

Oregon Electric Railway Co.

"WILLAMETTE ROUTE"

The New Interurban Line Uniting Portland and Salem

BULLETIN

TRAVELERS PASSING OVER THE LINE WITHIN THE PAST SIXTY DAYS HAVE UNDOUBTEDLY NOTED THE LARGE CONSTRUCTION FORCE ENGAGED IN BALLASTING, BUILDING SIDE TRACKS, ERECTING STATION BUILDING, ETC., ALL OF WHICH WORK IS BEING VIGOROUSLY PROSECUTED BOTH NIGHT AND DAY, WITH THE PURPOSE IN VIEW OF HAVING IT COMPLETE AND THE LINE IN FIRST-CLASS OPERATING CONDITION BY SEPTEMBER 1, 1908. IN THE MEANTIME CONTRACTS, CONDITIONED ON QUICK DELIVERY, HAVE BEEN PLACED WITH EASTERN CAR MANUFACTURERS FOR ADDITIONAL PASSENGER AND FREIGHT EQUIPMENT, AND THE GREATER PART OF THIS WILL ARRIVE HERE BEFORE SEPTEMBER 1.

WHILE THE TRAIN SERVICE OF THE COMPANY AT THE PRESENT TIME IS DEVOTED ALMOST EXCLUSIVELY TO PASSENGER TRAFFIC, A LIMITED AMOUNT OF LOCAL CARLOAD FREIGHT IS BEING HANDLED BETWEEN ALL STATIONS, AND ABOUT SEPTEMBER 1, 1908, ON COMPLETION OF THE WORK ABOVE REFERRED TO, THE LINE WILL BE FULLY OPENED TO ALL CLASSES OF TRAFFIC.

OREGON ELECTRIC RAILWAY CO.

Portland, Oregon, August 8th, 1908.

OREGON'S PEERLESS CHERRY EXPOSITION

Written Up For a Leading Fruit Growing Paper of the East by A. F. Hofer, the Secretary of Salem Board of Trade

(American Fruit Grower, Rochester, N. Y., September.)

A philosophical pioneer of Oregon in apologizing for his humble position once put it this way:

"The trouble with us old Oregonians is that we never went back to the states, or we might have been counted among the great. There was Grant, and Sherman and Sheridan. They came out among these lofty peaks and tall trees, they drew the inspiration that makes for greatness, but while they remained here they were small fry like the rest of us. Never until they went back among the pigmies of the older states did they shine out in their greatness. The trouble with us fellows is we never went back and gained the benefit of a contrast."

This egotistical allusion may have been all right for the old-time but all far-sighted people know that it was not literally true. However, it well illustrates the lofty manner in which the average Westerner views things.

This is not a region of small doings. In fact, every undertaking of the West savors of grandeur and greatness. In the early days it was largely a matter of sentiment. Now it is being made practical in our everyday affairs. It must be admitted that the great West has set the pace for many of the important events in our history. It is a country of large areas and large ideas. In matters of agricultural and horticultural it also does things on a lofty scale but what is most significant, it DOES THINGS.

One of the cleverest illustrations of this is the effort of Oregon's capital city to hold a great fair with but one kind of fruit as the chief attraction. This is the Oregon Cherry Fair, and its third annual exhibition has just closed as a most as-

ounding success. The show was given in an attractive canvas pavilion on the lawn of the court house, which occupies a block in the heart of the city. This made it light and clean as well as airy. The thorough ventilation made it possible to keep the fruit and flowers in a perfectly fresh state during the three days of the fair. This pavilion was nearly 40 feet wide and about 200 feet long, was decorated with wagon loads of the magnificent Shasta daffodils and trimmed with boughs of Yew, that wonderful evergreen which is so plentiful in the mountains of Oregon. In this pavilion were exhibits of over 20 kinds of cherries, which included the five standard commercial varieties. Four of these varieties were originated within 50 miles of Salem, which fact alone shows the wonderful fitness of holding a cherry fair at that point.

Nearly 200 entries were made by fruit growers and over 600 individual packages constituted the display. Over \$1000 in prizes was distributed besides the many magnificent silver cups as trophies. The grand prize was a \$150 silver cup given for the best county exhibit. It was donated by Marion county, the home of the fair, which declined to compete with its neighboring county. An adjoining neighbor, however, won this magnificent prize and the greatest enthusiasm and good will prevailed among all competitors. It is probably a fact that the one point which turned the tide in favor of Yamhill county was the superior quality of pack. It was virtually a premium on skill in packing, as there seems to be no doubt but several of the Willamette valley counties can raise equally good fruit.

All these prizes virtually become premiums of skillful manipulation

of the cherries. The Creator has made it possible to raise the best cherries in the world in that particular region, but it remains for men to exploit this gift of nature to the greatest possible advantage.

Oregon has proven her skill in packing and marketing apples against that of any other section of the world. This has given her fabulous prices and wide reputation as a leader in apple culture. The same skill is also being developed in the packing and handling of its incomparable fruit such as cherries, prunes, pears, peaches and berries of all kinds.

This Cherry Fair continued three days and new feature; and lively programs were provided for each. Five counties competed for the grand prize and there were other exhibits from the entire valley. Here several hundred producers and their families, as well as thousands of visitors from all parts of the coast mingled together in happy competition for the honor of producing the most acceptable specimens of fruits and flowers. Speeches were made, songs were sung, and history formed, which will make a lasting impression.

Aside from the 20 varieties of fresh cherries, there were 15 kinds of berries, many peaches, dried cherries and dried Loganberries, besides fresh apples of the 1907 and 1908 crops.

The last day of the fair was, by courtesy, called Portland day, when scores of leading citizens of the metropolis were present at a reception tendered by the local committee. A magnificent lunch was spread by the Women's club of the city under the native trees of the state house lawn.

It was, in a sense, a Good Roads day, as many of the visitors came in their auto cars for distances of nearly a hundred miles. After the luncheon, which was accentuated with after dinner talks, repartee, and song, all the visitors were invited to take an auto ride over ten miles of rock paved road out into the cherry and prune districts. In their enthusiasm the participants took down fences and drove their auto to the pinnacle of a high hill, from which point was presented one of the most magnificent panoramas in the world. Here were visible at close range, 20,000 acres of fruit farms with the valleys, towns, rivers

and the rolling farms of seven counties surrounding. To the East laid the Cascade mountains with five magnificent snow peaks covering an area of 150 miles in full view. On the west laid the Coast range or southern spur of the Olympics with its beautiful studding of peaks and vast forest resources. After reveling in the magnificent beauty of the scenery to its heart's content the entire party adjourned to a large cherry orchard nearby where they picked and ate fruit and realized the wonderful possibilities of the cherry industry.

Thus ended an annual event which is destined to make great the cherry industry, and it is needless to say the growers net handsome profits from their cherry orchards, when it is stated that many of the ten-inch boxes were packed with fruit requiring only eight individual cherries to fill the row, or 44 to fill the ten-inch square, the reader can easily appreciate the size attained by this most luscious fruit in the highly favored climate of the Willamette valley. As evidence of their prolific growth it might be mentioned that one four-inch twig was exhibited containing 120 fully matured cherries of good marketable size.

Verily, the Oregon Cherry Fair was an event of great ideas and an exhibition of great cherries. Next year an attempt by each of the counties and individual exhibitors will be made to not only equal this fair, but excel it in as many ways as possible and thus the west does its share towards establishing the greatness of our entire country by exemplifying its own.

Building Cherry Driers.

While cherries can be grown profitably for the cannery at three cents a pound at that figure it pays to dry them. One of the largest driers put in this year was by S. P. Kimball of Polk county, just across the river from Salem. He has a drier built exclusively for cherries that can handle 300 bushels a day. The pitted cherry requires four pounds of green cherries to make one pound dry. The demand for dried cherries is unlimited, and they can be shipped dry into the mining regions where freight is an expensive item.

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