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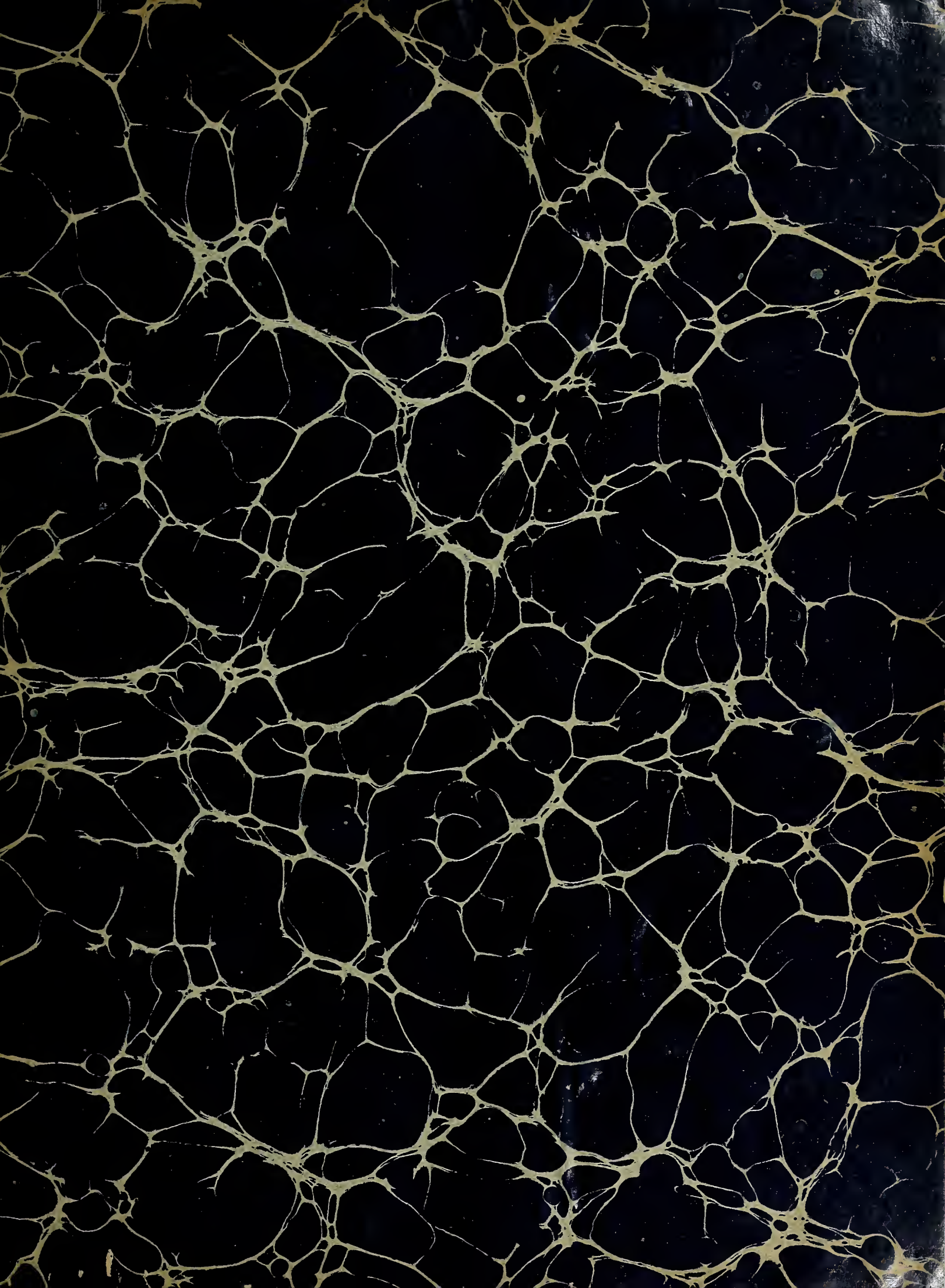
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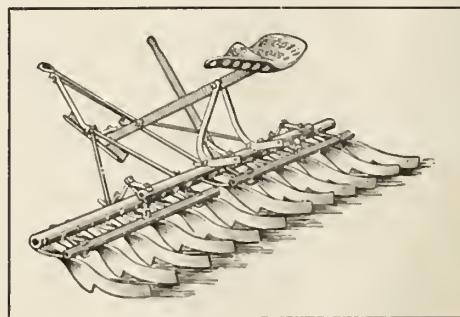
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BETTER FRUIT

A MONTHLY ILLUSTRATED MAGAZINE PUBLISHED IN THE INTEREST
OF UP-TO-DATE, PROGRESSIVE FRUIT GROWING AND MARKETING

IMPORTANCE OF FRUIT GROWERS ASSOCIATIONS

I DESIRE to congratulate the fruit growers of the State of Oregon, and particularly those of Hood River, on the fact that they are to be supplied with an illustrated fruit magazine, to be published by gentlemen of experience in the marketing of fruit.

It is very clear to me that the marketing of our fruit is the very important thing of the fruit industry. With the climatic and soil conditions that we have in the Pacific Coast country, any person with good common sense and a reasonable amount of energy can produce a most excellent crop of any kind of fruit; but the production of fruit is only about one-third of the busi-

By **W. H. PAULHAMUS**
MANAGER OF THE PUYALLUP AND
SUMNER FRUIT GROWERS ASSOCIATION

ness. No difference how much you produce per acre, if you cannot market it at a profit per pound, the industry is a dead one.

All of the growers of the Pacific Coast country are acquainted with the results obtained by the two organizations at Hood River, under the able management of Mr. E. H. Shepard.

On my trip East about four years ago, in behalf of our Fruit Growers' Association, I was repeatedly asked the question, "How far is the Puyallup Valley from Hood River, Ore-

gon?" Hood River, Oregon, was known to all the dealers in our States west of the Missouri and Mississippi Rivers on account of the most excellent strawberries and apples that had been shipped to them by the Hood River associations.

Mr. Shepard has requested me to contribute an article on blackberry culture, but instead of doing so I desire to say a few words in behalf of organization, which is very much more important than how to cultivate the fruit.

In other words, as farmers, we know better how to cultivate our fruit than we do how to sell it, and as I have stated before, that I consider the selling two-thirds of the

JUN 20 1914



THE KIND WORTH GROWING

business, I feel that I am entitled to devote my article along the selling line.

The State of California has become famous the world over as a producer of the finest grade of fruits. To we people in Oregon, Washington and Idaho, it is very clear that outside of oranges and lemons, we can produce much better fruit than our sister State further south. If the State of California had continued to market her fruit in the large cities of her own State only it would not have the reputation it has today, but its growers organized themselves into associations so that they could ship their products to distant points, and increase the consumption by delivering the fruit in the best possible condition, until today many thousand carloads are shipped annually. In addition to this the great State of California puts up in cans many hundred thousand cases of peaches, apples, cherries and other such classes of fruit, which are shipped into our State, while at the same time we raise better fruits at home.

With his magazine "Better Fruit," Mr. Shepard will be in a position to point out to us how we can better our conditions, not only in picking, packing and marketing our fruits, but in organizing ourselves into an association that will give us much better results than we are getting today.

There is no part of the United States so well situated to market fruits and vegetables as are our three northwest Pacific Coast States. Part of Canada, all of Minnesota, North and South Dakota, Montana and Alaska will require our fruits, not only fresh, but in cans as well. These markets will furnish an unlimited demand for our choice fruits fresh, and our ripe fruit in cans. Why should we not take advantage of such conditions and supply these markets with all that they can use to advantage?

Hundreds of carloads of canned apples, tomatoes, corn, beans, peas and other fruits and vegetables are shipped into this country each season from as far east as the great State of New York, when we could supply all of the demands here at home.

In a limited way I will point out to you how we have accomplished this result in the Puyallup Valley. Our products are mainly red raspberries and blackberries. Ten years ago we were producing about 3,000 crates. Our markets were limited to the large cities of the Sound. If we had produced 1,000 crates more the markets would have been overstocked and the berries brought less than the cost of production. Our growers formed an association, invited all the growers of the entire valley to join, which they did. No one grower, or in fact, one dozen growers, could load a single car of berries in a single day, but all of the growers together could do this without much trouble. We appointed inspectors whose duty it was to inspect very carefully every crate of berries brought to the receiving stations. They were divided up into four classes: "A," meaning the berries that should go to the cannery; "H," meaning berries that could be shipped by express for twenty-four hours; "M," meaning berries that could be shipped by express forty-eight hours, and "D," meaning berries that could go to St. Paul, Winnipeg or Kansas City. In this manner we were able to ship our berries to the markets without sustaining loss.

The first few years of our industry it was necessary to sell our cannery berries to canneries in the large cities. A few years ago we could see the necessity of having a cannery plant of our own, but lacking experience we went at it in a very expensive way, which resulted in our losing about \$4,000 the first season. Instead of first ascertaining how our goods could be marketed at the least possible expense and in the quickest possible manner, we undertook to control the markets for the very finest quality of jams, jellies and preserves in glassware. After our disastrous experience we learned that there is an unlimited market for all of our fruit put up in gallon cans in water. The cans can be purchased for about \$47 per thousand. We filled the cans as full of fruit as they would hold, filled the cracks up with water, which is plentiful and very cheap during the canning season in this country, and then cooked the gallon cans in a tank of

water heated by steam. Our boiler cost us \$107, our wooden tanks about \$50. With the necessary cooking trays and other utensils we did not have \$500 invested in the plant. We sold the canned product within ten days after it was put up and received our money promptly.

What we have done all other communities in Oregon, Washington and Idaho can do, and instead of depending upon the local merchants to buy their product at any price that they desire to give, the farmers by organization can find their own markets at a very much greater profit, and in a very much more satisfactory way.

A visit in the Puyallup Valley today will show the results that have been accomplished by our association. We have a prosperous community, with well-kept yards and gardens, and houses and out-buildings painted, and an air of prosperity prevailing. Our land is worth from \$300 to \$1,000 per acre, all of which is solely and entirely attributable to our Puyallup and Sumner Fruit Growers' Association.

What we have accomplished here can be accomplished elsewhere. A community growing peaches can accomplish what the Hood River people have accomplished with their strawberries and apples, and what we have accomplished with our red raspberries and blackberries, provided they go at it in the same manner.

The day of farming as grandfather farmed is past. We must apply modern methods, conduct the business on the farm in the same manner as the merchant conducts his business in the city. Make a study of our conditions, raise the crops that our soil is best adapted for, harvest the crops at the time they should be harvested, and in the manner that they should be harvested, and have a capable distributor to find us our markets in the territory heretofore mentioned, which is large enough to take care of all the fruit that we can raise.

If we can ship red raspberries to St. Paul the peach grower can ship his product to Pittsburg and New York City, but it cannot be done unless the greatest care is exercised in doing it right.

PICKING, PACKING AND MARKETING THE PEACH

NEXT in importance if not equal to raising fruit is packing it. This, in a measure, is true of all kinds of fruit, but particularly so of peaches, which when in perfection is the most delicious fruit grown in our climate. The picking and packing of peaches requires experience and the best of judgment. The fruit should be allowed to remain on the tree until fully matured, but not long enough for it to get soft in any part.

Picking should be done by careful, experienced men, and the fruit laid, not thrown, into the picking basket, as a ripe peach is very easily bruised and thus spoiled for the market. Careful handling is required in hauling the baskets of fruit from orchard to packing-house.



CUT NUMBER THREE

CUT No. 3 shows a step ladder used very extensively through the West. One of its main features different from other ladders is that the length of the ladder can be doubled by turning the back standard of the ladder up so as to form a straight line with the stile part and making a solid ladder by turning a little thumb screw on each side which fastens the connections so they cannot come out of place. The wooden rod running through the center of the standard part can be pushed out and fastened by a thumb screw making another extension of about five feet. This ladder is patented and made by the Zaun Ladder and Manufacturing Company, Portland, Oregon.

By **R. A. H. WEBER**
DIST INSPECTOR WASCO COUNTY

The form of package most in use in Oregon for packing peaches is a box $11\frac{1}{2} \times 18\frac{1}{2}$ outside measurement. There are some slight variations from this size in the different peach growing sections, but no radical difference. The depth of the peach box, of course, should vary according to the size of the fruit to be packed, and ranges from $3\frac{1}{2}$ inches to 5-inch ends, the sides, tops and bottoms being the same throughout. The fruit should be carefully wrapped in white or colored fruit paper (Duplex), the most desirable size being 8×8 inches. Each peach should be wrapped separately, then placed closely in a box but not pressed too tightly, as they might be bruised in so doing; in nailing on the cover it should be permitted to just touch the top layer of peaches. Cleats must be used where the peaches extend above the top of the box. When properly packed and nailed the fruit should be so firmly placed that when the box is handled in transit it will not move or jostle.

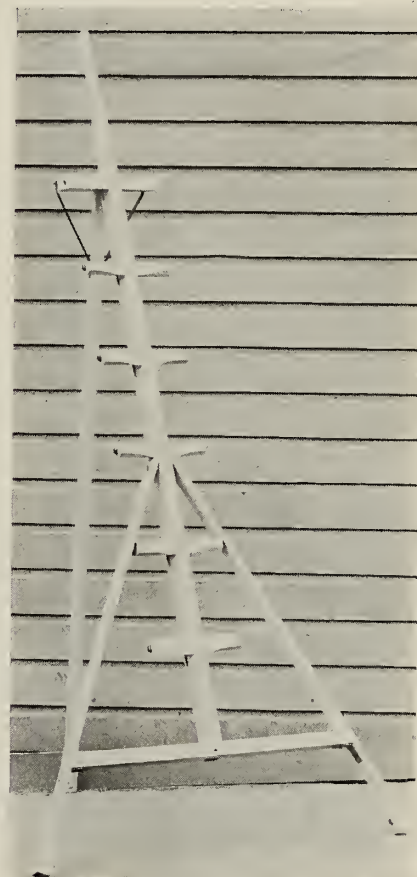
Culls should under no circumstances be put into a box or package prepared for market, and bruised fruit must be entirely eliminated, as they will only injure the sale of the good fruit.

Four standards are now recognized in packing peaches, as follows: X or No. 1 grade should run 4×7 or 56 peaches to the box; A grade, 5×7 or 70 peaches to box; B grade, 5×8 or 80 peaches to box; C grade, 5×9 or 90 peaches to the box. Anything smaller than the C grade it will not pay to pack for the market, and were it to be shipped would only tend to reduce the price of better quality fruit.

Of late years open chip baskets have been used to some extent and these seem to gain constantly in popularity with both grower and consumer.

Every package, no matter what shape, should contain the shipper's name, and if the pack is good the grower can well be proud to have his name appear thereon, together with the town or locality where the fruit was grown.

A neat attractive package and an honest pack of well-graded fruit will soon attract attention on any market, and become a popular brand.



CUT NUMBER TWO

CUT No. 2 shows a fruit picking ladder different from any other placed on the market. Its simplicity and lightness make it a great favorite wherever it is used. It is strong enough to hold up anybody who is able to climb a ladder and still it is light enough so that most anybody able to pick fruit can move it themselves from place to place, dispensing with extra help to move the ladder for children that help pick fruit. Another very important advantage of this ladder is that it takes up so little room, that it can be placed right among the limbs of the trees without knocking off any fruit spurs, which, when done, considerably decreases the next year's fruit crop. The part of the ladder above the steps is tapered to nearly a point and the corners rounded so that the ladder can be placed in the crotch of strong limbs without injury to the limb, which is another great advantage over other ladders.

This ladder was invented and patented by A. A. Smith of Paonia, Colorado, and Mr. John Day and Mr. Gray of Medford, Oregon, are the selling agents for Southern Oregon, while Mr. Chris Greisen of Hood River, Oregon, has the agency for Wasco County, Oregon.

Orders sent to the above named parties will receive prompt attention.

WHERE BUYERS LOOK FOR FANCY FRUIT

THE fancy fruit trade of the East and Europe are looking more and more every year for their supply to the fruit growing sections of the Pacific Northwest, and such fruit growing districts as Wenatchee and Yakima in Washington, Boise and Payette in Idaho, Grand Junction in Colorado, Hood River and Rogue River Valley in Oregon, are being recognized as the largest centers of fancy fruit growing. The Rogue River Valley in Southern Oregon is, without doubt, the section that has been recognized the longest of any in placing on the market fruits of superior quality. The climatic and soil conditions are so varied that they are able to grow not only some of the finest, but also a greater variety of fruit. The orchardists of that section have found out gradually, like orchardists of other sections,

what varieties of fruit will do the best in their locality and which will be the most remunerative to grow, that is, they can grow most any variety of apples such as Winesaps, Baldwins, Jonathan and others, but they find the Yellow Newtown is peer of all, and the Esopus Spitzenberg a close second. The Yellow Newtowns shipped to England from Medford, Central Point and neighboring points last fall netted the growers fancy prices, which bespeaks for their excellent quality.

As a pear-producing locality Rogue River Valley cannot be surpassed. As the blight seems to destroy gradually the pear orchards of California, the trade will look to Rogue River Valley for its supply, as it has been proven that the very finest of Bartletts, Buerre De Bosc and Comice pears can be grown there. Hundreds of acres of pears

are bearing now and thousands of trees are being set every year, which shows that in a few years they will be able to supply the Eastern markets and canneries with plenty of fruit. Peach growing has been restricted mostly to the vicinity of Ashland, where they grow to perfection on the surrounding hillsides. The peculiar quality of the Western fruit of being able to stand long shipments without going to pieces seems to be a characteristic also of the Ashland peaches, as they are shipped way East and up into Canada and arrive in excellent condition.

The grapes grown in Southern Oregon are also recognized as of the finest quality, and taking all into consideration there is hardly a fruit section known anywhere that is favored with the soil and climate as Southern Oregon.

METHODS OF COMBATING THE CODLING MOTH

THE codling moth is the most serious pest with which the fruit grower has to contend, and has been known for over 2,000 years. Its original home was probably Southeastern Europe and it has spread until it probably infests every apple-growing section on the globe. The codling moth destroys more fruit than all the other insects combined. The loss annually reaches from \$15,000,000 to \$20,000,000. In my mind the secret of success of combating the codling moth is the proper time to spray and the thinning of the fruit, when to spray and how to apply the spray.

As some varieties of apples blossom for a period of three weeks it is necessary to spray twice to get the poison in the calyx. The first spraying should be done about four or five days after the greater part of the petals have fallen, and the stamen has died and left an opening into the calyx, so it is possible to force the poison into the calyx. If successful in this you will have the codling moth trap set. In ten days or two weeks you should spray again to catch the later blossoms. If the poison is forced into the calyx before it closes it will remain there during the season and will be suffi-

By **B. F. HURST, Boise,**
INSPECTOR FOR THE STATE OF IDAHO

cient to kill the worm any time he starts to enter at that point.

I would prefer using three pounds of Swift's arsenate of lead to fifty gallons of water. The spraying should be done with a pump with 100 to 150 pounds pressure, as great force is necessary to force the poison into the calyx. I would prefer using a 12-foot rod with two nozzles on the same rod arranged with a T, so that one nozzle would be throwing it up and one down, as the blossoms are in different positions on the tree and the poison must be forced into the calyx.

Now comes the thinning of the fruit. You should commence about the first of July, as the larger portion of the first brood of the codling moth are in the apple from the 1st until the 20th of July. All apples should be thinned, leaving only one apple on a spur and from four to six inches apart, depending on the size and kind of apples. Now if two apples do not touch the worm will not go in the side of the apple, but will go to the calyx and the trap is ready for him. In thinning the apples you should use a small pair

of clippers, so as not to disturb the leaf bud, which always starts on the spur by the side of the apple. The leaf bud on the spur between the apples will mature a fruit bud for the next year's apple, so you see you have forced your trees into bearing as heavy next year as this year's crop. After thinning your apples all the apples that have fallen to the ground should be gathered up and put in water to destroy the worms.

This coming summer I am going to make a special effort in the way of experimenting on combating the codling moth. The heavy loss to the fruit growers in my district by codling moth is from the 1st to the 10th of August, this being the second brood. As it has always been contended that the spraying should be kept up all summer I shall try some experiments in that way, but my opinion is that two sprayings and the thinning of the fruit will be sufficient to keep the worm out of the apple.

An additional method of fighting the codling moth is the banding of the trees, which is done as follows:

The bands should be put on early in the spring, not later than the first of June. They should be examined every seven days in some climates. If it is very warm this will be neces-

sary, but in a higher and cooler climate the time could be extended to ten or fifteen days.

The most important thing in banding is the kind of a band you use. There are three or four different kinds of bands being used, burlap and other thin goods. Now these are not the kind to use. Thick denim or canvas is the proper goods to use. It has been my experience

in examining for codling moth that where the thin bands are used there were only about one-half a dozen worms and the thick bands would have from fifty to one hundred under them in the late fall or early spring. I consider this due to the worms seeking a dark dry place. The bands should be six or seven inches wide and long enough to go around the tree. Fold the band so

it has a four-inch face and not come to the bottom by an inch on the underneath side. You stick a tack at the top of the band where you start around the tree, draw the band around the top very tight and use another tack to fasten it firm and leave it open at the bottom. The banding should be watched closely until the fruit is picked, as it is a great aid in keeping the worm down.



PACKING STRAWBERRIES FOR LONG DISTANCE SHIPMENTS

THE MARKETING OF THE STRAWBERRY CROP

THOROUGH preparation is necessary in order to harvest a crop of strawberries successfully. See that there are no loose bolts on your wagon or any nuts loose, so as not to have a break-down while taking fruit to the shipping station. Have your horses shod just before the season opens up, then they will last until you are through. One hour in berry season is worth two of today. Try to have your packing house cen-

trally located, so pickers will not waste time going to and fro. Have plenty of crates on hand before picking begins, and see that you have at least two hand carriers to every picker. Engage enough pickers and packers so you will be able to go over your berry fields daily, in case the weather should come off hot, in which case berries will ripen fast.

Explain to your pickers thoroughly just how you want your berries picked before you start in. Should

you find one or two that think they know more about it than you do, pay them off and let them go, then you won't have any trouble with the rest. Don't start your pickers to work until the dew is off the vines. Wet berries lose their lustre by being handled and some get soft, and while in transit will get mouldy. All berries should be picked with part of the stem left on.

The ripeness of the berry when it should be picked depends somewhat on the variety and distance to

be shipped. Some varieties must be picked about half ripe to stand shipping at all, while others can be dead ripe but sound and will stand shipping hundreds of miles. Another item to be considered is the weather. Cold nights while berries are ripening will produce highly colored, firm stock, which can be practically ripe and stand shipping well, while the same variety grown where the days and nights are warm would have to be picked more on the half ripe plan. The riper any kind of fruit is the more the sugar in it will be developed and as sugar is the natural preserver of fruit it stands to reason that a strawberry should be in a certain stage of ripeness in order to stand up in shipping.

Don't let your pickers take more than one hand carrier at a time. If they take two one of them will have to be left in the field exposed to the sun while the other one is being filled. Make them pick clean, so there will not be any over-ripes the next day to be culled out and be a loss.

Look out for the fast picker who crushes the berries in picking, and the one who has a habit of filling his hallocks only partly full. They are hard to teach differently. Strawberries should be culled, faced up or packed in order to bring good prices and make it remunerative for the grower. Some varieties may be so tender that a second handling in the packing-house may be detrimental, but such varieties should be grown in very small quantities and not as a commercial variety, as the way fruit appears to the eye when it comes on the market is what

makes the high price, and fancy packing goes a good ways towards making fruit attractive.

Packing berries in the packing-house is preferable to packing in the field. Such close inspection can be exercised while berries are packed in the packing-house that it will be possible to get out a much better pack. The fruit comes out of the sun to a cool place quicker; packers that are experienced will do a better and quicker job with less handling of the berries. In sitting in the shade their fingers will be cooler. There should be plenty of light in the packing-house.

Use a frame 12 x 12 x 2 inches with mosquito netting tacked over it to pour the berries on for sorting. Throw out all soft, imperfect, small and green berries, then place the balance back in the hallocks stem down for round varieties, or lay flat if a long variety. Do not place more than two hallocks of berries on the tray at one time, so as to prevent musing of berries. Never squeeze a berry, handle them very carefully and as little as possible. Fill your boxes full but not too full. If they call for one pound, put in a pound. If for a quart, put in a quart. Do not be too generous and fill the boxes so full that the top rows will get squeezed flat and spoil the looks and the sale of the entire crate.

After the crates are full and nailed up place them on the cool side of the packing-house until ready to haul them away. Always use springs on your wagon; have a good canvas

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cover to go over the entire load to keep out dust and heat. Last of all be honest. Put up good fruit. It is money in your pocket in the long run and is a great satisfaction down in your heart to know that you have done your duty to the fruit buyer, to your section of the country and to the great industry of raising fancy fruit for market.

Furthermore by putting up good fruit you will get better prices this year and will build up a reputation that will bring better prices next year. You will accomplish three things: the demand for your fruit, a high reputation and better prices.



THE COLORADO FRUIT GROWERS ENDORSE ARSENATE OF LEAD

THE following quotations from the pen of Mr. A. L. Roberts of Paonia, Colorado, is in our opinion the very best article we have ever read, and we consider it so valuable that we take this method of placing it in the hands of all our patrons and any others who may find themselves in possession of this book:

Ten years ago I cast my lot with a fruit farm on the North Fork. About twenty-six acres of this was apple orchard. The codling moth had just moved into the North Fork Valley also. So we began life on a fruit farm together. My orchard was all young and not bearing much except one acre. That was seven or eight years old, and we always spoke of it as the "old orchard." The first year we were on the place, this old orchard bore about 250 boxes of apples, of which the greater part were wormy. It was conceded, I believe, to be not only the wormiest orchard in the valley, but the first to become badly infected. Last year, with the whole orchard bearing, I had 12,000 boxes of apples, and very few of them, indeed, were wormy. Some of the pickers, after working for days, declared that they had not seen a wormy apple. I saw a few, however, but those I did see were usually just specked a little by the worm. He had not penetrated the apple. This year my crop was about 6,450 boxes, of which I believe not much over one-half of one per cent were wormy. Last year I sprayed three times, and this year only twice, which I think accounts mainly for the difference. The results I have been able to attain last year and this, I will, I believe, be able to attain each year in the future, unless some entirely new obstacle shows up to prevent it. And these results have been attained for three reasons: Because I sprayed on time; because I sprayed thoroughly, and because I used arsenate of lead. These have become to me essentials for the best results in fighting the codling moth. Whether I spray on time or spray thoroughly are matters of my own supervision; give me arsenate of lead and I cease to fear the codling moth. Nevertheless, although arsenate of lead has become to me an essential for the best results, it is not by any means an essential for good results. To make the rule general I might say that the three essential things in fighting the codling moth, are: to use the proper spray material, to spray on time and to spray thoroughly.

Let us take up the first essential, or proper spray mixture. I have expressed a decided preference for the Arsenate of Lead. Why? Because I believe it sticks better than any other poison, but mainly because I can spray a tree as long as I want to without injuring the apples or the foliage.

The next best poison to the arsenate of lead—I have always used the Kedzie mixture. It is the cheapest of any spray mixture for the codling moth and I have

had very good luck with it. But in my opinion it has one serious objection: it will injure the foliage and seemingly stunt the growth of the trees for a time if you get too much on. And this may be done in either of several ways: by getting your spray mixture too strong with poison, by allowing your spray mixture to settle, or, what is the most objectionable of all, by simply spraying too long on one tree. It seems to be an accumulative poison—keeps collecting, so that the longer you spray a tree the worse you are liable to injure it. Therefore my experience is that it is hard to follow the rule of spraying thoroughly with it and not do some damage. If I were compelled to use it I should be very careful not to use it too strong, for I should prefer to use a weaker solution and be able to apply it in a more thorough manner than to use a strong solution and not be able to apply it thoroughly for fear of burning the foliage. But as I said before, I much prefer arsenate of lead for the reason that you can use it as freely as you wish without danger of injury to the trees. This brings me, I believe, to the second essential—spraying on time, which applies mainly to the first spraying. I will not dwell very long on this, for I doubt not all fruit growers know that the calyx closes in a short time, and understand the reason why it is necessary to fill the calyx cup with poison before it does close. It may not be so generally noticed, however, that whereas apple blooms come in bunches of five to seven or eight blossoms in a bunch, only the first blossoms to come out ever come to be apples. That is, these bunches of blossoms, five to eight in a bunch, usually produce only one to two apples. Occasionally there are three and rarely four. The first of these blossoms to come out are, therefore, the first to close their calyx; their stems grow strong first, take all the sap, and the other blossoms wither and drop off. It is these blossoms therefore whose calyx must be filled with poison if we would keep our apples from becoming wormy. It then becomes necessary to make full preparations before spraying time to spray one's whole orchard in time to catch these first blossoms before their calyx is closed if one would have the best results. Then too, there is some difference between the different varieties as to the time of closing their calyx. The Jonathan and Missouri Pippin close quickly, while the Ben Davis and Genetone are more slow about it. The Peewaukee closes very quickly. I used to find them the wormiest of all my apples every year until I found I was spraying them after their calyx had mostly closed. Since I make it a point to spray them immediately just as soon as the petals have mostly fallen, and so find at picking time that they are no more wormy than the apples of other varieties. The kind of varieties then, would have an influence on the length of time that may be safely spent in the first spraying before there is danger of the calyx being closed. But in my orchard I find that I have only five or six days, and do not

FOR THE

Codling Moth

and ALL LEAF-EATING
INSECTS SPRAY WITH

Swift's Arsenate of Lead

IT IS WHITE
& IT STICKS

Ordinary Rains will not wash it off. No matter how strong it is used, there is absolutely no danger of burning or scorching.

After investigating results obtained with Swift's Arsenate of Lead in California and Colorado, a few Hood River growers decided to try it in 1905, and we used about 2000 pounds. Those who did had the cleanest crop they ever had with far less stung apples than their neighbors who used other formulas. In a word, the result was so satisfactory that every grower in Hood River Valley is using it this year. We used 2000 pounds in 1905 and a carload in 1906.

E. H. SHEPARD, Manager,
Hood River Apple Growers Union.

SEND FOR BOOKLET TO
**WOODARD
CLARKE
& CO.**

NORTHWESTERN AGENTS
PORTLAND, OREGON

For Sale in Hood River by the Hood
River Apple Growers Association

HOTEL PERKINS

FIFTH AND WASHINGTON STS.
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Rooms \$1.00 to \$3.00 per Day
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First-Class Check Restaurant connected with
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FRUIT FACTS

Chelan County won 35 gold medals on fruit at the Portland Exposition. This record was not equaled by any county on the Pacific Coast.

Shipments last year aggregated 1,000 cars. We will have more this year and still more next.


Fruit noted for flavor and keeping qualities. No worms.

We will have fifty cars of fancy Spitzenbergs and Newtowns this season.

Eighty per cent of fruit raised in Wenatchee, Entiat and Columbia Valleys will be shipped by the

**WENATCHEE VALLEY
FRUIT GROWERS' ASSOCIATION**

*Headquarters at Wenatchee,
the Big Red Apple Metropolis*



THE BOSS Tree Protector

MADE OF YUCCA PALM

Is cheap, durable and quickly put on the tree. It prevents rabbits from destroying your trees. Sure protection against frost, sunburn, grasshoppers or dry winds. Can be easily removed. Will last for years. Send for samples.

PRICES		
10 in. long	\$ 8 00	per 1000
12 " "	9 00	" 1000
14 " "	10 00	" 1000
16 " "	11 25	" 1000
18 " "	12 50	" 1000
24 " "	15 00	" 1000
30 " "	17 50	" 1000

All 7 Inches Wide

W. H. MARSHALL, Hood River, Oregon

believe that the proper first spraying period for most commercial orchards is much over six days. It is my observation that among the fruit growers around Paonia not much over half of them do their first spraying quite soon enough. A few of them are usually way late, not beginning until the first have entirely finished. For the other spraying for codling moth I do not think the exact time makes so much difference. I notice that Professor Gillett usually recommends a second spraying in ten days but it suits me better to wait about thirty days. With us that usually means that the first spraying comes about May 10, the second spraying about June 10, and the third about July 10.

This brings me to the third and last essential in fighting the codling moth—to spray thoroughly. I have just said that it is my belief that not over half of our fruit growers spray quite soon enough, and now I will add that I do not believe that over one-third of them spray quite thoroughly enough. It is easy to acquire a belief that it is necessary to spray thoroughly and quite a different matter to learn just how to do it. The first thing necessary to thorough spraying is a good spraying outfit, and I also believe that it is a good plan to have an agitator going, so that the mixture is prevented from settling. Next let us notice that the calyx end of the little apples at the time of the first spraying stand up, or outward. They never point downward. Therefore it is easier to fill the calyx with poison by shooting the spray into them with not too fine a nozzle from an elevated position, as from the top of the spray tank, than it is to fill them from the ground. I, therefore, do my spraying from the top of the spray tank. At the back of the tank I have an extension for one man to stand on while spraying and the other man stands on the front end. Each sprays the whole tree from his angle of vision. I do this on both sides of the row, so as to spray each tree as it were from all four corners. Then I spray with the wind. If we do not have as much morning breeze down the valley as afternoon breeze up the valley I have known myself to get all hands and the cook up at 3 o'clock in the morning and be spraying by 4, so as to take advantage of the morning breeze. At noon, in that case, our day's work is finished, which seems to suit the men alright. But how are we to know when a tree has been sprayed enough? Try spraying a bunch of calyx only lightly. Stop spraying and you will see that they do not stand full of water; they are only sprinkled a little. Then try spraying on the same bunch longer, and you will see that it takes some little time to fill them full of water. This, I believe, is essential, so that when the water dries down a sufficient coating of poison is left to insure protection to the apple. That is the main thing. There seems to be an understanding among fruit growers that when a tree begins to drip it is sprayed enough. I want to say, emphatically, that I do not believe it possible to make a clean sweep of the codling moth worm if when doing the first spraying you quit spraying as soon as the tree begins to drip. That is not enough. A tree should be sprayed until there is not a dry twig or branch about

it and hardly a calyx on it that is not full of water. It should be literally soaked from top to bottom. This, I believe to be perhaps the most essential one thing that can be remembered toward exterminating the codling moth. Spraying in time is very essential for the first spraying, but I would rather be a day or two late in finishing than to do it a little less thoroughly and get done on time. Also, it is well to use a good strength of poison. I use five pounds of arsenate of lead to 100 gallons of water. But I should prefer to use three or four pounds and put plenty on than to use five or six pounds and skimp in the amount of spray to the tree. The second and third spraying should be done much like the first, only it is perhaps an advantage to use finer nozzles and may not be so necessary to spray so long on a tree, as there are no calyxes to fill then. The main thing is the first spraying. To have it done on time and done thoroughly—that is three-fourths of the battle.

Cherries.

MR. GEO. H. HOOKE, proprietor of the Los Gatos canneries of California, came up to Hood River to talk business with the manager of the Hood River Fruit Growers' Union, who by the way is one of the editors and publishers of "Better Fruit."

Mr. Hooke during the last twenty years has made a great success in his line of business. He is evidently a business man who thoroughly understands his line. He has one of the largest canneries on the coast and visits all the markets of the world, and we were surprised to learn that his business was so large as to require him to go to Europe almost annually.

The Royal Ann cherry is considered a great money maker to growers who are glad to sell to canneries at five cents per pound. But Mr. Hooke has opened up a new market and created a new demand for this popular cherry, and pays prices that put five cents per pound cannery prices in the shade and out-do any average market price we know of. In 1906 he paid nine cents per pound. In 1905 twelve cents per pound. But how could he and what did he do with them. We will tell you. He controls the Maraschino cherry business and this year shipped sixty carloads. He is in a position to put in a plant in any district having fifty to one hundred tons of Royal Anns, which will net the growers about double the average cannery prices. We would suggest any district having about this quantity correspond with him.

MARK LEVY B. H. LEVY

MARK LEVY & CO.

COMMISSION
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WHOLESALE FRUITS

121-123 FRONT AND
200 WASHINGTON ST.

PORTLAND, OREGON

THE CANADIAN FRUIT LAWS

THE following extract from the address of Mr. Maxwell Smith, Dominion fruit inspector, made at the thirteenth annual convention of the Northwest Fruit Growers' Association at La Grande, Oregon, shows the laws in effect in Canada, in regard to marketing fruit, and that the laws are being enforced was found out by a shipper and packer of Norwich, Canada, to his sorrow:

Some five years ago our Dominion government established what is called the "Fruit Division" of the Department of Agriculture. In addition to the chief of this division who directs the work from Ottawa, there is a permanent staff of seven inspectors on duty throughout the Dominion (the territory under my own jurisdiction being British Columbia and Alberta) whose duties are the enforcement of the laws relating to the proper grading, packing and marking of all packages of fruit offered for sale in the Dominion of Canada, either for foreign or domestic trade, and the free dissemination of general information calculated to advance the commercial interests of the fruit industry in Canada. The laws give these officers power to examine fruit packages at any point after they have been sold or offered for sale, whether in the hands of dealers, transportation companies, or consumers; and all closed packages must be marked with the name and postoffice address of the packer, the name of the variety and a designation of the grade before being removed from the premises where they are packed; and if found falsely packed or falsely marked the owner is liable to a fine of not less than twenty-five cents or more than \$1.00 for each package so falsely marked or packed, together with the costs of the court. There is no good reason why fruit should not be graded with the same precision as wheat, and the law requires all packages of fruit, whether open or closed to be of uniform quality throughout, that is, not faced up with the best.

The local provincial government also have a staff of fruit pest inspectors whose chief duties are the prevention of the importation or spread of insect pests, or diseases injurious to fruit.

These regulations are enforced by the British Columbia authorities with perhaps greater determination than in any other fruit growing province and perhaps there is no other province or state on the continent that enjoys the proud distinction of having no codling moth or San Jose scale. These may come, but in the meantime British Columbia is not borrowing trouble. "It's time enough to bid the devil good morning when you meet him." The Dominion government has also passed an act establishing a standard legal size for apple boxes, viz.: 20x11x10 inches inside measurement, and at a proposed fruit growers' conference to be held in Ottawa some time this winter an effort will be made to establish uniform standard sizes for all fruit packages, as well as discussing other important questions relating to the industry with a view to recommending further legislation for the regulation of the fruit trade.

These national regulations have already done much toward raising the standard of fruit in packages put up or sold in Canada; and the enforcement of the provincial regulations is no doubt keeping the spread of fruit pests and diseases down to a minimum. Canada has a number of the finest agricultural colleges in the world and our Dominion government experimental farms, one or more of which is located in nearly every province with competent experts in charge, are also most important factors in aiding the development of the fruit growing industry, as well as agriculture in general.

In passing from the east to the west, let me mention that in the frigid climate of the prairie provinces, some of the hardy Russian varieties are being more or less successfully grown. Mr. Stevenson of Morden, Manitoba, having harvested some 60 barrels of apples in the fall of 1905.

Some of the slipshod fruit growers no doubt think the above laws a great injustice, but the up-to-date fruit grower realizes the benefit derived from such laws. Laws which make it hard to market poor fruit, discourage the growing of such and put a premium on fancy fruit, and that is just what the grower wants who takes pride in producing a superior article.



When you get to Hood River
stop at the

MT. HOOD HOTEL

Trains stop directly in front of
Hotel. ☞ Bus meets all boats

Daily stages for Cloud Cap
Inn during months of July,
August and September

DELICIOUS HOOD RIVER APPLES

SPITZENBURGS
& NEWTOWNS

TASTE BEST--LOOK BEST--ARE BEST

Grade and Pack Guaranteed

Apple Growers Union
HOOD RIVER, OREGON

THE FIRST NATIONAL BANK

OF HOOD RIVER

CAPITAL \$25,000.00 SURPLUS \$5,000.00

EVERY FACILITY POSSIBLE FOR PROMPT AND
SATISFACTORY HANDLING OF FRUIT BUSINESS

MILWAUKIE NURSERIES

N. B. HARVEY, Proprietor

I have a good stock of Apple, Pear, Plum, Prune, Peach and Cherry Trees for the trade this coming season. Have a large lot of Yellow Newtown and Spitzenberg Apple Trees in one and two-year-olds. Also a good general variety of nursery stock of all kinds. All my Apple Scions are cut from some of the best-bearing orchards in Hood River Valley, and my trees are true to name. Call on or address

N. B. HARVEY

MILWAUKIE, OREGON



CUT NUMBER SIX—GROWING TOMATOES BETWEEN STRAWBERRIES AT WHITE SALMON

CUT No. 6 shows a field of strawberries with tomato plants grown between every row, at White Salmon, Washington. Located along the warm, sunny north bank of the Columbia River. This part of the State of Washington is known to make more clear profit per acre than any other section of that great State. The strawberries, which are about ten days earlier than the Hood River, and are, by the way, the same variety, command the highest prices, as at that time California berries, which are the first berries on the markets of the Pacific Northwest, are on the decline.

Growers practice the single hill culture entirely. Under those conditions strawberries will yield profitably for at least four years without replanting. The greatest drawback of raising tomatoes for market in some, perhaps in all localities, seems to be the tomato blight. The growers of White Salmon seem to have overcome that evil, either intentionally or accidentally, by planting their tomatoes between every other row of strawberries. They seem to have a protection which particularly makes them immune from blight.

One of the successful growers who wanted to give that theory a more practical test planted a small tract of tomatoes on land without any berries. One part of the tract he left without protection and on the other part he sowed a narrow

strip of rye between the rows, just thick enough so it would make a solid row about two inches wide. The difference in the tomato plants on the two parts of the tract convinced him that the protection afforded by the rye, either in the way of a wind break or to protect from the sun was instrumental in checking the blight. The plants are grown in cold frames and transplanted when about six to eight inches high. They are planted into every other row of strawberries, so as to leave the intervening row free for the strawberry pickers to work in.

The soil along the river bank is sandy, protected from the north winds and exposed to the quickening rays of the sun all day long, consequently respond very readily, and is next to California in putting early tomatoes on the Western markets. Growing one crop of fruit and one of vegetables on the same ground and at the same time is also very remunerative, as the following figures will show:

The returns of Mr. S. C. Ziegler of White Salmon, Washington, whose farm is along the banks of the Columbia River, were as follows last season:

4 acres of strawberries netted above all expenses.....	\$900.00
1 3/4 acres of strawberries and tomatoes, above all expenses...	987.00
1 acre of asparagus, above all expenses	600.00

Adams & Branaman, the soil of their farm being of the same nature, netted \$1000.00 from four acres of strawberries, and 2 1/2 acres of tomatoes and strawberries netted \$1100.00, which is \$440.00 per acre.

FAMOUS HOOD RIVER
Strawberries

THE FINEST BERRY
ON EARTH AND
THE BEST SHIPPER

LOOK GOOD, BUT TASTE BETTER

Fancy Pack Guaranteed

FRUIT GROWERS UNION
HOOD RIVER, OREGON

OLDEST LIVERY COMPANY IN
THE VALLEY

**TRANSFER &
LIVERY CO.**

Special Attention to Commercial
Men, Camping & Fishing Parties

TELEPHONE MAIN 131
HOOD RIVER, OREGON

H. WOODS

CAR LOT DISTRIBUTOR

**OREGON
FRUITS**

127 South Water Street
CHICAGO

Charles D. Moore, whose ranch adjoins Mr. Ziegler's, cleared from his earliest land a yearly average of \$828.00 on strawberries and tomatoes for the last ten years. Asparagus netted \$832.00 per acre.

The gross sales from about eleven acres, partly early and partly late, clay soil, producing strawberries, tomatoes, cherries, asparagus and potatoes amounted to\$4,825
Expenses of cultivation, harvesting and boxes 2,525

Net above all expenses.....\$2,300

WHOLESALE RETAIL

THE DALLES NURSERIES

R. H. WEBER, *Proprietor*

THE DALLES, OREGON

Grower and Dealer in FRUIT,
SHADE AND ORNAMENTAL

TREES

GRAPE VINES & SMALL FRUITS
EVERGREENS, ROSES & SHRUBBERY

REMEMBER—OUR TREES ARE GROWN STRICTLY
WITHOUT IRRIGATION



APPLE TREES REPLACING THE TALL FIRS AND PINES

THE OLD RELIABLE

BELL & Co.

Incorporated

WHOLESALE
FRUITS AND
PRODUCE

109-115 FRONT STREET
PORTLAND, OREGON

**VEHICLES
AND AGRICULTURAL
IMPLEMENTS**

THE BEST OF
ORCHARD & GARDEN TOOLS
A SPECIALTY

J. R. NICKELSEN
HOOD RIVER, OREGON

McEWEN & KOSKEY

WHOLESALE
FRUIT AND PRODUCE
DEALERS

GENERAL COMMISSION MERCHANTS

YOUR CONSIGNMENTS ARE SOLICITED
ALL SHIPMENTS RECEIVE OUR
PERSONAL ATTENTION

**129 FRONT STREET
PORTLAND, OREGON**

IRRIGATION OF SMALL FRUITS

THE requirements of the different soils and climatic conditions vary to such a great extent in the localities where irrigation is practiced that the subject of irrigation can be treated only on general principles.

The fundamental principles are to apply moisture at the proper time and in the necessary quantities. Too much water is just as hurtful as not enough and more so on some soils than others. Small fruits require the most moisture during ripening season. This will be readily seen when we consider that the strawberry consists of 90.4 per cent, the blackberry 86.3 per cent, and the raspberry of 84.10 per cent of water. Sandy loam, particularly the sage brush land composed to a great extent of mineral ash, requires more water than any other soil. To be more explicit let us take for example a field of strawberries grown on sandy loam soil. We take it for granted that the field has had the proper deep cultivation last fall and a shallow cultivation this spring so as to put the soil in the condition to properly assimilate and retain moisture.

The length of the rows to be watered depends somewhat on the fall the land has. On flat land rows should be comparatively short as the water runs so slowly that the beginning of the row will be almost too

wet before the end has enough. That can be overcome somewhat by using a larger volume of water, so as to force it through quickly, but even that is not always satisfactory. When the fall is not more than two feet in a hundred rows should not be longer than 100 feet to get the best results, and 250 feet should be the limit no matter how much fall there is. For a proposition of that kind the holes in the irrigating flume should be at least three-fourths of an inch in diameter and to irrigate 100 feet thoroughly would require such a stream of water to run about two hours. Before the fruit begins to set two irrigations will be enough under ordinary circumstances. After that until the first berries begin to ripen perhaps twice a week would furnish enough moisture.

As soon as picking begins the days are usually hot and windy and moisture evaporates very rapidly. That is the time to look out, for berries should have water at least every other day at that time. A shortage of water at that critical time will result in small fruit, which will also ripen all at once, and the loss will be great. By applying water generously at that time berries will grow to a large size and the process of ripening will be retarded to such an extent that only a small portion of the fruit will be fit to pick daily, stretching out the

season, not flooding the market with the entire crop in one week.

Dig a ditch on the lower end of all irrigated land, so as to carry off any surplus water. If allowed to stand it will harden the soil. Lay out your land so as to make use of the surplus water on some other part of the farm. The fine particles of soil which the irrigating water carries off are the best portion of the soil and should be saved.

Irrigation on a side hill is a more difficult problem. The water can be best controlled by placing irrigating flumes up and down the hill and by taking out the water through siphons. The rows of berries should be laid out on an even grade and on such a level so that water will run very slowly. Only a small stream can be used on a side hill on account of danger from washing. Should a stream break out, which is often the case, the combined volume of water with the lower stream would break out more and more and very soon it would be beyond control and do a lot of damage. The rows on a side hill should also be further apart than on flat land. Three feet is considered a safe distance.

The above methods will apply satisfactorily to a sandy loam soil. Real light sandy soil will require more water without doubt. Particular pains should be taken not to let the soil dry out before the first water is applied or any time between irrigation, as fruit once stunted by lack of moisture usually shows it even after getting the very best of care afterwards.

The blackberry is also partial to water. In order to find out just what kind of soil some kinds of fruit thrive best in and whether they need a good deal of moisture or not, it is

advisable to study their habits in their wild state. You will find the running blackberry of the Pacific Northwest grows most abundantly and to a good size along springy hill sides and on burned over ground, with lots of under brush to shelter them from the hot rays of the sun and to keep the sun from drawing the moisture out of the soil; while in the Eastern woods under that grand canopy of beech, birch, maple and oak leaves the blackberry grows in that most rich soil higher than man can reach, and the large, luscious berries hang down from above like clusters of grapes, while on the outskirts of the woods where the sun gets in its work all day long the bushes are small and the berries are small, hard, dried-up apologies.

That shows conclusively that the blackberry needs good, rich, moist soil. Moist soil does not by any means mean wet soil. All kinds of berries, no matter how much moisture they need, also need drainage. Not even a blackberry will thrive and bear fruit with its roots standing in water all or most of the time. The cranberry is perhaps the only exception to that rule. The raspberry will grow best under about the same conditions as the blackberry.

Yucca Palm Fruit Tree Protectors

A YOUNG fruit tree is likely to be damaged in many ways. Rabbits, squirrels, and other gnawing animals will gnaw the bark off. The hired man may hit the tree in cultivation and either bark the tree or perhaps knock off one of the tender shoots that will make a main branch just where you want it. The hot sun may affect it. It may get winter killed. In the early fall the frost may catch your tree down near the ground where the sap may still be active, before the tree finally goes dormant. A tree protector made of Yucca Palm is a splendid protection against all these accidents and possibilities. No grower should allow his young trees to go unprotected. We earnestly recommend tree protectors for young trees. For description, illustration and prices, we refer you to an advertisement appearing in another column. W. H. Marshall, Hood River, Oregon, is agent for Oregon, Washington and Idaho.

Mr. B. F. Hurst, inspector for the State of Idaho, has written a book called Fruit Growers' Guide—what the name suggests the book is. It is quite comprehensive, with chapters on the function of the parts of a tree, selection of land, preparation, cultivation, varieties adapted to Idaho, setting, irrigation, pruning, thinning and harvesting. It is a book that every grower should possess and read. Copies can be secured by addressing the author, Boise, Idaho, and sending one dollar.

Pearson-Page Co.

131-133 Front Street
Portland, Oregon

SOLICIT YOUR CONSIGNMENTS

SUPERIOR FACILITIES FOR HANDLING

STRAWBERRIES
PEACHES
APPLES AND
PEARS

**WALLACE
POWER SPRAYERS**

Are fast supplanting every other spraying device in the large fruit-growing districts.

"THEY MAKE SPRAYING EASY."

NO COST FOR POWER

Everything self-contained. Power from compressed air through gearing to one or both rear wheels. Simply driving from tree to tree gives ample pressure to spray even the largest trees. Also One-Horse Sprayers, Row Sprayers and Gasoline Engine Outfits. Free book, "The Wallace Spray Way," explains everything. Write for copy.

Wallace Machinery Co.
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**STANDARD BOX
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FIR AND SPRUCE

LUMBER

RUSTIC FLOORING AND CEILING
SPRUCE SIDING AND SHELVING
BOXES of all kinds MADE TO ORDER

Office and Mill Corner Pine and East Water Streets
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**DAVENPORT
BROS.**

WHOLESALE
FRUIT &
PRODUCE

Growers and Shippers of the Famous

Mosier Valley Fruits
Portland, Oregon

**YAIKMA COUNTY
HORTICULTURAL
UNION**

E. E. SAMSON, MANAGER

NORTH YAKIMA, WASH.
GROWERS AND SHIPPERS OF
FRUITS AND PRODUCE

BERRIES, CHERRIES, APRICOTS, PEACHES, PEARS,
PLUMS, PRUNES, CANTALOUPE AND APPLES

EXPRESS SHIPMENTS OF CHERRIES START ABOUT JUNE 1
MIXED FRUIT IN CAR-LOAD LOTS ABOUT JULY 20

WE USE REVISED ECONOMY CODE



A PERFECT PACKED BOX OF STRAWBERRIES

KEEP POSTED ON MARKETING

ANY successful, industrious, observant, painstaking man, who will discuss matters with other growers, attend horticultural meetings, read the experimental station bulletins, keep posted by subscribing for one or two thoroughly first-class, reliable, up-to-date fruit papers, should certainly grow good fruit. However, the growing and harvesting will keep him good and busy. He will find it difficult from lack of time to keep well posted on marketing. His time will be so thoroughly taken in the orchard that there is little opportunity to get acquainted with the methods of the men who sell the fruit. It is our intention to give at all times special attention to this subject. We wish to have subscribers give us the result of their experiences and as much information on marketing as possible.

Many methods are being used at the present time by the associations and individual growers who do their own marketing.

We favor the association idea. We believe that an association se-

cures better prices. We believe, furthermore, that a good association fixes a sound valuation to the land and increases its value.

An association usually follows one of the following methods, or may use more than one, as necessitated by different market conditions: Selling f. o. b. shipping point with inspection, sometimes at shipping point, sometimes at destination; consigning; selling at auction; contracting f. o. b. in advance at market prices to be agreed the day of sale, with inspection at shipping point or destination; selling at a guaranteed price on a joint account basis.

We request managers of associations to write us briefly how they handle their output, and in addition to give us their opinion in reference to the method, and to state if results are satisfactory.



You should patronize our advertisers, because they patronize us and support this paper, and by doing so enable us to give you a first-class paper which we hope will be better every issue.

FOR HIGH PRICES AND FRUIT WORTH THE MONEY

The DAVIDSON FRUIT CO.
of Hood River, Oregon

STANDS AT THE HEAD OF THE LIST AS PACKERS AND SHIPPERS

During the past thirteen years we have built up a reputation for quality that has enabled us to handle crops grown by members of the Local Union as well as other growers, at price above what they could otherwise secure.

Our mission is to give the growers good prices, and the buyers fruit of such quality as will enable them to make satisfactory profits.

Our specialties are APPLES and STRAWBERRIES, but we handle all kinds of fruits grown in this section, including Pears, Plums, Cherries, Blackberries and Raspberries. If you are a buyer write us. If a grower call and see us, or telephone Main 71.

DAVIDSON FRUIT COMPANY

Niagara Gas Sprayer

NO PUMP, THEREFORE NO PUMPING

What a prominent fruit grower says about the Niagara Gas Sprayer—*one of many letters:*

Hood River, Oregon, Feb. 19, 1906.

Mr. THEO. DOSCH, Portland, Oregon.

Dear Sir—We have used the Niagara Sprayer for two seasons and it meets our requirements very satisfactorily. We have about one hundred and fifty acres set out to trees. Its simple construction and the ease with which it can be operated, together with unlimited pressure, commend it to anyone looking for a practical and effective machine that will do rapid work without the service of an experienced machinist.

Very truly,
Hood River Fruit Co.,
T. A. Decker, Manager.

THEO. DOSCH

Pacific Coast Agent for Niagara Gas Sprayer

192 Front Street Portland, Oregon

FIRST NATIONAL BANK

CAPITAL AND SURPLUS

\$1,500,000.00

A. L. MILLS President
J. W. NEWKIRK Cashier
W. C. ALVORD Asst. Cashier
B. F. STEVENS 2d Asst. Cashier

A BRIEF DESCRIPTION OF WENATCHEE VALLEY

IN response to your request I take pleasure in furnishing a brief description of our valley and its conditions.

While the Wenatchee Valley is comparatively small, embracing about 18,000 acres under irrigation, it is one of the most beautiful, fertile and productive fruit districts in the Northwest. Unimproved land with water right is selling at \$300 to \$500 per acre. Orchards, with trees two to four years old, are quoted at \$500 to \$700 per acre. Orchards in good condition composed of the right varieties find ready purchasers at from \$700 to \$1,000 per acre, while a few places located close to town have sold at \$1,500 per acre, with but moderate improvements in the way of buildings. Such figures to the wheat grower or the uninformed may seem very high, but when one becomes familiar with the amount in dollars and cents that can be produced per acre and the net profit per acre in growing fruit, he cannot help but admit that even at these figures nowhere else can he secure a greater per cent on a dollar invested.

Last year I was buying fruits and vegetables for the Wenatchee cannery and personally know of several crops which netted the owner over \$1,000 per acre. This figure undoubtedly seems very big for a net profit, but a little explanation will convince you of the truthfulness of my statement. We usually plant 100 trees to the acre, which at full bearing age will yield about ten boxes per tree, or 1,000 to the acre, which brought from \$1 to \$2 per box, according to the variety, which would mean a yield of \$1000 to \$2000 per acre. However, instead of taking the actual yield let us figure on half of the actual yield, say five boxes to the tree, and reckon them at 75 cents per box, about half the actual price. This would mean a yield of \$375 per acre, less the cost of production, about 20 cents per box, which would be \$100 per acre, leaving a net profit of \$275 per acre. This is certainly good interest on \$1,000 valuation or even \$2,000 valuation.

The above actual results and estimates apply to the apple crop, and while this valley is celebrated for its apples it is equally celebrated for

By **ED M. FOY**
GENERAL MANAGER WENATCHEE VALLEY FRUIT GROWERS' ASSOCIATION

its magnificent pears, luscious peaches, splendid plums, prunes, apricots, cherries, grapes, raspberries, strawberries; in fact, all kinds of fruits are profitable. In addition to fruits this valley is now producing melons and cantelopes, which are equal if not superior to the genuine Rocky Fords.

Last year realizing the benefit of an association we organized a union in rather a primitive way, and this year have perfected the same. It is now in splendid working order and its membership embraces nearly every fruit grower in our valley. We have corresponded with and visited the managers of other associations and been benefited much by their experience. We ascertained in advance that in order for a union to operate successfully it would be necessary to have something definite from each member which would assure us of the handling of his fruit, and consequently we require every member to contract his fruit for the season with us in advance. Early in the season seventy-five per cent of the growers in this valley, realizing the importance of this requirement, voluntarily and cheerfully signed up their crop with us by contract. We feel very much flattered over the intelligence of our growers, for the reason that we realize that buyers are always ready to hamper the union with the attractive offer of cash on the spot. We are meeting with such splendid success and feel so thoroughly imbued with the idea that the association method, without any doubt in the world, pays the grower the greatest profit that we sincerely hope all districts will soon get in line and protect themselves by a good association, which will put all the profit made from the fruit up to the time it goes into the hands of the wholesaler into the pocket of the grower, instead of dividing this profit between the grower and the middleman. We believe that all districts, all associations and all managers should be in as close touch with each other as possible, both by correspondence and by occasional visits. If they do

each will be benefited and much can be done towards avoiding any market being overstocked or glutted.

We wish "Better Fruit" the best of success, for we realize we need a medium through which we can all work in harmony and place the true value of our fruits and the conditions before the public, in order that it will assist in securing all of us better results.



Every advertisement in "Better Fruit" is reliable; when writing to any of them, please mention that you saw the advertisement in "Better Fruit."

THE TRUE TO NAME NURSERY

Have for delivery Fall and Spring 1906-1907 a choice stock of one and two-year-old Yellow Newtowns, Spitzenbergs, and a few other acceptable varieties for pollinizers. Also cherry, pear and peach trees of the leading varieties adapted to this vicinity.

Past seasons we have been unable to supply the demand, and our stock for this season is limited; would therefore suggest that orders for the coming season should be filed at an early date. Address

H. S. GALLIGAN
HOOD RIVER, OREGON

Phone Farmers 349

ESTABLISHED 1868

E. P. LOOMIS & Co.

WHOLESALE AND
COMMISSION MERCHANTS

APPLES POTATOES ONIONS
FANCY SELECTED APPLES IN BOXES A SPECIALTY

95 BARCLAY STREET
NEW YORK CITY, NEW YORK

COLD STORAGE WAREHOUSE, 95-97-99 BARCLAY STREET
TELEGRAPHIC CODES: A. B. C., SCATTER GOODS, ECONOMY

CRAM'S STRAWBERRY CARNIVAL

Doubles the price of Strawberries by doubling the purchasing power of the dollar on Dry Goods, Clothing, Shoes, etc., at

THE UP-TO-DATE STORE
HOOD RIVER, OREGON

List of Fruit Growers' Unions and Horticultural Societies

We publish free in this column the name of any Fruit Growers' Organization or Horticultural Society, with the name of their Secretary or Manager. Secretaries and Managers are requested to furnish particulars if omitted, for future publication.

Oregon

Oregon State Horticultural Society—E. R. Lake, Secretary, Corvallis.
Forest Grove Horticultural Society, Forest Grove—Col. Harry Haynes, Secretary.
Clackamas Horticultural Society—J. C. Zinzer, Secretary, Oregon City.
East Hood River Horticultural Society—A. P. Bateham, Secretary, Mosier.
Medford Horticultural Society—L. B. Brown, Secretary, Medford.
Medford Fruit Growers Union—Medford.
Ashland Fruit and Produce Association.
Hood River Horticultural Society—J. L. Carter, Secretary, Hood River.
Marion County Horticultural Society—E. C. Armstrong, Secretary, Jefferson.
Linn County Horticultural Society—F. M. Mitchell, Secretary, Albany.
Polk County Horticultural Society—R. L. Chapman, Secretary, Dallas.
Yamhill County Horticultural Association—W. H. Kingery, Secretary, McMinnville.
Grants Pass Fruit Growers Union—Chas. Meserve, Secretary, Grants Pass.

C. R. LEVY

L. M. SPIEGL

LEVY & SPIEGL

WHOLESALE FRUITS
AND PRODUCE

COMMISSION MERCHANTS

Phone Main 369 127 Front St.
PORTLAND, OREGON

Tobacco Dust FOR WOOLLY APHIS

Spring and Summer is the time to fight woolly aphis, and Tobacco Dust is the preparation to use in fighting it. Tobacco Dust is safe and effective, and is a valuable fertilizer for the trees as well. It is recommended by the Missouri Experiment Station and other authorities.

WE SELL TOBACCO DUST IN ANY QUANTITY

Send for circular quoting prices. Do this now, so the Tobacco Dust can be applied to your trees, and the rains will leach it down among the roots, killing the woolly aphis and fertilizing the trees for this season's growth.

Mayer Fertilizer and J. Co.

5520 Bulwer Avenue ST. LOUIS, MISSOURI

Also manufacturers of
the Celebrated Anchor Brand Fertilizer

DON'T YOU DO IT PAY RETAIL PRICES FOR OLD CARRIED-OVER GRASS SEEDS

WHEN YOU CAN PURCHASE NEW SEED DIRECT AT WHOLESALE
WRITE FOR PRICES OF JUST WHAT YOU WILL WANT

J. J. BUTZER, Seedsman

190 FRONT STREET, PORTLAND, OREGON

Hood River Fruit Growers Union—E. H. Shepard, Secretary and Manager, Hood River.
Hood River Apple Growers Union—E. H. Shepard, Manager, Hood River.
Grande Ronde Valley Fruit Growers Union, La Grande, Oregon—E. Z. Carbine, Secretary.

Idaho

Southern Idaho Fruit Growers Association—J. R. Fields, Secretary, Payette.
New Plymouth Fruit Growers Association—A. R. Ingalls, Representative, New Plymouth.

Washington

The Thurston County Horticultural Society—C. D. Sullivan, Secretary.
Waterville Horticultural Society—Ben Spear, Secretary, Waterville.
Yakima County Horticultural Society—E. E. Samson, Manager, North Yakima.
Kennewick Fruit Growers Association—W. S. Jenkins, Manager, Kennewick.
North Yakima Fruit Growers Union—M. N. Richards, President, North Yakima.
Spokane County Horticultural Society—L. G. Monroe, Secretary, Spokane.
Wenatchee Fruit Growers Union—Ed. M. Foy, Manager, Wenatchee.
Snohomish County Horticultural Association—C. L. Clemens, Secretary, Snohomish.
Puyallup and Sumner Fruit Growers Association—W. H. Paulhamus, Manager, Puyallup.
Vashon Island Fruit Growers Association—C. J. Prior, Secretary, Vashon.
Fruit Growers Association—Shelton, Mt. Vernon.
Spokane Fruit and Vegetable Growers Association—Spokane.
White Salmon Fruit Growers Union—Carl Ross, Manager.
Thurston County Fruit Growers Union—Fred W. Lewis, Secretary, Tumwater.
Bay Island Fruit Growers Association.
Whatecom County Fruit Growers Association—J. H. Kirkpatrick, President, Curtis.

British Columbia

British Columbia Fruit Growers Association—W. J. Brandrick, Secretary, Landers.
Georgian Bay Fruit Growers Association, Ltd.—Thornbury, Antone, Canada.

Colorado Fruit Associations

San Juan Fruit and Produce Growers Association, Durango, Colorado, and Farmington, New Mexico—J. M. Kingsley, Manager.
Fremont County Fruit Growers Association, Canon City—J. P. Farmer, Manager.
Rocky Ford Melon Growers Association—A. C. Sloan, Secretary, Rocky Ford.
Plateau and Debeque Fruit, Honey and Produce Association, Debeque—H. A. Stroud, Manager.
Montrose Warehouse (shipper of fruit)—Robert Halley, Manager, Montrose.
Surface Creek Fruit Growers Association—Austin.
Longmont Produce Exchange—R. D. Jenkins, Manager, Longmont.
Manzanola Fruit Association—Ed McClain, Secretary, Manzanola.
Delta County Fruit Growers Association—Geo. Conklin, Manager, Delta.
Boulder County Fruit Growers Association—E. T. Carr, Manager, Boulder.
Fort Collins Beet Growers Association—Chas. R. Evans, Manager, Fort Collins.
La Junta Melon and Produce Company—J. O. Wood, Secretary, La Junta.
Rifle Fruit and Produce Association—Rifle.
North Fork Fruit Growers Association, Paonia, Colorado—W. H. Garvin, Manager.
Fruita Fruit and Produce Association—E. J. Dalton, Manager, Fruita.
Grand Junction Fruit Growers Association, Clifton, Palisade, Grand Junction—J. F. Moore, Manager.
Palisade Fruit Growers Association—Geo. Scrogins, Manager, Palisade.
Independent Fruit Growers Association—Grand Junction—Ferbrache, Manager.
Peach Growers Association, Palisade.

WE want 10,000 subscribers for "Better Fruit" by December 31, 1906. We need your help to accomplish it. Ask your neighbor to subscribe for "Better Fruit." He is not doing an act of charity to pay \$1 a year for "Better Fruit," but will get value received with every copy. At a glance every grower, whether on a large or small scale, will see the great value of "Better Fruit." You won't have to argue with him, for every progressive fruit grower will see that it is something he needs to get the best results out of the business. We don't want you to do this for nothing. We are going to make it pay you to say a few words for "Better Fruit."

Send us two names and \$1.50, send us three names and \$2.25, send us four names and \$3, send us five names and \$3.75, or get as many subscribers as you can at \$1 each and send us 75 cents per copy for each one. In addition we will pay to the person sending us the largest number of subscriptions above ten during each month from now until January 1, 1907, \$10 extra each month.

To the person sending in the largest number of subscriptions over 100 by January 1, 1907, we will pay \$100 in gold coin.

This is your opportunity to make some easy money. Take advantage of it and start in today.

No subscription will be counted in the contest unless paid in advance.

All subscriptions in order to be counted in the contest must be received by midnight, December 31, 1906.

You are conferring a great favor on us by mentioning when writing to our advertisers, that you saw the advertisement in "Better Fruit."

An experienced horticulturist says fruit trees are like folks in one particular—they don't like wet feet. New orchards should be set when possible on a slope that gives natural drainage. And orchards that are miserably existing in wet soil may be given a new hold on life by deep under-draining—drying their feet.

J. H. Hale says "the young fellow who goes to an agricultural college and then goes off to the city for \$800 or \$1000 a year is a fool. He ought to stay at home and make the farm pay him \$3000 a year salary, and then pay 20 per cent interest on its value." This is a high mark, but some pright, progressive young New England farmers are reaching it.

A WORD ABOUT OUR ADVERTISERS

WE desire to call the attention of our readers to the advertisers of our paper, for the reason that every firm represented deals in articles used by the fruit grower, and we know of no way of doing this better than by making a few remarks about each firm and refer you to their advertisement appearing in other columns in this paper.

Ryan & Newton Co., Butte, Spokane and Seattle—The publishers of this paper have sold a great many cars of fruit to this firm during the last three years, and takes pleasure in saying that they are thoroughly equipped with fine plants in the three cities in which they do business. We have both sold and consigned to them and received good treatment.

Livy & Spiegl, Portland, Oregon—This is one of the old commission houses of Portland and has a name for doing a straightforward business. We have always found them fair and square in their dealings. Always accommodating and with good returns for the grower.

Page & Son, Portland, Oregon—This firm is one of the large Portland firms and does a great deal of carload business. We have sold them a great many cars of apples without a single deduction being made, which is very much to their credit.

Buffum & Pendleton, Inc., Portland, Oregon—A thoroughly up-to-date house dealing solely in furnishing goods, clothing and hats. We have known them personally for twenty years and take pleasure in recommending them to our growers wanting supplies in this line, when in the City of Portland.

Mitchell, Lewis & Staver Co., Portland, Oregon—Another one of the old reliable firms dealing in first-class buggies, wagons and all kinds of vehicles and machinery.

Oregon Life Insurance Co., Portland, Oregon—We are personally acquainted with many of the stockholders, and the Manager, Mr. E. Samuel, of this company, and therefore know it to be a reliable, safe life insurance company, and therefore consider one can safely place their life insurance with this company with the feeling that their heirs will get their insurance, and the dividends will not be consumed by extravagant management.

Frank A. Cram, Hood River, Oregon—Mr. Cram conducts the largest and most popular dry goods and clothing store in our city.

Norton & Smith, Hood River, Oregon—Courteous and accommodating plumbers that make reasonable prices.

Transfer & Livery Co., Hood River, Oregon—When you come to Hood River Valley and want a turnout, you will find this firm will supply you with first-class rigs at reasonable rates.

J. R. Nickelsen, Hood River, Oregon—A dealer in agricultural and orchard

implements and is popular with every fruit grower in the valley.

D. McDonald, Hood River, Oregon—Mr. McDonald conducts a general store with a large trade among the fruit growers. This firm is popular, accommodating and reasonable in price.

Mayor Fertilizers & J. Co., St. Louis, Missouri—This is a large firm handling fertilizers and remedies for different fruit diseases. They make a specialty of Tobacco dust for wooly aphids. We would suggest that growers send for their circulars.

The White Salmon Land Co., White Salmon, Washington—This firm deals in choice fruit lands. We take pleasure in recommending this company to people who are looking for good locations.

Heilbronner & Co., Hood River, Oregon—Although new-comers in this city, this real estate firm is conducting business so as to give good satisfaction to both seller and buyer. We cheerfully recommend them to all people looking for fruit locations.

Wallace Power Sprayers, Chicago, Illinois—Their sprayers certainly have a good reputation with a great many growers. From the testimonials we have seen in reference to this machine, we feel safe in saying the users are satisfied. We are personally acquainted with one grower who has a large orchard in Hood River, who says it gives him perfect satisfaction.

THE SIBSON ROSE NURSERIES

GROWERS AND
IMPORTERS OF

FINE ROSES

For next fall and winter delivery we shall have a fine stock of leading varieties

1180 MILWAUKIE AVENUE
PORTLAND, OREGON

A SAMSON WINDMILL AND A RED JACKET PUMP

will get you plenty of
water while you sleep

NORTON & SMITH

Opposite Postoffice, HOOD RIVER, OREGON

Established 1863

225 Acres

THE WOODBURN NURSERIES WANT SALESMEN

TREES, SMALL FRUITS, ROSES,
SHRUBS, ETC.

We pay more than any other firm. Advances made weekly for expenses. Plenty of good territory.

**F. W. SETTLEMIER
WOODBURN, OREGON**

P. M. HALL-LEWIS & CO.

Civil and Architectural
ENGINEERS
AND
SURVEYORS

Make surveys, plans and estimates for sewer, light and power and railway plants, and furnish, subject to approval, plans, specifications, and estimates for all classes of buildings—public, private and mercantile. Special attention given to economic and slow-burning construction. Accuracy and economy guaranteed.

Davidson Bldg. Hood River, Oregon

WILLIS K. NASH

Broker of GREEN AND DRIED FRUITS

Grand Forks, N. D., Crookston, Minn., and Winnipeg, Manitoba

Representative for HOOD RIVER FRUIT GROWERS' UNION, DAVIDSON FRUIT CO., Hood River, Oregon; CALIFORNIA VEGETABLE UNION, Los Angeles; JOHNSON-BROWN CO., Albany, Georgia; RICHEY & GILBERT CO., Toppenish, Wash.; and other Growers and Shippers throughout the United States

C O R R E S P O N D E N C E S O L I C I T E D

Behnke & Walker Bros., Business College, Portland, Oregon—We are personally acquainted with the senior of this college and take pleasure in recommending it to all fruit growers who desire to give their sons and daughters a business education.

Woodburn Nurseries, Woodburn, Oregon—One of the oldest and largest nurseries in the state carrying the largest general assortment in any quantity.

The Dalles Nurseries, The Dalles, Oregon—We have personally known the proprietor of this nursery for several years, having bought nursery stock of him, which we found absolutely satisfactory in every particular.

H. S. Galligan, Hood River, Oregon—We have bought a good many trees of this concern and received absolutely fancy stock. They can be depended upon to deliver trees absolutely true to name.

N. B. Harvey, Milwaukie, Oregon—While we have never had any personal dealings with Mr. Harvey, we know so many growers who have bought trees of him that are thoroughly satisfied, we take pleasure in recommending his stock.

J. Butzer, Portland, Oregon—Dealers in all kinds of seeds, plants, fertilizers, etc. We know Mr. Butzer to be a hustler, right in his prices, fair to the fruit growers, and always accommodating.

Portland Seed Co., Portland, Oregon—The largest concern dealing in seeds, fertilizers, plants, etc., in the city. One that can supply you in any quantity at quantity prices.

White Salmon Valley Bank, White Salmon, Washington—The stockholders of this bank are prominent people of a high financial standing.

Ladd & Tilton, Bankers, Portland, Oregon—The oldest banking firm in Portland and one of the most reliable.

First National Bank, Portland, Oregon—The oldest and largest National bank in the state.

First National Bank, Hood River, Oregon—The stockholders are all prominent people of this city, and the officers and employes of the bank at all times courteous. Absolutely safe.

Butler & Co., Hood River, Oregon—The oldest bank in the city. This bank by its courteous treatment and business accommodations, deserves great credit for assisting in the development of Hood River Valley.

Clarke Bros., Portland, Oregon—This firm is one of the largest firms of its kind in Portland. We cheerfully recommend them to all of our growers who want to beautify their yards, as they carry a complete stock of all kinds of plants, flowers and roses. We have personally dealt with them for twenty years to our entire satisfaction.

Standard Box & Lumber Co., Portland, Oregon—This is a thoroughly reliable concern dealing in fruit boxes.

Northwestern Box Mfg. Agency, Portland, Oregon—This agency is managed by A. A. Courtney, a very courteous and obliging business man, doing a large and extensive business throughout the east as well as on the coast.

Woodard, Clarke & Co., Portland, Oregon—Wholesale and retail druggists. We have personally known this firm for over twenty years and feel that every

W. M. LADD

C. E. LADD

J. W. LADD

Ladd & Tilton, Bankers

ESTABLISHED 1859

Transact a General Banking Business
INTEREST PAID ON TIME DEPOSITS

fruit grower should get acquainted with them for the reason that they are agents for Swift's Arsenate of Lead Spray. We bought a carload of them this year which by the way, has given the best satisfaction of any spray we have ever used.

Pacific Stationery & Printing Co., Portland, Oregon—This firm is noted for its fine stationery, printing and blank book work. We have had them do considerable work for our Unions, and recommend them to all growers needing first-class stationery or fine books.

Hotel Perkins, Portland, Oregon—A good hotel where you can secure accommodations that are first-class and at reasonable prices.

Mount Hood Hotel, Hood River, Oregon—When you come to Hood River stop at the Mount Hood Hotel and you will be sure of a comfortable bed, a front room, good table and gentlemanly treatment. This hotel is lighted by electricity, heated by steam, every room is a front room and you can get a bath attached if you want it.

Rae & Hatfield, New York City—We have sold this firm a great many cars of fruit, and received the highest prices from them ever paid for Hood River apples.

Hood River Apple Growers' Union, Hood River, Oregon—The Union that sold the entire crop of Spitzenbergs at \$2.60 per box, and the Newtowns at \$2.10 per box, f. o. b. Hood River.

Davenport-Thompson Company Commission Merchants

Consignments of BERRIES, APPLES, STRING BEANS, CHERRIES, TOMATOES, PEAS, AND ALL KINDS OF PRODUCE SOLICITED

Phone Main 462 144 FRONT STREET
PORTLAND, OREGON

Established 1887

PROMPT SAFE RELIABLE

J. Grainger & Co.

LINCOLN, NEBRASKA
The Best Distributing Point in the West

Strawberries, Plums, Prunes,
Peaches, Apples, Pears, Etc.,
Etc. by the car load.

Refer to First National Bank, Lincoln, Neb.; Phoenix National Bank, Wall St., New York; Corn Exchange National Bank, Chicago, Ill., or to any responsible firm in the fruit trade East or West.
Correspondence Solicited and Cheerfully Answered

Pioneer Fruit and Produce Commission Merchants. Established 1881

PAGE & SON

Wholesale Fruits & Produce

Packing Houses: Ashland, Medford & Hood River, Oregon

120 FRONT STREET, PORTLAND, OREGON

LESLIE BUTLER, President
 J. N. TEAL, Vice President
 TRUMAN BUTLER, Cashier

Established 1900
 Incorporated 1905

Butler Banking Company

Capital Fully Paid \$50,000

GROWTH OF DEPOSITS

April 4, 1901 . . . \$ 36,741.73	April 4, 1904 . . . \$140,866.60
April 4, 1902 . . . 69,530.57	April 4, 1905 . . . 160,031.71
April 4, 1903 . . . 128,481.75	April 4, 1906 . . . 281,042.83

The Managing Officers of this Bank have been residents of Wasco County for more than twenty-four years

Hood River Fruit Growers' Union, Hood River, Oregon—An association of the growers, for the growers, and by the growers. The backbone of the valley.

Davidson Fruit Co., Hood River, Oregon—An old fruit concern of thirteen years standing and well known in this valley. With a good standing among eastern buyers.

Yakima Horticultural Union, North Yakima, Washington—This Union is located in one of the richest valleys of the Northwest and certainly has the reputation of putting up and delivering magnificent fruit. Their fruit is unsurpassed, and their pack and grade absolutely reliable. We recommend all fruit dealers to correspond with this Union.

Produce Reporter, Chicago, Illinois—We have been a subscriber of the Chicago Produce Reporter sheet and credit book from its first issue. We feel it our duty to recommend their weekly sheet and credit book to every man, grower, and union engaged in the fruit business. No money he can spend will afford him better protection and give him more information about the fruit business.

Bell & Co., Portland, Oregon—One of the old firms of Portland which is always quoted fair and generally give satisfaction.

W. B. Glake & Co., Portland, Oregon—One of the large firms of Portland doing a first-class business with satisfactory results for the shippers.

W. K. Nash, Grand Forks, N. D.—We have both sold and consigned a great many cars to this firm, which has always given us satisfaction and good results. Do a large business and have a high financial standing.

Grainger Bros., Lincoln, Nebraska—This is a popular firm of that city which has the reputation of treating everybody right. We have done business with them and have found it always satisfactory.

E. P. Loomis & Co., New York City—We have sold this firm a number of carloads without a single deduction being made. It is one of the old firms and a reliable one.

H. Woods, Chicago, Illinois—We have frequently done business with this firm on a carload basis and in all cases got satisfactory results. This firm is a large dealer in fruits and makes a specialty of Rocky Ford cantelopes.

Dryer, O'Malley Co., Portland, Oregon—This is a comparatively new firm.

However, we have dealt with them for three years and when we have consigned to them they have given us good returns.

McEwen & Koskey, Portland, Oregon—This firm is one of the newer concerns. We have had considerable business with them and in every instance it has been entirely satisfactory.

Mark Levy & Co., Portland, Oregon—This is one of the older concerns and in every instance where we have sold or consigned to them, they have lived up to the letter of agreement.

Davenport-Thompson Co., Portland, Oregon—This firm is composed of gentlemanly people and they aim to give satisfaction. We have consigned to them with satisfactory results.

Davenport Bros., Portland, Oregon—Another one of the comparatively new firms of Portland, but one that has not only given satisfaction to us but to individual shippers as well.

Pearson, Page & Co., Portland, Oregon—This firm has a good financial standing, conducts a large business. We have consigned to them with satisfactory results.

IF YOU WANT TO
 MARKET YOUR

FRUIT

RIGHT, ALWAYS SHIP TO

W. B. Glafke Co.

WHOLESALE FRUITS
 AND PRODUCE

108-110 Front Street
 PORTLAND, OREGON

**DRYER, O'MALLEY
 & CO.**

GENERAL
 COMMISSION
 MERCHANTS

WE MAKE A SPECIALTY OF
 HANDLING APPLES AND
 STRAWBERRIES

128 FRONT STREET
 PORTLAND, OREGON

RYAN & NEWTON COMPANY

Wholesale Fruits and Produce

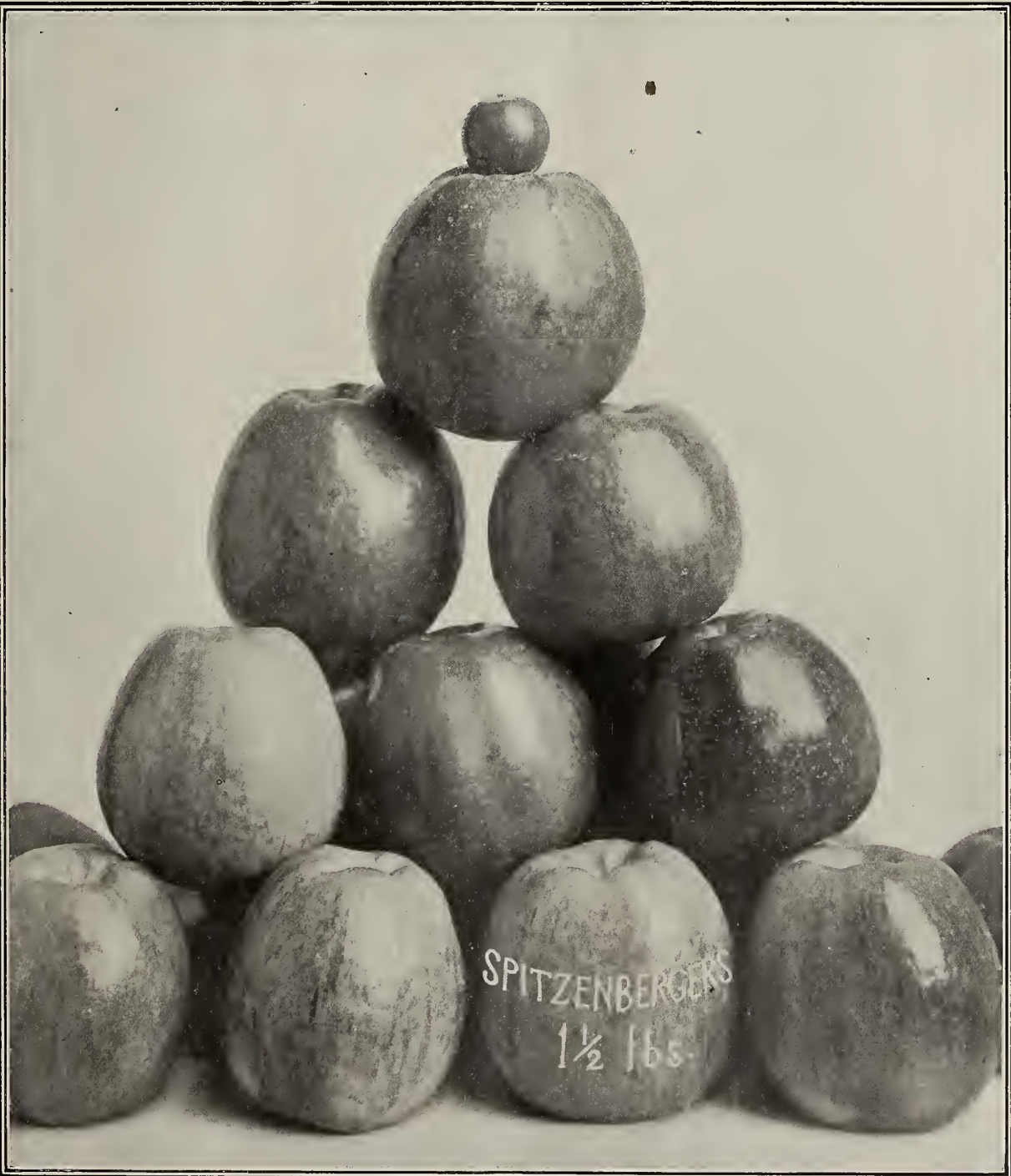
SEATTLE, WASH. SPOKANE, WASH.
 BUTTE, MONT.
 NORTH YAKIMA, WASH.

THE PACIFIC NORTHWEST

OREGON'S GREAT ILLUSTRATED AGRICULTURAL MONTHLY
will contain a fully illustrated descriptive article on Hood River in the July issue

SEND FOR IT

SUBSCRIPTION:
ONE YEAR 50c, THREE YEARS \$1.00



THE PACIFIC NORTHWEST is the only Agricultural Monthly published in the Northwest devoted to upbuilding the resources of the State which furnishes subscribers authentic information through personal knowledge of all sections. (PRINTER'S INK states it to be the leading farm paper of the State. Address: PACIFIC NORTHWEST, Portland, Oregon

BETTER FRUIT

HOOD RIVER, OREGON

A MONTHLY ILLUSTRATED MAGAZINE PUBLISHED IN THE INTEREST OF UP-TO-DATE PROGRESSIVE FRUIT-GROWING AND MARKETING

ALL COMMUNICATIONS SHOULD BE ADDRESSED AND REMITTANCES MADE PAYABLE TO THE BETTER FRUIT PUBLISHING COMPANY

E. H. SHEPARD AND E. A. FRANZ
EDITORS AND PUBLISHERS

SUBSCRIPTION PRICE \$1.00 PER YEAR
IN ADVANCE IN THE UNITED STATES AND CANADA
FOREIGN SUBSCRIPTIONS, INCLUDING POSTAGE \$1.50

Advertising Rates Furnished on Application

THIS ISSUE IS SEVEN THOUSAND COPIES AND
EVERY COPY GOES TO A FRUIT GROWER

Fellow Fruit Growers

IN presenting this, the first number of "Better Fruit" to you for your inspection and criticism, we take this opportunity to explain the field the publishers are expecting to cover with "Better Fruit." Fruit growers everywhere see the necessity of producing better fruit and also the necessity of adopting better methods in packing and placing their fruit on the market. It is the aim of the publishers to cover every part of the fruit industry in all its branches from the growing of the nursery stock to the placing of the fruit in the hands of the retailer, thoroughly, with articles written by men that are successful in their respective lines, and right here we wish to say that "Better Fruit" is open to any contributor that wants to use its columns for articles that are for the betterment in any branch of the growing and marketing of fruit. We would also be glad to receive suggestions in what way "Better Fruit" could be improved, so as to be able to serve its readers to the greatest satisfaction.

In order to make articles more instructive, we will run beautiful halftones throughout the magazine. "Better Fruit" will be a work of art, printed on calendered paper, instructive to fruit growers, an attraction on every library table and its beautiful illustrations and interesting articles of what is being done in the marvelous west will make it an interesting magazine to send to your friends and relatives in the east.

Special Numbers

WHILE natural with so many kinds of fruit and so many different districts, all so closely allied and working together in harmony (and where they are not they should be), a great many of the editions of "Better Fruit" will be to some extent general. It is our intention from time to time to occasionally publish special numbers, with extra space devoted to one particular subject, or district. To illustrate our meaning more clearly: Next year, in advance of the season, we publish a special spray number, giving the most approved methods and the results of the most reliable experiments up to date. We will publish early this fall a packing number, with special space devoted to the packing of apples. Another special number will be on marketing, in the midst of the season, so that all districts can learn how other districts market and compare with their method.

*"Better Fruit" for all kinds of fruit
and all districts*

IN order that fruit growers would understand that "Better Fruit" would serve the interest of every fruit grower, no matter what kind he grows, we decided to make this and some of the following numbers general. That the growers may realize that the paper is published in the interest of, and for the benefit of every fruit district in the Great Fruit Country of the Northwest, we have, so far as our space will permit, published articles from fruit growers in many different districts.

It's Up to You

"BETTER FRUIT" is a clean paper. Its articles will be from practical, able and successful men. No others will appear. The articles will be practical, commercial, up to date and brief. The articles will be confined strictly to "Better Fruit," a straightforward business policy. Nothing will appear but what is of value to the fruit grower. Therefore, we will have no society column; there will be no fashion column; we have no columns of household hints, cooking recipes, heart to heart talks, poultry,

stock or general training. All these subjects will be omitted, not because they are not interesting, but for the reason a jack-of-all-trades is master of none. This is an age of specialism. No man can master every trade and every profession, nor do we believe a paper with a limited staff of writers can cover all subjects of farming, or many. Therefore we have decided to confine the field of this paper to the one subject, Better Fruit, the only one we know anything about, and by the way, we were raised in the fruit business and are now engaged in the fruit business in Hood River Valley, and do it in a clean, straightforward, reliable manner.

The morale of "Better Fruit" will be absolutely high class. We even extend this policy to the advertising department and will accept no advertising from any firm we know to be unreliable. We will positively refuse all advertising from quack doctors, patent medicines, fakers and questionable lines of business. Such advertising is the main stay of the great majority of publications. Can we live without it? That remains to be seen. But we assure you that we will conduct the paper on our policy as outlined, or quit.

Now, fellow growers, we are giving you an opportunity to have a reliable, clean, moral, up-to-date fruit paper, devoted solely to the one subject of better fruit. Do you want such a paper? If you do, assist us with your subscription. It is up to you.

THE policy of "Better Fruit" is clean methods and reliable information. "Better Fruit" is to be strictly high class in every respect. We aim to publish information that to the best of our belief is reliable. This same policy applies to advertising; clean advertising only will appear.

We have personally solicited the patronage of our advertisers and have accepted and inserted ads from firms that we believe to be reliable, and therefore we take pleasure in recommending each of the advertisers in their respective lines, to the readers of "Better Fruit." Furthermore, inasmuch as the advertisers are assisting in supporting "Better Fruit," which is published for the benefit of fruit growers, we believe it is the duty of subscribers to favor our advertisers with their business,

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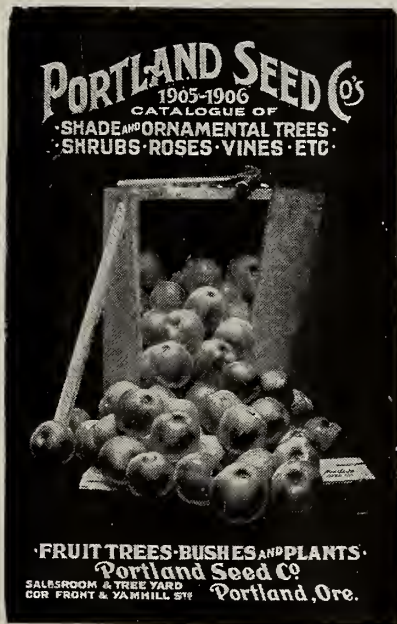
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