

# MARKET CALLS FOR MORE AND BETTER RED RASPBERRIES

## Our Raspberry Yields Are Twice What Are Harvested From Patches in the East

And We Are Not Getting as High Yields as We May, Either, by Proper Selection, Culture and Use of Irrigation

Raspberry growing in the Salem district has had a rapid growth in the past seven or eight years, and it is still going on. In the case of black raspberries, it has been several thousand percent, and with the reds the acreage and tonnage have doubled a number of times. This is due to the canneries demand. In the first years of the black raspberry industry of this section, the fruit was dried. There has been little or no drying of these berries in the past few years, for the canneries have needed them all, to fill their lines.

Some red raspberries have been harvested each year in the Salem district, but this demand is much greater in the western Washington field, largely because of the red of the canneries here for all our tonnage. Washington is so far ahead of Oregon in red raspberry growing, that our production has overtaken and passed all the black raspberry districts north of the Columbia river.

Is Good Profit Here Prof. W. S. Brown, chief of horticulture of the Oregon Agricultural college, has said several times in the past few years, in these pages, that we get here in the favorable locations of the Willamette valley twice the tonnage per acre of eastern raspberry patches. But, even so, we do not get enough. He thinks we should get both larger yields and lower overhead costs.

He advocates better methods of cultivation, careful application of needed fertilizers, the growing of cover crops, more careful pruning, and the control of insect pests and plant diseases, which he says "are all going to have an important bearing on increases in yields and better quality of product."

Prof. Brown says that in his opinion "the raspberry industry—both red raspberries and black raspberries, can be stimulated in irrigation will help. Prof. Brown says that in his opinion "the raspberry industry—both red raspberries and black raspberries, can be stimulated in irrigation will help. Prof. Brown says that in his opinion "the raspberry industry—both red raspberries and black raspberries, can be stimulated in irrigation will help.

## NEW OUTLETS ARE IN EARLY PROSPECT

There appears to be a certainty that the Reid-Murdoch concern will take over the West Salem cannery on the first of the year. There are intimations that the capacity of the plant will be largely increased, and that a huge cold storage department will be added, in order to allow operation all the year through, in jam and jelly making; storing the fruits till needed for processing.

This is a large concern, operating all over the country, with plants at numerous points, and having wide markets already established. It is to be presumed that raspberries will enter largely into the line here, for the making of jellies and jams, etc. Thus the prospects are for a considerable additional outlet for these bush fruits.

Increased Acreage If all the above shall come about, there will be a demand for a much larger acreage of raspberries in this district, especially in red raspberries, and better methods of selection of locality for the vines, and improved cultural practices—and irrigation. A high quality will be asked for, and this will benefit the whole raspberry industry here. There will be more berries of high quality for other packers, too, in cartons and cans, may help in making a larger demand for quality fruit.

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western Oregon by irrigation on our sandier soil types. The Oregon experiment station has been running some trials of several different kinds of small fruits on sandy soils under irrigation, and it is found that yields can be materially increased on lands suited to irrigation by the application of water.

Better Varieties Prof. Brown says that "another field for improvement is that of better varieties. By this is meant varieties that yield heavier and produce a better quality. The question of hardiness under our winter conditions is important in the choosing of varieties. During the mild winters that we usually enjoy, roots of small fruits do not become dormant for any length of time. As a consequence, when freezing weather comes, as sometimes happens, plants are not resistant to the cold, and perish at temperatures considerably higher than would prove damaging in the eastern portion of the United States. Trials of many varieties are needed to determine varieties best suited to our climatic and soil conditions."

## GRESHAM DISTRICT HAD BIG INCREASE

The Red and Black Raspberries Both Helped in Making This Fine Showing

The Berry Growers' Packing company of Gresham on October 1 made a report on tonnage that gave a good showing all down the line, especially on red and black raspberries. The report follows: Black raspberries—Total, 75 tons. (1927 total, 640 tons). Paid for harvesting \$30,000.

Red raspberries—Total, 1904 tons. (1927 total, 922 tons). Paid for harvesting \$95,200.

Local berries—Total, 160 tons. (1927 total, 205 tons). Paid for harvesting \$4,800.

Blackberries—Total, 13 1/2 tons. (1927 total 8 tons). Paid for harvesting \$475.

Blackberries—Total, 176 tons. (1927 total, 144 tons). Paid for harvesting \$5,280.

Royal Anne Cherries—Total, 44 1/2 tons. (1927 total, 55 tons). Paid for harvesting, \$1,760.

Total tonnage berries and cherries, 1929, 3073 tons. Total tonnage, all fruit, 1927, 2059 tons. Increase 1928, 1014 tons or 50 per cent.

Total cash paid for harvesting \$137,515. The picking money went mostly to the school children of the poorer class, an earning privilege that would have been sorely missed but for the berry industry of that district.

Large Gross Value The gross value of the berry crops this year was something over \$420,000, as compared with \$244,467 paid to growers last year, or a gain of about 53 per cent.

This means new wealth, from "soil, sunshine and showers," plus the labor of cultivation—new money entering the channels of trade, and giving benefits also to cannery laborers and the producers of cans, lumber, sugar, coal, wood, electrical energy, and helping in the receipts of truck owners and the various transportation lines, etc., etc.

The berry growing district of Gresham is a prosperous one, and

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## HE'LL ENTER WHITE HOUSE, TOO



Shortly before the Hoover family sailed for South America, Glen, a handsome collie, was sent them from the Bell Haven Collie Kennels at Red Bank, N. J., to be the White House dog. Photo shows Glen, snapped on the lawn of the Hoover home in Palo Alto, Cal.

there are prospects for continued rapid growth.

D. E. Towle is and has long been manager-treasurer of the Berry Growers' Packing company, with ten years of success behind him. "Eastern Multinomial county, the home of our specialty, the Cuthbert red raspberry," appears on the letterhead of the company. The directors of the association are C. M. LaFollette, D. E. Towle, E. P. Scheeden, C. T. Ryan and N. P. Nelson. C. T. Ryan is president, Cora B. Greene, secretary, and J. J. Fisher, Portland, is production-sales manager.

## BENEFIT PROGRAM GIVEN AT HUBBARD

HUBBARD, Ore., Nov. 24.—(Special)—A benefit program was given for the Hubbard Camp Fire Girls in the city hall Friday night. The program was sponsored by Dr. P. O. Riley, editor of the Hubbard Enterprise.

The proceeds of the entertainment are to be used by the Camp Fire Girls in furnishing their council room. Gordon Taylor, editor of the Mollala Pioneer, gave the address of the evening, a eulogy on "Dad." Mr. Taylor depicted much of the humorous side of life, at the same time, weaving in much good material for serious thought.

The Sherman Clay musicians were to have furnished special musical numbers but owing to the heavy fog which made driving on the highway between Portland and Hubbard dangerous they did not come and an impromptu program consisting of music by the high school orchestra, a vocal solo by Dr. Ethyl Riley and a piano solo by Mrs. A. L. Strickland of Aurora was appreciated by all present.

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## CANNING OUTLOOK FOR 1929 IS GOOD

The Slate Will be Clean Near Holidays, the First Time for 10 Years

Robert C. Paulus of the Paulus cannery in Salem, and jobber for other canneries, says the growers of the Salem district do not produce enough red raspberries, and the tonnage they supply now does not come up to the standard in quality they ought to furnish. They go mostly into the "water grades."

Mr. Paulus says the Salem canners and packers could use 400 to 500 tons or more annually of red raspberries, if they could get them, from the growers of this district. They now ship in a considerable portion of their supplies from the Springbrook, Newberg, Sherwood and other sections.

Competition in These Mr. Paulus says our black raspberry growers have competition from the New York raspberry nationals. But it is likely that if a larger tonnage of blacks were grown here, ways would be found to handle them. In cans and by drying. Some are dried here each year now.

He says the raspberries prepared for the market this year are already all sold. The boards are clean.

Some red raspberries were put in the new experimental cold pack packages this year; into cartons and cans, along with a large tonnage of strawberries. These are going to go with the consumers will perhaps not be known to any degree of certainty till the latter part of January, when most of the cannery managers of this section will attend the national association meeting in Chicago.

Best for 10 Years Mr. Paulus says our whole pack of fruits and vegetables put up in cans is already sold out, or is going fast; even loganberries. This has not happened before for 10 years. He predicts that early in the new year there will be a frantic scramble among jobbers and wholesalers for canned fruits and vegetables. Some of them have held off, presumably be-

lieving our canners have been lying to them, and that their supplies are not nearly exhausted. When they find they are sold short, then there will be the scramble.

The clean slate that will appear around the first of the year will give heart to the canners, Mr. Paulus thinks. They will not fear to prepare for large packs, as they have for several years past, running the risk of losses through over supplies in various lines.

With a good crop year here, Mr. Paulus looks for a much busier canning season in Salem in 1929 than the one of 1928, though the total Salem pack of this year will show up larger than that of any former year.

The canneries of Salem pack about 40,000 cases annually of black raspberries, and the tonnage has been steadily increasing for several years. Last year's pack yet handled was put up this year. That is about enough for the present, thinks W. G. Allen, in charge of the Hunt cannery interests of the northwest, who has his home and headquarters here. Up to seven to eight years ago, the supply was small and there was a constant demand for a larger tonnage, to which the growers have responded.

Not Enough Reds The Oregon cannery pack of red raspberries is about 200,000 cases. The Salem canneries put up their quota of these, but a lot of them come from the Gresham district and other outside points. The scarcity of pickers and the better picking opportunities offered by loganberry growers has worked against the proper increase of the red raspberry acreage in the Salem district; also against the growing of a quality product.

Mr. Allen says the Salem canners could use a much larger tonnage of good quality red raspberries from this district. Part

of the pack goes and more would go into barrels and other cold pack receptacles, as cans and cartons.

## MORE REDS SHOULD BE PRODUCED HERE

And Higher Quality, Too; About Enough Blacks Are Now Supplied Here

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## This Week's Slogan

**DID YOU KNOW** That Salem is the Oregon raspberry center; that on account of the great demand of the canneries and the coming jelly and jam preserves plants here, there will not be enough raspberries grown for many years; and the prices will therefore be remunerative; that we can get here twice the per acre raspberry tonnage that can be produced in the east; that in the matter of black raspberries, this district has what amounts to a franchise—for the black raspberry grows to perfection here, and the vines persist, bearing year after year; while in the great raspberry district of Washington the black raspberry cannot be successfully grown; that the above facts should be heralded to the entire world; that there is sure money in both black and red raspberries, and room for more growers who will raise a large tonnage to the acre of the best berries the world can send to market?

Unlucky Thirteen LYNN, Mass. (AP)—A resident here may reverence the "unlucky 13" superstition. Thirteen years ago he failed to pay a \$5 fine for drunkenness. But after 13 years he got drunk again. He would have escaped with probation, but his 13-year-old debt was discovered and he had to pay.

Notes For Grandson BOONVILLE, Mo., (AP)—Mrs. Margaret Kickashear, 93, of Cooper county, voted at the November 6 election for her grandson. He was elected sheriff.

## The Case for Raspberries

THE Salem district should grow more and better red raspberries; hundreds of tons a year more— And while black raspberry growing has increased very fast here for the past several years, and is now near to the cannery and drying demand, new outlets are in prospect, and no doubt a continually increasing acreage will be safe—

And perhaps a greatly increased acreage. Red raspberries of high quality can be grown here in many localities, especially with irrigation, and with the cultural methods they demand. This line is not likely to be overdone soon, if the growers making new plantings will look carefully to quality.

The whole of our fruit and vegetable packs is being sold out. The boards will be practically clear by the turn of the year, the first time this has been witnessed for ten years—

So the outlook in our various lines of products for the canneries and packing houses is good. The dangers of losses that have beset the canners and packers for several years have been largely eliminated.

The Salem district will no doubt make a new high mark in the output of her canneries and packing houses for 1929.

## 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. Peas, 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, Cabbage, 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. Woodworking, 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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