

# The Fruit Industry of Yamhill County, Oregon

The present modern and splendidly equipped cannery located in Newberg is the result of years of labor and effort on the part of those interested in the development of the fruit industry in this section of the country.

While it is a well known fact that fruit in quantity and of exceptional quality has been grown to perfection in this territory since the earliest days, it nevertheless has been but in recent years that the industry has been on a sound paying basis.

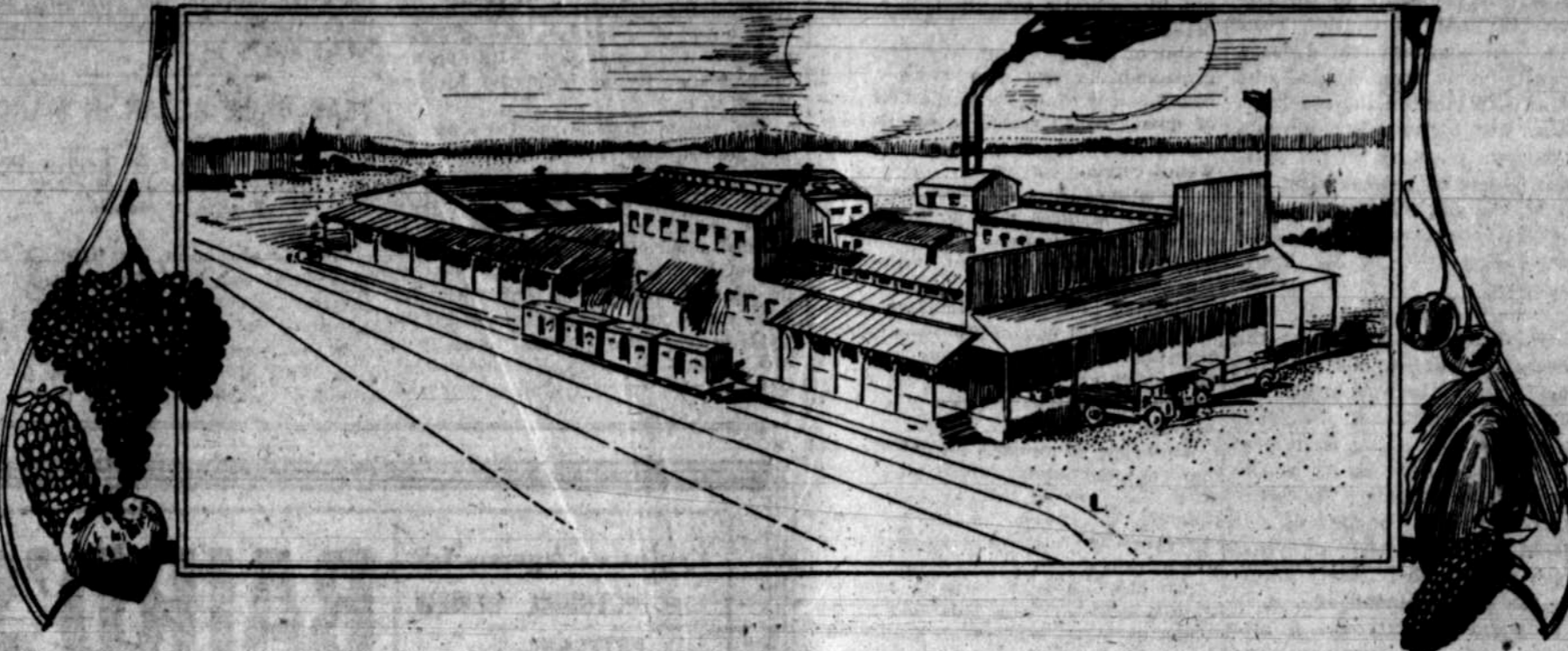
It is needless to rehearse the ups and downs (principally downs) through which the industry passed while the most practical and profitable way of taking care of fruit crops was being evolved.

A new era may be noted from the time the late Arthur Rupert came here and began to make friends and to make his influence felt.

He had the vision of what were possibilities here and he also had the wisdom of experience to aid him and those associated with him in establishing the fruit industry on a basis whereby it would grow and thrive and all connected with it could prosper.

For, after all, a business of any kind cannot prosper and grow as it otherwise might if all connected with it are not interested in its success and prosperity as well as in their own individual success and prosperity. Mr. Rupert desired that all associated with him should prosper, for he well knew that if all associated with him were prospering and succeeding that he, too, would succeed and his business would grow.

When he organized the A. Rupert Company Inc., he did not desire to make it a one-man company but on the contrary he brought to his assistance in his enterprise and had placed on his board of directors men who well understood the packing of fruit



and also the distribution of it when packed.

He placed on his board of directors such men as Walter A. Frost, head of the company which bears his name, one of the best known distributors of canned fruits in the whole country. Not satisfied with but one large concern to see that his output was properly distributed but to insure against any unforeseen contingencies, he secured Mr. C. C. Virgil, manager of the Letts-Spencer-Smith Company, of Mason City, Iowa, and Mr. E. E. Wilcox, vice president of the Sprague-Warner Company, of Chicago, both widely known distributing companies.

Then to have one of the best known Oregon fruit men on his board he was successful in enlisting the services of Mr. H. F. Davidson, president of Davidson Fruit Company, of Hood River, who is also a nationally known figure in the business.

The company is now completing a new addition to the local plant; this addition being seven-

ty-five feet by two hundred and seventy-five feet, concrete construction, with overhead lighting by what is known as the saw tooth construction. Under this building is a basement seventy-five feet by one hundred and seventy-four feet which will be used for storage of fruit and for ripening pears, of which the company expects to pack a considerable quantity this season. This new addition will be used as a preparation room, canning department and cook room and the old unit, sixty-three feet by one hundred and eighty-seven feet, which has formerly been used as a preparation and canning room will now be used for the storage of empty cans, boxes, crates, etc., and the old cook room is being remodeled into a preserve and jam room.

The company is spending eighty thousand dollars in Newberg this year in buildings and equipment. They now have four complete automatic lines which will enable them to increase their output over any previous pack, providing the prices on fruits and sugar this year justify.

The company expects to start operations about June 1st and will continue packing until, perhaps, January 1st. Gooseberries and strawberries will be the first fruits to be handled this year,

then the early cherries and about July 5th the run on loganberries, Royal Anne cherries, red and black raspberries will start. Owing to the heavy pack of fruits in Newberg districts no vegetables, with the exception of a small quantity of carrots, will be packed this season, other districts, in which the company operates canneries, handling this part of the pack. Among the fruits to be handled this year at the local plant are apples, apricots, blackberries, black cherries, Royal Anne cherries, white cherries, red sour cherries, red currants, gooseberries, strawberries, peaches, pears, green gage plums, Y. E. plums, Renicord plums, silver prunes, Italian prunes, black raspberries, red raspberries, loganberries, quince and cranberries.

The company expects to employ in the neighborhood of three hundred women and probably one hundred men this season. This payroll alone amounts to a large source of income to the people of Newberg and vicinity and tends to make business better for other institutions located here. The amount expended for labor in the 1919 season was approximately one hundred-thousand dollars.

The growers or farmers before this plant was started did not

have much, if any, market for their fruits but since the cannery has been started here and has made a success these same growers now have a ready market for everything which they grow and receive the top price for same. The company last year paid in the neighborhood of \$300,000 to the growers for produce. This has helped greatly to increase the value of land and good soil well located and adaptable to growing fruits in this district is very hard to get and when obtainable brings a very high price. The growers in this district are adding to their already large plantings of berries and within the next three years there will be three times the amount of fruit grown in this district as at the present time.

The company employs two field men in this district, P. F. Standish and R. L. Parker, and they are willing at any and all times to give growers any advice on plantings or cultivation and they may be located here by phone or personal call at the company's office. The management is ready at all times to counsel with the growers and will assist them in any way possible. They are willing at all times to extend every courtesy to the grower and those interested in the success of the

enterprise and will be pleased to show them through the plant in order that they may be in touch with the plans of operation of their local institution.

As an indication of the intense interest and loyalty of the board of directors, upon Mr. Rupert's untimely death early in the year, the company continued to carry out his plans and go according to the plans he had outlined.

Now, recently as a further tribute to his friend and as an indication of his faith in the fruit industry of this section and the soundness of the policy of the A. Rupert Company Inc., Mr. Frost has accepted the position of president of the company, has left his own company in the hands of his associates who have operated with him for 25 years, has moved out to Portland and will devote all his time and energy to continuing to build up the business founded by Mr. Rupert.

Mr. D. J. Matthews, who has been through every department of the fruit canning business has been advanced to the important position of general superintendent and they now have a competent corps of men as managers of the eight plants, as follows:

- C. B. Spencer, Newberg plant.
  - C. J. Pugh, Falls City plant.
  - J. Fisher, Gresham plant.
  - George Walker, Lebanon plant.
  - C. E. Newhouse, Springbrook.
  - A. J. Geddes, Roseburg plant.
  - D. H. Gibson, North Puyallup.
  - J. C. Cranford, McMinnville.
- They have a total of fixed investment now of about \$450,000 distributed as follows:
- |             |           |
|-------------|-----------|
| Newberg     | \$210,000 |
| Lebanon     | 80,000    |
| Falls City  | 25,000    |
| Gresham     | 25,000    |
| Puyallup    | 30,000    |
| Springbrook | 10,000    |
| McMinnville | 30,000    |
| Roseburg    | 40,000    |

No institution has come into the territory and displayed such a spirit of co-operation as has the A. Rupert Company Inc., and the growers will do well to be quick to recognize this and appreciate the result. With a proper spirit of co-operation between the growers, business men and canning company, there is a combination that is surely hard to beat and such an association is bound to remain and grow and prosper to the mutual benefit of all concerned.

7%  
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## Yamhill County Against the World

### Insure the Fruit Industry of Yamhill County

**Owns and Operates Fruit Canneries at:**

- NEWBERG, OREGON
- SPRINGBROOK, OREGON
- McMINNVILLE, OREGON
- FALLS CITY, OREGON
- LEBANON, OREGON
- ROSEBURG, OREGON
- NORTH PUYALLUP, WASH.

WITH A TOTAL FIXED INVESTMENT OF ABOUT

**\$450,000**

ALL FREE OF DEBT OF ANY KIND

**INVEST** in the Preferred Stock of a home institution that has been successful since its organization and has done more than anything else to bring about the prosperous conditions that prevail in this territory.

## A. Rupert Company, Inc.

**7% CUMULATIVE PREFERRED STOCK**

**Fully Paid Non Assessable**

PREFERRED AS TO BOTH ASSETS AND DIVIDENDS. DIVIDENDS PAYABLE EVERY 3 MONTHS.

**SHARES \$100.00 EACH**

AN OREGON CORPORATION AIDING IN THE DEVELOPMENT OF OREGON INDUSTRY.

Banks and business men generally recognize the value of the Cannery to the community and also the real worth of its stock as a good investment as evidenced by letters received by them.

NET ASSETS ARE ABOUT THREE TIMES THE AMOUNT OF PREFERRED STOCK TO BE ISSUED

AND QUICK ASSETS ARE OVER ONE AND ONE-HALF TIMES THE AMOUNT OF PREFERRED STOCK

SUBSCRIPTIONS ARE BEING RECEIVED AT THE OFFICES OF THE COMPANY AND BY

The company is exclusive sales agents for

- Eugene Fruit Growers' Association, Eugene, Oregon.
- Eugene Fruit Growers' Association, Creswell, Oregon.
- Eugene Fruit Growers' Association, Junction City, Oregon.
- Tillamook Ice & Cold Storage Co., Tillamook, Oregon.
- B. A. Seaborg Co., Gold Beach, Or.
- Burke Fish Co., Portland, Oregon.
- J. W. Young, Mossy Rock, Wash.
- Small & Urrie, Noyo, California.
- Moore Packing Company, Cordova, Alaska.
- George Inlet Packing Company, Ketchikan, Alaska.

Dividends payable quarterly, March 1, June 1, September 1, December 1.

7%  
0  
**INTEREST**

**MERTON R. DELONG**

WHO WILL CALL UPON YOU AND EXPLAIN THE ISSUE IN DETAIL.

7%  
0  
**INTEREST**