

# BALANCE SEEMS ESTABLISHED IN LOGAN INDUSTRY

## ENTIRE CROP OF LOGANBERRIES WILL BE PACKED

### Competitive Buying of Fruits Forcing Prices To Unexpected Levels

For the first time since 1919 every loganberry grown in the Willamette valley that is fit to pick will be thrown into the production hopper and turned into food for the multitude. Not only will all of them be canned or put in some other form but indications are that the entire production output will be grabbed by the consuming public without any difficulty. In other words, there is every appearance of a complete cleanup of the loganberry from the field to the shelves.

This in face of the fact that during the past few years prices have grown in regard to the loganberry until numerous growers had thrown up the sponge and dug up their yards, and a number of predictions were made that the berry had virtually completely outgrown its usefulness and it only was a question of time before it would be almost entirely replaced by other crops.

People who have watched the loganberry situation with an interested eye say that the cut in production has been just about right and the situation is a very hopeful one if conditions can remain just about as present. The fact that the loganberry is on the upgrade toward a comeback, does not augur they say, that there should be general loganberry planting or that any efforts should be made to increase the acreage on a par with what it was in the old days when the loganberry was considered a gold nugget and a loganberry patch a fortune. On the other hand, it is pointed out that the situation has arrived where the acreage will probably afford a comfortable cleanup each year at a 5 or 6 cent price and any large plantings would jar it off its balance and result in some lean years again.

Those who watch the situation say that if production can fluctuate on the acreage now planted, and there are no sporadic attempts to get outlandish prices for the fruit that loganberry growers can feel pretty well assured of finding a market year after year at a fair price, and canners can feel pretty well assured of getting rid of the product.

In brief, the crop condition for the loganberry they say, seems to be getting somewhere near to the point that has been wished for.

An interesting feature in connection with the loganberry is the fact that Earl Peary has been buying and still is buying all of the cull logans and cherries that he can secure from canneries or otherwise. These are being disposed of by him for fuel purposes, and with the purchase of the culls, the entire loganberry output in the valley is being gathered in.

The loganberry for this season is back to normal production after the crack given it by the hot weather spell. For a time following the heat wave the little logans matured immediately without gaining size. But both size and quality are now back to normal and beautiful berries are being received at all of the canneries.

Most patches will be picked on Sunday because of the expected shutdown on the Fourth.

An abnormal market is running today that is worse than the boom days of 1920 says a bulletin issued by Meinrad Corbaley company of Seattle. Prices have not reached to impossible levels, but buyers are forcing the buying and are paying prices that they would have called absurd during the quiet period of three months ago.

This change has taken place because a considerable part of the trade of the country now realize that the total supply of small fruits in the United States is little more than sufficient to take care of the volume that can be moved on the fresh market, and there is a grave question whether canners will be able to get an important volume of any commodity.

The only fruits in normal supply in the Northwest this year are gooseberries, strawberries, peaches and apples. Raspberries, loganberries and blackberries are short because of winter freeze, and cherries and prunes are very short because of defective collection.

Bartlett pears and apples are commodities that largely go out on the fresh market. The requirements of the canning industry are a negligible factor.

Normally, a large part of the fresh fruit requirement of the territory adjacent to those cities. Only the very early items and certain specialized fruits like Bartlett pears and apples are shipping from a distance.

During the last month, however, the fresh fruit trade of the country has awakened to the fact that dry weather and frosts and extreme heat have destroyed a large portion of the small fruit crop of the middle west, and north Atlantic states. The means that the local supply must be supplemented by shipments from a distance.

At a time like this, we have fortunately brought home to us the fact that the fresh fruit marketing machinery of the country has now been perfected to a place where it will pick up the fresh fruits from any section of the country and will distribute them in a volume that would have been impossible five years ago.

The raspberry growers of the payallup valley are shipping fresh raspberries into Oregon and meeting about 30c a pound as against a price of 8c per pound that the canners have been willing to pay.

Thirty days ago the canners were making their calculations in a normal way. Now there has developed a new influence that is taking their fruit away from them, with a resultless force that they cannot meet. They saw this force take away a large percentage of the strawberries that they expected to can and barrel, and the same force is now reaching to raspberries, loganberries, blackberries and loganberries of Oregon. A lesser measure of damage has been done in Washington.

The end of this situation is difficult to predict. Already we have had short deliveries on strawberries.

Black cherries—Unobtainable in Oregon. Two canners in Washington accepting some. Still able to handle few hundred cases.

Blackberries—General situation has advanced barreled blackberries from 7 1/2 to 8 1/2. Feeling now developing that No. 10 blackberries will be difficult to obtain in volume, even at 6.50. This development is difficult for many buyers to understand. They must look to fresh fruit market for their explanation.

Bartlett pears—Announcement of \$75 price for No. 1 Bartlett in California started northwest canners generally trying to buy upon a market where the growers believed they were going to get \$90 higher from fresh fruit shipment.

Northwestern canners who expected to cover at \$50 bid as high as \$80, and still have not been able to cover their full requirements. The Bartlett pear market is in a position where questionable if any canner justified in booking additional futures, except in very small lots.

Prunes—Oregon crop continues promise about 50 per cent of normal. Inroads of fresh market threaten to take this crop away from both buyers and canners.

Apples—Market coming to life because of growing belief that fresh market will move crop at high prices. Country-wide shortage likely to have more effect on fresh apple market.

At least three more cars of black cherries will go out today, one each from the association, Young & Wells and Denney & company. "I have been in every cherry producing center of the northwest and have seen the cars going out, and haven't seen anything that can touch the quality of this stuff," was the declaration of Paul McClellan, fruit buyer for Segobel and Day, as he watched the Lamberts going into the boxes at the cherry association packing plant in the Pacific Fruit & Produce company's building.

"Salem surely is turning out quality cherries this year," McClellan continued. "I haven't seen anything that can touch them, and with Salem the only center out here that is now shipping cherries they certainly should get the prices if they will carry through."

All of the fresh fruit shippers expect to work right through the Fourth of July and Sunday. Fear is expressed that the cherries will suffer if they are not picked as fast as possible and then there is always the remote possibility of rain, although it seems very remote right now.

Young & Wells reported today that their list of growers who are now delivering had jumped from 70 to 107 and more being added daily. The cherry situation for Lamberts seems to be at its peak right now.

Predictions were made today that possibly the 20 car estimate might be raised by a car or two, but this was scouted in some quarters.

Royal Anne cherries—Several canners pro rating. Two or three canners were unusually fortunate in securing supply of royal anne cherries. Reasonable volume of fancy royal annes still available at basis of \$3.40.

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Onion Market Strengthening

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From \$3 to \$4 a sack will be received by Walla Walla onion growers this year.

The yield is estimated at 400 cars, which will bring from \$100,000 to \$250,000.

PORTLAND GRAIN

Portland, July 2—Wheat: hard white, bluestem, hard, and 11.15; hard white 11.25; soft white, western white, 11.25; hard winter, northern spring 11.35. Today's car receipts: wheat 3, flour 5, corn 2, hay 1.

BUTTER AND EGGS

Portland, July 2—Eggs steady; current receipts 20 1/2; pullets 29 1/2; hens 29 1/2; extra 29 1/2; delivered Portland, 30 1/2.

Butter steady; extra, cubes, city 45 1/2; standard 44 1/2; prime firsts 43 1/2; firsts 42 1/2; undergrades 41 1/2; packed 40; cartons 40; Butterfat firm. Best churning cream 44 net shipping track in case 1.

POULTRY

Portland, Or., July 2—Poultry steady; heavy hens 22c; light 14 1/2; broilers 18 1/2; young white ducks 20c.

ONIONS AND POTATOES

Portland, July 2—Potatoes, old and new potatoes 2 1/2 to 3c per lb.

NUTS, HOIS AND CASCARA

Portland, July 2—Nuts steady; walnut No. 1 2 1/2 to 3 1/2; filberts nominal.

COTTON PRICES BREAK SHARPLY

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New Orleans, La., July 2—(AP)—October cotton broke 10.10 points or approximately 1/2 a bale today on receipt of the census bureau conditions and acreage report, which proved much larger than traders had expected.

## THREE MORE CARS CHERRIES MOVE; QUALITY IS HIGH

## QUALITY FRUIT CROPS GENERAL IN NORTHWEST

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"Salem surely is turning out quality cherries this year," McClellan continued. "I haven't seen anything that can touch them, and with Salem the only center out here that is now shipping cherries they certainly should get the prices if they will carry through."

All of the fresh fruit shippers expect to work right through the Fourth of July and Sunday. Fear is expressed that the cherries will suffer if they are not picked as fast as possible and then there is always the remote possibility of rain, although it seems very remote right now.

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Reports from various sections of the northwest indicate a good fruit crop, with quality the predominant note. Where crops are short the quality is high and pretty good prices throughout are being paid or promised.

The Rogue river pear crop is to be the finest in its history, according to a Medford report. The tonnage will be out from about 3000 to 1500 cars, but the quality is unsurpassed. The apple crop will be about 60 per cent of normal while peach prospects indicate extra quality.

The Hood River apple crop is estimated at about 60 per cent of the 3,000,000 box normal. It is expected the apples will run in heavy sizes. The black cherry tonnage only reached four cars this year. The crop in Clark county, Washington, will be very light and is expected a large acreage of strawberries will be planted next spring. Prunes will average about 50 per cent of normal and peaches about 70 per cent. The apple crop also threatens to be light.

The Wenatchee, Washington, district expects to ship out about 16,000 cars of apples this year as compared to 13,500 in 1924 and 15,400 in 1923.

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## Special Important Notice

We're offering for Friday all previously advertised bargains with replenished Stocks. Be On Hand Early.

We will be closed all day Saturday the 4th of July



**Kafoury Bros.**  
THE STORE FOR THE PEOPLE

**YOUR MAIL ORDERS**

receive careful attention. We prepay the postage or express within a radius of a hundred miles.

SALEM STORE 466 State Street  
"CAN AND DO" PORTLAND SILK SHOP 283 Alder Street

## What is a Balloon Tire?

**THE announcements of two years or so ago defined a balloon tire as—**

**"A tire of large cross-sectional diameter having a thin, flexible wall so it can be run at low enough air pressure to provide a soft air cushion between the car and the road."**

**That was the industry's ideal.**

**That was what the car owner was told he would get.**

**That is what the car owner does get in the U. S. Royal True Low-Pressure Balloon.**

**But he doesn't get it in all tires that carry the word "Balloon" on the side wall.**

**Some tires labeled Balloon wear out too fast when run soft, so they must be run at too high pressure to give ideal cushioning and comfort.**

**The makers of U. S. Royal Balloons have stuck to the original idea and ideal.**

**The U. S. Royal Balloon is built of Latex-treated Web Cord.**

**This provides the necessary strength and flexibility for low air pressure.**

**It also has the U. S. Low-Pressure Tread which distributes the weight evenly over the entire tread surface and eliminates early, uneven and unsightly tread wear.**


**It can therefore be run at low enough pressure for ideal cushioning without injury.**

**Many nice big round tires with the name "balloon" on the side wall can't.**

**United States Rubber Company**

# U.S. Royal True Low Pressure Balloons

*with the New Flat "LOW-PRESSURE TREAD" and built of Latex-treated Web Cord.*



United States Tires are Good Tires

For sale by:

**H. L. CLARK, Salem, Oregon**  
**SALEM VULCANIZING WORKS, Salem, Oregon**  
**IRA JORGENSEN, Salem, Oregon**  
**BONESTEELE MOTOR CO., Salem, Oregon**

## Save Carbon-Attacks

—a form of Motor-Indigestion

**Your motor is not unlike the human organism. It must be kept nourished and clean. And oils, like foods, are not to be judged by their price.**


**Aristo Motor Oil, for example, is the finest lubricant capable of production. It compares to advantage with eastern oils selling at almost twice its price. Yet this is easy to understand.**

**Aristo is not under the handicap of heavy freight costs from the east. It benefits, too, by volume production. And it comes from refineries which are unrivaled in equipment the world over.**

**Aristo is a quality product. It combats the formation of carbon. And, as has been said, it is a lubricant without a peer.**

**You will save with Aristo at the beginning. But your greatest saving will be in the end. Your motor will testify as to its economy.**

**Sold at Union Oil service stations, and at independent dealers of the first class everywhere.**



# ARISTO

## Motor Oil

BEST ALL WAYS

Union Oil Company of California

Also Producers of Union Gasoline