can be done should be done to get the vines dry and hardy for the winter.

Another good way is to plow two furrows against the row of cane on each side, throwing the dirt to the rows of cane. This gives good drainage and protects the vines against excessive moisture. Dr. Beecher, north of Salem, has practiced this system, and saved his vines from winter kill while the vines of his neighbors have suffered.

Mr. Van Trump repeated that he has no confidence in the covering of the vines to prevent winter kill, because it will tend to induce a worse trouble, the die-back.

He repeated this, because some growers are advocating the covering of the vines as a sure preventive of winter kill.

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THE LEGEND OF THE LOGANBERRY

(From "The Seamy Side of Vegetable Life")
A ROSE once bloomed in a garden, White and dainty and fair, By the garden wall at eventfall It dreamed and nodded there; And a raspberry bush climbed over the wall And hung in a rakish pose; "Haven't we met somewhere, my pet?" The raspberry said to the rose.

The pure white rose turns whiter, And trembles upon its stalk; One of its petals slowly settles Down on the garden walk; "I'm not the kind of a rose," she said, "That blossoms in studios; You're wicked, very, you red raspberry!" To the raspberry said the rose.

"Be mine, be mine, O maiden rose!" The wicked raspberry cried; But the rose was brave and cried, "Behave! Begone to your raspberry bride; The rose may only woo the rose. The cherry espouse the cherry. The gypsy maid gets the gypsy blade, The raspberry gets the berry!"

"Rose, you have torn in tatters A raspberry heart today; To make you share my own despair I'll throw myself away; And maybe you'll be sorry And cease to be so merry When it is said that I have wed A horrid black blackberry!"

And just to pain a sweet little rose— Lovers are very queer— He made a match in the blackberry patch And ruined his own career; And from that shameful mating— 'Twas only temporary— Was born that wild, alluring child, The lovely loganberry!

—Morris Bishop, in Saturday Evening Post.

LOGAN INDUSTRY IS HEALTHY NOW

Bob Paulus Thinks It Can Be Maintained at the Present Basis

Robert C. Paulus, of Robert Paulus & Co. (very much better known as Bob Paulus), fruit brokers and cannerymen and dryers of fruit, said yesterday that he believes the loganberry industry can be maintained on the present basis. That is, the 1926 basis as to production by the growers, and prices paid to them, and sales to the market by the canneries and barreling plants and dryers.

The canners this year took the great bulk of the berries. The barreling demand was heavier than in former years, but it took up only a small proportion of the whole crop. The dryers put up about 250,000 dried pounds, equivalent to about 700 green tons. The market would have broken towards the last but for the demand of the dryers.

Canned Market Weak
The market for canned fruit generally is now weak and unsatisfactory, but Mr. Paulus expects it to clear up before very long.

The price paid the growers for loganberries this year was 5 cents a pound. The price paid to the pickers was generally 2 cents a pound.

There are eight canneries in Salem, and five dried fruit packers, and three barreling concerns, two of the latter being also canners; besides canneries at Hillsboro, The Dalles and Woodburn this year sent trucks to Salem and hauled away a great many tons of loganberries.

The English Demand
Mr. Paulus said the demand from England for first quality canned loganberries is larger this year than last year—when that country took about half the Oregon pack. The indications are that this is a stable market, at present prices.

The dried loganberries are practically cleaned up. Mr. Paulus

knows only one packer here who has any dried loganberries unsold. The market for the dried product is mostly in the northern states and in Canada. He thinks the demand for this year is about the limit for the dried market.

About Prices

Mr. Paulus said that, for the present, 5 cents a pound is about all that can be paid for loganberries to the grower. There is a very steady market from the consumers for canned loganberries at about 25 cents a can. A big chain store manager told him recently that if they had to put the price up to 26 cents, the consumers would switch to peaches and other fruits, and so lose for loganberries a certain prestige, or cumulative advantage that would be difficult to regain.

The Juice Demand

A large business in loganberry juice might put up the prices. But that, too, might entail a loss to the concern, or concerns putting up the juice, for there is a very stiff competition from many other soft drinks; many of them mostly sweetened water, which is very cheap. The grape juice manufacturers of the United States are now seriously feeling this competition.

As to cultural methods, Mr. Paulus says he is somewhat rusty. But he thinks we cannot always expect a winter, like the last one, without snow and freezing weather, and he thinks growers should guard against winter killing of their vines.

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ALLEN SAYS LOGANBERRY SITUATION APPEARS TO BE IN FAIRLY GOOD SHAPE

He Is Willing to Admit That, at Present Prices to the Consumers, It May Stand a Little Gradual Expansion on the Part of the Growers, Meaning New Acreage or More Per Acre Tonnage for the Crop

W. G. Allen, who has charge of the very extensive canning interests of the Hunt Bros. company in the Salem district, with headquarters at the large cannery of that company in Salem, which, during the height of the season puts out 10,000 cases of fruit in 24 hours, the equivalent of 240,000 family size cans in a day— which represents a doubled capacity in three years—has seen the canning output of Salem increase since 1911 from 30,000 cases to a good deal above a million cases in the present year. And that is surely going some. Mr. Allen is a pioneer of the canning industry. He has not only seen but has been a prominent part of this enormous growth. Mr. Allen is very shy of the interview. He prefers to act rather than talk.

Loganberries All Right
But he did talk—a little—to the Slogan man yesterday, on the situation of the loganberry industry. He said the loganberry situation appears to be in fairly good shape. He said we had a normal crop this year, and it was all cleaned up, so far as the growers were concerned. He put it this way:

There was no consumer demand that was not satisfied, and no berries that there was not a market for, so far as he knew.

But he said that, even with a reasonably low priced berry and low priced sugar (probably lower than it will be again), the canneries made no money on loganberries this year; at least no money commensurate with the capital and plants and labor employed.

He said the loganberry market here depends largely on industrial conditions in Europe. With good labor conditions in Europe, it is reasonably certain that the consumers over there will take the tonnage of loganberries they have been using, at the present prices, and new markets might be opened.

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the canneries and other packing concerns in handling the crop, and putting it into marketable form, and forwarding it. Quite an industry.

Mr. Allen would neither confirm nor deny the making of plans for further enlarging the big Hunt cannery in Salem for the 1927 crop. They are busy down there now, with apples—canning a large tonnage of them, which will go on for a month yet, and perhaps much longer.

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Dates of Slogans in Daily Statesman (In Weekly Statesman)

(With a few possible changes)
Loganberries, October 7, 1926
Prunes, October 14
Dairying, October 21
Flax, October 28
Filberts, November 4
Walnuts, November 11
Strawberries, November 18
Raspberries, December 2
Mint, December 9
Beans, Etc., December 16
Blackberries, December 23
Cherries, December 30
Pears, January 6, 1927
Gooseberries, January 13
Corn, January 20
Spinach, Etc., February 3
Onions, Etc., February 10

(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).