

LOGANBERRY JUICE INDUSTRY MENAGED

Increased Freight Rates Held Prohibitive by Owner of Salem Plant.

ABSORBING POWER LIMITED

H. S. Gile Compares Rail Charges Before the War With Those Prevaling at Present Time. Operating Cost Grows.

There is one distinctively Oregon industry that has developed within a few years that is now threatened with dire results as an outcome of the increased railroad freight rates to go into effect June 25. H. S. Gile, president of the Pheasant Northwest Products Company, of Salem, the company that has been instrumental in establishing the loganberry juice industry, declares that it is one industry that cannot survive the 25 per cent increase in freight.

Owing to the fact that glass bottles used for this product have to move westward from the factories to Oregon, and then again east with the finished product, the double increase in the cost of the bottles becomes a prohibitive charge on the business. When the company began shipping bottles from Oklahoma the established rate was 75 cents per hundred, which was soon increased to 75 cents. Concerning the developments that followed in the wake of the growth of the industry, Mr. Gile said:

Increase is Prohibitive.
"About the time glass began to travel west-bound by the hundreds of carloads, it dawned upon the transportation companies that a 75 cent terminal rate was not profitable, though for years they had carried fruit jars from Oklahoma points to Pacific Coast terminal points at 85 cents. The rate, therefore, was advanced to 85 cents. One firm alone in Salem, which is the center of the loganberry juice business has received between 60 and 75 carloads from Eastern points since last January and has been forced to pay \$1.05 as compared with 85 cents, which was the rate at the time these bottles were purchased, and there remains between 40 and 50 cars yet to move to the train under these last year contracts.

"At the time the basic figures were made covering the cost of manufacturing loganberry juice, 62 1-2 per hundred for carloads of 60,000 pounds to all Eastern points was the rate said by the railroads to be a satisfactory and profitable rate. But this rate was shortly advanced to 71 1-2 cents, almost 15 per cent increase, and with the war tax added more than 15 per cent. This threatened increase on bottles westbound and also on the finished product eastbound, is a double handicap.

Industry is Menaced.
"In establishing the industry it was the plan of the company to find the most popular-sized packages to reach the individual consumer as popular sellers, to figure a reasonable profit for the retailer, a reasonable profit for the jobber, and to provide for all transportation, storage, etc., at 62 1-2 cents in carload lots.

"It is fair to say that with the increased cost of transportation both westbound and eastbound on our product, with the increased storage charges and the tremendously increased cost of maintaining a large force of salesmen, that the loganberry industry has been sufficiently hard hit already, and while perhaps for the next year the growers who are producing the loganberries will not feel any ill effect because of their term contracts, the industry itself can not stand a 25 per cent increase in freight on glass westbound and on the finished product eastbound. It cannot stand any increase and remain in business with any expectation of developing by advertising and promotion, as has been done in the past three years.

Larger Production Urged.
If there had been no advances in freight on both raw and finished products up to this time, it would be different, but we already have absorbed advances until our absorbing power has reached the limit and one of Oregon's most promising infant industries is threatened with extinction.

"It is a well-known fact among producers that the loganberry industry cannot long continue to live if the juice business is eliminated. It is also a well-known fact that in no place in all the wide world can loganberries be grown so successfully as right in this Northwest country. There is a belt of country between the Columbia and the Southern Oregon boundary which should produce a large part of the requirements of small fruits in their various manufactured forms for the entire United States.

SUMMER CARNIVAL SET

Oregonian Night Hustlers' Club Given Permission by Council.

Permission to conduct a Summer carnival for two weeks, using the Worthy Traveling Shows as the principal attraction, was granted to the Oregonian Night Hustlers' Club yesterday by the city council.

During the first week, from July 8 to 15, the carnival will be held at Twenty-fifth and Raleigh streets, on the so-called circus grounds. During the second week, from July 15 to 20, the shows will be held on the block in the Albina district, bounded by Williams and Vancouver avenues and Morris and Stanton streets.

WOMEN'S MEETING CALLED

Registration of German Enemy Aliens to Be Fully Explained.

German alien enemy women have been called by United States Marshal George F. Alexander to meet tomorrow evening to learn details regarding the methods of registration ordered June 17-25.

It is urgent, says Mr. Alexander, that every woman affected by the registration order attend the meeting, which will be held in the United States District Court room, second floor, Post Office building, Sixth and Morrison streets.

YOU ARE INVITED TO FLAG DAY EXERCISES AT MUNICIPAL AUDITORIUM, 8 P. M. TOMORROW, AUSPICES PORTLAND ELKS

Thrift and War Savings Stamps

on sale at our Accommodation Bureau, Basement. A filled Thrift Card of sixteen 25c Stamps with 17c added is immediately exchangeable for a War Savings Stamp worth \$5 January 1, 1923.

The National League For Woman's Service

will open today at Grand Avenue and Hawthorne Uncle Sam's Kitchen for canning fruits and vegetables. You are invited to join in this patriotic work. Information Sixth Floor.

Meier & Frank Co.

Established 1857
THE QUALITY STORE OF PORTLAND
719, 721, 723, 725, 727, 729, 731, 733, 735, 737, 739, 741, 743, 745, 747, 749, 751, 753, 755, 757, 759, 761, 763, 765, 767, 769, 771, 773, 775, 777, 779, 781, 783, 785, 787, 789, 791, 793, 795, 797, 799, 801, 803, 805, 807, 809, 811, 813, 815, 817, 819, 821, 823, 825, 827, 829, 831, 833, 835, 837, 839, 841, 843, 845, 847, 849, 851, 853, 855, 857, 859, 861, 863, 865, 867, 869, 871, 873, 875, 877, 879, 881, 883, 885, 887, 889, 891, 893, 895, 897, 899, 901, 903, 905, 907, 909, 911, 913, 915, 917, 919, 921, 923, 925, 927, 929, 931, 933, 935, 937, 939, 941, 943, 945, 947, 949, 951, 953, 955, 957, 959, 961, 963, 965, 967, 969, 971, 973, 975, 977, 979, 981, 983, 985, 987, 989, 991, 993, 995, 997, 999, 1001, 1003, 1005, 1007, 1009, 1011, 1013, 1015, 1017, 1019, 1021, 1023, 1025, 1027, 1029, 1031, 1033, 1035, 1037, 1039, 1041, 1043, 1045, 1047, 1049, 1051, 1053, 1055, 1057, 1059, 1061, 1063, 1065, 1067, 1069, 1071, 1073, 1075, 1077, 1079, 1081, 1083, 1085, 1087, 1089, 1091, 1093, 1095, 1097, 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