

# The Cherry Fair Edition

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## THE BEST CHERRIES ON EARTH

Willamette Valley Challenges the World to Produce Anything in the Same Class

Salem was christened the Cherry City by the State Board of Horticulture when it met here two years ago. It was the Cherry City long before that, only there had been no christening. It is a difficult task to write of Willamette valley cherries just now, for the exhibit is here. If one had the vocabulary of Noah Webster and the flowing language of Solomon they would be inadequate, for no matter what was written, who ever read after seeing the cherries themselves, would smile at the writer's paucity of words and lack of descriptive power. That it is indeed the Cherry City will be demonstrated to anyone who will take a walk through the residence district. Every yard has its cherry trees and every tree just now is drooping tiredly beneath its wealth of crimson or gold or brown. The limbs hang with solid clusters of cherries as closely packed together as grapes in the bunch. Tons and tons of them are going to waste just because one has but few cherryless neighbors, and with only a tree or two no one cares to bother about picking them for sale. But the cherries in Salem are only samples—to get an idea of what the country is producing one should visit the packing house at the Fruit Growers' Union, where thousands of boxes are handled, or go down to the cannery on Twelfth street, where a hundred people or more are employed just now in handling cherries and where thousands of cans are put up daily. And besides the vast amount "tinned" there are hundreds of barrels of the very best selected to be made into "Maraschino," and in this form they go into the cocktail that follows the flag around the world, and also into the dainty warm weather confection that delight the lips of Beauty. It is only the most perfect cherry that can enter the Maraschino class, and wherever the morning cocktail is taken the Oregon cherry enters into it to its betterment and furnishes additional pleasure to the gentleman who takes his matutinal. On the business side there is no limit to production. Let the man plant the tree and give it proper attention and Oregon rain and West-foot sunshine will bring from the prolific earth the perfect cherry. In color, size, flavor, juiciness and utter deliciousness Oregon holds her fruit up for the world to emulate if it can, and Salem holds up her cherries—Lambert and Bing and Royal Anne—royal all—against the universe. She is the Cherry City in the heart of the cherry valley, and none can outclass her. Just go over and

take a look at the cherries on exhibition and then come over to the Journal office and tell the reporter how sorry you feel for him when he is given the job of trying to describe them.

GUY E. ALLEN, THE MIGHTY FISHERMAN

Guy E. Allen of Woods, Oregon, has, like Jonah, gone into the fish business all over. He wants it known that he is on the inside and can give the public the best there is in the shape of fish. That he is on his job is demonstrated by his ad which appears in The Journal, and that he can and will furnish anything in the fish line, or caught on it, from the lordly salmon to the humble catfish, in his boat, fresh fish from salt water and salt fish from the barrel.

## THE DEMAND FOR OREGON APPLES IS INCREASING

Mr. Newell, President of Board of Horticulture, Says No Danger of Over-Production.

After a thorough study of the eastern markets, Mr. Newell, president of the state board of horticulture, is convinced that there is no danger of overproduction of Oregon apples. He is also convinced of the importance of lessening to the minimum the present large expense that goes to those between the grower and the consumer. It is the unanimous testimony of observers that production in the east is decreasing. Orchardists there are unable to compete with the better product sent from Oregon. Many of the orchards are of ancient plantings, and have never been reset. They are smaller in area, and the owners have not felt justified in keeping up the warfare against pests. The latter have increased in numbers and varieties until the fight against them in many states has become an unequal contest. It is because of these influences that the country's crop has gradually decreased until the usual crop in late years has been an aggregate yield of about 23,000,000 barrels against a former output that ran as high as 35,000,000. It probably means, as Mr. Newell maintains, that there is little possibility of an overproduction of Oregon fruits. As suggested, the orchardists owe it to themselves, by pruning the charges of middlemen to lessen as far as possible the cost to the consumer. It has become an industry too vast for its usufruct to be dissipated by those who prey upon the transit and sales of the output. A careful study of the system of distribution may reveal a way to eliminate a considerable portion of the waste, and this is an activity the growers cannot afford to overlook.

## SALEM'S RAPID GROWTH DUE TO DEVELOPMENT OF COUNTRY AROUND IT

HAS A NEW BUILDING EVERY DAY AND IS ADDING STEADILY TO ITS SYSTEM OF BEAUTIFUL BROAD PAVED STREETS

Salem has grown more in the last two years than in ten years before. It has been a healthy growth, too, steady and continuous, and not spasmodic. By actual count there were built in 1905 in the city 369 houses, mostly residences, but some substantial business buildings. This year that record will be broken and the number of residences will exceed one a day. They are good substantial buildings, too, not thrown together for sale, but in most cases erected for home by their owners. In addition to these the buildings for business purposes are keeping pace with the growth of the city. Business Building. The new five-story steel building now under construction for the United States National bank and which will be completed this fall is unquestionably the finest building of



Royal Ann Cherry Tree, Twenty Years Old, in Bloom.

the kind in the state outside of Portland. It will cost in round numbers \$100,000 and will have every modern convenience. P. H. D'Arcy has a fine two-story brick going up on Court street, and the German Building association will soon begin the erection of a handsome brick on the corner of Commercial and Ferry streets. The building on the corner of State and Liberty is being remodeled and modernized with solid plate glass front and sides and will be practically new. The Odd Fellows building and the new hotel are both under consideration and one and probably both will be built or begun this year. The Knight of Pythias will soon commence work on their cattle hall, which will be an ornament to the city. The plans call for a regular "castle" and the building will be

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tracts given to diversified farming, to berry and fruit growing, and where a wheat farm of 160 acres was considered small, one-fourth of that area in orchard is a pretty good sized farm. In wheat the land produced from \$12 to \$30 an acre; in orchard it yields from \$200 to \$1,000.

Apples Again Famous. In early days the Oregon "red apple" was famous all over the coast, but when the fruit pests came the orchardists of those days, or rather the farmers who owned orchards, not knowing how to combat them just turned the orchards over to the bugs and wished them God-speed. Like the boy with the itch, all they did was just scratch, without trying to improve conditions. Now it is different—the fruit pests are just as prolific, but the orchardist of these days knows how to deal (Continued on page 3.)

## MARKETING OREGON'S CHERRIES

A Perfect Fruit the First Requisite, Perfect Packing and Handling Is the Next.

The following rules for packing cherries have been promulgated by the Salem Fruit Union and are printed to show consumers the care used in putting a perfect product on the market and just what to expect when they purchase Salem cherries: Cherries must not be picked while wet. Cherries must be picked before they get soft. Cherries must be handled very carefully. Use only small vessels to pick in. Do not drop them. Lay them in the boxes carefully. Pick cherries only in the cool part of the day. Always keep them in the shade. Always pick cherries with the stems on. This is absolutely necessary. In picking cherries take hold of the stem and not the fruit. Packing. No culls in the boxes. Put nothing but fair sized cherries in the boxes. Use 10 or 20 pound boxes. Take the bottom off the box and turn the box top down. Place the cherries in rows with the stems up so the cherries will lay on the side. The second layer should be placed so as to cover the spaces between the cherries in the first layer. Fill the rest of the box without placing in layers. Fill the box full, leave no vacant places, especially at the corners or they will be short weight, settle, spoil your pack, and bring less money. Packers must be required to sort out all fruit that is small, blemished, bruised or without stems. Use clean boxes and keep them from being spoiled. Always keep the packed boxes in a cool place. Haul in spring wagon and use wagon cover to keep out dust.

## ROOM HERE FOR MORE TO THE MILE THAN ANYWHERE

Some of the Densest Populations—Little Strip on the Atlantic Coast Among Them.

That the population of Berlin declined 4,419 in 1908 is not a surprising result of financial depression. Although the German empire has 64,000,000 people in an area much smaller than Texas, no part of it is very densely peopled. The new "Greater Berlin," which is planned on an area more than twice New York's, will not contain so many people. The center of densest population in Germany is not Berlin, but Crefeld, but the industrial region of Rhenish Prussia and Westphalia does not contain more than 6,000,000. Belgium, with more than 7,000 people in an area less than Maryland's, is considered an example of extreme density. She feeds 625 people to the square mile by the aid of vast manufacturing industries. Java, with 29,000,000 people in a space less than Iowa, supports 574 to the square mile by agriculture alone. The inhabited portion of Egypt supports by agriculture nearly 1,000 to the square mile. The Chinese province of Kiangsu is supposed to support 35,000,000 people in the area of Illinois, but there is no exact census. Still the portion of the province running from Shanghai to Nanking along the railroad, the grand canal and the Yangtze river, an area like New Jersey's, is one of the three great hives of humanity known to the world. The other two are English and American. A strip of 220 miles by forty connecting London and the coast north of Liverpool contains less than New Hampshire's area more than 16,000,000, nearly as many as Brazil or Spain. In the United States a strip 450 miles by (Continued on page 4.)

How They Love. Seattle claims that she is now building a steel plant which is to make that city master of the Pacific northwest. But, according to the highly encouraging prospectus, she is— To build this plant on Port Townsend bay, forty miles from Seattle. To haul iron ore from Snohomish county, forty miles from Seattle. To haul fuel from Tacoma, forty miles from Seattle. Seattle has neither iron ore nor coke—not even a level piece of ground on which to locate the plant. Wonderful Seattle!—Tacoma Tribune.

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