

Continuation of the Slogan Pages: Subject This Week, the Prune Industry

SOLD HIS PRUNES THIS YEAR AT 25 CENTS A POUND. HAS BETTER OFFER FOR 1927

Noble Andrews Says the Public Is Demanding a Good, Large Sweet Prune—The Young Italian Trees Should Be Top Grafted to Noble French Prunes, and the Old Italian Trees Should by Constant Pruning Be Revitalized and Brought Back to Normal Condition

Editor Statesman:

I became a prune grower the year 1898, at Myrtle Creek in Douglas county, Oregon, and from the first I have been an enthusiast in growing, harvesting and marketing prunes, especially the sweet prune.

I have watched the successful years and the years of complaint with careful consideration, and I sincerely believe that most of our prune trouble is due to our neglect and mismanagement. Most years when the prunes dried small and lacked in sugar was because we had not pruned our trees as much as we should.

Necessary Things. My observation has taught me that a prune tree cannot be burdened on top with fruit and have large, sweet prunes that will dry heavy and meaty, rich in nutrition. A prune tree at its best and of mature age should not be allowed to bear more than four bushels of fruit, and dried with 100 degrees of heat. A prune dried with this heat will retain all its nutrition and flavor, and trees regularly pruned to this limit will be less subject to diseases of any kind, especially from rot.

For High Quality. Then with this perfected prune produced by select growing and careful drying we will be less apt to get onto the market the soft, doughy prunes more or less affected with the brown rot or other abnormal condition brought about by the over production of the trees—and it is a sad fact that there have been hundreds of tons of inferior prunes dried and thrust onto the market; prunes a mass of which the growers would not have eaten for money, love or honor, and yet they went to the markets either to take away from the consumer his appetite for prunes or break the dealer and weaken or destroy the prune market.

A good quality prune will always bring a good, reasonable price.

As to the Future. Now, the past is gone and the future is coming, and the present is demanding a good, large, sweet prune.

I sold my little crop of Noble French prunes at 25 cents a pound this year, and have an engagement with the Great Northern Railroad company at St. Paul, Minn., for a better price next year.

Now it is claimed by many that the Italian prune is over produced. If so, let's reason a little with conditions. The sweet prune is not over produced, and there are hundreds of orchards of young Italian trees that can be easily and quickly top grafted with the sweet prune, and the older trees revitalized by careful, constant pruning and brought back to normal condition, for there will always be a certain market for the Italian prune.

It looks now as if the new product in the Prune-Port, a delicious drink from the Italian, would be a hummer.

Pettite a Standard. Back to the sweet prune. The little, old fashioned petite prune has long been a standard. Several varieties of that type have been introduced which failed. Others hold a struggling chance, and some folks are slow to consider any new variety.

The Coats or date prune is an offspring of the petite French prune, but it is not any larger and it is lumbered with the pit.

California is introducing a type of the petite called the Burton French prune, a larger prune than the petite, same flavor.

The most promising variety of sweet prune, now ready to surpass the petite in every way, is the Noble French prune. It is an offspring of the petite. It will dry quickly and easily, does not drip, and is deliciously sweet. It is an excellent canning prune. The tree is a good, hardy grower and a profitable one.

Nash Furniture Co. takes the lead with low prices on chairs, rockers, tables, wood and steel beds, springs, mattresses. Saves you 25%. 219 N. Com'l. (4)

life bearer. It has been viewed by hundreds in the orchard and tested by several dryer men. References as to the last statement: Gideon Stolz, Salem; Max Gehlhar, Salem, and the Oregon Agricultural College authorities, Corvallis, Oregon.

NOBLE ANDREWS. Rt. 6, Box 67, Salem, Ore., Oct. 12, 1926.

(The reader will note other references to the Noble French prune in this issue.—Ed.)

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 eight years old. They have borne five 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.

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 Douglas county and had moved to Salem.

Mr. Andrews has a limited number of Noble French trees for sale. They are going fast. By next year, there will likely be enough for all comers.

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 37½ pounds to the box, going in the 20 to 30 size; is very sweet, and ripens in the early part of August.

At Shipley's the ladies of Salem have satisfied themselves that they can get the finest fall and winter frocks, coats and dresses ever shown in this city. (4)

TWO THINGS MUST BE DONE AS TO PRUNES. (Continued from page 7.)

all of them Italian prunes. If they had averaged 20 points bigger, they would have been worth twice as much money.

That surely goes to show that we must raise better prunes. The Sky Line orchards will continue prunes for two more years, as fillers for the walnuts, as they have been for about 15 years, and then the walnut trees will have no fillers. The orchard will be of grafted Franquette walnut trees only after that.

These are all Italian prunes. But Mr. Adams has his idea about the sweet prunes. He thinks we should grow more of them. As one of the officials of the North Pacific Cooperative Prune Exchange, he hears a great deal about prune varieties and other prune lore. He says the French prune men of France tell our people that Oregon produces a sweet prune superior to that grown in California; that it is more like the real French petite, as grown in France. The well posted prune growers of France say Oregon can become a serious competitor of California in sending out a superior quality petite prune.

The Same This Year. In his interview last year, which goes for this year, and all years, Mr. Adams wrote the Slogan man as follows:

"Your request for me to write something about the Oregon Prune situation is at hand. After sev-

eral years of close study in the raising, drying, packing and selling of the sweet and tart prunes 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, then will we raise a prune that will be in a class by itself, recognized 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."

A NEW OUTLET FOR SMALL ITALIAN PRUNES. (Continued from page 5.)

bottlers throughout the country at a price that will permit Prune-Port to be sold to the consumer at the popular price, 5 cents.

The next logical step was to try the beverage on the public, for their verdict it must stand or fall. To that end the Major Fruit Products company was organized, a bottling plant acquired and on March 10, 1926, the first Prune-Port was offered to the public.

The reaction was immediate and very gratifying, and, without any support from advertising the demand has constantly increased. The territory covered is within a radius of 60 miles from Portland, as the capacity for making syrup is limited at this time.

What of the future and in what way will it affect the prune grower? To what extent will this industry create a new market for the dried Italian prune? Consider the fact that we have, in Prune-Port, a true fruit beverage made from one of our healthiest fruits, a beverage that can be consumed freely by all from the smallest tots to the very aged, with beneficial effect, a claim that can be made by very few if any other beverage on the market.

One beverage that does not have this range of potential consumers, is selling 7,000,000 per day. It is necessary to do only ten per cent of this volume with Prune-Port to consume 10,000,000 pounds of prunes annually. This would mean that each dealer in the United States must sell about one and one-half bottles per day or that one person in each 150 must purchase one bottle per day. The 250 major centers of population in the United States can consume more than double this amount annually, and that market can be reached readily. It is reasonable to assume that this new market can be expanded to absorb annually 25,000,000 pounds or more, within three years, absorbing completely the culs, splits and small prunes.

Salem will be the center of this new industry that will advertise Oregon prunes in every corner of our land.

BURTON PRUNE IS BIG, TART SWEET

It Is Not a Purely Sweet Prune, as It Has Been Represented Here

There was an exhibit of the Burton prune at the Oregon state fair this year, at which it was represented as a sweet prune. It is not a straight sweet prune. It is tart sweet, as much like the Italian as the French. The following was last year quoted from the California Fruit News:

"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 to the pound, 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."

Trying It Here. As the reader will observe from another article in this issue, Walter T. Jenks had a small crop from top grafted trees this year, and they turned out large sizes, 22 to 23 to the pound. He is to put out 40 acres the coming planting season.

But the Burton is scarcely to be counted as a competitor of the Noble French, for that is a straight sweet prune, and it runs to about the same sizes as the Burton.

A. H. Moore, 23½ N. High St. apartments, and store where you can get high quality furniture and furnishings for every room in your house. (4)

GOETZ REELECTED TO WELFARE POST

Silverton Community Council Hears Reports of Work Accomplished

SILVERTON, Oct. 13.—(Special.)—Robert Goetz was unanimously re-elected to the presidency of the Silverton Community welfare council at its annual business meeting. Carl Lee was

elector vice president; Miss Martha Whitaker, secretary; Mrs. C. W. Kneen re-elected treasurer.

Committees gave their annual reports, showing that 13 clinics had been held during the past year at which 478 children had been examined, 279 of whom were school children, 71 pre-school children, and 28 infants.

Both Dr. R. E. Kleinsorge, chairman of the medical committee, and Mr. Goetz, president of the council and superintendent of Silverton schools, spoke on the growth of the diphtheria epidemic. In his report, Dr. Kleinsorge said that it was not only Silverton or Marion county that educational programs along the methods of modern care and immunization against diphtheria were to be carried out. The movement is a nation-wide one in medical circles.

When a local physician was asked what to do to prevent the growth of an epidemic which already threatens Silverton, the reply was "keep the children at home when sick. Parents should be warned over and over to keep their children at home when ill. It would save lives and time if this were done."

The health center here hopes that by the use of toxin antitoxin to immunize 50 per cent of the school children in order to ward off another epidemic such as Silverton has experienced in former years. The health center asks the mothers to cooperate in this movement. During the past two years a number of deaths have occurred in this vicinity from diphtheria and a number of other students were placed under quarantine and lost weeks of school. Already two cases of diphtheria have broken out in Silverton school circles. Thirty other pupils have been exposed.

A school nurse was also urged by some of the speakers at the meeting. This nurse, it was stated, would save time and money for children of the school district.

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We invite you to inspect the installation

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Good lighting is proving to be an essential and integral part of the prosperous store.

If you are still doubtful, watch the store with a REPUTATION. Perhaps you are one of the seven—the seven merchants of every ten in this city, who have not realized what lighting can do to increase sales.

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LAURA LA PLANTE IN OREGON FILM

"Dangerous Innocence" Has Eugene O'Brien in Leading Male Role

"Dangerous Innocence," Universal-Jewel production which is playing last times today at the Oregon theater, offers for public thought a theme entirely new in love stories. It is one that strikes home to every devotee of the screen play, be they young or old, for it is one that may find its way

into even the most commonplace life. It is remarkable in that there is nothing heavy or drab about it. It is clean. Just a pretty love story with its central figure being a winsome miss of 19 and a manly British army officer.

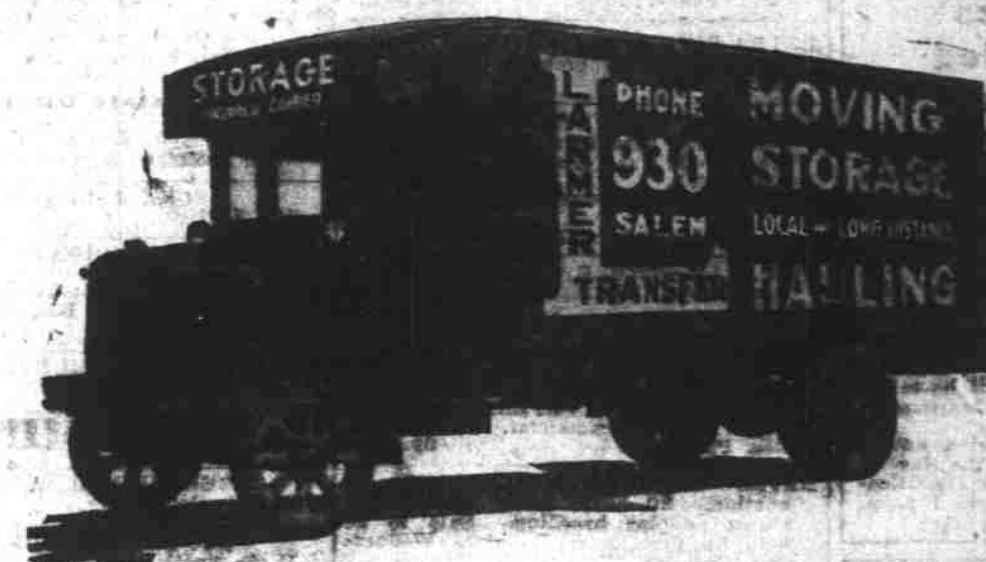
Laura La Plante and Eugene O'Brien are co-starred in the production. Bringing these two well loved favorites of the screen together would in itself be sufficient to guarantee a noteworthy production, but in the case of "Dangerous Innocence," is not only found two stars of prominence, but also, what is more important, they are appearing in roles that suit to a nicety their own peculiar talents.

Eugene O'Brien, whose love-making on the screen has on more than one occasion served to send a thrill into some old-world hard-

ened heart or made to burn more brightly the budding flame in a younger one, as Major Anthony Seymour, a British army officer, is once again the stalwart, manly lover.

In "Dangerous Innocence," O'Brien also demonstrates that he is perfectly able to engage in a physical encounter when the occasion arises in a lively hand-to-hand encounter between Major Seymour and Charles Gilchrist. The latter is the "sneak," whose tongue and insinuations cause much pain. Incidentally, the role of Gilchrist affords Jean Herschell opportunity to do excellent work.

"Dangerous Innocence," which was produced by William A. Seftor, is from Pamela Wynne's popular story, "Ann's An Idiot." The picture is marked by artistic photography and attractive settings.



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