

JOIN CENTRAL SELLING AGENCY

Hood River Growers at Massmeeting Decide in Favor of Affiliating with North Pacific Fruit Distributors by Unanimous Vote--Directors of Apple Growers Association Complete Connection---Davidson Chosen President of Distributors; Sieg a Sales Manager---Neighboring Districts Also Join---Harmony Prevails.

By a unanimous vote, Hood River growers at a massmeeting held Saturday expressed themselves in favor of affiliating with the North Pacific Distributors and gave to the board of directors of the Apple Growers' Association power to make the connection.

The action taken here decided the destiny of the co-operative marketing concern of the Northwest growers. Men active in the organization were present from Washington, Idaho and Montana. They brought word that the subordinate organizations had been perfected in those districts and that the growers were strongly in favor of the Distributors operating this year.

At two previous massmeetings Hood River growers had expressed themselves as unanimously in favor of assisting the proposed cooperative movement between the districts of the Northwest, but the board of directors of the Apple Growers' Association decided to call for a final expression before completing the affiliation.

The action taken Saturday means that Hood River will this year enjoy the fruits of complete cooperation, local marketing organizations having been already amalgamated in the Apple Growers' Association.

Hood River's action was watched with interest by all the other fruit-producing districts of the Northwest. All these districts, with the exception of Wenatchee and Rogue River, are now affiliated with the Distributors and the board of trustees of that organization will at once proceed to perfect a marketing machine in order to handle this year's crop.

Idaho Fully Organized There was a large gathering of growers present, Heilbronner Hall being about two-thirds full. The meeting in the afternoon was preceded by a meeting of the board of trustees of the North Pacific Distributors. As the train from the East did not arrive until after 11, however, this session was necessarily short.

The massmeeting was called to order about two o'clock by H. F. Davidson, trustee of the Distributors representing the Hood River subcentral. "We've got a hot day and a red hot subject," declared Mr. Davidson, "so I believe I am safe in promising you an interesting afternoon." He introduced W. N. Yost of Idaho as the first speaker.

Mr. Yost was a forceful and convincing speaker. He said that he had been enthusiastic over the proposition of securing harmony instead of rivalry between the fruit districts of the Northwest. He has worked untiringly to get Idaho lined up and has succeeded in doing so. Eighteen competing marketing organizations have been reorganized into a subcentral having 15 units.

"We have secured these results after long and arduous labors," said Mr. Yost, "and the time has now come when we must either have the assurance that the Distributors will operate this year or we must start all over again and reorganize our selling forces under the old system, but I recoil from attempting to harvest another crop under the old competitive system. I am convinced that the people of the Northwest are in the fullest sympathy with this movement for cooperation and economic conditions are right for it to be done and done now. If we wait until the fruit tonnage increases, as it will every year, then the organization of such a central marketing agency would be too prodigious a task for us to attempt. We want Hood River to join and lend a hand and we want a decisive answer not later than today."

Walla Walla Signed Up H. Huber was present from Walla Walla to tell of the progress that has been made there and to urge Hood River growers to take some action. He said that growers there were strongly in favor of the cooperative selling

agency and that 80 per cent of the apple crop in the Walla Walla section has already been pledged to the Distributors. They want it put through this year, urged Hood River to become a factor, and asked a prompt decision.

Spokane Banker Talks H. Dormer, a prominent Spokane banker and owner of several hundred acres of orchard, was next introduced. He said that the many weaknesses and defects of the old system had become more evident than ever before. "With the rapidly increasing volume of the fruit business in the Northwest," he said, "it is folly to attempt to continue under the old system; which was bound to glut the markets early in the season. We must by all means secure a better means of distribution. If this is done I believe that a large part of the capital now invested in apple lands can be saved. To do this the fruit crop of the Northwest must be handled by a scientific selling agency. Our people up in the Spokane district are unanimously of the opinion that the North Pacific Distributors is the organization that will best meet our present and future needs."

"We have heard it advocated that we continue the old system and look for the survival of the fittest, but there are none of us who can afford to pursue any such cutthroat policy as that. There is a better means of meeting conditions and we believe that Distributors affords that means."

Montana a Big Factor Montana has joined the Distributors and promises to be one of the biggest factors in the fruit industry of the Northwest from point of production, according to William Sackett, who was present from that state. "We have heavy plantings of young trees up there," said Mr. Sackett, "and while we have not yet pulled up any of them we are ready to hang any man who plants any more. We now have 30,000 acres planted and 5,000 more were set out during the past year. We do not think that the Distributors will be hurt by Wenatchee's holding out, for if the rest of the districts get together they will control 80 per cent of the crop of the Northwest."

Willamette Valley in Line Willamette Valley is not yet a heavy producer of fruit, but there are extensive plantings and it will be a factor in a few years, according to H. K. Nowell, president of the State Board of Horticulture, who was present at the meeting. He said that he had interviewed managers of the local organizations and that they were strongly in favor of the Distributors. He said that all were ready to take part.

H. C. Sampson, secretary of the Distributors, told of the country-wide interest that is being taken in this effort of the fruit producers of the Northwest to unite in a central selling agency. He has recently traveled extensively through the fruit sections of the country and said this movement by the Northwest is in line with similar movements in other agricultural sections, where the producers are being forced to unite in order to secure an adequate return for their products.

Since the Distributors was organized Canada has taken up and perfected a similar organization, patterned after it. This was done with the co-operation of the government. I have visited all the fruit sections of the Northwest," said Mr. Sampson, "and I have found an almost unanimous opinion in favor of this central selling agency."

Attorney Brown of Corvallis stated that all sections in the neighborhood of that city, Eugene and Albany were in favor of the Distributors. Robbins Explains Organization John Gellatly of Wenatchee explained how a factional fight there prevented them from joining this year, but said they were in sympathy with the movement, intimating that they would join when they had their troubles settled.

J. H. Robbins, manager of the Yakima Association and also of the Distributors made a lengthy talk, explaining the agency in detail. It is patterned after the successful central agency of the California citrus growers. The pack and grade of all districts is to be standardized. A wider distinction will be made between fancy and extra fancy brands and the shipping of "C" grade fruit will not be encouraged. The largest possible number of selling agents are to be placed in the field at once and claim agents and traffic managers appointed. The present trade of any district in the association is not to be disturbed and each district is to furnish fruit to such markets as its trade has established, but it is to be furnished through the Distributors' Association. Markets calling for no special kind are to be supplied proportionately from each district, based upon the tonnage signed up.

An auxiliary board composed of two members in each district in addition to a representative on the board of directors, to have one vote for each 100 cars tonnage from each district based on the previous year's shipment, is to decide all disputed questions arising.

Yakima Will Come In Frank Sietels of Yakima declared that a final solution of the fruit growers' problems of the Northwest would never be reached until they had united in a central selling agency. He said that all questions of pruning, spraying and the like were not to be compared with the marketing problem. "What is the use of producing fine apples," he interrogated, "if we do not get paid for them as we should?" He said that in Yakima they felt that the lateness of the season was a serious handicap this year for the Distributors, but so fully convinced are they that a central selling agency must be perfected at the earliest possible moment that they are going to join. They have only been waiting for Hood River's decision.

Action Is Taken H. C. Coleman made the motion that the Distributors be endorsed. Walter Kimball thought that a representative gathering was not present and that final action should be deferred until another meeting to be held a week hence. C. T. Hoyt took the floor and said that it was such a busy season that he did not think a more representative meeting could be had and made a motion that the matter be left in the hands of the board of directors of the Apple Growers' Association with power to act. L. F. Henderson supported this motion and said the time was ripe and action should be taken. J. L. Carter was of the same opinion. The last-named motion was put and unanimously carried.

Adjacent Districts Heard From The Diales, Mosier, White Salmon and Underwood are all included in the Hood River subcentral and they were all heard from in favor of joining the Distributors. John Carroll spoke for Mosier, Mr. Conger for White Salmon, J. E. Slade, Frank Fox and W. F. Cash for Underwood. Others present from the neighboring districts included P. I. Packard, Melville Carmine and Paul McKecher for Underwood and E. M. Peck, F. J. Empenger, M. C. Martin and John Humphrey from White Salmon.

M. E. Church Services Sunday School at 10 a. m. Preaching services at 11 a. m. and 8 p. m. Children's Day services will be held at 10:45 A. M. The children of the Sunday School will render the program at this service. Epworth League at 7 p. m. Prayer meeting on Thursday evening at 8:00 o'clock. All are cordially invited. W. B. Young, pastor.

The News for strawberry tickets.

E. O. HALL GETS THE MACADAM CONTRACT

E. O. Hall was awarded the contract for macadamizing State, Oak, Cascade and a part of Ninth street at the meeting of the Common Council Monday evening. Only two bids were submitted. The Reliance Construction Company of Portland bid something over \$27,000. This is the same company which secured two of the waterworks contracts and also the contract for paving the city streets. Mr. Hall's bid was \$25,210. The contract calls for the completion of the macadamizing in 45 days from the awarding of the contract.

It was also decided to further improve the East Side Grade. During the past two seasons the road has been widened and improved but sections of the surface are still rough and about \$200 will be spent in improving it, pending further permanent improvements.

Contracts let this spring for construction of the waterworks system called for its completion by June 1. The Reliance Construction Company asked Monday for an extension and so also did E. O. Hall. Mr. Hall's work is practically done but he is held up waiting for material from the East. The Reliance Company still has considerable work to be done on laying the pipe line. The Council refused to allow an extension in either case.

The Council is now meeting only every other week in pursuance of an ordinance recently passed.

Rev. J. B. Parsons of the U. B. church left Monday for the Oregon conference at Tillamook, to be gone about a week. A petition signed by all the members of the congregation will be presented to the conference asking that Mr. Parsons be returned here, where he has done so much in building up a strong and loyal church. A financial report which will be submitted to the conference shows that contributions made by the local congregation during the past year have reached the sum of \$7,400. This includes contributions for all purposes.

SHOWS DEFECTS IN BUTTER MAKING

Four main defects in farm butter as compared with creamery butter are pointed out by O. G. Simpson of the dairy school at the Oregon Agricultural College. He says:

"The main defects in farm butter as compared with creamery butter, are bad flavor, staleness or rancidity, too many shades of color, and unsuitable packages. The flavor is of the highest importance, and no matter how good the butter is in other respects, if the flavor is wrong it is classed as an inferior article.

"No matter how skillful the butter maker is, it is impossible for him to make a strictly first class butter out of poorly flavored or tainted cream. Cream may become tainted from four causes: bacterial infection, absorption of flavors, food eaten, or disease in the cow. The bacterial infection may come of unclean cows and stables, unclean condition of milkers, unclean utensils, or keeping the cream in a clean surroundings, especially in a temperature above 60 degrees.

"Absorption of flavors takes place with remarkable rapidity when milk or cream is allowed to stand in an atmosphere where odors are present, especially when the milk is warm. Foods that have strong tastes and odors, such as onions, decayed silage, old stalky kale, or turnip tops should not be fed within a few hours of milking. Experiments have shown that milk will possess the flavors of such foods if not drawn for eight or twelve hours after feeding. Cows that are abnormally heated or excited before milking give a tainted milk. Many diseases also affect the cow's milk."

Mr. and Mrs. M. M. Hill, Miss Ruth Hill and Mr. and Mrs. Geo. Smith returned Monday from an automobile trip to Trout Lake and Glenwood. A punctured tire made a call on their inventive powers and a coil of rope obtained from a farmer was wound around the tire, enabling them to continue the trip.

PERSONNEL AND PURPOSES OF DISTRIBUTORS IN BRIEF

For many years the fruit grower of the Northwest has dreamed of an organization, owned by himself, controlled by himself, and such a dream is now realized in the final, complete and harmonious organization of the North Pacific Fruit Distributors in this city.

The largest deciduous fruit association in the entire world, and one which in four or five years will be the largest organization of any kind of similar character, is being developed by the officers and sales managers for the complete development of plans which will bring immediate action on the selling and distributing of the deciduous fruits of Oregon, Washington, Idaho and Montana.

Unusually strong in experience, character and qualification are the officers of this association. The president, H. F. Davidson of Hood River, is one of the largest growers and shippers and a man of the largest experience in the Pacific Northwest.

W. N. Yost of Southern Idaho, the vice-president, like Mr. Davidson, is an extensive orchard owner and is thoroughly known throughout the entire State of Idaho.

H. C. Sampson of Spokane, secretary and treasurer, has had a large and varied successful business experience in managing large financial concerns.

J. H. Robbins of North Yakima, the general manager, is by far the largest shipper of deciduous fruits of the Northwest, having handled more than 2,000 cars in 1912. His banking and business experience have been extensive in both Washington and Oregon.

N. C. Richards of North Yakima, general counsel, is the president of the electric railway line of North Yakima, has for many years been a close student of cooperative methods, was one of the original organizers of the Yakima Valley Fruit Growers' Association, and is one of the best known attorneys of the Northwest.

Other trustees are W. M. Sackett, a well known grocer and business man of Corvallis, Mont., and Harry Huber, secretary of the Milton (Oregon) Fruit Growers' Union.

The executive committee consists of President Davidson, Vice President Yost and a third member yet to be selected.

The board of trustees has been most fortunate in securing the three most capable sales managers in the deciduous fruit industry. These are B. A. Parham, sales manager for the North Yakima Fruit Growers' Association, Wilmer Sieg, sales manager for the Apple Growers' Association (the amalgamated associations of Hood River) and H. E. Smith, sales manager for the amalgamated associations of Southern Idaho and Eastern Oregon.

The most experienced and capable traffic and claims manager and other officers as needed from time to time will be secured from the Northwest to co-operate with the above-named officers.

The combined judgment and cooperation of this capable and experienced group of men will solve the problems that confront the fruit industry of the Northwest.

As rapidly as possible the North Pacific Fruit Distributors will develop its own machinery in the markets of the world, in the meantime working with and through the organized channels of trade, the established trade of each shipping district being retained and developed.

This entire force of the North Pacific Fruit Distributors—a non-profit, cooperative association—at all times will be under the absolute control of the growers themselves. At no time can any outside organization, man or group of men, other than the growers, dominate or direct it.

It is anticipated that the organization will save hundreds of dollars for the growers through economy of office administration, sales managers, travelling expenses and market reports, and yet in all these things give a wider and more satisfactory service. I will secure a larger cooperation with transportation companies, better and cheaper storage and wider and more intelligent distribution, will enforce uniform pack and grade and carry on intelligent, comprehensive advertising for the various fruits of the four states.

Davidson Is Elected Distributors' President

Following the mass meeting held Saturday afternoon when Hood River growers endorsed the North Pacific Distributors, the board of trustees of the latter organization held a business meeting to elect permanent officers and make final plans for operating as a central selling agency for the Northwest this year.

Officers elected previously were temporary and those chosen Saturday were as follows: H. F. Davidson of this city, president; W. N. Yost of Southern Idaho, vice president; H. C. Sampson of Spokane, secretary and treasurer; J. H. Robbins of North Yakima, general manager; N. C. Richards of North Yakima, general counsel; Wilmer Sieg of this city, B. A. Parham and H. E. Smith were appointed sales managers. More detailed reference to these men is given in another column.

Secretary Sampson was instructed to employ the necessary help for carrying on the business. A selling force will be put into the field at once.

There is to be a meeting in the near future of the directors in conjunction with the sales managers and chief inspectors from each of the districts for the purpose of adopting a practical and efficient set of grading rules to apply to all of the territory covered by the organization. Further arrangements will also be made at this meeting for the actual transaction of business and it is expected to have the organization perfected and ready for the distribution of fruit in ample time to take care of the cherry crop, which will follow the strawberry crop. No attempt will be made this year, on account of the lateness of the season, to handle strawberries.

A vigorous campaign of advertising will be inaugurated at once and the directors from all districts have been asked to furnish Secretary Sampson with a list of the principal varieties of fruit which the districts wish to push as their special products. They will also furnish a list and description of brands which they wish to use, all of which will be given the fullest publicity in the advertising campaign.

The work of selling these apples is in the hands of an efficient board of salesmen, namely: Wilmer Sieg, A. P. Parham and H. E. Smith. Each one of these will give his special attention to the different features for which his experience has especially fitted him.

"In this age of specialization," said President Davidson, "the management of the North Pacific Fruit Distributors is thoroughly imbued with the idea that it is necessary to employ specialists in the different departments and we intend to secure the best talent available and as much as the volume of business warrants."

Statement Given Out

Manager Sieg and Davidson of the Apple Growers' Association had the following statement which they wished given to Hood River growers: "So far as Hood River is concerned we believe that the affiliation with the North Pacific Distributors as arranged will be of material advantage to the fruit growers of Hood River and that it will get them larger returns for their product than would be otherwise possible, as it is understood that every advantage in the way of reputation and established trade will be conserved to Hood River people, that the brands

LOCAL TRANSFERS OF REAL ESTATE

George L. Madden to F. A. Rowe, 16 acres east of Dee, \$1600.

W. W. Nason to W. S. Chandler, lots 6, 7, 33 and 34, block 23, Hood River Proper.

C. D. Roberts to Jennie W. Donnell, that part of 29-acre tract on East Side lying east of county road.

G. L. Kirkpatrick to Orion K. Kruge, lots "2" and "R" First Addition South, \$2500.

A. Zideell to Bessie Schatz five acres on East Side.

W. H. Pullen to Sivert Anderson, lots 1 and 4, block A, Barrett Sigma Addition.

Coras M. Bluns to Frank M. Dickinson and Jas. H. Bolen, 29 acres at Oak Grove.

Newton Clark to F. H. Dwinell, undivided one-third of 49 acres in Barrett district and one-third of lots 8 and 9, Highlands Subdivision, \$10,000.

C. P. Jordan to Charles Plog, 36 acres in Barrett district.

Charles T. Early to Home Telephone Company, lot 8, block 2, town of Odell.

Henry W. Hayden to Thomas D. Tweedy, lot 4, block 1, Clark's First Addition.

which we have been using will be pushed and advertised to the fullest possible extent, and that the trade which has been established will continue to get our fruit. We believe that in addition to this assistance the Distributors will give to the districts not so well organized as Hood River better values for their products than they would otherwise receive by more thorough and comprehensive distribution, which in turn will eliminate a lot of the competition and slaughtering of prices which last season materially affected all apple-producing districts of the Northwest, including Hood River.

"In perfecting our affiliation with the Distributors the directors of the Apple Growers' Association were fully cognizant of Hood River's position and made no sacrifices whatever. We have put matters in such shape that Hood River has all to gain and nothing to lose and the directors of the Distributors protected other districts to the same extent."

Growers Will Be Informed

In order that all growers of the valley may be fully informed as to the relation which Hood River now bears to the central selling agency of the Northwest, a series of meetings to be held in the different sections of the valley are being planned. They will be held as soon as possible. In the meantime officers of the Association state that they will be glad to give out any information.

BAKERS ARE STRONG IN TENNIS GAMES

Of all the "butchers and bakers and candlestick makers" who participated in the tournament of the Benedict Tennis Club the Bakers proved to be the winning combination, E. A. Baker winning the singles, and E. A. and Will Baker taking the doubles.

About 25 competed in the tournament, the singles being played on a handicap basis. In the doubles the following succeeded in reaching semi-finals: E. A. and Will Baker, L. A. Henderson and Harold Hershner, J. H. Heilbronner and Dr. Waugh, E. A. Franz and H. A. MacDonald. The finals were played between Baker and Heilbronner and Waugh. The scores were as follows: 6-0, 6-4 and 6-1.

Those who reached the semi-finals in the singles were Charles Hall, Murray Kay, E. A. Baker and Harold Hershner. The winners—Messrs. Baker and Hall—played the decisive match Saturday, Baker winning. The game was closely contested and exciting throughout, the scores being 6-3, 3-6, 6-3, 3-5 and 6-1.

Prizes were given the winner, donated by the E. A. Franz Company.

STRONG DEMAND FOR GOOD STRAWBERRIES

With the opening of the strawberry season there has been a keen demand for Hood River fruit at good prices and H. M. Huxley of the Apple Growers' Association reports that where berries have been shipped this season many buyers have doubled and all have increased their orders. The quality and pack have been good so far this season. The market is said to be practically bare and as a consequence the demand has so far been strong and at good prices. Conditions up to date have been much more favorable than last year.

"If we can continue to keep up the quality and pack, there will be a good demand for our berries," said Mr. Huxley. The warm weather of the past few days has matured the crop rapidly and the first carload shipment was made by the Association the first of the week.

The sun has been so hot recently as to threaten the berries, but on account of the heavy foliage this year it has done no damage. There is now a strong demand for pickers.

Robert Carter has disposed of his interest in the Columbia Auto and Machine Company. The company has been reorganized and those now interested include L. H. Goodenberger, president and manager, E. L. McClain, secretary and treasurer, and Archie Adams, vice president. Mr. Carter is planning to enter the automobile business at Walla Walla.

Hood River's Fourth will be a humbler.