

SALEM APPLES, FAMOUS FOR FLAVOR, ARE IMPORTANT CROP

Epicure Holds Nothing Is Better to Eat Than Apple From Fine Oregon Orchard

In His Youth Henry T. Finck, World-Renowned Musical Critic and Author of Books, Lived In Midst of State's Orchards

Henry T. Finck, perhaps the world's best and most extensively known musical critic, editor of the department of the New York Evening Post's department on music for years, and author of about twenty books and hundreds of magazine articles, told about the excellence of Oregon apples in his last book, entitled "My Adventures in the Golden Age of Music," which was his autobiography, finished about two years ago, just before his death.

He wrote two books on subjects relating to epicurean tastes, "Food and Flavor" and "Girth Control," and was a world traveler, so his judgment was authoritative.

The following are some excerpts from the pages of Mr. Finck's last book: "It has always been a matter of special satisfaction and pride to me that my early life, from my eighth year to my eighteenth, was associated inseparably with Oregon apples."

"If there is anything in all the wide world better to eat than an Oregon apple I have not found it. I thought I have been an indefatigable traveler on four out of five continents of this globe of ours."

"The term 'Oregon apples' includes, of course, those grown in the state, but also those grown in the territory, the grandest corner of the United States, because of its glorious snow peaks and forests. "When once a foolish notion spread abroad to annihilate it, all my possible to bring fighting the outrageous lie that the highbred Oregon apples, while large and beautiful to look at, are inferior to the underbred, puny eastern apples. During every winter for 43 years I have been in New York City, the greatest apple market in the world. I compared the Oregon fruit with the eastern, and almost invariably found the western better."

"My testimony is of exceptional weight because I have always been an ultra epicure, almost like a dog in the keenness of my olfactory sense, upon which our discriminating enjoyment of fruit and all food depends chiefly. (Mr. Finck had explained this in his former books "Food and Flavor," and "Girth Control.") The superior quality of Oregon fruit due chiefly to the greater and more scientific care bestowed on orchard culture on the Pacific coast. It is largely due to soil and climate, juices wines quality and aroma, which are the result of the Chateau Yquem, Barolo or Budai are dependent on climatic and soil peculiarities in France, Italy, and Hungary."

"Oregon apples can be grown only in Oregon. Hence my pride in said apple. My youth was spent in the midst of a large orchard which supported our family and, later on, paid for my education at Harvard. It came about in this way: "When we came from Missouri via New York and Panama to Portland, situated some hundred miles up the Columbia and Willamette rivers, we did not stop at this metropolis of Oregon, which, with its view of five giant snow peaks, is undoubtedly the most picturesquely situated city in the United States, but took the stage for the village named Aurora Mills, 29 miles south of Portland. Here Dr. Kell had made his home—apparently because he could buy there a flour mill and a saw mill—and was gradually importing his colony from Missouri. "We did not exactly belong to this colony, but we shared some of its socialistic advantages, while the colony benefited by my father's musical endeavors to help make life worth living."

"By rare good luck, which I shall never cease to chuckle over, he was able to buy a house with a fine apple orchard on a hill only half a mile from the village. It was, as I have since discovered, one of the very first and best of the many commercial orchards for which Oregon soon became famous. I find from my diary that we harvested up to 2,000 bushels in one year. "What did we do with them? My first impression is that we ate most of them, but there were plenty left to ship to San Francisco. There they were sold at auction, and the proceeds paid our living expenses, with a margin for other things. (In 1853 four bushels of Oregon apples were sold in San Francisco for \$500. The following year forty bushels brought \$2,500 in the same market. In 1861 the shipments of apples from Oregon amounted to over 75,000 bushels.) "Of course, we had the luscious Gravensteins, ... winesaps, excellent Newtown pippins; with

"Keep Your Money In Oregon - Buy Moments Made at Salem - Buy Oregon's Most Wonderful Winesaps, J. C. Jones & Co., Proprietors. All Kinds of Monumental Work. Phone 689. 210 E. Con'l. Opposite I. O. O. F. Building, 2nd Floor, Salem, Oregon."

other favorites of our time, like Baldwins and greenings. . . . We doted on white winter pearmain and on the russets, both golden and Roxbury which, alas, have become so scarce. We had green Newtowns which were even more juicy than the yellow. What has become of them and what of the measly bellflowers, and the unique western seek-ni-further and others worth perpetuating? . . . There were ramboes, too; you can never get them now. "You may not believe it, but it is a positive fact that we never needed to spray against pernicious insects and we never had it plowed. No need of these things. . . . Surely, Oregon is the natural home of the apples."

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APPLE PRODUCTION BEING STABILIZED

The Peak Has Been Reached in Boxed Apple Districts of the Northwest

(Ed. S. Blehn of Salem is one of our apple experts. He has long contended that in point of flavor the Willamette valley produces the best apple known, and has predicted that in due course this district will "come back" in its reputation as a great apple country, through the production of proper varieties and the carrying on of the right cultural methods. Mr. Blehn gives the Statesman the following facts concerning the present status of the apple industry in this country.)

While the boxed apple tonnage of the Salem district has no material effect on world markets, a large portion being handled through local channels, it is interesting to note some facts and figures which are shown by government reports regarding the northwest boxed apple and general production over the United States.

In the 1927 report, it was stated that the apple industry as a whole was gradually approaching a more stabilized condition, but that commercial plantings would hardly be justified except under unusually favorable conditions. It is probable that commercial apple production for the country as a whole will continue to increase gradually during the next five or ten years. The rate of increase, however, is likely to be less than during the last decade, for production in the northwest appears to have about reached its peak, and only moderate increases are expected in most other sections.

There is nothing in the apple outlook to discourage unduly the commercial growers who are favorably located and who produce high quality fruit of desired varieties at a low cost. This applies particularly to growers who can often produce a crop in years when the total crop is below average. On the other hand, there is little reason to expect profitable production in orchards where returns have been disappointing because of lack of care and poor location with respect to markets or growing conditions.

The exports of the last five crop years averaged approximately 32 per cent of the commercial crop and were about two and one-half times the exports of the five seasons preceding the World War. The exports for United States apples, especially of the better grades, will increase somewhat. The foreign demand is mostly for the medium and small sizes. Consumers both at home and abroad are demanding higher quality than formerly in market supplies of apples, and it is necessary to give more attention to supplying their markets with high grade fruit of desired varieties.

Heavy production of other fruits will continue to furnish heavy competition for all apple districts. A favorable factor is the tendency toward an increase in the quantity of apples exported. The exports of the last five crop years averaged approximately 32 per cent of the commercial crop and were about two and one-half times the exports of the five seasons preceding the World War.

The number of apple trees in the United States has been declining. In 1920 the number of trees in the country was 70 per cent of the number in 1910, and in 1925 it was 54 per cent of the number in 1910, according to the United States census. In other words, from 1910 to 1925 there was a decrease of 29 million trees out of a total of 217 million reported in 1910. This

This Week's Slogan

DID YOU KNOW that Salem has ever been, is and will always be an apple center; that this is a natural apple country; that it will always be one of the best apple markets in the Pacific Northwest because of the great demand for the small and cheaper grades and the culls and by-products used in manufacturing here; that for the fancy varieties and grades it is as good as any, and in a few of the fancy varieties our growers excel those in the best advertised districts; that for these reasons, Salem will maintain her lead and some of the greatest commercial apple orchards of the future will be located in the Willamette valley, because we produce the best flavored apples in the world; and that there is room for more intelligent and painstaking apple growers here? We should have a slogan for our apples, like this: "It's the Flavor."

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"Baron" Recupera



Coming to America to make a fresh start after his automobile business went bankrupt, Ludwig Martel, a former baron of Germany and captain in the German navy, has inherited a book of color sketches which have been attributed to the brush of the great artist Rubens and are valued at \$100,000. Martel is now engaged in superintending the building of a church in Richmond, Va.

decrease in the number of trees has been mainly in the less favored producing areas and in the family orchards which are well scattered over many of the states. Concentration of orchards in the more favored districts, and improved cultural methods, have increased commercial production.

Stabilized Production
In the boxed apple region, the apple industry has developed rapidly during the last 15 years but has now reached a position of more stabilized production. From 1910 to 1920 the number of trees of bearing age in this region increased 75 per cent, but from 1920 to 1925 there was a decrease of 14 per cent. The prospect of more stabilized conditions of production in the boxed apple region is further indicated by the fact that in 1925 only 13 per cent of the trees in this area were not of bearing age, compared with 55 per cent in 1910.

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Stoltz Vinegar Plant Has Production of More Than 12,000 Barrels Annually

When America Entered World War Plant Capacity Was 2700 Barrels; Expansion Continues at Rapid Pace; New Markets Open

The Gideon Stolz & Co. plant in Salem was when America went into the world war making 2700 barrels of vinegar a year. That seemed a good deal of vinegar; 12,000 gallons of it; enough to add zest and flavor to a good many millions of salads. That plant is now on a basis of over 12,000 barrels of vinegar annually; over 600,000 gallons; enough to make up a train of over 100 cars, with plenty left over for local shipments and for supplying the trade of Salem and vicinity.

This plant is doing a lot of useful service in supplying a ready market for small and cull apples and other apple products that go into "vinegar stock" cider. It is helping build Salem, with a present payroll of 32 people. With the soft drink beverage business of the same concern, an all the year payroll contribution is provided.

The present growth of the vinegar making part of the plant is large. Two new 60 barrel tanks for vinegar are now being installed. They are 20 feet high and 20 feet in diameter. They are going into an additional building. Just finished. The materials for the tanks are being assembled and put together in haste, and they will have their finishing touches within a week or so; being hurried to keep ahead of the supply of vinegar stock that is being made up, on account of the rush in harvesting and delivering apples—some of them coming from eastern and southern Oregon and eastern Washington, and a considerable supply locally.

There were already 20 tanks at the plant, each 16 feet high by 16 feet in diameter. As this is written, the last two of these are being filled. These 20 tanks have a combined capacity of 9000 barrels. There are in addition a lot of smaller tanks and barrels, which will provide enough capacity to keep the plant going till the first of the new big tanks are filled. The total capacity will be over 12,000 barrels, when the two are finished. A few hundred barrels of the present year's manufacture have already been shipped—so the total storage and output capacity of the whole plant is considerably above 12,000 gallons a year.

The office of the concern, in a new brick building, is at Mill and Summer streets, and the plant stock will keep on coming till after the first of the year.

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Washington Folk Visit Relatives

Pioneer, Ore., Nov. 17—(Special)—Mrs. Sarah E. Jones spent the past week at the home of her daughter, Mrs. Ralph Harper. Mrs. Harper has been ill following the extraction of two teeth. She had a bad hemorrhage of the gums and swollen jaw. After treatments from a specialist, the condition is improving.

Mrs. Harriet Bryson and her daughter, Mrs. Mary Munsey of Richland, Wash., motored to Salem with Charles Darland who was returning after attending the funeral of Levi Hutton; wealthy philanthropist of Spokane, Wash. Both Mr. Darland and his sister, Mrs. Bryson are cousins of the late Levi Hutton.

Mrs. Bryson expects to spend the winter with her daughter and son-in-law, Mr. and Mrs. Aaron Lasch. Mrs. Munsey is visiting relatives at Pioneer and Mission Bottom. She expects to return to her home this week-end.

Crimson clover as a seed crop in parts of the Willamette valley and southwestern Oregon might well be taken into consideration by farmers in these sections. The demand for this seed is strong and annual imports are large. No special machinery is required.—O. A. C.

Meetings will be held Tuesday, Thursday and Saturday nights this week at the Glad Tidings Mission 343 1/2 Court street. C. S. Johnson is pastor.

Our Apple Industry

SALEM was the first apple center of the Oregon country; in the Salem district were the first commercial orchards of the Oregon territory and state— And this will always be an apple industry center— For the Salem canneries and other manufacturing concerns take the culls and by-products, and Salem is for the central Willamette valley the banking, marketing, shipping and merchandising center of the industry. The conditions precedent for making Salem an outstanding apple center are that we grow the varieties in which we can excel, and make our product of the very highest quality, and get the largest possible production to the area, which makes for a low per bushel cost. Quality is the first thing; it does not pay to raise scrubs; scrub trees ought to be grubbed out or grafted over to the varieties in which we excel— This and the spread of the knowledge that our apples excel in flavor will result in a great and stable apple industry here; stabilized; built on solid foundations.

Dates of Slogans in Oregon Statesman

- (With a few possible changes)
- Loganberries, October 7, 1928.
- Prunes, October 14.
- Dairying, October 21.
- Flax, October 28.
- Filberts, November 4.
- Walnuts, November 11.
- Strawberries, November 18.
- Apples, Figs, etc., Nov. 25.
- Raspberries, December 2.
- Mint, December 9.
- Beans, etc., December 16.
- Blackberries, December 23.
- Cherries, December 30.
- Pears, January 6, 1929.
- Gooseberries, January 13.
- Corn, January 20.
- Celery, January 27.
- Spinach, etc., February 3.
- Onions, etc., February 10.
- Potatoes, etc., February 17.
- Bees, 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.
- Drug Garden, May 5.
- Sugar Industry, May 12.
- Water Power, May 19.
- Irrigation, May 26.
- Mining, June 2.
- Land, Irrigation, etc., June 9.
- Floriculture, June 16.
- Hops, Cabbages, etc., June 23.
- Wholesaling, Jobbing, June 30.
- Cucumbers, etc., July 7.
- Hogs, July 14.
- Goats, July 21.
- Schools, July 28.
- Sheep, August 4.
- Seeds, August 11.
- National Advertising, Aug. 18.
- Livestock, August 25.
- Grain & Grain Products, Sept. 1.
- Manufacturing, Sept. 8.
- Woolworking, etc., Sept. 15.
- Automotive Industries, Sept. 22.
- Paper Mills, Sept. 29.
- (Back copies of the Sunday edition of The Daily Oregon Statesman are on hand. They are for sale at 10 cents each, mailed to any address. Current topics, 5 cents.

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