

THE HOOD RIVER NEWS

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LOCAL CONSOLIDATION

No such important question has come before the residents of this valley for a long time as that involving consolidation of all the shipping associations into a single organization. It is a proposition which affects vitally the interests of the entire community and for that reason is deserving of the most serious consideration.

It is significant that all four of the associations have been able to get together on this matter. It has taken a year with the unfavorable conditions of the one just past to bring home to them with convincing force the futility of continuing the ruinous competition which has prevailed in the marketing of Hood River apples. With the four associations pitted against each other Hood River has been at the mercy of the buyers and what was the latter's gain was most surely the growers' loss.

It is only after the most careful consideration that the four associations have decided to submit this most important proposition to the growers of the valley. They propose an arrangement which would retain all the advantages possessed under the present arrangement and at the same time eliminate the factors which have had the most unfavorable effect upon the marketing of Hood River's apples.

There are probably none but will admit that a centralization of Hood River's marketing interests is the greatest need of the day. The directors of the four associations believe so and they are the ones who have been most closely in touch with the marketing problem during the past season. It is a conviction, too, which has been growing in strength among the growers, whose returns during the past season were the smallest in the history of the valley. This being the case, the problem is to agree upon the most practical and advantageous conditions under which the consolidation of interests could be accomplished.

The arrangement proposed has at least two strong points in its favor. It would materially decrease the expense of marketing, a large factor in which, under the present arrangement, is the maintenance of the four distinct organizations. The need of the day is acknowledged to be greater economy in production and marketing in order to successfully meet the problem of increased production and lower market prices. The second advantage of the proposed consolidation would be, as stated above, elimination of the local competition which has proved so demoralizing.

The greatest obstacle has already been passed, inasmuch as the directors of the four associations are in accord. The rest remains with the growers. It is possible that they will see fit to make some modifications in the plan as submitted by the associations, but on the whole, it is one which has much to commend it and it is fair to suppose that the growers will approach the proposition in a favorable attitude. It is a time for any lingering prejudice or irrational feeling to be forgotten in the common endeavor that can come to the fruit industry in this valley—a united Hood River.

OUR REPRESENTATIVE

Hood River's representative in the legislature, which adjourned last week, has merited the commendation of his constituents for the manner in which he looked out for the interests of the district which he represented. All of the bills which were sent to Salem from this county were taken in hand by Mr. Stranahan and he did not relax his efforts until they were passed. He kept his constituents fully informed as to the progress being made and enlisted their assistance when he deemed it necessary. Mr. Stranahan also took an active interest in the general business of the legislature and prepared himself, so far as possible, to vote intelligently upon the many measures submitted. He devoted to the office time and effort out of all proportion to the pecuniary compensation. This he did from a sense of his duty as a public servant and for this reason the News takes pleasure in expressing the appreciation of his constituents.

SHERMAN COUNTY DIVERSIFIES

Sherman county is giving up its former one-crop idea and is growing more chickens and hogs than ever before. Farmers are taking up dairying and this movement toward diversified agriculture is the most hopeful sign in that district. Those who have branched out from wheat raising are finding it profitable.

THE COUNTY ATTORNEY

It is probable that Governor West will appoint Hood River's county attorney in the near future. He has already, at this writing, appointed five of the men who will fill the 21 offices thus created. Action has been taken by friends of several local attorneys in their behalf and Hood River is fortunate in having a number who are fully qualified to fill the office in an efficient manner. The appointee will be called upon to undertake no small labor in representing the county in the Shell Rock injunction case that was brought by the railroad to prevent construction of the Portland-Hood River road. Governor West is particularly interested in this project and it is therefore assured that he will exercise great care in selecting an officer whom he believes capable of fully protecting the county's interests in this important matter.

The appointee will also be in a position to give valuable assistance to the county by offering legal advice in matters now pending and his services will be much more easily available than under the present arrangement with the district attorney a non-resident of the county.

THE "QUITTERS" FOLLY

There is a type of man who always seeks to capture success by catching the wave of fortune at its crest. He never succeeds. At the first indication that the crest is falling he becomes alarmed. As it falls still further he is overcome by an ill-founded alarm and frantically leaps for another crest.

The same is true of those engaged in the fruit industry as it is of all other lines of industry. Variation in conditions are natural and to be expected. It is as inevitable as the rise and fall of the tides. It was true of the prune industry. Those who lost courage and used the stump puller on their prune trees a few years ago lost out. The "stickers" are now reaping the reward. It was true of the orange business in California and Florida, of the cotton business after the war and later of the wheat business. It has been repeatedly true of the hop business—one of the most speculative of all crops—but the hop growers who have maintained their efforts from year to year, at no time neglecting their yards, have made substantial profits. Fifteen or sixteen years ago apples were selling at extremely low prices, but there is no indication that prices will ever reach the low level of those disastrous years. A process of elimination is already being noted, however, and a readjustment will take place which will resolve itself in favor of the sections which are naturally adapted to the production of superior apples. Hood River stands at the head of these. Last year, with a tremendous crop throughout the country, saw a severe test applied and Hood River suffered less than probably any other section in the Northwest. There is little prospect that such a condition will be repeated for a number of years but the market may not react at once from the low prices of last year. In the meantime those who are attempting to grow apples in sections unsuited to the orchard industry will find the acid test applied. Those that make good can not only afford to be optimistic, but it will in the end cost them dollars and cents if they do not.

THE PORTLAND APPLE SALE

Those who have been advocating the advertisement of the Hood River apple to the retail trade of the large cities saw their ideals realized in Portland last week when close to 25,000 boxes of apples were sold in three days. Needless to say, the sale was widely advertised in all the newspapers and a demand for the luscious Oregon apple was created which exceeded all expectations and equaled that in Chicago during the apple sale was a convincing demonstration of how the customer can be educated in the purchase of food products, particularly apples. It is also suggested what would follow a reasonable reduction of the retail prices of apples when handled through the regular avenues of trade.

NEXT FRIDAY SALMON DAY

Oregon will observe Salmon Day, next Friday, March 14, and it is expected to make it a state-wide event and the Governor and public officials have been invited to attend a special observance in Portland. President Wilson has been sent some Oregon salmon with a request that he have it served on the White House table will become an annual event, ranking in importance with California's Raisin Day.

PLAN NORTHWEST APPLE DAY

An apple day covering the whole Pacific Northwest is in prospect. Portland held three apple days last week that were successful and they led to a wiser use of this favorite fruit. It is suggested that some date about the first of April be selected. The idea is being taken up by Washington Commercial Clubs.

FUTURE OF THE APPLE

There were 151,323,000 apple trees in bearing in the United States in 1910, according to the census report, as compared with 201,794,000 trees in 1900. These figures afford some comfort to the optimistic orchardist who is extending his orchard acreage each year. The census figures, showing 66,000,000 young trees in 1910, not yet in bearing to offset the 50,000,000 decrease in bearing trees since 1900, are in no wise alarming, for a considerable percentage of these newly planted trees will never reach bearing age, and it is estimated that in older orchards trees are dying out at the rate of about ten per cent per year. Evidence of the reliability of these figures is furnished in the report of fruit production which shows that the apple crop in 1896 aggregated 69,070,000 barrels, in 1900 the yield was 56,820,000 barrels and in 1904 it was 45,360,000 barrels, while this season's crop is conservatively estimated around 40,000,000 barrels.

Fifteen or sixteen years ago apples were selling at extremely low

prices, as were other products of the farm. There is no apparent reason why, even with a much larger yield, prices in the future should reach the low level of those disastrous years. Barrel apple prices may go lower, with increased planting, but that the general average should fall to an unprofitable basis is a condition wholly unnecessary. By means of co-operative packing and marketing associations, with systematic advertising, the demand for apples can be developed and the markets extended at a rate which will take care of the expansion in orchard production should the present rate of planting be maintained in the future.

The Dictates of Society

Uncle Nchemiah, the proprietor of a ramshackle little hotel in Mobile, was aghast at finding a newly arrived guest with his arm around his daughter's waist.

"Mandy, tell that niggah to take his arm 'way from 'round yo' wais," he indignantly commanded.

"Tell him yo' self," said Amanda. "He's a puffed stranger to me."

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