

Marion County's Fruit Vaules By 1929, \$50,000,000

**Its Maximum Probability in Such Crops Might
Reach Great Yearly Total of \$90,000,000**

How Marion County Now Grows Fruit

TABLE 4 TABLE 2 Lines Up the Principal Factors of this city's Manufacturing Development, from 1909 to 1919 (official record dates will be 1910 to 1920). The Values for 1919 are reduced One-Half to make them about correspond with those of 1909 and 1914.

Fruits and Vegetables	Yields per Acre		Price to the Farmers		Average Acre Value
	Average	High	Average	High	
Gooseberries	Tons 4	6	Ton \$100	\$150	\$400
Strawberries	Tons 2	4	Ton 160	300	320
Loganberries	Tons 3	5	Ton 160	240	480
Cherries	Tons 1.5	4.5	Ton 160	200	240
Prunes	Tons 3	8	Ton 60	120	180
Apples	Boxes 100	300	Boxes 1.00	1.50	100
Grapes	Tons 1	3	Ton 60	100	60
Raspberries	Tons 2	4	Ton 240	360	480
Peaches	Tons 3	10	Ton 25	50	75
Beans (dry)	Tons .25	.5	Ton 100	120	25
Potatoes	Tons 5	7.5	Ton 40	100	200
Onions (dry)	Sks. 200	300	Ton 50	75	100
Cabbage	Tons 10	12	Ton 25	30	250

Fruit Possibilities Are Amazing

Were the 300,000 acres of land all in Loganberries, the Low Averages might permit a county crop of 900,000 tons—worth \$144,000,000—Great Scott!—beats all the grape stories in Genesis, or somewhere, so they look exasperatingly tame!

And THAT yearly money crop would allow an average of \$4,000 to 36,000 families—would provide a good living for 216,000 people on the land, plus half as many more industrial and town folks, or an aggregate future expectation that will entirely be realized (after decades of organization, education, specialization) of 324,000 citizens in Marion county (ad 108,000 in towns and cities, say 80,000 to 90,000 in Salem)—THAT'S the kind of soil and Nature Soul that is possessed by Marion county!

Eight Crops Average \$3,187 Per Acre

And notice, the average practicable expectation from Marion county's soil, as shown by the Table is as follows from EIGHT different products:

	Average Yield	Average	Yearly Acre	From 10
	Per Acre	Acre Price	Average	Acres
Gooseberries	4 tons	\$160	\$400	\$4,000
Strawberries	2 tons	160	320	3,200
Loganberries	3 tons	160	480	4,800
Cherries	1.5 tons	160	240	2,400
Raspberries	2 tons	240	480	4,800
Potatoes	5 tons	60	180	1,800
Cabbage	10 tons	40	200	2,000
Prunes	3 tons	25	250	2,500
Averages			\$318	\$3187

Here it will be seen that by the lowest lowest averages probable for years to come, ten acres of Marion county soil will provide a good living for six persons if planted to any of the kinds of fruit or two classes of vegetables.

And this is on the basis of ordinary skill and methods. Gradually, farmers will carefully adapt crops to soils. They will fertilize sufficiently, give the land ample plant food. They will cultivate under instruction of thoughtful experience. They will market to the best advantage. The result will be that the low average found in Table 4 will be constantly excelled, and when that day of wise methods is here—it's coming with absolute certainty!—Marion county can and will, provide good livings for 154,278 people on the lands, for the 300,000 acres will then have an average production of \$300 or more.

Maximum Possible Revenue \$90,000,000

And \$300 times 300,000 is \$90,000,000, or an average yearly living of \$3,500 for 25,714 families of six persons each—meaning a farm population of 154,284. And Salem then should have a census of at least 60,000, without depending upon its metropolitan business as a general Commercial-Industrial center. Glance at Chart D.

With addition of its state and educational institutions, its census may show 70,000 residents in 40 or 50 years, and eventually, it should be THE HUNDRED THOUSAND CITY!

Oregon's 1919 crops included 6,400,000 pounds of hops, all grown in Willamette Valley; 5,200,000 bushels of apples—some nice ones also grown at Hood River, and the Grande Ronde Valley; and Regal River Valley; 13,000 tons of berries; 4,000 tons of cherries; 514,000 bushels of peaches; 875,000 bushels of pears.

There are some other very sound reasons why Salem's fine future may now be predicted with confidence, that will be discussed in the next Public article.

Phezland Farms

There are still available in the Phezland Farms tract 400 acres of the finest river-bottom land in the Willamette Valley. This tract is situated about eleven miles North of Salem in the South Bottom and Mission Bottom Districts.

This land has been platted into twenty to thirty acre tracts, of which ten acres are Loganberries and five acres are Strawberries planted and growing. The balance of the acreage may be used for building purposes and for pasturage.

This land has not been thrown on the market generally because we are interested in selling only to home-seekers on the crop payment plant. Four hundred of the original eight hundred acres have already been sold on this basis and from the live inquiries at hand it is apparent that the four hundred acres available will be disposed of quickly.

If interested, we suggest that you get in touch promptly by letter or in person with the Phez Farms Co., Room 409, U. S. National Bank Building, Salem, Oregon.

HISTORY

At the time The Phez Company, through its affiliated companies, started in business, back in 1915 when loganberries were a drug on the market, growers were lucky to get 2c a pound for their berries and some, as a result, had already started to plow up their acreage.

The present market for loganberries is 12c.

The Phez Company to date has spent \$600,000 in magazine space alone to make the loganberry known to the national consuming public. It has spent a far greater amount in market development through brokers, salesmen, demonstrating, store advertising, etc. The result is a demand for loganberries and loganberry product that is now making the loganberry the most profitable fruit in the Willamette Valley for the small as well as large farmer to handle.

We give you these facts because it is a matter of pride, even though, on account of the high development cost, not as yet one of profit to The Phez Company, that it has been able to assist so largely in furthering one of Salem's most profitable occupations.

The Phez Co.

Hunt Bros. PACKING COMPANY

Canned Fruit and Vegetables

Salem, Oregon

WELCOME TO OUR CITY



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