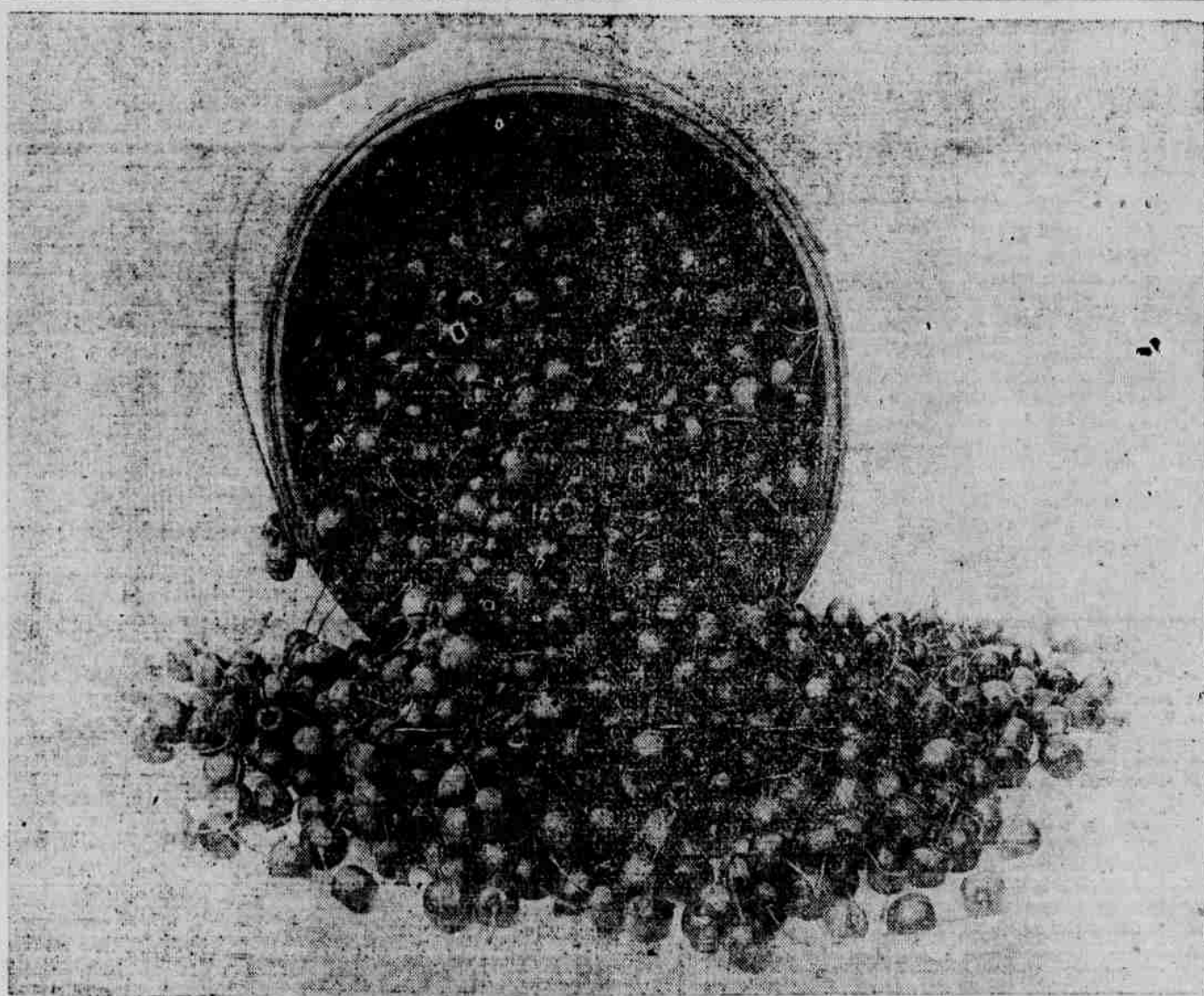


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CHEERRIES—THE KIND THE CONSUMER DREAMS OF BUT SO RARELY OBTAINS.

Figures are notoriously dry and unsatisfactory for reading purposes. Else would it be fitting to call attention here to the enormous annual value of the cherry crop to the Northwest. It is a value that is increasing, for it seems as if the demand is growing by leaps and bounds, too. There is something so wholly satisfying about the cherry, and our cherries of the Pacific Northwest make a mockery of that "two-bites-to-a-cherry" phrase by providing three and often four luscious mouthfuls. The cherry has become famous in verse and prose; fairs are held in its honor and at least one organization, the Salem, Oregon, Cherrians, has derived its title from the fruit which it was perpetuated to honor.