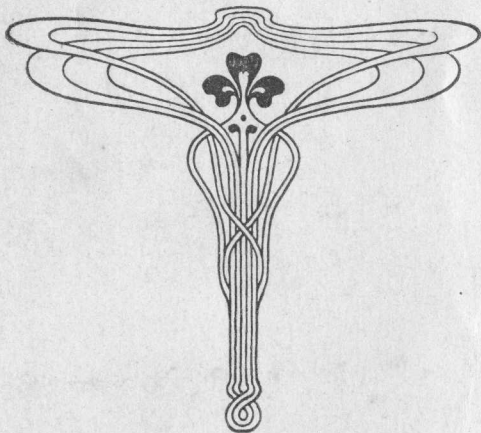


POSSIBILITIES OF THE FRUIT INDUSTRY

IN BENTON COUNTY, OREGON



CORVALLIS ORCHARD COMPANY
CORVALLIS, OREGON

PRESS OF
BUSHONG & COMPANY
PORTLAND

Possibilities of the Fruit Industry

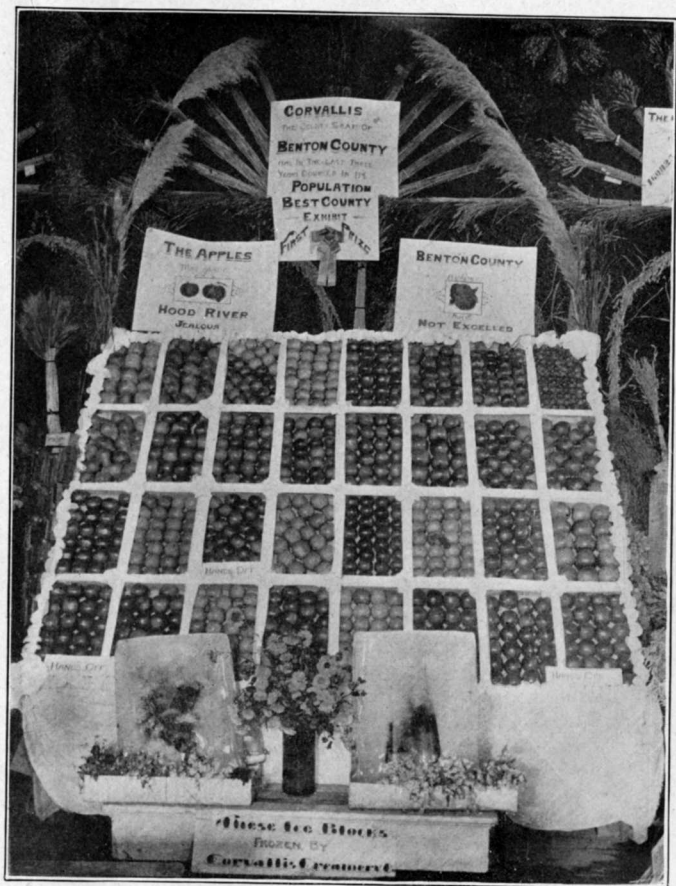
In BENTON COUNTY, OREGON

This booklet is an endeavor in a brief and modest way to show the enormous possibilities of an industry which is especially adapted to that section of country which surrounds Corvallis, Oregon, and to point out in particular how the people—the lawyer, the clerk, the business man, the laborer—may all get safe and rich returns from this industry.

The profits obtained from a well-situated, carefully-managed orchard in Oregon are so large that, in many cases, they seem almost unbelievable. Particularly is this true of apples and pears. So great, in fact, has been the element of profit that the orchard business faces some hard problems by reason of it. The fruit industry is attracting a great deal of capital to this country. The man of some means but with no more practical knowledge of orchard work than a carpenter has about Wall Street, invests in orchard property. By watching his neighbor do things and by hard work, he usually pulls through, but he has lost much of the profits that would have been his had he known the business. Fruit-raising, being the most highly specialized branch of agriculture, needs men of the best training and widest experience. Mere money will not give us profitable orchards.

Net Profits Per Acre

“What are the net profits per acre?” is a question often asked. The average net income of Oregon orchards ranges from \$200 to \$500 for apple orchards in full bearing and from \$500 to \$600 per acre for pears. Many instances of much larger returns could be mentioned, but a few will be sufficient for our purpose: In 1907, \$4,258 off of 29 acres of Newtowns, \$1,553.16 net per acre off of a block of Bartlett's in full bearing, \$19,000 net from 16½ acres of Winter Nellis, \$7.40 per box for Willamette Valley Comice pears. This information was obtained through the Oregon Experiment Station, mostly from Bulletins 99 and 101. The data was collected carefully and is absolutely reliable.



First Prize Oregon State Fair, Salem, Oregon, 1908-9

Benton County, the Banner County

For the past two years Benton County has carried off first prize for county exhibit at the State Fair, amid keen competition, and her success was due in no small measure to her fine display of fruit.

The county has always been known as splendidly adapted to nearly all the fruits of the temperate zone. Apples and pears do especially well, as is attested by the vigor and size of old trees and by the high quality of the fruit.

Immunity From Frost

Apples and pears suffer little in this region from frost. **This immunity from frost can not be overestimated, as the apple-growing sections in the United States and Canada so blessed can be counted on the fingers of one hand.** New York State, long famous for its apples, loses two crops out of five from frost, and frost is the chief factor which is causing so many of the commercial orchards of the East and Middle West to be pulled out.

No Over-Production

Is there danger of over-production? Study these figures **carefully** and judge for yourself. In the last fourteen years the apple crop has ranged from 69,070,000 barrels in 1896 down to 22,950,000 barrels in 1908. The average for the ten years from 1895 to 1904, inclusive, was 45,013,100 barrels per year. The average for the past four years has been 28,379,750 barrels per year. This shows an average decrease of the apple crop in the United States of 16,633,350 barrels.

During this time we find that the population has increased from 77,502,622 in 1896 to 85,730,176 in 1908, and that the price of apples has steadily risen as well. We find, also, that during the latter half of this period the Northwest was the **only region to enlarge its plantings materially**, and that many of the Eastern orchards were removed because of frequency of frost, insect pests, etc. The farm orchard of the East is out of the running, also. The farmer cannot give the attention to his orchard necessary to properly cultivate, prune and kill insect pests. His fruit is poor and the orchard inspector often orders the trees removed.



Prof. Walter S. Brown
President and Manager Corvallis Orchard Co.

Localities for Apples and Pears

The fruit business from this time on is going to be carried on **only** in those localities specially adapted to the particular fruit in question. The regions in the United States well adapted by reason of soil and climate to grow apples and pears are comparatively few and Western Oregon heads the list.

Lest any one should say that the Northwest is planting more than her portion and that there will be difficulty in finding a market for the product, we call your attention to the following: At the close of 1908, Missouri had 9.9 per cent of the apple trees of the United States, New York had 7.5 per cent, and Illinois 6.7 per cent; the seven Northwestern states of Washington, Oregon, California, Idaho, Montana, Colorado and Utah had collectively 6.4 per cent—not so much altogether as Illinois can boast. At that time Oregon, Washington and California had each 1.4 per cent. Looks like an oversupply in the Northwest, doesn't it?

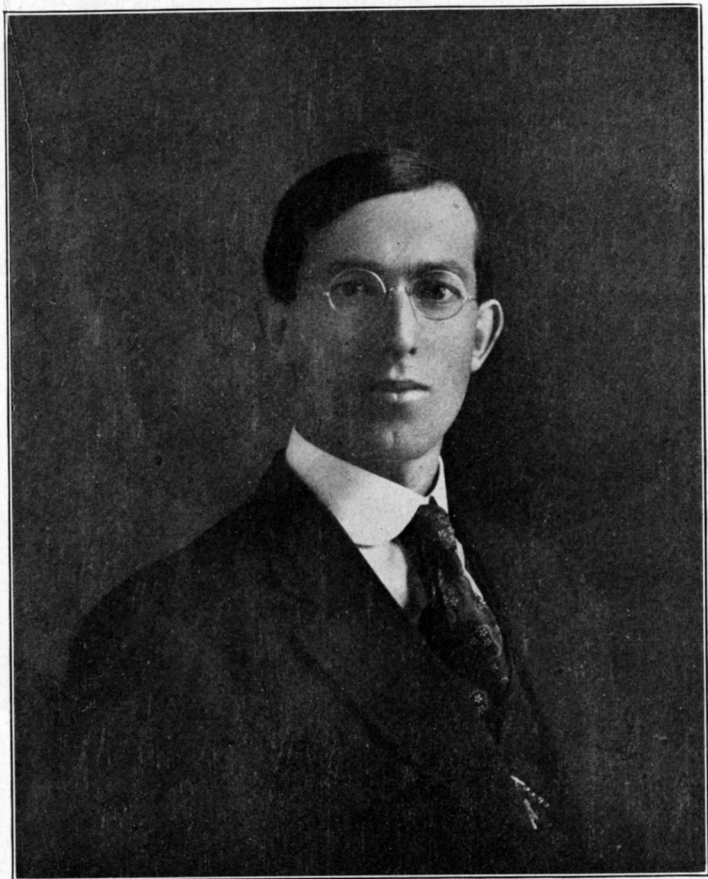
With pears the outlook is even brighter, as nearly all the sections of the East have suffered severely from frost and blight and many of the orchards have been removed. Consequently the price of pears has increased rapidly in the past few years and will always be high.

Prices of Bearing Orchards

Bearing the above facts in mind, it is not to be wondered at that young bearing orchards in Oregon are selling ordinarily for from \$1,000 to \$1,200 per acre and nothing phenomenal in the fact that a seven-year-old orchard of Newtowns sold last autumn for \$1,600 per acre, and that, recently, an apple orchard ranging from two to four years old sold for over \$900 per acre.

Corvallis Orchard Company

The Corvallis Orchard Company is capitalized at only \$400 per acre for trees four and five years old. At the price orchards of that age are bringing in this state, our orchards will be worth at least \$800 per acre at five years of age and stock will be worth 100 per cent above par. At eight years of age these trees will produce from \$100 to \$200 net profit per acre, bringing the worth of the orchard up to \$1,000 to \$1,200 per acre at a conservative estimate. What safe business proposition can you point to that will equal this?



Prof. C. I. Lewis
Vice President Corvallis Orchard Company

The organizers of the Company have purchased 270 acres of the Sam Wyatt property, one of the richest farms in this part of the state. The tract is located on the road to Philomath, one mile southwest of the city limits, and cornering within one-third of a mile of the farm of the Oregon Agricultural College. There is not a foot of waste land on the place, the drainage is good, and the soils and slopes are ideal for apples and pears. About 140 acres are cleared ready for planting, the balance in pasture covered with scattered large oak. A good house with city water system, fair barns, several good wells, about an acre of thrifty young orchard, and fences constitute the improvements.

The property is bounded on the north by the Corvallis and Eastern Railroad, enabling the Company to have its own siding. When supplies are to be brought in and hundreds of carloads of fruit to be shipped, this is no small advantage.

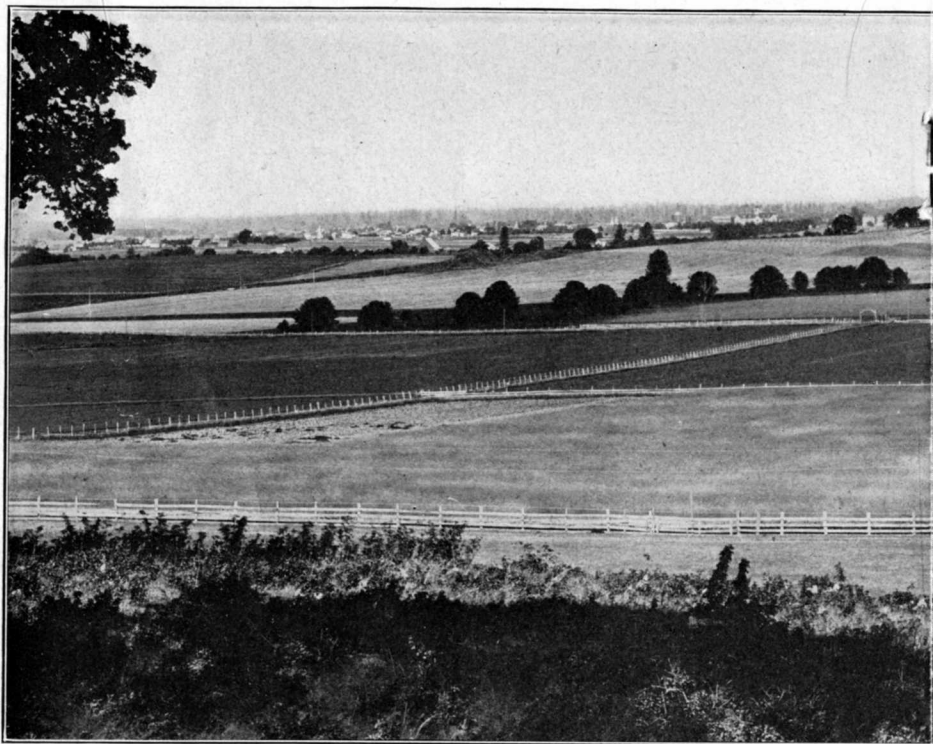
The location of Corvallis at the head of navigation on the Willamette River has a great influence in modifying freight rates. Here such crops as potatoes and other vegetables can be made valuable side lines to the fruit business, whereas in the southern part of the state excessive freight rates make such crops unprofitable except for home use.

Personnel of the Company

The Corvallis Orchard Company can point with pardonable pride to the six men instrumental in its organization. Professor A. B. Cordley, dean of the College of Agriculture, and for many years State Entomologist, by reason of his great work among farmers and horticulturists, has become one of the most widely known men in the Northwest.

Walter S. Brown is a Cornell graduate, having specialized in horticulture. He brings to the work a wide experience in practical horticulture and is to be Manager for the Company. Before locating at Corvallis, Mr. Brown carefully investigated the fruit-growing possibilities of several regions of the Northwest. He is thoroughly satisfied that about Corvallis the conditions for growing and marketing first-class apples and pears are unsurpassed by any section of the state or of the Northwest.

Professor C. I. Lewis, head of the Department of Horticulture at the Oregon Agricultural College, though not so long a resident of

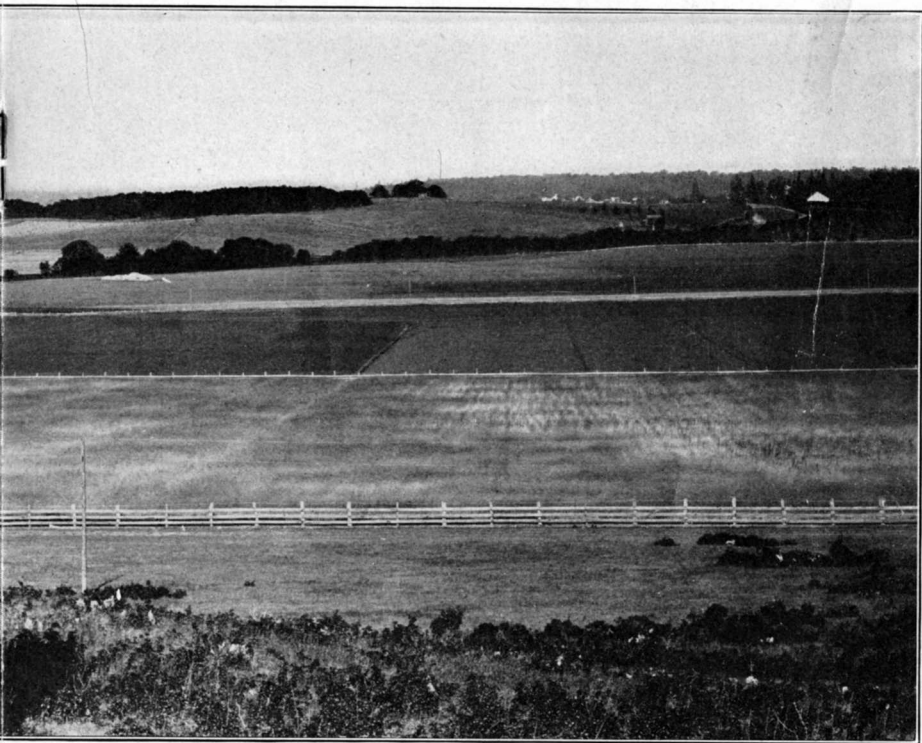


Lands of the Corvallis Orchard Company, comprising the six

the state as Professor Cordley, has built up an enviable reputation for himself on the Coast and is recognized as an authority on all matters pertaining to practical horticulture.

The Company is more than fortunate in having as a member and as its legal adviser, E. R. Bryson, who was nominated and elected Prosecuting Attorney for the Fourth Judicial District of Oregon without opposition. He is so well known to this part of Oregon that any reference to his ability would be superfluous.

Virgil E. Watters has resided in Benton County 25 years. In 1892 was elected to the office of recorder of conveyances for a term

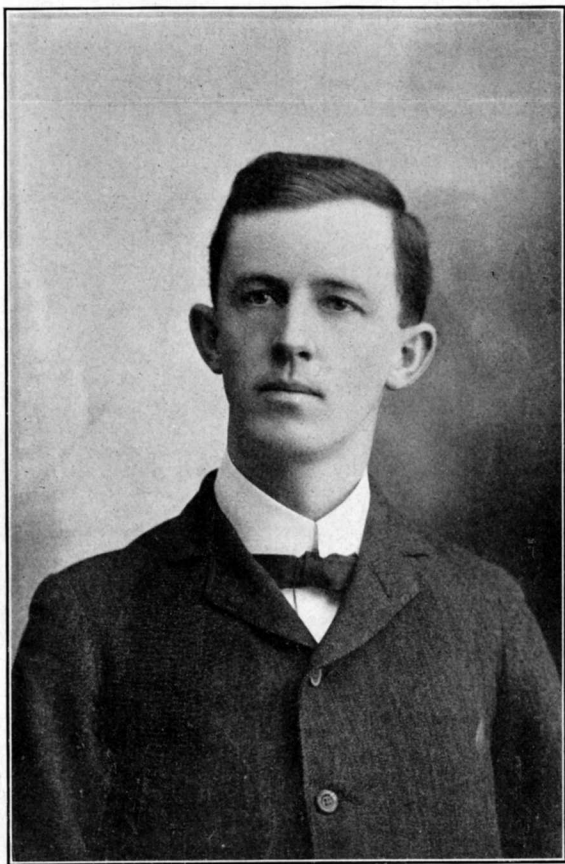


fields in the foreground—Agricultural College in the distance

of two years, was re-elected in 1894, in 1896 he was elected county clerk, and re-elected in 1898 and again in 1900. In June, 1902, he was elected county judge for a term of four years. He is a successful real estate man ~~without opposition~~ and present mayor of Corvallis.

W. W. Chipman, assistant cashier of the Warsaw State Bank, of Warsaw, Ind., is a shrewd business man and went into the enterprise only after having been satisfied that the fruit business is a money-maker and that Corvallis is especially adapted to that business.

Without wishing to seem egotistical we believe no group of men better fitted to manage such an enterprise can be found in the



*E. R. Bryson, Secretary and Attorney
Corvallis Orchard Company*

Northwest. The investor is assured of the best professional, legal and business methods, not only from the start, but for the future as well.

These individuals have bought the above described property and are under contract to clear, plant, cultivate, prune, spray and otherwise manage the orchards on this property according to the best horticultural practices. They agree to plant at least seventy-five acres per year until 250 acres have been planted, and at least one-third of the acreage shall be pears. On January 1, 1915, the above parties agree to convey the property to the Corvallis Orchard Company, with the provision that any portion of the orchard which has not at that time reached the age of four years shall be cared for by them until it has reached such age.

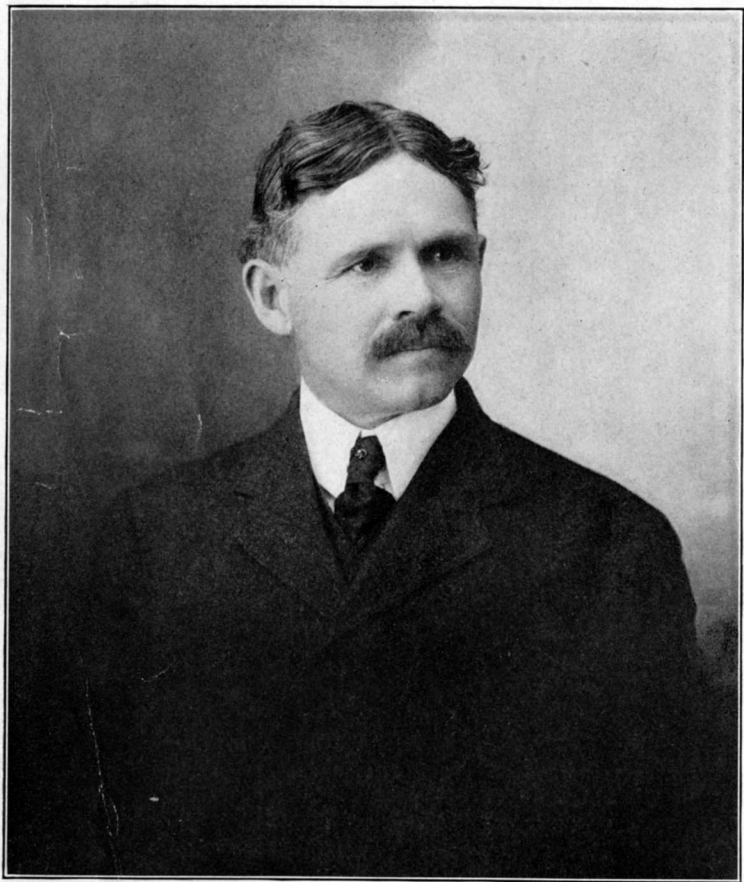
The Company is capitalized at \$100,000, in shares of \$100 each. A majority of the stock has already been subscribed by the six organizers of the Company. An orchard brings in its profits for a life time and the investor is, naturally, anxious to know how long his interests will be managed by the men of experience now in charge. It is the intention of the men above mentioned to make money out of the orchard business, and they expect to have (provision has been made for them to) control of this project for years to come.

Expert Care and Management

Much of the undeveloped orchard land in the Northwest is being sold in five and ten-acre tracts, with the agreement that they are to be planted and cared for for a certain period, then revert to the owner to be managed by him. There are several disadvantages to this plan. Many owners know nothing of the fruit business, hence **have to learn by expensive experience** or depend on hired labor, which is often even more costly.

Then it takes about as much capital to run a ten-acre tract as one of forty acres. The house and barn is the same for both tracts; the team, the cultivating and spraying machinery will handle forty acres as well as ten. The small grower's initial cost is much greater in proportion than that of the large grower.

Again, successful business men realize that a man cannot have too many irons in the fire and temper them all well. The man who undertakes to run a store and manage an orchard also, often finds that the interests of both projects demand his attention at the same



Prof. A. B. Cordley
Treasurer Corvallis Orchard Company

time. As a result he sacrifices much of the profit he might make if he knew his orchard was being well managed and he could turn his energy to the store.

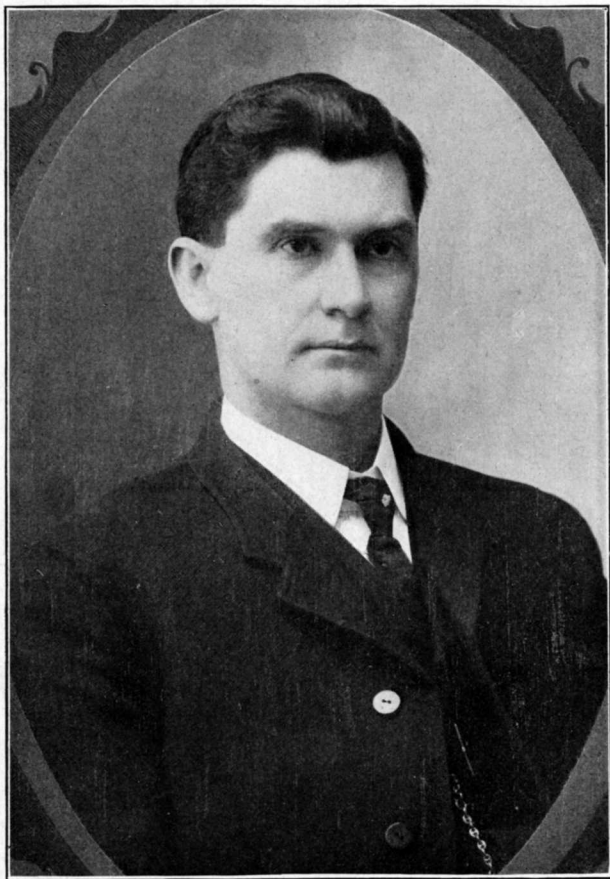
It takes as much practical ability and experience to succeed in orchard work as in any line of business. Therefore, we feel satisfied that the successful merchant, doctor or tradesman would rather manage **his** business intelligently and place his funds for investment in the hands of men who understand **their** business and who will relieve him of all the cares which come when we want to be in two places at once.

This is why the Corvallis Orchard Company has decided to sell shares of stock instead of parcels of land.

Synopsis of Contract

The within-named corporation, the Corvallis Orchard Company, has contracted with Walter W. Chipman, Walter S. Brown, Virgil E. Watters, A. B. Cordley, C. I. Lewis and E. R. Bryson, to purchase from them on the 1st day of January, 1915, the 270-acre tract of land situate one and one-half miles west of Corvallis, in Benton County, Oregon, by them purchased from Samuel T. Wyatt, being the west 270 acres of the S. T. Wyatt farm, at the price of \$95,000.00, payable \$10,000.00 October 1, 1909, and an additional \$5,000.00 when each succeeding twenty-five acres of said tract shall be by the said selling parties planted to orchard, \$10,000.00 January 1, 1914, and the final payment of \$25,000.00 on delivery of deed with full covenants of title and warranty, no deferred payments to bear interest. Provided that the final payment shall not be due until 250 acres of said tract of land shall be planted to orchard and shall have attained the age of four years from planting.

Said contract provides that said selling parties shall cut the timber from, clear, grub and plant to orchard as much as 250 acres of said tract, tiling or otherwise draining the same wherever necessary to secure the best results, and shall at all times until such conveyance and until all orchard planted thereon shall have attained the age of four years from planting, cultivate, spray, prune and in all respects care for such orchard according to the **best horticultural practice**; that said selling parties shall pay all taxes on said lands prior to date of conveyance, maintain for the benefit of the company a reasonable amount of fire insurance on the buildings on said prem-



V. E. Watters, Corvallis, Oregon

ises and maintain other improvements; that the selling parties shall be entitled to all timber cut from said premises and all products grown thereon prior to date of conveyance; that the orchard to be planted on said tract shall be of pears and apples, not to exceed one-half pears, and that such orchard shall be planted as fast as the company may require, provided the company is not in default in payments due under said contract for prior planting.

WALTER S. BROWN,
VIRGIL E. WATTERS,
A. B. CORDLEY,
C. I. LEWIS,
E. R. BRYSON,

Directors.

If you wish a splendid income for life, with the assurance that your interests will be looked after conscientiously and that you will be, at the same time, free from the details and worries of the business, we strongly urge you to investigate the proposition **at once**, for the amount of stock to be placed on the market is limited and will soon be gone.

CORVALLIS ORCHARD COMPANY

For full particulars see or address the Financial Agent of the Company

VIRGIL E. WATTERS

Corvallis, Oregon

READ THIS

¶ 270 acres of the finest land in the Willamette Valley, beautifully located one and one-half miles from Corvallis and the Agricultural College, on the railroad, selected and purchased by an experienced horticulturist, 250 acres to be planted to apples and pears, to be supervised, managed and cared for according to the BEST HORTICULTURAL PRACTICE, as a commercial orchard by as strong a combination of experienced men as can be secured on the coast.

THINK OF IT

¶ The Corvallis Orchard Company is not trying to sell you five or ten acres of orchard TO BE HANDLED BY YOU IN AN INEXPERIENCED WAY, but is offering you stock in a company that means success. You are on an equal footing with these men of experience, their success means your success.

CAN YOU BEAT IT

¶ A small amount of this stock is now placed on the market on easy terms. The shares of stock are \$100 each.

20 PER CENT DOWN

¶ And the balance 2½ per cent per share per month, until eighty per cent of stock is paid, WITHOUT INTEREST. The next payment, (\$10.00 per share) to be made July 1, 1913, and the final payment of \$10.00 per share, to be made July 1, 1914. Remember, all deferred payments WITHOUT INTEREST.

NOW IS YOUR OPPORTUNITY

¶ This is not a wild cat scheme, but one of the best business propositions on the market today. I again call your attention to the men handling this proposition. If you are interested call on or address

VIRGIL E. WATTERS, Corvallis, Ore.