

NEW ERA DRAWING IN FRUIT GROWING

Hood River Orchardists Un-
prepared for What Hap-
pened at Spokane.

BARREL PRODUCT SELLS

Eastern Barrel Man Has Been Able
to Sell Cheaper, Says H. F. David-
son, President of B. F. Firm.
New Condition Is Struck.

HOOD RIVER, Or., Dec. 21.—(Spe-
cial.)—There is a feeling prevalent
among the apple-growers of the North-
west, and especially in the Hood River
district, that the deliberations of the con-
ference of growers from every Northwest
district at Spokane Monday and the ap-
pointment of a permanent investigating
committee to make a thorough investigation of
all selling methods now in existence and
all proposed methods, a new era of the
Northwest fruit industry has been in-
ception.

"We Northwestern apple box shippers
struck an entirely new condition this
year," says H. F. Davidson, president
of the Davidson Fruit Company, and a
member of the permanent committee
appointed Monday. "Heretofore we have
always been able to dispose of our pro-
duct to the fruitstand man. This year
there has been such an increase in pro-
duction that we have had to compete
with the barrel fruit of the East."

The housewife who is looking for apples
for cooking purposes, the difference in
the quality and color of the fruit plays
but little part.

"After the apples have been made
into sauce or have been baked, one can
tell but little difference in the fruit
from respective communities. The
Eastern barrel man has been able to
sell cheaper and this difference in price
has caused the consumer, where quan-
tity rather than quality is the ruling
feature, to take the barrel product."

Fruit Men Unprepared.
"We have been expecting this condi-
tion but we were not prepared for it.
Indeed, we would not have been pre-
pared for it if it had come a number
of years hence. It was a condition that
we necessarily had to undergo and to
which we had to adjust ourselves. It
is well that we have faced it and fought
until it could be faced and fought out
we would still have remained in the
state of unpreparedness."

The era of the apple industry that is
now being entered upon is one dealing
with the marketing and distribution of
the fruit. Heretofore methods of cul-
tivation and a study of how to increase
the production of the orchards have de-
manded the attention of the orchardists.
Without a thought of the future he has
battled against and conquered the pests.
The producing area of orchards has
been limited and the demand was
greater than the supply, and the
grower had to consume but little brain
energy studying marketing.

Hereafter, at least until some feasi-
ble distributing system is worked out,
one of the chief, perhaps the chief, topic
of discussion among orchardists will be
that of how best to distribute and
market the fruit. The importance of
cultivation and the prevention of dis-
eases will not be lost sight. Investiga-
tions along these lines must be con-
ducted as keenly as formerly, but the
problem of production has become sub-
ordinate to that of making the most
of the product after it is ready for the
market.

Casual View Unprofitable.
To take a casual view of the delib-
erations of the growers at Spokane and
the activity of the committee, one
might not see that any headway what-
ever had been made. For, perhaps, no
one, not even a single member of the
committee, knows now what the result
of the investigations of the committee
may be. Indeed, the committee men
declare that it may be another year
before any definite plan can be for-
mulated.

At present, not even a tentative plan
has been made. It will be at least be-
late in the Spring before anything definite
can be done by the committee.

However, looked at from another
viewpoint, the new era of the apple
industry has made a great advance-
ment. The Spokane meeting was char-
acterized by a lack of suspicion. It
was a meeting of confessions. Each
section told its story, of the problems
it had to confront. Nothing was held
back. There was a sentiment in the air
that all were convened for the good
of the industry as a whole and that no
one section or organization came with
the purpose of "putting over" some-
thing on any of the others whose rep-
resentatives were present. It is the
first meeting of its kind, perhaps, in
the Northwest where such a feeling did
not exist. Because of this feeling of
suspicion the former deliberations have
never made much headway.

Eastern Inquiry Planned.
Within the next week a number of
the prominent fruitmen of the North-
west will make tours of the Eastern
markets for the purpose of making a
closer investigation of the conditions
prevailing there. W. T. Clark, presi-
dent of the Wenatchee Fruit Associa-
tion, as well as president of the North-
west Fruit Distributors; H. F. David-
son, president of the Davidson
Fruit Company, and Wilmer Sieg, man-
ager of the Apple-growers' Union, and
many other market men will make the
trip. The first meeting of the dis-
tributors will be held January 3 at
North Yakima. A report of progress
will be made within 90 days.

The Yakima district produces 50 per-
cent of the fruit that will be repre-
sented in the association. However,
Yakima will have no greater voice in
the management of the association than
will any other district.

The districts represented this year pro-
duced approximately 20,000 carloads of
apples or from 12,000,000 to 15,000,000
boxes. It is estimated that with the
increase in sight now the districts in
1915 will produce 60,000 carloads. So
it can be seen that the committee has
no small problem on its hands. It has
many factors to take into consideration.
The effect of the Panama Canal on
fruit shipments will be taken into con-
sideration. The best pack to meet the
new conditions of marketing, what to
do with the lower grade apples, how to
get the best returns from cull apples,
all these things will figure in their de-
liberations. Every bona fide grower in
the Northwest is watching with in-
terest the activities of the commit-
tee.

Incorporation Papers Drawn.
Papers of incorporation have already
been drawn by the association, which
will be a mutual concern, controlled
by the nine trustees, for the nine mem-
bers of the permanent committee have
been vested with the duties and powers
of trustees. The incorporation will be
made under the non-profit making law
of the State of Washington.

Hood River was well represented at
the Spokane meeting, the following be-
ing present: Wilmer Sieg, manager of
the Apple-growers' Union; H. F. Da-

A Christmas Dinner

A dinner that will make you
at peace with all the world.
Come on Christmas, bringing
family and friends, and en-
joy to the full our bountiful
feast.

Both Dining Rooms \$1.50

Christmas Night 5:30 TO 8:30 Music.

On New Year's Eve, jollity
and merriment will reign su-
preme. We suggest that you
reserve your tables now for
the event.

THE PORTLAND HOTEL

G. J. KAUFMANN,
Manager.
N. K. CLARKE,
Assistant Manager.

vidson, president of the Davidson Fruit
Company; C. H. Sproat, manager of the
National Apple Company; R. H. Weber,
director of the National Apple Com-
pany; W. B. Dickerson and Albert Bur-
ton, director of the Union, and Tru-
man Butler, vice-president of the But-
ler Banking Company.

All of the districts realize that they
must get together at home before it
will be possible to affiliate with the
central distributing association, and a
closer unity is being formed among
the marketers of all the districts. The
Hood River marketing agencies held
a gathering to discuss a closer unity
among themselves before attending the
conference.

Mr. Sieg, in speaking of the gather-
ing, says: "We want to get away from
the idea of a central selling agency.
The association will be rather a cen-
tral distributing agency. The apples of
the different communities will maintain
their identity."

C. H. Sproat says: "There is a feel-
ing everywhere that the apple-growers
and marketing agencies should combine
more closely. The members of the
committee are hopeful and think they
will devise some plan whereby the mar-
keting price may be satisfactorily ar-
ranged and the apples placed before
the people in proper distribution. It is
something they are not going to work
out in a few days, for they have got to
investigate many conditions and seek
much information before they can reach
any final conclusion."

EUGENE MAN IS PRESIDENT

Oregon Branch of American Poultry
Association Organized.

EUGENE, Or., Dec. 21.—(Special.)—
The Oregon branch of the American
Poultry Association was organized here
today by the adoption of a constitu-
tion and by-laws and by the nomina-
tion and election of officers. The consti-
tution requires ballot by mail after the
conventions but as there was but a
single nominee for each office the fol-
lowing are the probable officers: E. J.
McClannahan, Eugene, president; H.
Ringhouse, Clackamas, vice-president;
B. F. Keeney, Eugene, second vice-
president; Ed Shearer, Estacada, secre-
tary; B. Lee Page, Portland, treasurer.
Time and place of the next meeting
will be selected by the president. A
banquet tonight closed the meeting,
which was held in connection with the
exhibit of the Lane County Poultry
Association.

MISS ACKERMAN IS BRIDE

Daughter of J. H. Ackerman Is
Married to Professor Lun.

MONMOUTH, Or., Dec. 21.—(Special.)—
Miss Isabel Ackerman, youngest
daughter of J. H. Ackerman, became
the bride of Professor Alfred Lun here
today.

Dr. Elliot, of Portland, performed the
ceremony, and a large number of
friends of the bride and bridegroom
were present. The wedding took place
at home of the bride's mother, Mr.
Lun has charge of the poultry depart-
ment at the Oregon Agricultural Col-
lege, while the bride's father is presi-
dent of the Monmouth Normal School.
The couple will make Corvallis their
future home.

Clemency Asked for Alexander.

SALEM, Or., Dec. 21.—(Special.)—Peti-
tions are now being circulated ask-
ing for executive clemency for Temple
Alexander, who was sent to the State
Penitentiary several months ago for
pecuniary connection with his work
for the O-W-R. & N. in Portland. He
held a responsible position for that
company and was convicted of illegally
securing large sums through his posi-
tion.

Lungs Were Affected Now in Good Health

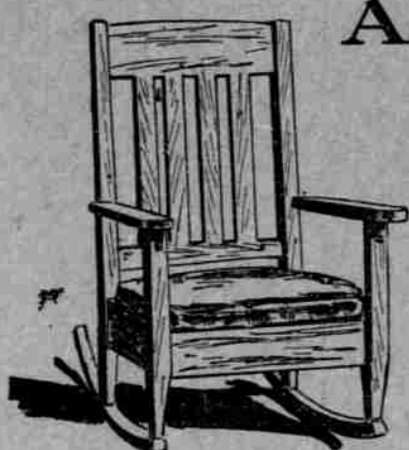
It is beyond human power to perform
miracles. The makers of Eckman's Al-
ternative, a remedy for Consumption, do not
claim that it will restore every one to per-
fect health, but so many have voluntarily
testified it saved their lives, that all who
have this dread disease should investigate
and try it. It should stop the night sweats,
reduce fever, promote appetite and in very
many cases, prolong life. Read what it ac-
complished in this case:

Catherine Ave. and Acot Place,
Queens, N. Y.
"Gentlemen: In the year 1908 I was
taken with a heart ailment, a man, though
and I dare say that it was not a heart
specialist. My medicines failed. I then
went to the Catskills, but the cough still
kept up. I stayed there a year, and then
went on a farm near Jersey City, a very
sick man.

J. G. Mack & Co.

Fifth and Stark

J. G. Mack & Co.



This Solid Mahogany
Arm Rocker \$20
Cushion Seat of Spanish Leather.

Other comfortable types of
arm chairs and arm rockers, of
solid mahogany, for living-room
or library, at \$15, \$17.50, \$20,
\$22.50, \$24, \$27.50, \$32, \$35
and up.

In fumed oak, at \$11, \$14, \$17,
\$18.50, \$20 and up to \$40.
Comfortable Reed Chairs and
Rockers, in the prevailing and
special finishes, at \$7.50, \$10,
\$12, \$15, \$18, \$20 and \$22.

RUGS Make Worthy Gifts

A few suggestions in the
smaller sizes.

Oretonne Rugs, ranging in
size from 22x36 in. at \$1.50 to
the 3x6 ft. size at \$4.50.

Mohair Rugs, in blue, gray,
pink and white, size 18 in. by
3 ft., at \$2.95. In the 2 ft. by
4 ft. size, \$4.75.

High-Grade Axminster Rugs,
size 3 ft. by 5 ft. 3 in., at \$4.25.
Fine Wilton Rugs, size 3 ft.
by 5 ft. 3 in., at \$9.50.

READING IS NEEDED

Farmers Urged to Provide
"Mind Nourishment."

LIBRARIAN ADVISES BOOKS

Titlers of Soil Learn of Best Ptil-
lings as Well as Soil-Tilling
at Agricultural College Dur-
ing Farmers' Week.

OREGON AGRICULTURAL COLLEGE,
Corvallis, December 21.—(Special.)—
One of the lectures given at Oregon
Agricultural College, during Farmers'
Week, and one which was particularly
broad in its application as well as
apposite to the season was that of Mrs.
Ida A. Klidder, college librarian on
"Food for the Mind."

"Today the farmer's family is well
nourished as to body; good food suit-
able to the age and growth of each
member is provided," said Mrs. Klidder,
"but is much care given to the nour-
ishment of the mind?"

"We ought to see that the children
in our homes have suitable books for
each stage of growth, from the time
when the repetition of nursery rhymes
is demanded; on through the period of
imagined through which, without ef-
fort, the child may receive the best of
moral training; on through the period
of physical activity when the child
needs books telling how to do things.
Such books as 'Harpers' Indoor Book
for Boys' and 'Three Hundred Things
a Bright Girl Can Do' are excellent
examples. They should be given proper

To you who have yet to complete your Christmas selections bear in mind this: That we are prepared to give you the attention and service that assure satisfaction even to the delivery of your selections.

Muffin Stands

solid mahogany at
\$11, \$15, \$18 and up
to \$38. In Pompeian
reed at \$6 and \$8.



Mahogany
Serving Tray
\$3.75

Other Serving Trays
of solid mahogany,
with upholstered
tops, at \$4, \$5, \$6, \$7, \$8
and up. Oval and
round designs. Some
inlaid. Mahogany,
tapestry and hand-
tooled leather, panel
fillings under glass.

Fruit Stands

of solid mahogany
at \$6 and \$7.

Footstools

of solid mahogany,
with upholstered
tops, at \$6, \$10, \$11
and \$12.

Tabourettes

mahogany, at \$8.50,
\$10, \$15, \$17.50, \$22,
\$27.50.

Store Open Monday and Tuesday Evenings Until 9:30

Music Cabinets of mahogany at
\$20, \$22, \$24,
\$27.50, \$30, \$35, \$38, \$40 and \$45.

Piano Benches, of solid mahogany,
at \$15, \$25, \$27.50 and up to \$50.



Mahogany Desks
as Low as \$18.50

Desks in waxed golden or
fumed oak at \$18.50, \$22.50,
\$25, \$28.50 and up.

Mahogany Desk Chairs at
\$7.50, \$9, \$12, \$15, \$18 and \$20.

Magazine Racks, of solid ma-
hogany, \$18, \$20, \$27 and \$30.

J. G. Mack & Co.
FIFTH and STARK

Library Tables in fumed oak, to
meet the require-
ments of every library, at \$20, \$22, \$25,
\$28, \$30, \$35 and up.

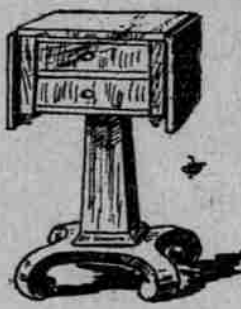
In solid mahogany, at \$26.50, \$30, \$38,
\$42.50, \$47.50, \$50, \$55, \$75 and up to
\$275.00.

Folding-Top Card Tables and Con- sol Tables

of mahogany, at \$33.50,
\$45, \$50, \$57.50, \$60, \$70
and \$75.

Nests of Tables

also of solid mahogany,
four tables to each nest
at \$22.50, \$27.50, \$30, \$50
and \$55.



Solid Mahogany Sewing
Tables as low as \$12.50

and at \$14, \$15, \$17.50,
\$20, \$22.50, \$25, \$30,
\$32.50 and up. Both
pedestal and leg styles,
some with drop leaves,
side pockets, needle
trays and work drawers.

Cellarettes in solid mahogany; some
of them complete with
glassware and other conveniences, such
as sliding shelves, cooling boxes, etc.,
at \$22.50, \$25, \$27.50, \$35, \$40, \$75.

Auto Valets and Gentlemen's Chiffoniers

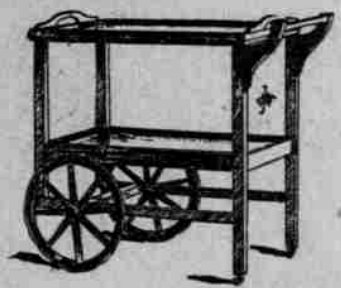
The most convenient pieces of furniture ever de-
signed. Fill a man's requirements to a dot. A place
for his entire wearing apparel, from hat to shoes.
Priced at \$55, \$60, \$65, \$80, \$85, \$90, \$125.

Dressing Tables

In mahogany at \$22, \$30, \$43.50, \$47.50, \$55, \$125.
In golden oak, \$17.50, \$20, \$22, \$25.
In birdseye maple, \$17.50, \$20, \$22, \$25, \$30, \$35.
In walnut, \$20, \$25, \$30, \$37.50 to \$65.

Smokers' Stands

Solid Mahogany Smokers' Stands, at \$6, \$8, \$10,
\$15 and \$18.



Tea Wagon \$28

Solid Oak, Any Finish

Others of these convenient
and ornamental little home
vehicles, in mahogany, at \$35
and \$45.

In Pompeian reed at \$18
and \$20.



Smokers' Stands

of solid mahogany,
chair arm height,
with ash tray and
match box holder, \$8

ments. Subscribe for experiment sta-
tioned today to 91 days in the work-
house, a fine of \$50 and costs. The
reduced sentence was accepted.

Vancover Boys Given Letters.
VANCOUVER, Wash., Dec. 21.—(Spe-
cial.)—Players of the Vancouver High
School football team who have won
their letters, "V," to wear on their
sweaters, are: Cecil Knapp, captain;
O'Donnell, Miller, Vessey, G. Chapelle,
McMullen, Collins, Terrill, Blair, L.
Hathaway, McLaughlin, M. Hathaway,
Gaulthier, H. Taylor and V. Taylor.
Each player, at a meeting of the stu-
dents in assembly hall yesterday, were
presented with the emblems by Coach
Dillon.

Ballplayer's Sentence Reduced.
NASHVILLE, Dec. 21.—The sentence
of 10 years in state's prison recently
imposed on Roy Walker, the ballplayer
owned by the Cleveland club, on
charges of assault with intent to com-

mit voluntary manslaughter, was re-
duced today to 91 days in the work-
house, a fine of \$50 and costs. The
reduced sentence was accepted.

State Bulletin Obtainable.
State experiment station bulletins.
If you wish to keep in touch with
what is being done in the different
states, ask to go on the mailing list
of each experiment station for the bul-
letins coming out on the subject in
which you are especially interested.
Some of the states will respond. You
can get the addresses of the directors
of the state experiment stations in
the front of your experiment station
record. The bulletins are free.

"Send for all Government publica-
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the Secretary of the U. S. Department
of Agriculture, Washington, D. C., ex-
cept price lists of Government docu-
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SINCE 1861
Jewelry, watches,
precious stones
& cut glass is the
best after all