

PROGRESS OF THE LOGAN-BERRY INDUSTRY IN OREGON

Some Useful Information that Tillamookers Should Take into Consideration.

From the Oregon Coter.
Another Oregon dream has come true. It's only a few years ago that a few enthusiasts prophesied that the loganberry industry had vast possibilities for the Willamette Valley. And in this year of our Lord nineteen hundred and seventeen we wake up to realize that Judge Logan's berry is bringing \$2,000,000 into our state.

Nearly as productive as the whole apple crop of Oregon, in dollars and cents, is the loganberry crop of 1917.

And it's nearly as valuable as the prune crop—that boom crop of the late 'eighties, which vindicated itself as the years rolled by and has brought tribute to the preceding season's who preserved in loyalty to it.

Half as valuable as a normal hop crop is the loganberry crop. And nearly half as valuable as the salmon crop of the mighty Columbia. Almost half the value of a normal wool crop, "befo' the war."

Surely, here is an industry that merits attention. It has grown to the point that it commands it. And those who have followed it closely are beginning to see that its beginning is modest indeed compared with its immediate and ultimate possibilities.

Quick attention this lusty infant industry should have, for its main need today is more acreage. Here is something our Willamette Valley commercial bodies can take up with a feeling of certainty, that their efforts will bring dollars into their communities—bright, new round dollars that come from afar and enrich farmers and merchants when they come.

Only 2,000 acres are now planted to loganberries. This land is worth \$150 an acre, or a total of only \$300,000. And from this \$300,000 worth of land is produced the berries that bring \$2,000,000 into the state. Looks like a small investment.

Immediate planting of 10,000 acres to loganberries is what is advocated by leading manufacturers of the tasty juice. Demand already established for this delicious beverage base is what impels this recommendation.

Backing up its judgment, one of the leading juice manufacturers offers to erect a local pressing plant in each community that will put in from 200 to 300 acres of loganberries. And on top of that, will guarantee \$70 a ton for the picked berries, on a long term contract.

It is only a few years ago that a cent a pound, or \$20 a ton, was the amount paid for picking. The grower felt he was doing well to get two cents a pound for his product. And many pickers and growers made money at those prices, so much so that the planting of loganberry acreage was extended apace.

With the coming of prohibition, several far-sighted manufacturers saw possibilities in the sharp taste of loganberry juice to establish a new favorite as a temperance drink. They shipped some juice East, and it made a hit wherever served. As a bar drink, it promptly won a place for itself among light refreshments. At the soda fountains it established a quick demand. In households, at banquets and at receptions and dances, it became a favorite for punch, for unlike anything else that was non-intoxicating "it had the punch." And prohibition is spreading.

So two years ago one courageous manufacturer undertook national advertising on a small scale. The inquiry and interest created was sufficient that last winter a large advertising campaign was undertaken. Six pages of the Saturday Evening Post were contracted, one of them in color. The cost was \$31,000—a big sum of a tiny infant industry of far-off Oregon to expend—but the actual demand created as the advertising was run during late spring and early summer more than justified the expense.

Another manufacturer operating a converted brewery, advertised his brand of loganberry juice in daily newspapers of several large Eastern cities, concentrating his campaign.

Results—they were impressive. Disriches to all the persistent growers supply of juice was effected into every part of the country. Carload after carload was shipped East.

As soon as the 1917 crop began to come in, it was pressed, packed and shipped. Dealers and vendors clamored for more. By autumn, the demand was so heavy it made the manufacturers gasp. The widespread character of the demand indicated the special results that came from the national magazine advertising.

Then the military authorities caught on. They, too, discovered what charms there were in loganberry juice as a beverage. At army posts, training camps and cantonments, the soldiers bought loganberry juice from their canteens. Prohibition was enforced, the army medical authorities thought little of "pop" as a health drink, and here was loganberry juice, a favorite, that was the healthiest drink that nature and man had ever produced.

So the government tried out a carload. This was followed quickly by orders for many more carloads. One Eastern grocery jobber sold ten carloads of loganberry juice to the government on one order. And a carload costs \$9,000. And nearly all the \$9,000 comes to Oregon.

Today, this fall, the army demand for loganberry juice is sufficient to command all next year's production. But the manufacturers are wise. They are going to continue their national advertising, so as not to lose the advantage of the general market that has been created all through the Unit-

ed States. Instead of being satisfied with the easy sales made to the Government, they are bending their energies to increase acreage and production here in Oregon. Thus they expect to augment the crop sufficiently to at least take care of part of the army demand and the growing public demand for the juice.

Will not California and the Eastern and Southern states plant heavy acreage, so as to compete with the Pacific Northwest?

They have already tried it. The loganberry was a California invention—Judge Logan the experimenter who perfected it. It has been thirty years since this luscious berry was heralded and in nearly every state it has been tried. Only on the Pacific Coast has it survived commercially.

And only 200 acres have survived in California—and the berry there is a joke compared with the great, luscious Oregon Loganberry. It is small and dry, and yields very small juice tonnage compared with the Oregon product. Neither has it the surpassing flavor. For it takes the rare combination of abundant moisture and climatic mildness to produce the great, perfect juicy loganberry, a combination found nowhere else in happy combination save near Pacific Northwest Coasts.

Judge Logan invented a fine berry in California. But he built better than he knew. For from that California start came the Oregon loganberry of today, so far beyond what Judge Logan was able to produce in California that there is hardly a comparison. From Judge Logan's plant the Oregon loganberry was perfected. The old jurist wizard of berry plants has proven to be one of Oregon's greatest benefactors.

Our Willamette Valley is one of the garden spots of earth.

Today its fertility is being sacrificed to wheat and other grains, and to bulky roughage. Dairying is helping save it, but the acreage in dairy farms is small compared with that used for products that drain the soil.

The ideal products of the Willamette Valley are the tender fruits. The moisture is here, and that soft, balmy summer mildness that ripens without scorching. The Willamette Valley can be the fruit cannery and juice pressery for a world of population. It has all the rich natural endowment, and no other section outside of the coastal regions of the Pacific Northwest can ever compete with it in fancy-priced, quality production.

It costs little to plant loganberry acreage. Any farmer can devote an acre or two. Cultivation can be mastered easily, for most Willamette Valley farmers, or their wives rather, understand berry cultivation or can learn easily from neighbors who have made a success. Our Agricultural College, one of the best in America, is ever present to aid the experiment.

The heaviest expense is the picking, and the picking season comes during the school summer vacation period. In Portland and the cities and rural communities of the Valley are plenty of pickers. The wages are attractive. Here are all the elements of building up a vast industry at little original cost.

Talking about the farmer's wife, she really has been earning the family living in the valley. And she has been earning it on the few acres around the house. The Lord of the household has planted his wheat annually, gets enough out of it to pay taxes and keep up his teams, machinery and equipment after a fashion, and plants the following year and gets enough out of it to pay taxes and take care of his houses, etc., and then keeps it up year after year, without getting much for a family living.

Meanwhile the lady of the household (God bless her) has her cows and her hens and her garden, and sells enough eggs, butter, cream, and a calf and a few pigs and a little wool from her little flock of sheep in the woodland pasture, and a little garden truck, and gets a little cash in right along through the year. It's this little cash income that has paid the grocery bill, bought clothes and school books for the children and beautified the home. All honor to the Farmer's Wife—she has really made the living.

Of course, since war prices have been prevailing for wheat, Mr. Willamette Valley farmer has become the Cock of the Main Highway, for he has taken in enough to buy a family automobile. And there's an auto today in nearly every other farm in the valley.

Now we don't want to go crazy about the loganberry business, as we did over prunes in the late '90's, and over apples ten years ago. We don't want to get up a land boom, and bring bookkeepers and schoolteachers here from all over the world to go bankrupt vainly expecting to get rich from orchards or bushes. We don't want land to jump up to \$500 and \$1,000 an acre, based on the big returns that Sam Brown, of Gervais, our Loganberry King, has secured from his patrimonial homestead with the aid of auto tractors and auto trucks.

What we do want is to direct the attention of farmers now here to what they can make for themselves from land they now own by turning their attention to immediate profits in sight from growing loganberries. After our own farmers have been getting the income for awhile and the industry gets on a sound, permanent bases will be time enough to invite the rest of the world in to buy producing loganberry land at fancy prices. And the chances are that we won't have to invite anybody, for after the war and the closing down of war-time industries, the land-seeking population will be legion in number, and people will come fast enough to the Willamette Valley, and will engage in loganberry culture and other farming as rapidly as they can be assimilated to their own advantage and the advantage of our valley.

No, we don't want a loganberry

boom. And we can safeguard ourselves against such a boom if our commercial bodies through the Valley will go at the thing sensible.

First, verify what the loganberry manufacturers will pay, ascertain the contract terms they offer, negotiate for the establishment of local presseries (several already established, one in fertile Washington County, one at Newberg, and another close to Portland at Gresham; all serving the factories at Salem and Portland) and see what is in sight. Then take it up with the farmer close by, canvass them carefully, and under the terms offered get enough acreage planted to fulfill the immediate requirements. It won't be necessary to finance a cannery, or sell a lot of stock, or do any other of the silly things that have covered the Pacific Northwest with ruins of local food factories and taken money for stocks that couldn't pay and left disappointment in their wake.

No, what is wanted is for the conservative, common sense of Willamette Valley communities and coast counties to assert itself in inquiry and negotiations with the successful, established juice factories. It looks good. Investigate and find out if it is good as it looks. And if it is, go ahead. Little risk is involved, a little expense or investment is required, and that is scattered so it is no great burden on any one or any set.

And if 10,000 acres can be planted to loganberry culture this season, it will bring cash—millions of hard cash—into our state, from parts that are far off. Our communities need the money, even our editors need the money, and its worth the thought, enterprise and effort involved in going after it.

So get busy, quickly!

More Loganberries.

(Salem Statesman)
The loganberry industry of the state is being called forcefully to the attention of the State Fair visitors by means of a large space carrying exhibits of loganberry juice by Pheasant and Fruit Juice Company; and of canned loganberries by Hunt Bros; and of evaporated loganberries by H. E. Gile & Co. Trailing loganberry vines, uprooted for the purpose are used effectively for decoration and placecards put forth such telling facts as the following:

"Oregon is the loganberry center of the world."

"A natural monopoly with assured market."

"A few acres on every farm better than large plantings."

"Never a crop failure—always a good profit."

The above statements are generally well known truths locally, but the figures named in another card are somewhat a revelation to most citizens of the state, viz:

"An infant industry with \$800,000 capital invested. Estimated sales for 1917 \$2,000,000."

With these figures appreciated the needs of such an industry surely would command the attention of all and particularly of the farmer to whom the following appeal is primarily made:

"This new industry needs an immediate planting of 10,000 acres of loganberries. How many will you plant?"

The permanency of the market for loganberry products seems assured and those closely identified with the industry realize that the present planting of berries will, at an early date, be entirely inadequate. The national advertising given loganberry juice by one of the above named companies the past two years has brought a national, yes, even a world market to our door. Let us provide the raw material as fast as the market demands it. Growers are promised term contracts on the berries, and it appears to be the right time for all the farmers to provide a few acres for a loganberry vineyard.

State Industry Exhibit at State Fair Attracts Hundreds Daily.

Visitors at the industrial section of the fair the past few days have inspected many beautiful exhibits and demonstration booths. Perhaps the one attracting more attention than the usual rule is the attractively furnished double room home space where Phez, pure juice of the loganberry, is being served in some of the multitudinous ways in which it is useful in the home.

Here one may sit in a richly decorated room with full home furnishings and partake of such delicacies as ice cream, gelatine, frosted cakes, candies etc., as well as punches and highballs, in addition to regular service of Phez loganberry juice, and they oftentimes welcome Phez hot. Instead of standing with the crowd in the aisles and listening to a tired demonstrator, here you step into a parlor, you are shown easy chairs and may sit at tables, you are welcomed and served by hostesses. You carry away with a lingering taste of Oregon's new food drink combined, and a fine souvenir in the form of a beautifully illustrated receipt book, entitled "Phez in the Home." It is a very pleasing and restful innovation and the Phez people deserve credit for their splendid contribution to this section of the fair.

SICK WIFE'S STORY SURPRISES TILLAMOOK

The following has surprised Tillamook: A business man's wife suffered from dyspepsia and constipation for years. Although she dieted she was so bloated her clothes would not fit. ONE SPOONFUL buckthorn bark, glycerine, etc., as mixed in Adler-i-ka relieved her INSTANTLY. Because Adler-i-ka empties BOTH large and small intestines it relieves ANY CASE constipation, sour stomach, gas and nervous appendicitis. It has QUICKEST action of anything we ever sold. J. S. Lamar, drug-gist.

East Via California

Is a pleasant winter route. Travel in comfort through a land where it is always summer.

There's San Francisco, San Jose, Del Monte, Monterey, Pacific Grove, Santa Barbara, Los Angeles, Long Beach, Venice and many other charming resorts, and much beautiful scenery enroute.

Three Daily Trains

Portland to San Francisco. Standard and tourist sleepers, dining cars, solid steel equipment. Particularly attractive at this season of the year.

Ask your local agent for particulars
JOHN M. SCOTT, General Passenger Agent, Portland.

SOUTHERN PACIFIC LINES.

"A-1 Quality"

FORD
Universal Auto Co., Spokane
"have been using Zerolene for several months—A-1 quality."

BUICK
J. D. Lauppe, Sacramento
"We have found Zerolene to be a satisfactory lubricant for Buick Automobiles."

DODGE
Eaton & Campbell, Seattle
"our experience with Zerolene has been entirely satisfactory."

MERCER
Merced Pacific Coast Agcy., San Francisco—"Zerolene has proven very satisfactory."

ZEROLENE
The Standard Oil for Motor Cars

Endorsed by Leading Car Distributors

—because the records of their service departments show that Zerolene, correctly refined from California asphalt-base crude, gives perfect lubrication—less wear, more power, least carbon deposit.

Dealers everywhere and at our service stations.

STANDARD OIL COMPANY
(California)
For tractors, Zerolene Heavy-Duty is especially recommended.

STAR GARAGE.
TILLAMOOK GARAGE.

ALEX. McNAIR & CO.

GENERAL HARDWARE

Kitchen Ranges and Heating Stoves.

THE BEST STOCK OF HARDWARE IN THE COUNTY.

See Us for Prices Before Ordering Elsewhere.

FISHING RODS, FISHING TACKLE

Spoons, Baskets, Reels, Snells, Lines, Floats, Flies, Etc., Etc.

Our flies are known to the Sportsmen and are reorganized the finest and best made flies in America.

C. I. CLOUGH CO.
TILLAMOOK, ORE.

Notice of Sheriff's Sale of Real Property.

Notice is hereby given that by virtue of a writ of execution issued out of the Circuit Court for Tillamook County, Oregon, on the 26th day of Sept., 1917, and to me directed, upon a judgment duly rendered and entered of record and docketed in and by said court on the 3rd day of March, 1916, in a certain action then in said court pending, wherein D. L. Shroder, George Williams and Charles Kuzne were plaintiffs, and C. M. Martin and Mary J. Martin were defendants, said judgment being in favor of plaintiffs and against the defendants, and by which execution I am commanded to satisfy out of the property of said defendants the following judgment:

Three Hundred Eighty-one and 52/100 dollars (\$381.52) with interest thereon at the rate of six per cent per annum from October 16th, 1915, and the sum of \$10.00 costs and disbursements of said action, and I have duly levied upon the following described real property of said defendants, situated in Tillamook County, Oregon, to wit:

Lots 1, 2 and 3, and the southwest quarter of the northeast quarter, and the northwest quarter of the southeast quarter, all of Section 5, Township 2 south, Range 10 West W. M.

Therefore, I will on Saturday the 27th day of October, 1917, at the hour of 10 o'clock a. m. on said date, at the front door of the Court House in Tillamook City, Oregon, sell at public auction to the highest bidder for cash in hand, all right, title and interest which the within named defendants had in or to said real property on or since the 3rd day of March, 1916, the date of rendering and docketing the above judgment. Also all right, title and interest of all persons claiming under said defendants since said date. Said sale will be made subject to redemption as provided by law.

Dated this 26th day of September, 1917.
W. L. Campbell, Sheriff of Tillamook County Oregon

Notice of Hearing of Final Account

Notice is hereby given, that the undersigned has filed his final account as administrator of the estate of Jessie V. Embum, deceased, in the County Court of the State of Oregon, for Tillamook County, and that such Court has appointed October 18th, 1917, at ten o'clock a. m., at the court room of said Court, in Tillamook City, Oregon, as the time and place for the hearing of objections, if any, to the said account and the settlement of said estate.

Dated September 13, 1917.
John Embum, Administrator of the Estate of Jessie V. Embum, Deceased.

Notice of Guardian's Sale of Real Property.

Notice is hereby given, that by virtue of an order made and entered in the County Court for Tillamook County, Oregon, on the 10th day of October, 1917 authorizing and empowering the undersigned guardian of the estate of Reberta Campbell and William Campbell, Minors, to sell at private sale for cash to the highest bidder the real property hereinafter described, the said guardian, on and after the 15th day of November, 1917, in Tillamook, Oregon, will offer for sale and sell for cash to the bidder, for cash, all the right, title and interest of the said minors, Reberta Campbell and William Campbell, in and to the following described real property, situated in Tillamook County, Oregon, to-wit:

The Northwest quarter of Section 31, Township 2 South of Range 9, West of the Willamette Meridian.

Dated at Tillamook, Oregon, this 10th day of October, 1917.

Catharine A. Long, Guardian of the persons and estate of Reberta and William Campbell, minors.

Notice to Final Account.

In the County Court of the State of Oregon, For the County of Tillamook:—In the matter of the estate of Charles A. Seamon, late of the county of Tillamook, Deceased.

Notice is hereby given that the undersigned has, in the above entitled proceeding, filed his Final Account as Administrator of the Estate which was of Charles A. Seamon, late of the County of Tillamook, Deceased, and that the Court has appointed Saturday, the Third Day of November, 1917, at Ten o'clock in the forenoon, for the hearing of objections to such Final Account and the settlement thereof.

S. M. Batterson, Administrator
Johnson & Handley, Robert H. McGrath, Attorneys for the Administrator.

Notice of Final Settlement.

Notice is hereby given, that the undersigned administrator of the partnership estate of Henry Tohl, deceased, with A. C. Andersen, surviving partners of said deceased, who did business under the firm name and style of "Tohl & Andersen," has filed with the County Court of Tillamook County, Oregon, his final account with said estate, and that said court has fixed Friday, the 16th day of November, 1917, at 10 o'clock a. m. as the time and place for hearing objections to said account and at which time all persons concerned will appear and present their objections.

Dated this 15th day of October, 1917.

A. C. Andersen, Administrator of said estate.

Wanted.
One dealer only in each town to handle a High-Grade Automobile Tire.
Delion Tire Sales Co., 81 Fourth Street, Portland, Oregon.