

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.

THERE HAVE BEEN CHANGES IN THE PRUNE INDUSTRY IN THE PAST YEAR

The Main Factors in Successful Prune Growing, However, Remain the Same, and Will Remain the Same Through-out the Years—All the Large Sweet Prunes But One Seem to Have Been Eliminated—Van Trump on the Situation

The Slogan man found S. H. Van Trump, Marion county fruit inspector, at his home last night, after a strenuous day spent on his official rounds, in the Aurora district.

He told the Slogan man a year ago, for the annual review of the industry, that the prune men of the Salem district had had the worst year in the history of the industry.

The growers had harvested only about a 10 per cent crop. In only two or three small districts was there a full crop. The story for 1926 is not much better. There was a big crop on the trees—a bumper crop. It looked like a big year in production, though the price outlook was not good.

But there came a rain a harvest time, the first rain. It flopped the development of sugar in the ripening prunes and filled them with water. Made them hard to dry, made them "rubbish" to small sizes. The whole crop ran to an average of about 45 to the pound in size; that is for dried Italian prunes for the district. Small sizes mean small prices.

He said if the growers would produce an average of say 35 to the pound, of good quality, the industry would hold out very well.

Industry Will Persist
But Mr. Van Trump has found this year, as last, practically no one who is digging up his trees. Mr. Van Trump repeated what he said last year about the five principal factors in the successful culture of prunes—suitable soil, fertilization, cultivation, pruning and spraying.

"A suitable soil," he said, "is of first importance. Gently rolling ground, with a light loamy soil, is best. I know some growers will not agree with me, but this is my belief."

"There are certain sections which will not prove profitable under the most favorable conditions. The question of elevation and drainage is important."

The Best Prune Lands
The best prune lands are the bottom lands, as on the Kaiser bottom, followed by the bench lands with deep, rich, well drained soil which is easily worked. The hill lands are all good so long as the soil is fertile.

Artificial fertilization is a problem which should be given much consideration. Nitrate of soda with which as a cover crop every other year.

A well balanced system of fertilization is one of the most important factors to success in a bearing prune orchard, since a full bearing orchard needs more nitrogen than that which is not yet in full bearing.

Thorough cultivation is the next important item in the successful growing of prunes. The tillage should be deep down so that the soil moisture may be retained, and the weeds kept down.

Pruning comes next and should be done first to form the tree and with the bearing trees to keep the bearing wood within bounds, avoid over-bearing and keep up the side of the fruit. An annual pruning, all dead wood and undergrowth should be removed. This will leave the more vigorous wood.

Spraying is the fifth of the important factors governing the successful growing of prunes. A dormant lime sulphur spray should be given in February and March. Leaf spot diseases should be treated with Bordeaux during June and July. Brown rot should be taken care of with some sort of soluble sulphur. Bordeaux of Bordeaux mixture coats the fruit and interferes with growth and development. Growers may buy valuable sulphur in a tonic form. Or they can sell both the lime and sulphur.

The Sweet Prune
Mr. Van Trump repeated what he said for two years, that the sweet prune is coming into the industry.

Only the Sweet Prune
Our patrons will bear this out. We serve only the best in meats and poultry. Hunt & Shaffer, 263 North Commercial.

Admitted ornamental nursery stock, evergreens, rose bushes, shrubs and small trees at Peary Bros. in season. We have our own nurseries. 178 S. Com'l.

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
Apples, November 25
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
Celery, January 27
Spinach, etc., February 3
Onions, etc., February 10
Potatoes, etc., February 17
Beets, February 24
Poultry and Pet Stock, Mar. 3
City Beautiful, etc., March 10
Great Cows, March 17
Paved Highways, March 24
Head Lettuce, March 31
Silos, etc., April 7
Legumes, April 14
Asparagus, etc., April 21
Grapes, etc., April 28

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?

BIGGER PRUNES, BY PROF. SCHUSTER OF THE OREGON AGRICULTURAL COLLEGE

Pruning Is One Requisite—More Knowledge of Exact Needs Will Be Necessary to Evolve Plans for a Continued Production of Large Prunes—The New Large Sized French Prunes

Editor Statesman:
One thing before everyone after the past season's experience, is the question of producing larger sizes in prunes. It was no problem at all to produce large numbers of prunes, but it was a big problem to turn out the larger sizes. With the bigger crop in prospect this season the price opened low, particularly with the smaller sizes.

The New Sweet Prunes
Just now the interest is centering on the Burton prune that comes from California and the Noble French that showed up first in southern Oregon. The Burton is being tested by some, but nothing has yet been demonstrated for this section. Noble French is growing the Noble French on top worked trees at his place east of Salem. This shows it under local conditions, and will soon demonstrate whether it has value.

As a rule the large sizes come from the vigorous, well cared for orchards. With a strong growing root system, the tree is able to set a reasonable number of fruits that it can bring to the desired size. But if the number of fruits set is above a reasonable number, over the strong vigorous root system is unable to cope with the situation. This was very evident this past season.

Why Sizes Ran Small
Large numbers of fruits were set on the trees and started off well, although later on in the season this development slowed down, probably resulting from a combination of shortage of moisture and plant food. Borings made in the soil showed that during the last four to six weeks of the season, before harvest, the moisture in the soil was very low. With a low supply of water would naturally come a low supply of plant foods that would bring about small sizes. Carrying this theory still farther might help explain the light drying out of the prunes. The solid contents of the prunes could not be increased toward the last, as in normal seasons, so the sugar was low, giving a prune that dried out at the rate of four to one in many cases, instead of three to one.

Pruning Needed
With this failure in vigorous trees full of vitality, it naturally would be more pronounced in weak trees. Many of this type set a huge crop in numbers, but were unable to size them up. Thinning out the trees by pruning would reduce the number of prunes and give a better supply of plant food to the remaining ones, thus increasing the size.

More Knowledge Needed
However, it seems in many cases that in spite of good care in cultivation, pruning and other practices, the sizes were naturally smaller. More knowledge of exact needs will be necessary to evolve plans for a continued production of large prunes.

Connected with this demand for large sizes comes the desire with many for a large sized sweet or French prune. During the past years, many forms of this have shown up, supposed to be superior in all ways to the French prune and much larger.

Capital Bargain House, Capital Tire Mfg. Co., Mike's Auto Wrecking. Three in one. Bargain center of Salem. Thousands of bargains. E. Steinbock, 215 Center.

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IF COOPERATIVES WOULD COOPERATE PRUNE INDUSTRY WOULD BE BETTER

That Is the Opinion of Walter T. Jenks, One of the Most Experienced Men in All Branches of the Industry—A Movement on Foot to Advertise Northwest Product and Get Better Working Conditions Among Dealers and Better Prunes From Growers

Walter T. Jenks is manager of the Willamette Prune association, which was started in 1900. It has had a successful career of 26 years, and it has a number of members still with it who joined and helped organize the association in the beginning. Mr. Jenks is also manager for H. S. Gille & Co., prune dealers and growers, and he is himself a large grower of prunes on his own account. Also, he is president of the Northwest Dried Fruit association. His experience is such as to constitute him an authority on the prune industry of this valley.

Interviewed by the Slogan man yesterday, Mr. Jenks said the prune situation, as to markets, would have been better if the cooperatives had cooperated.

And it will be better for the future if the cooperatives will cooperate; if they will all work together for a common purpose.

Mr. Jenks expressed it this way: Our prune industry is bigger than any one individual or concern, and no one should stand in the way of marketing the northwest crop.

Muddling the Waters
The Northwest Cooperative Prune exchange named an opening price last spring, and then reduced the price. Then sent a man to the east and made secret rebates, the news of which reached the dealers here in about an hour after the offer was made. That started something, and did a lot of injury to the market for Oregon prunes this year.

Mr. Jenks believes that if the eastern buyer could have the assurance of a reasonable price for Oregon prunes, that would be steady, he would buy much more freely of our product. He would be protected, and not have to fear a big loss through secret or other cutting of prices. The Northwest Cooperative Prune exchange controls 20 to 25 per cent or more of the Oregon dried prunes.

Too Much Differential
Mr. Jenks contends that there is too great a differential between the prices of California and Oregon prunes, and especially since the cooperatives have been operating. This differential used to be about a half a cent a pound, which is \$300 a car, and is enough. It has run in recent years to 2 cents a pound, and some times much higher. California grows sweet prunes. The Oregon crop is principally Italian, or tart-sweet prunes, with some exceptions in Douglas county, and scattering exceptions in the Willamette valley.

Promising Movement
Mr. Jenks said there is a movement started by the Northwest Dried Fruit association, for advertising the prunes of this section. The plan is for the grower to stand say 50c a ton, and the packer the same. Washington growers are ready and anxious to cooperate. If this plan can be put over, there can be thorough cooperation in every other way, Mr. Jenks thinks, the California

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SHIP BY WATER and SAVE THE DIFFERENCE

A NEW OUTLET FOR SMALL ITALIAN PRUNES, CULLS AND SPLITS FOUND

The Outlet Is Through Prun-Port, a Popular Drink That Is Making Wonderful Growth in Sales—Salem Will Be the Center of This New Industry That Will Advertise Oregon Prunes in Every Corner of the Land

Some four and one-half years ago R. L. Holtsclaw conceived the idea of creating a new market for the Italian prune and began his experiments for creating a prune syrup from which a palatable beverage could be made. Being possessed of no capital other than his training and determination to succeed, he met with a great many difficulties and discouragements. At the end of about two years, however, his efforts were successful.

The next two years were spent in studying marketing conditions and the reasons for the success or lack of success of a great many of the beverages placed on the market within the past ten years. This study proved conclusively that there were certain definite factors present and necessary for success. The beverage must not only be palatable, but must also be amenable to economic distribution and reach the consumer at a popular price.

The prune syrup, from which Prun-Port is made, has a wide spread, one gallon of syrup making seventeen and one-half cases, or 420 bottles of beverage. As a matter of comparison with one outstanding success, the Coca Cola company, Coca Cola syrup will produce 128 bottles to the gallon. The problem of distribution has been solved and the syrup can be placed in the hands of the

(Continued on page 10.)

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