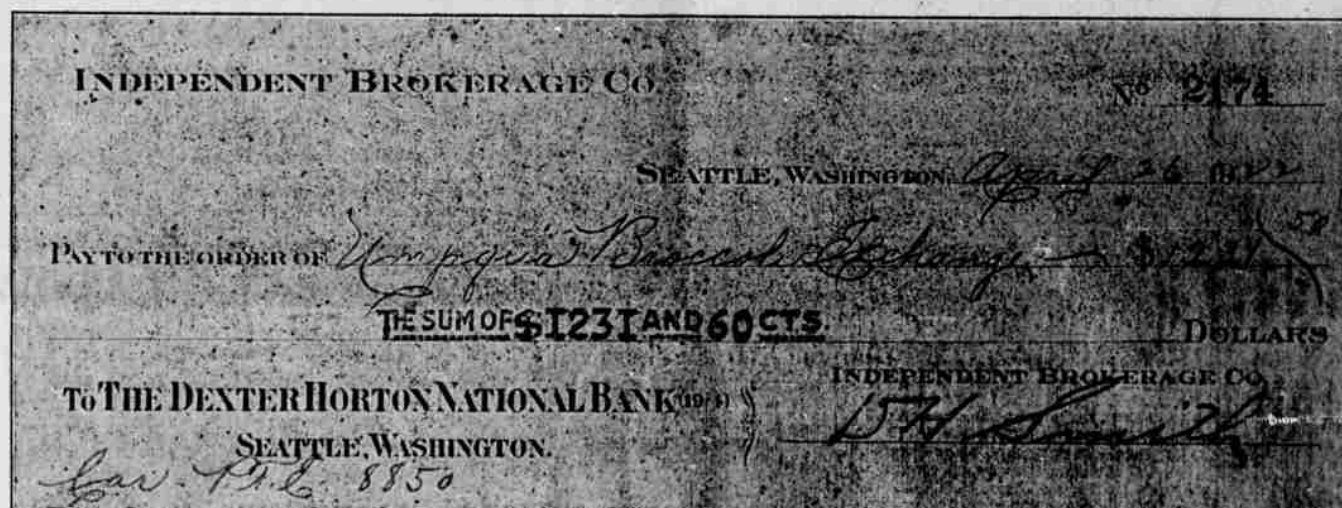


HERE IS THE ACID TEST

It Tells the Whole Story about Douglas County Broccoli!
"The Proof of the Pudding is in the Eating"

Greeting from the Umpqua Broccoli Exchange:

At the end of our first Season we wish to express our appreciation to each and every person who was instrumental in making the recent crop a successful one.



THIS CHECK REPRESENTS THE SALE OF A SINGLE CAR.

The Past—

Our members graded and packed their crop honestly and well. We have had many compliments from our customers.

Those who harvested, graded and packed the crop are entitled to praise—we had some unusual weather—they endured it.

We compliment the carriers, auto trucks, express and railroads. Service was excellent. Especially do we appreciate the assistance of the local Southern Pacific employees—both office and yards—considering their lack of equipment for the quick handling of perishables in large quantities, their showing was wonderful.

We shall never forget the faithful boys who had charge of our loading—night and day, they were ever on the job.

And we are not even overlooking the ICE MAN.

The service of the telegraph companies was excellent and kept us in constant touch with those whose appetites craved broccoli.

We are indebted to the Department of Agriculture for the services of Messrs. Mann and Pailthorp. Already their work is bringing results.

We thank the Oregon Journal and the Roseburg News-Review for the wide publicity given our product.

To our customers—those who came to our town and those who had the confidence in us to wire their cash for something they had not seen—we express our thanks and appreciation. Our intention has been to merit your future patronage.



The Present—

We are largely engaged in the handling of items like the above. Yes—this one is above our season's average—but we are just human enough to exhibit it.

With Kind Regards,

FOSTER BUTNER,
Manager.

The Future—

The success of the broccoli industry depends upon the men who grow, harvest and pack the crop, those who sell it, those who transport it to market, and those who buy and distribute it. Here are our kindly suggestions to each group:

Growers—Do not increase your acreage beyond the point where you can deliver Fancy quality. There is no reason to believe that future seasons will show the high average prices of this past one—be prepared to take a low price with good grace—and then accept all you can get. Support the cannery. Mr. Norton is receiving compliments from large jobbers for the excellency of his pack. By selling him all our under-size heads we will be enabled to pack even higher quality.

The Carriers—

Lower your freight rates, reduce the minimum on carloads to 18,000 lbs. Enlarge your facilities in the local yards.

The Buyers—

You have helped put Roseburg on the produce map. Come back next season—and the next—the latch string is always on the outside. When you can't come, WIRE.

UMPQUA BROCCOLI EXCHANGE, Inc.

FOSTER BUTNER, Manager