

Guide Posts to Success In the Apple Industry

Advertise the Apple---Use the Newspaper, Sales Days, and Box Displays---Stop the Selling of Culls on Any Market---Employ One High-Class Salesman to Sell the Fruit Crop of the State.

Kill Out Consignment Abuse, Sell Direct for Cash and for Cash Only---Give Speculators a Chance to Speculate on Their Own Money While Growers Accumulate Theirs.

Guide Posts to Success In Selling.

Kill out consignment abuse. Sell direct for cash and cash only.

Give speculators a chance to speculate on their own money while growers accumulate theirs.

Organize a state-wide selling department to gather information on world crop conditions, on acreage, market fields, crooked dealers, competitive districts, and all other elements which enter in selling at wholesale.

Make this central office the selling headquarters for the state, and continue the local offices in each district as shipping and storage agencies only, and keep books in each local office.

Advertise by using the newspapers, sales days, box displays. Banish the grocer who sells apples by the dozen. Stop the selling of culls on any market. Offering culls kills the sale of much good fruit.

Employ one high-class salesman to sell the fruit crop of the state, and employ bookkeepers and warehousemen at local offices to keep the accounts and store and ship the fruit.

Pool fruit for selling only. Do not allow a pool to be delivered anywhere before you get your money. Apples in a warehouse under proper supervision should be delivered like wheat is delivered.

Markets in Oregon are being neglected. Hotels and restaurants are not using apples freely enough, while cheap bananas and oranges in Portland make the field need cultivating.

Publish a valuable booklet on the apple, its culture, its food value, its varied uses, and place a copy in each box packed in the state. People know little about the apple and growers must disseminate information which will increase consumption.

Do not worry about the brand on the box. People do not buy the box but its contents. Apple boxes should be clearly marked to acid content keeping or eating or cooking qualities, as well as to size and color of the apples. Few housewives know all about the apple.

Distribution is the handmaid of production. Selling is an essential part of the annual output of every orchard. Profits cannot come from production alone, even though cost of production be at the very minimum.

The producer has been milked long enough in Oregon. High land values, heavy interest charges and high taxes demand as fast as he can make it. Let readjustment come, especially in marketing methods.

Each fruit grower district should specialize strongly. Develop large output of certain fruit, or varieties and do not try to grow everything. Quantity counts for as much as quality in selling at wholesale.

THE GROWER AS A SALESMAN.

(Address by A. H. Harris, industrial writer on the Evening Telegram before the Oregon State Horticultural Society, at Corvallis, November 17, 1915.)

The producer, whether the product be wheat, wool, apples or peanuts, has been and likely will continue to be the helpless victim of abuses in distribution. As methods of production become more scientific, as the quality and quantity of crops increase, new abuses and even extortion in marketing appear, for the grower frequently mistakes volume of output for profits and prosperity. And, there have been enough human parrots in every neighborhood to keep up the senseless prattle about increased production being the best evidence of greatness in the producer and riches in the community.

The wheat grower of the Middle States has passed through all the stages of production and nearly all the evolutions of distribution. In it all he has been wiser than the Oregon apple grower, for he has always demanded the cash for his products when he sold them, not when they were delivered and marketed at a distant point of consumption. The wool grower has always received his money when he sold his wool; the stockman gets his check when his cattle or sheep are delivered to the buyer, not when the packing house or central market place is reached.

It has remained for the apple grower to maintain the consignment abuse long after other wise producers on the land have killed off the commission shark. It has become part of the fruit game in the northwest to brag about great market places and stand off the banks which loaned money to cover marketing expenses. With the most perishable goods produced, the fruit grower consents to the delivery of his produce in a faraway city, among strangers whose one purpose is to make money through the handling of the consigned commodities.

Producer Suffers From Own Errors.

And, the fruit producer must blame himself for many of the abuses from which he suffers. He brags about great crops in prospect, helping to bear his own market. He refuses to contribute liberally to projects which mean ample dry storage and cold storage as a means of controlling the movement of fruit to congested markets. He employs men to sell the fruit, and usually men who by training and environment cannot render the high class service demanded. He demands that all his fruit be sold, when he would be money ahead to market only good fruit and allow culls and inferior grades to go only to the cider mill or to rot in the orchard. He sometimes pays fancy salaries to his employees and then ties their hands by lack of equipment and funds and by rules and regulations until they cannot perform the highest and best service. And, finally, the small grower must have ready money, and hence forces his crop on the market when demoralizing conditions are being crystallized by other men who do foolish things like himself.

In Oregon a great many fruit growers expect the managers of their organizations to work—literally

work. If the manager is active in juggling boxes, in forwarding shipments, in keeping the stage in the office properly set for the reception of the man who produces the fruit, that manager holds the job. If a manager hires a \$2 a day man to juggle boxes and load cars and gives his time to finding markets, studying demands, and really selling fruit, he too often is asked to vacate and allow another to reduce expenses. Salesmanship is a plant of slow growth at best. Growers do not seem to realize the need of real salesmanship in the handling of the most perishable crop that seeks quick markets.

Meet Competition Intelligently.

The Oregon grower as a salesman must recognize the fact that competition in marketing will always exist, and lively competition, too, most of the time. The theory which some growers emphasize that Oregon apples and Oregon pears have no competition in color and size gets nowhere when it is considered that apples are not consumed for either their size or color, but for their food value or chemical content. Housewives want apples for certain purposes, and they should be taught to select the best varieties of Oregon apples for each purpose. It is safe to assume that competing stock always will be offered, and perhaps at lower prices than the Oregon grower can afford to accept.

Here is where salesmanship should come to the aid of the producer. It is not enough to grow a beautiful apple and then throw it on the market to be bought blindly by women who have little money to spend. It should be sold and bought intelligently, so that the consumer will buy more freely and that better results from the use of apples will certainly follow. The apple business is not a once-over proposition. The lack of continuity in selling apples is one of the weaknesses of the fruit game in Oregon.

Co-operative Selling.

If co-operative selling is to be permanent and profitable among Oregon horticulturists, a comprehensive plan must be adopted, in my opinion. Overhead expense is too heavy in many cases, under methods now employed, and results are not satisfactory to the growers. On the whole, net prices received year after year, are low, except in cases where large growers make the most of fancy packs and market conditions. The small grower sells direct, too often, in order to get quick money and to avoid settlements with commission houses which have made fortunes through questionable methods. Then co-operative selling is best for the large grower, while the small producer more or less demoralizes the market for the entire output. A co-operative scheme which does not properly care for the small producer is a failure, unless the plan is working to centralize the control of orchard products.

Take a look at the state from the angle of horticultural development and co-operative selling. Hood River heads the list of producing districts, and a manager and sales manager are employed to handle the agency. Growers have shipping and storage facilities of their own. Outside buyers also occupy the field. At Medford two producers' organiza-

SIXTEEN AND HALF MILL TAX FOR THE CITY

The city tax levy for the coming year was fixed by the council last Friday night at sixteen and one-half mills, the maximum levy allowed by the charter. This will produce a revenue of a little over \$15,000, and is slightly less than the revenue of the city this year. The assessed valuation of the city this year is a million dollars.

HIGH SCHOOL NOTES

Last evening the Commercial class club of the high school held a social party in the local school building. Games were played after which refreshments were served in the domestic science room. A very good time was had by all present.

Much interest was manifested in the debate which was staged in the high school this afternoon. Many visitors were present.

Two new students were added to the high school this week when Mrs. George Donaldson moved in from Riverside to spend the remainder of the winter and send her children to school. The Ontario schools have a splendid reputation all over the county.

GOOD ATTRACTIONS AT DREAMLAND THEATRE

S. D. Dorman manager of the Dreamland treated some of the lovers of moving pictures to a production of "Tribby" and "Butterfly on the Wheel" from the Equitable and World Feature Corporation last Sunday afternoon. The representative of the film company took Sunday afternoon as a time to demonstrate these films and only a few could be reached to share in the treat. It is very likely, states Mr. Dorman, that he will have some features from these companies a little later in the season. They include "Master of the house" with Julius Steger, "Blue Grass" with Tom Wise, "Little Madam" with Vivian Martin, and a number of others of the very best.

The Paramount features that Mr. Dorman has secured have been very popular with Ontario audiences. Those coming in the near future include Marie Doro in "The Morals of Marcus," Marguerite Clark in the "Goose Girl," W. H. Crane in "David Harum" and others.

Conditions are being maintained, with heavy overhead costs. Salem has a very strong organization among growers, and yet prune producers maintain their own packing and selling agency. Eugene shows signs of business sanity by maintaining a single efficient organization with adequate equipment to properly pack, ship, can and evaporate the growers' produce. Milton and Freewater maintain a co-operative organization and two private shipping enterprises. Ontario, La Grande, Hermiston, The Dalles, Corvallis, Albany, Mosier, Grants Pass, Sutherlin, Roseburg, each has a struggling growers' organization trying to serve producers who have not wisely specialized in the production of the most marketable commodities. And each carries a heavy overhead, while directly competing in the same markets with other co-operative organizations. Not one of these selling agencies is strong enough to be highly efficient, for not one has been rich enough nor wise enough to gather year after year, the information necessary to the certain profitable marketing of the goods entrusted to it.

Where is the difficulty? I answer, in the lack of vision, in the lack of co-operation, in the lack of capital, in the playing of petty politics, in the working out of personal ambitions. Men are always ready to grasp personal advantage at the expense of community prosperity. The fruit grower is no exception to the rule.

(To be continued.)

MOORE HOTEL UNDER NEW MANAGEMENT

A change occurred in the Moore Hotel Wednesday when W. D. Torrey transferred the management to C. E. Wilson, one of the stockholders in the company, and who has been here for several weeks. Mr. and Mrs. Torrey left Wednesday evening for Seaside. E. H. Test is back at the desk again.

SOCIAL HAPPENINGS

A very enjoyable meeting of the Woman's Club was held at the Commercial Club rooms Thursday afternoon. Mr. Lewtas was present and gave a very pleasing talk on England.

Mr. and Mrs. Rader entertained the "Remnants" Tuesday evening. Mr. Kellogg won high honors at bridge.

Mrs. John Wood was hostess to the Tuesday Bridge Club this week. High honors were won by Mrs. R. W. Swagler.

Mrs. Rambo was hostess to the Silver Fork club at the home of Mrs. McNulty last Wednesday. High honors were won by Mrs. W. W. Wood.

ONTARIO IS TO HAVE MUSICAL TREAT

Ontario music lovers are looking forward to some real musical treats in the near future. Mr. Dorman has secured the New York Metropolitan Company for Dec. 28th. This company includes six stars and it is indeed a rare opportunity for our people to hear good music at home. Only on account of the war in Europe has it been possible for small theatres to secure such talented musicians. Their program is a varied one. The Ontario Music club have offered their support to Mr. Dorman in bringing the company here.

The Schubert Symphony Club will give an entertainment here January 5th, under the auspices of the Oregon Club. They include three stars and come very highly recommended. The company is composed of Leeta Corder, soprano, Lavinia Teudt, contralto, and Thomas Purcell, violinist.

BAPTIST CHURCH NOTES.

Nine were baptised by Rev. D. Loree at the Owyhee Mission station last Sunday.

There will be services at the Arcadia school house next Sunday at 3 P. M.

Topics for the home church next Sunday: 11 A. M., "Jesus and Disease, or the Great White Plague." 7:30 P. M., "The Best Citizenship."

A hearty invitation is extended to every one to attend all the services. D. E. Baker pastor.

"The Italian" featuring George Beban, is the offering of the Dreamland tomorrow night. The picture is a "Paramount" and comes well recommended.

STAFFORD PLEADS GUILTY.

Bert H. Stafford was tried before J. L. Wheeler, Justice of the Peace at Vale, yesterday on a charge of forgery. He pleaded guilty and was bound over to the grand jury. It is said he forged the name of J. C. Bean to a check for \$12.85 and attempted to pass it at two places in Vale.

SON IS BORN.

News was received by Mrs. G. A. Pogue in this city this morning of the birth of a son to Mr. and Mrs. Harry A. Duffey at Eureka, California. Mr. and Mrs. Duffey are well known here having resided in Ontario for several years.

NO OPPOSITION IN THE CITY ELECTION

In the city election to be held next Monday there will be two new names on the ballots. A. L. Cockrum and S. D. Dorman have been nominated by petition for councilmen, and H. C. Boyer and W. W. Letson, nominated at the caucus Monday night, have not qualified, thus their names will not appear. There will be no opposition in the election Monday, as no opposing ticket has been nominated.

LOCAL ITEMS

Mrs. Homer Slagle has returned from a visit to Weiser.

Elton Webb of New Plymouth, was a visitor here yesterday.

Mr. and Mrs. Wm. J. Schmitt of Sandpoint, Idaho, were visitors here yesterday.

R. H. Van Slyke, of Pocatello, was here Thursday.

W. G. McGinnis was up from Weiser this week.

H. L. Stewart of Cambridge, spent Thursday here.

Frank Thompson of Waverly, Ore. spent a few days here this week.

A. B. Scatterday of Caldwell, was up the first part of the week.

John Murphy a stockman from Beulah, was down yesterday.

Wm. Scott of Beulah was a visitor here this week.

Robert Smith a business man from Juntura was here Wednesday.

Ber Wood made a trip to Juntura this week.

Miss Dean Orcutt has been confined to her home for several days with la grippe.

Mrs. I. C. Weant of Cascade, and Mrs. R. E. Weant of Vale, were Ontario visitors this week.

The regular meeting of the W. C. T. U. will be held next Tuesday afternoon in the Presbyterian church.

Mr. and Mrs. Cushing of Weiser were the guests at the H. L. Poorman home over Thanksgiving.

Mr. and Mrs. A. J. Glover and Miss Faye Wheeler made a trip to Boise, returning the first of the week.

John Leary of Placerville, Idaho, was a visitor here the first of the week.

J. F. Orr has just returned to Payette after a visit to the new Ox Bow power plant.

Miss Amelia Plughoff has returned to school after spending Thanksgiving with her parents at Huntington.

E. G. Showers and his sister, Mrs. Akin, of Onalaska, Wisc., passed through Ontario last week. Mr. Showers is a newspaper man.

Mr. and Mrs. Harold Terwilliger of Weiser, who are known here as good musicians, are in Ontario and plan to spend several months here.

Father Brady of Juntura was in town Tuesday on his way to Enterprise and Joseph, Oregon, where he will spend a couple of weeks.

H. C. Schuppell, the representative for the Oregon Life Insurance Co., is spending a few days at home. Mr. Schuppell has been in and near Baker the most of the winter.

J. L. D. Morrison of the Oregon Western Colonization Co., spent a few days here and at Burns this week in the interest of the company. Mr. Morrison will return to Portland tonight.

F. O. Yeats manager of the Payett Mills, was a visitor here recently making plans for the demonstration at the Electric Investment Co. office tomorrow of the famous Arrow flour. Wilson Bros. Velvet coffee will be served with the hot biscuits.