Section Two

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MUCH INTEREST BEING SHOWN IN NEW FRUIT PLAN

Organization of 90 Per Cent California Growers Expected.

STABILIZE PRICE

Parker Plan Expected to Result in Increased Consumption and Greater Profits.

The Produce News, a trade paper devoted to market news concerning agricultural products, gives considerable space in its current issue to the Parker plan for stabilizing the prune market. This is the plan which an Oregon committee is now investigating. A similar form of organization is proposed for this state. The Produce News, under a Los Angeles dateline, says:

Every fruit growers' organization on the Pacific Coast, as well as elsewhere, along with every large distributing organization, is watching with keen interest the development of the latest program of the California prune growers. If the program can be made to work for the prunes, it is claimed it will apply to practically every other fruit—with a modification here and there to suit each product. The underlying principal however, is the same: first, persistent publicity and next that of tying together in a compact organization both producers and distributors for the purpose of maintaining prices along with correct distribution. The chief argument for the plan lies in the fact that producers and distributors are given equal voice on every point, with an outside chairman or referee whose decision is final. Organized producers receive no advantage over independent growers nor does one selling agent have an advantage over another.

eting game and stay out—the sales The growers get out of the markagents keep out of the producing end and stay out.

Pres. J. M. Parker, head of the California Prune & Apricot Growers' ass'n. after many talks with both producers and selling agents, developed the plan. He has given much study to the subject. The matter has been before the commercial packers of California as well as before the growers' organization for some time. The bankers of the prune and apricot districts have examined the plan and have given it their approval. So have the commercial packers and others having large investments in the industry.

Want Stabilized Values

The chief objection of the Parker plan is to stabilize values and promote consumption of California prunes. They are to be widely advertised and every device used to increase consumption. Meetings of growers are now being held in the various districts to discuss the plan so that it may be made effective beginning with the 1927 crop. Those who have closely studied the details say that it is the most practical program ever offered for the organization of the industry. Other plans have failed which is proven by the poor results for the past several years. The Parker plan has already received the approval of several authorities. It differs decidely from other plans which, excellent in theory, have failed to work.

California Fruit News, an authority in the dried fruit industry in last week's issue gives much space to the Parker plan along with a diagram of its features. It stresses these several features under which all sides are united for the development of the industry. Attention is called to the former programs of growers' co-operative organizations substituting themselves for packing and sales operators already engaged in the business, which is as logical as the sales agencies organizing and substituting themselves for the producers.

The Parker plan is to become effective provided 90 per cent of prune production is brought into the organization. The present growers' organization now controls over 50 per cent, so that it will take the solid support of the independent packers with their 40 per cent of production to put the proposition over. The several meetings of the independent packers with bankers and the association have brought out strong support from the independent packers for the Parker plan.

Half of the Tonnage Assured

The California Prune & Apricot Growers' Ass'n. which started in 1921 has two years to run on its present contracts with members so that fully 50 percent of the California tonnage is assured. The plan will cover prunes only and will not affect apricot contracts, which will be handled in the same way as at present. It is conceded that a half dozen of the long established independent packers will be able to bring into the plan fully 30 per cent and probably 40 per cent of the outside tonnage. Previous efforts to merge interests have failed for various reasons. Price cutting has prevailed so that no one has made money for several years. The association after four years' efforts, backed by an iron-clad contract has steadily slipped instead of going ahead as had been promised by its promoters. It took several years of steady losses to bring all concerned to a point where they could agree.

One of the strong arguments for the Parker plan is that concentrated, centralized publicity in behalf of the prune industry will be used for the purpose of increasing consumption—not for any one pack or brand, but for all California prunes. A light assessment upon every producer will provide the required funds—so light that it will not be felt in annual returns. Public utilities, land owners, bankers and others will aid in raising the publicity funds.

As stated before, the producer of every other fruit on the Pacific Coast as well as elsewhere is vitally interested, since the principle involved in the Parker plan once put into effect for apples, peaches, pears, and so on, will tend, to centralize each of these industries, wiping out waste and putting each on the merchandising basis.

The Parker plan is simple, direct and unique. On the one hand, all California prune producers are to be organized under the one title, "California Prune Producers." These are terms of contract, between either the present members and the associtaion, or similar contract between non-member growers and independent packers. The heart of the plan, as outlined by Pres. Parker is the board of directors of all California prune packers, uniting in a joint committee, composed of an executive committee and four packer directors, with an appointed chairman as the ninth member of the joint committee.

The packer members are organized under the title "Marketing Company." This is to include all California prune packers selling and packing under contract—in the markets of the world. The present growers' packing and marketing agency, known as the Growers' Packing & Warehousing Co., is to be included in the marketing company as one of the commercial packing elements—all on the same basis.

Thus the Parger plan purposes to take 90 per cent of the California prune acreage as the prime or first factor. Through the interlocked organization of producers, both association and non-association, working with the commercial packers and the association selling agency, it proposes to increase consumption of prunes by advertising.

Marketing experts who have studied the Parker plan say that had northwestern apple men adpted a similar program two years ago or even last year a decided change would be shown in the markets today. These specialists point to the fact that some sort of plan will work effectively with apples, raisins, peaches and other fruits, the chief reason for such prediction being that the whole structure is based upon consistent and persistent advertising in order to stimulate consumption. Other marketing plans have omitted this one fundamental principle or have simply included is as of minor importance. The prune men are placing it first and the one vital foundation stone for the Parker plan.

How is your bed?

OAKLAND MAN DIES AT HOME OF BROTHER-IN-LAW

CRESSWELL, Ore., Jan. 24—Albert Hague, of Oakland, Ore., died today at the home of his brother-in-law, B. F. McCollum, leaving his widow, Mrs. Sarah Hague, and five sons, four of whom are in California and one in Oakland. He was 56 years of age. He was a member of the Elks lodge of Roseburg, of the I. O. O. F. of Sutherlin and the W. O. W. of Oakland also a member of the Christian church at Oakland. The remains will be taken to Oakland for interment on Thursday morning. Arrangements are under the direction of E. A. Schwering, local undertaker.

M'NARY'S FARM BILL LEAPS THE FIRST BARRIER

House Committee Votes to Report Measure; Party Lines Ignored.

HARDER FIGHT AHEAD

Southern Cotton Interests Not Yet Able to Stand Equalization Fee Required.

(Associated Press Leased Wire.)

WASHINGTON, Jan. 14.—Farm relief legislation has advanced to the semi-final stage in the house and it remains only for the rules committee of that body to decide the time for a decision.

The winner of the long struggle in the committee elimination contest is the McNary-Haugen bill, carrying the controversal equalization fee, and the manner in which it was voted upon yesterday by the house agriculture committee indicates a bitter fight when it reaches a vote in the house itself.

The committee voted 13 to 5 to report the measure, but party lines parted with four republicans joining as many democrats in opposition and eight republicans to five democrats supporting it. That many members want a quick showdown, however, was seen in instructions given Chairman Haugen to ask the rules committee to set aside an early date for a house vote.

Fee Moat Point

The fight is expected to center around the equalization fee which would be levied on basic farm commodities to take care of surpluses. Among those in favor of the fee are southern democrats, but they do not want it imposed on cotton for two years, holding the industry could not stand such a levy until that time. One southern member, Representative Aswell, of Louisiana, ranking democrat on the agriculture, who voted against reporting the McNary-Haugen bill, said such a fee would tax cotton from $10 to $10.50 a bale at the gin and the board set up to levy the tax would have only three members from the cotton states.

"The cotton growers can draw their own conclusion," he added.

Representative Fulmer, democrat, South Carolina, voted to support the bill but in so doing he said he reserved the right to fight to postpone involving the fee against cotton.

OLD FASHIONED DANCE BY RADIO

Tonight at 7:30 o'clock those people with radios in their homes and who like to dance the old fashioned steps that were in vogue before the days of modern jazz swept the country, will be priviledged to do so. The Ford Motor Co. is sponsoring a program from KGW, Portland, and the old time square dances, quadrilles, with perhaps the minuet, will be on the air for the enjoyment of devotees of the dance. Henry Ford, it will be recalled started a movement some months ago through his paper, the Dearborn Independent, to restore the old time dances to popular favor, and the program tonight is in harmony with that purpose.

WOOL GROWERS MEET

(Associated Press Leased Wire.)

PENDLETON, Ore., Jan. 14.—The thirtieth annual convention of the Oregon Wool Growers' association is being held in Pendleton today. In the neighborhood of 200 growers from all sections of the state have arrived here to attend the meeting which opened today. Many important matters are to come before the convention pertaining to the wool industry. Grazing fees and rates are important items. A heavy list of prominent speakers has been arranged by the local committee.

OFFICERS CHOSEN BY BAPTIST CHURCH

The annual meeting of the Baptist church was held Wednesday, with a big attendance on the part of the membership.

The meeting started with a 6 o'clock dinner served in the banquet room. During the time of the dinner music was given by a vocal trio composed of Grace Wickham Deets, Mattie Lee Taylor and Charles McElhinny. An orchestra composed of Redford Tester, W. E. Ott, Blanche Love and Myrtle Hercher also presented a fine musical program.

In the business session reports were given by the various departments and organizations showing an exceptionally fine record for the past year and a good outlook for the future.

The election resulted in the selection of C. M. Page as Sunday school superintendent; N. L. Conn, B. W. Strong, L. F. Lozier, deacons; Mrs. John Petney, Mrs. C. H. Wickham, Mrs. Nora Kohlhagen, deaconnesses; Andy Caraway, treasurer; Mrs. Caraway, assistant treasurer; Louise Jennings, clerk; W. E. Ott, O. H. Pickens and Edward Von Pessl, trustees.

COMBINE OF THREE RAIL SYSTEMS IS NEAR COMPLETION

Great Northern, Northern Pacific and C. B. & Q. to Unite 28,000 Miles of Line.

(Associated Press Leased Wire.)

ST. PAUL, Jan. 14.—A dream of railroad consolidation envisioned by James Hill, "the empire builder," 25 years ago, was a step nearer realization today.

Ralph Budd, president of the Great Northern railway, announced here that "plans are progressing for the merger of the Great Northern, Northern Pacific, and Chicago, Burlington and Quincy. Such a consolidation would embrace a system of 28,000 miles.

Details of the plan are being worked out in conference of the rail officials and their legal advisers and may be ready for presentation to the Interstate Commerce Commission within 90 days. Governors of the states through which the roads operate will be advised of the plans before they are turned over to the commission.

According to Mr. Budd only "unforseen problems" in his opinion, could prevent completion of the plans within three months.

Howard Elliott, chairman of the Northern Pacific, in a statement issued in New York, said that a joint "consolidation committee" of the three roads has been working on the subject for six years.

Within the last six months, Mr. Elliott's statement added, counsel for the roads have prepared some plans "which may permit a great "unification of the three properties than exists today."

The plans already drawn will be considered at conferences "during the coming week" and arrangements made to "complete the papers for submission at the proper time," to the commission and the shareholders of the companies.

Both Mr. Budd and Mr. Elliott emphasized the merger is not complete, and anything to the contrary is "premature and inaccurate."

To Leland—

Mrs. W. F. York and the latter's brother, George Walter, left this morning for Leland where they will spend two weeks visiting their parents, Mr. and Mrs. H. V. Walter.