## 1912 UNIQUE IN APPLE INDUSTRY

Past Methods Unbusinesslike. Declares Editor of Hood River Fruit Journal.

#### MARKETING POINTS GIVEN

Normal Demand Can Be Increased by Certain Policies of Business. Review Is Given of Trade Conditions.

BY E. H. SHEPARD Editor of Better Fruit, Hood River, Or. is frequently remarked that no two years in the apple business are I might add that the year 1912 certainly was unlike any other year that I know anything about. Many apple growers seem to think the apple business is a business peculiar to itself and unlike any other business. Such is not the case. There are business principles which much be followed, which are essential to the success of every husiness, the apple business the same as any other. The same principles are practical in creating a demand, dis-tributing and marketing the apple crop-as are used in any wholesale business, or the disposition of the output of apy

It is evident from a review of our past methods that we have not conducted the apple business on business principles. It is also true that in past renciples. It is also true that in past cears we have felt that our apples would practically sell themselves. We have done nothing to create a demand for our apples or to increase consump-tion. In fact, we have not even sold

for our apples or to increase consumption. In fact, we have not even sold our apples. Our quantity was small, the quality attractive, dealers came to us and bought them, were glad to do so, and paid our prices.

What I am going to say about marketing apples in a large measure will be practically true in reference to marketing any kind of fruit that we can grow successfully in the Northwest, but I will refer to the apple, for the reason that we are most vitally interested in the apple because we have a larger acreage in apples in the Hood River Valley than in all other fruits combined. The apple will be our chief business because our apples are superior in quality, unexcelled in flavor, unequaled in beauty, unsurpassed in keep and famous throughout the world where they have become known. If we can solve the problem of marketing all other kind of fruits by adopting similar methods.

Marketing Needs Shown.

Marketing Access Sawa.

Selling apples is a business All kinds of business are subject to periods of prosperity and depression. General prosperity in all lines of business means good times and easy money. Depression in business means tight money, hardship and frequently worse than this, panics. The apple business, like every the services of prosperity. hardship and frequently worse than this panies. The apple business, like every other, has had its periods of prosperity and depression, its years of good prices and low prices. When financial conditions are good, general business is prosperous; even with big yields we can expect fair prices, but when general business is depressed, low prices may prevail, even though the apple crop be comparatively small. The condition of business and the size of the apple crop are factors affecting values. All values are subject to the influence of the law of supply and demand.

of the apple producing districts found many commercial apple orchards about 50 or 50 years of age. On account of the large acreages of this age it was evident that 50 years ago apples must have been seiling at extremely satisfactory prices. As many of these orchards were afterwards neglected, it is also evident that a despension in the apple business oc-

which accounts for the immense Sci-ing from about the year 1880 up to be year 1990, for the Government cen-als for the year 1990 showed 201,794-900 apple trees of bearing age in the Inited States. The low prices pre-miling in the year 1896 and following valing in the year 1930 and following pears must have had a depressing effect on the apple business and stopped planting. It is also evident that prices must have been low in 1896 and for some years following, as many orchards were dug up, which is also evidenced were dug up, which is also evidenced by the decreased acrease in the year 1910, showing 151,325,000 apple trees, or a decrease of 33 4-10 per cent. A few further statistics will show this condition was general. New York in 1300 had 15,055,000 apple trees of bear-ing are, which reduced in 1910 to 11,-248,000. During the same period Missouri reduced from 20,040,000 to 14,360,000 to 600, Pennsylvania from 11,744,000 to 8,000,000, Ohio from 12,953,000 to 8,505,000, Illinois from 13,830,000 to 8,501,000, Millinois from 15,830,000 to 8,501,000,000,000,000,000 Michigan from 10,600,000 Kansas from 11,848,000 Virgina from 8,190,000 to 7,005.00 ooo, Virgina from 8.190,000 in 7.008.000. The decrease in the yields verifies statements in reference to acreage. The crop in 1900 was 175,397.000 bushels and decreased in the year 1810 to 147,522,000 bushels.

Proper Distribution Lacking. Between the year 1900 and the year 1910 apple prices took an upward ten-1910 apple prices took an upward tendency, consequently an immense acreage was set during this ten Years, which in the year IBIE came into bearing with a good set of fruit in all sections, again producing an increased quantity compared with the period from 1905 to 1911. In 1912 we had, according to estimates, an approximate yield of 40,000,000 barrels, which means 120,000,000 bushels. But I do not believe, like a great many ofters, that low prices in the year 1912 were entirely due to the quantity of apples coduced, nor do I believe at the present time the supply is in excess of the it time the supply is in excess of the mand, but I do believe the supply at the present time exceeds our system of distribution and markting methods. I believe that our methods can be im-proved and in addition to this I am absolutely convinced that we can increase the demand and consumption of apples. Applegrowers in general and in the Northwest in particular, have devoted practically all of their time to the production of apples. Few have studied market conditions. The applegrowers are unorganized; we have no systematic methods of distribution, no plans for increasing consumption. The small crop we have produced in the Northwest has practically sold itself. We have given little thought to distribution and done nothing to create a demand or increase consumption.

I can show you many causes which are responsible for our present condition. Furthermore, I can point out many remedies which will overcome a large portion of existing evils, providing we are willing to act in harmony, do our business in a business-like way and spend the necessary money to accomplise, the desired results.

mony, do our business in a business-like way and spend the necessary money to accomplish the desired results.

I have stated that present prices are not entirely due to the size of the 1912 crop, notwithstanding public opinion to the contrary. Statistics will prove this assertion. In the year 1902 the crop was 46,525,000 barrels of apples; in 1902, 42,525,000 barrels, and in 1904, 43,350,000 barrels, whereas in the year 1912 the estimate was 40,000,000 barrels, which probably will not be exceeded and possibly may not be reached. In 1902-2-4 good prices prevailed, compared with the prices of 1912. Therefore it is evident that low prices in 1912 were not entirely due prices in 1912 were not entirely due to the size of the crop. What, then, are the reasons?

Business in 1912 Complex.

In the year 1907 we had a panic, but business was revived in 1910. We now stimulation, because in the latter part of 1910 and in the years 1911-12 business was not normal. While the press has informed us the exports of steel were larger in 1913 than ever before. sand railroad orders for equipage were greater than ever in the history of the blustness, nevertheless the fact remains that business has not been good during the period. To convince yourself of this it is only necessary to interviewed many of the commercial travelers. I have interviewed many of the commercial travelers and they invariably report business allow, of the propher of this it is only necessary to interviewed many of the commercial travelers and they invariably report business allow, offer the propher of the prophe and railroad orders for equipage were greater than ever in the history of the

unrest of the people, yet I am glad to say that after the election satisfac-tion is prevailing and I believe as soon as it is definitely known just what the policy of the present Administration will be that capital will become active and business again become prosperous. I believe all these conditions referred to, both National and international have been large factors in depressing the apple markets for the year 1912, affecting apple property of the property of the special statement of the special s affecting apple prices more seriously

mer factors affecting values. All values are subject to the influence of the law of supply and demand.

I shall endeavor to show how, in a measure, we can circumvent by proper methods this law. I mean with a fixed quantity our supply equal to the hormal demand that certain policies of business can be adopted, which will increase the demand. If we can secure better prices practically all apple growers of the Northwest are comparatively new in the business. Few are aware of the fact that the apple business has gone through periods of high and low prices, big yields and light crops, many times before we become engaged in the business are simply a repetition of past experience.

Review of Conditions Made.

Review of Conditions Made.

Review of Conditions Made.

The trade now, being accustomed to be overwhelmed, and as pessimistic in future years over the situation as they been seriously affected by the distribution of production.

I believe few growers have given the milited States, that is if a good crop of apples is grown in every apple to many commercial apple orchards about 60 or 50 years of age. On account of the large acreages of this age it was evident that 80 years ago ap-

found many commercial apple orchards about 50 or 50 years of age. On account of the large acreages of this age to the large acreages of this age to the large acreages of this age to the large acreages of the series many of these orchards were afterwards reglected, it is also evident that also eviden and still pay a profit. In districts The Swayne & Hoyt Company of where large crops are produced only the good apples will be marketed and the good apples will be marketed and will transport its cut to the south. the poor stuff go to the vinegar factory

or go to waste. Therefore, when all sections produce a good crop it must be evident that the waste will be comparatively small the waste will be comparatively small and low prices will generally prevail.

On the other hand, if certain sections produce short crops the waste in the sections producing heavy crops will be greater because many will be of such quality as to not justify shipment and better prices will prevail.

Prices in 1912 suffered seriously for

### KITTITAS VALLEY TIMOTHY CROP BRINGS PROSPERITY TO FARMERS

Heavy Demand for Hay Causes Prices to Advance Steadily-About 55,000 Tons to Be Marketed-



the reason that every apple-producing section in the United States had an exceedingly large crop, which is a very unusual condition and does not frequently occur. The prices on the Northwestern apples in 1912 have suffered from our pursuing the same methods of distribution as we have pursued in past years. In previous years our crop was light and we shipped practically all of it to a few large cities like Chicago, New York, Boston and Philadelphia, which eagerly took our output at satisfactory prices.

# TO GROWERS' SUCCESS

Berry Industry in Puyallup Valley Reaches Big Proportions-Systematic Marketing Big Factor.

Conservation Commission, Grange Lecture Bureau.)

In the year 1912 our crop was much excess of their demand, consequently our apples went on the auction mar-ket. You know the result. We deressed these markets with our quan-

County Fair Tax Proposed.

STATE CAPITOL, Salem, Or., Feb. 1

BEAUTIFUL BUILDING PLANNED TO TAKE PLACE OF BURNED

STATE NORMAL SCHOOL IN EASTERN WASHINGTON.

PROPOSED STRUCTURE FOR CHENEY, WASHINGTON OLYMPIA. Wash. Feb. 1.—(Special.)—A fight is to be carried on in the Legislature here for the appropriation of \$300,000 for the con-struction of a beautiful new building to take the place of the Cheney

struction of a beautiful new building to take the place of the Chency Normal School structure, which burned down early last Spring. Plans for the structure have been drawn and everything is in readiness to commence work as soon as the appropriation is secured.

Despite the fact that Governor Lister in his inaugural message recommended the discontinuance of the institution the people of Eastern Washington hope to put the appropriation bill through and hope to have the building constructed. The delegations of the entire eastern half of the state have lined up behind the bill introduced by Senator Sutton providing for the appropriation.

(Ex-President of Washington Logged-Off over or under in the weights required. and Association, Chairman Washington They understand what berries can be conservation Commission, and Member State Grange Lecture Bureau.)

[Fig. 18 | West | Exp. 1 | Capacital | Security | West |

affecting apple prices more seriously than prices on other commodities, because the apple is not a necessity. In addition to general conditions affecting prices, I believe there are other conditions pertaining to the apple business alone, which had a further effect in lowering values. It is my purpose to refer specifically to some of these conditions and to suggest remedies that will overcome many of them.

Estimates Are Guide.

Estimates of the apple crop are made.

In the year 1912 our crop was much larger, still we pursued the same methods. We had not done anything to create new trade or to increase consumption previous to the year 1912, nor odd we realize early enough in the ough organization and the application of business principles to the work of growing, picking and marketing fruits. The first organization was incorporated with a capital stock of \$2000, divided into shares of \$1 each. It was provided that no one could hold more than 15 excess of their demand, consequently shares and that to become a divention of the past. Our apples rolled by the carload and the trainload to the big centers. We shipped to the big cities a supply in excess of their demand, consequently shares and that the become a divention of the past. Our apples rolled by the carload and the trainload to the big centers.

pressed these markets with our quantity. You know that when apples are selling at \$1.50 a box in Chicago that it is impossible to sell other towns at a better price. The dealers in surrounding towns know the Chicago price and will not pay more because they can order through a broker from Chicago. There is a remedy for this. If we will supply these large cities with a quantity in accordance with their requirements we will not depress these markets and by maintaing proper prices in the large cities we can Puyallup association, at the time of it organization, and has held that po-sition ever since. He had been edu-cated as a banker and put business are not grown, and where competition

The beginning of the berry business was on a small scale. A pony refrigerator carrying a few crates of berries Car

pany to the Swayne & Hoyt Lumber Valley now requires the annual as-

sary bills, purchase home comforts and conveniences and keep up with the times. It is not good business for members of the association to be behind in the payment of taxes or any other money obligations, when they can get all the money they need through their own organization. In that manner the members are supplied with flour, hay, grain and many of the home and farm necessities at less than retail cost, the necessities, at less than retail cost, the association being practically a store-keeper and banker for its membership of 1500 men and women.

It pays to have uniformity in qual ity, color, flavor and texture of berries. The association insists that all crates of fruit shall be of practically the same weight and the specimens shall be as nearly identical as possible. They long ago found that the application of 200 pounds of muriste of potash to the acre of berry vines, in early Spring, gave an increase of about one-third in yield, made larger and more firm fruits and produced berries of a stronger texture Modern Structure at Prairie City CAMPS TO BE ELECTRIFIED for shipping long distances. So every grower uses potash and that is pur-chased in carload lots, by the associa-

prower uses potash and that is purchased in carload lots, by the association, and distributed among the members at the wholesale prices.

An acre of blackberries generally yields from 400 to 700 crates. The crates hold 24 cups and weigh about 24 pounds each. If a crate shows over or under weight, when passing the inspector, it is set aside to be opened and examined. It is not good business policy to ship crates of different weight, or containing berries in varied stages of ripening, to any dealer. All fruits must be uniform, so that an opened crate shows the character of the berries inside the crates with ilds on.

Planned by M. Durkheimer.

PRARIE CITY. Or., Feb. 1.—(Special.)—According to plans announced by M. Durkheimer.

PRARIE CITY. Or., Feb. 1.—(Special.)—According to plans announced by M. Durkheimer.

PRARIE CITY. Or., Feb. 1.—(Special.)—According to plans announced by M. Durkheimer.

Saving of Waste Important.

Saving the waste is probably one o the most important items in attaining success with berries. The Puyallup fruit-growers found that wet berries would mold in a few hours, so they with a capital stock of \$2000, divided into shares of \$1 each. It was provided that no one could hold more than 15 shares, and that to become a director in the association a member would have to hold five shares or be interested to the extent of a \$5 cash investment.

W. H. Paulhamus, a member of the Washington State Senate, was elected president and general manager of the president shares and the growers get about the same prices for them as the prices for the could not be shipped any distance with-

green fruits.

There is little local sale for canned fruits, or at least the people of the Puyallup Valley do not cater to that class of trade. The berries and other truits are put in gallon tins, labelled and shipped by the carload to whole-sale dealers in Chicago, New York and other cities. Those manufacturers of fruit jams, jellies and julces utilize the fresh fruits for bottling and can-ning in small vessels for the retail

Canning berries in barrels is one of looks around at the evidences of pros-perity he is directed to look at one thing as the source of financial independence, and that is berries.

Klamath Dairymen to Organize. KLAMATH FALLS, Or., Feb. 1 --(Special.)—Formation of a county dairy association is the latest work to (Special.)—Formation is the latest work to dairy association is the latest work to be undertaken by the Klamath Chamber of Commerce and arrangements are being made to hold a convention of Klamath County deirymen at the of Klamath County deirymen at the Chamber of Commerce building February 5. At that time steps will be taken toward organization. Arrangements of the meeting are in charge of C.T. Oliver, secretary of the Chamber of Commerce, and he has sent letters to dairymen in all parts of the county, inviting them to attend. The majority have expressed their willingness to assist in the organization of an association.

Years. I don't believe I very life as I did durbance in the Later many life as I did durbance will in my life as I did durbance will start to dear many life as I did durbance will start to dear many life as I did durbance will as the life whole cloth. But it wasn't enough the mout of whole cloth. But it wasn't enough the mout of whole cloth. But it wasn't enough the mout of whole cloth. But it wasn't enough the mout of whole cloth. But it wasn't enough the mout of whole cloth. But it wasn't enough the mout of whole cloth. But it wasn't enough the mout of whole cloth. But it wasn't enough the feeble attempt to get that a date be set for a special election in connection with the interurbance will start a date be set for a betting the a date be set for a betting the adaptive that a date be set for a special election in connection with the interurbance will start a date be set for a betting the a date be set for a betting the adapt

Planned by M. Durkheimer.

appointed next week. The judiclary committee was appointed as follows. J. E. Ferguson, Edward Hawkes and J. A. Moore. This district covera about 15,900 acres of land in the East Side orchard district, and is one of the largest systems covering an orchard district in the state.

Ashland to Be Advertised.

Ashland to Be Advertised.

ASHLAND, Or., Feb. 1.—(Special.)—
A representative of the Sunset Magazine has been here this week closing up arrangements with the Commercial Club for the Issue of the new publicity booklet. The edition will be 10.600 copies, and the work is to be ready for delivery within 60 days. The expense of this publication will be met from the ordinary revenues of the club without soliciting any publicity pledges whatever, in fact, nearly one-half of the cost of the work has already been paid in advance.

## MORE BUILDINGS RISE

REED COLLEGE DORMITORY TO COST \$160,000.

Annex to Metcliffe Apartment Will Cost \$35,000-Other East Side Structures Are Planned.

Plans have been prepared by Doyle, Patterson & Beach for a three-story modern fire-proof dormitory for the It will be built on the tract of land near Kelly avenue, which was recently purchased for the pur-pose. The building will be 60 by 200 feet in dimensions, space being al-

The Ideal Home Building Company has started on the erection of two modern dwellings on Glenn avenue, in Waverly-Richmond Addition. Each

Waverly-Richmond Addition. Each will cost \$3000.

R. F. Wassell is preparing plans and specifications for the second unit of the Metcliffe apartment-house at the southwest corner of East Eleventh and East Alder streets. This annex will stand on the corner, the first unit being on the inside lot. It will be 50 by 100 feet in size, and four stories high, corresponding with the first unit. The completed building will contain 56 apartments. The cost of the annex will be about \$35,000.

## ETTOR WILL PURGE NAME

FATHER OF I. W. W. WELCOMES SON TO TACOMA HOME.

If Boy Will Stay by Parent All Will Be Well, but if Not Relationship Severed.

TACOMA, Wash., Feb. 1.—(Special.) Joseph Ettor, involved in the recent Larence, Mass., strike, arrived home late last night on Northern Pacific 1315 East Twenty-sixth street, a well-

spector, it is set aside to be opened and examined. It is not good business policy to ship crates of different weight, or containing berries in varied stages of ripening, to any dealer, All fruits must be uniform, so that an opened crate shows the character of the berries in saide the crates with lids on.

The red raspberries do not produce so many crates to the acre as blackberries. An acre will generally give form 380 to 500 crates, each weighing 21 pounds. The pickers get 40 cents a not produce hereign for both red raspberries and blackberries, and become so efficient in the work that they seldom get either tary. A permanent secretary will be

## CROSS LINE NEEDED

Committee Appointed to Take Matter Up at Once.

CLUBS TALK OF SUBWAY

Greater East Side Association Conland-39th Street May Be Used for Proposed Tracks.

At the meeting of the Greater East

Side Association Friday night in the

rooms of the East Side Business Men's Club, Hotel Clifford, the construction of a cross-city carline on East Thirtyninth street was taken up at the request of the Laurelhurst Club and Sunnyside Improvement Association.

Also the matter of building a subway under the Willamette River in the center of Portland was projected. In the matter of a cross-city line on the East Side on East Thirty-ninth street the following committee was ap-pointed: Dr. J. D. Fenton, president Laurelhurst Club, chairman: E. D. Curtis, president Sunnyside Improvement Association; O. G. Hughson, Rose City Park Club; A. N. Searles, Monta-villa Board of Trade; T. H. Sweeney, Brocklyn Club; Dan Kellaher, East Side Business Men's Club; W. B. Hayes, Mount Scott Club; J. R. Gilstrap, Woods-stock W. B. Davis, B. J. Bancom, Sena-

stock; W. B. Davis, B. L. Baucom, Sena-tor Harry Lane, C. K. Henry. Matter to Be Pushed. The committee was instructed to take The committee was instructed to take up with the Portland Railway, Light & Power Company the construction of this line, but if not successful to lay the needs of the cross-line before the State Railway Commission.

C. K. Henry said that in laying out Laurelhurst East Thirty-ninth street was made 80 feet wide with the expec-tation that it would eventually be

made a wide street through the city made a wide street through the city and be occupied by a carline.

Mr. Henry made a vigorous talk in behalf of a subway under the Willamette River. He said that he opposed erection of the railroad bridge at University Park and also the Broadway bridge because he considered that they would obstruct the harbor.

The subway was indorsed by the

The subway was indorsed by delegates, it being the sentiment of the meeting that a subway is the only so-lution to the streetcar problem and to overcome the delays in the opening of the bridge draws. On motion a com-mittee of 11 will be appointed by the chairman to take up and look into the subway and report at a future meet-

ing. Boulevard Need Told. J. R. Gilstrap, representing the Woodstock district, submitted the propo-sition to open an 80-foot boulevard from the corner of East Twenty-first and Division streets, at the southeast corner of the Ladd Addition, straight through the country to the corner of East Forty-fifth street and Sixtleth avenue, in Woodstock.

Committee on viaducts on East Morrison street and Hawthorne avenue berison street and Hawthorne avenue between Union avenue and the bridge approaches announced the matter had been taken up with the Harriman officials and that they favor the viaducts. Figures were given showing that viaducts can start at Union avenue and pass above the present street ievels, clearing the heights of the rall-way cars at East First and other streets. The committee was instructed to continue to press the matter and to continue to press the matter and secure plans and probable cost of these viaducts direct and indirect.

Erection of union passenger depot on the East Side was urged by L. M. Lepper, but C. K. Henry said that the union depot should be built in North Portland on the West Side, giving rea-

train No. 1. Joe's father, M. A. Ettor. OREGON GOODS ADVOCATED

Mrs. Edith Tozier Weatherred Gives

and muttered the rest of the sentence.
Sleek and fat, with no trace of the 16 months passed in a Massachusetts jail showing in his plump cheeks, Joe sat in his home for the first time in six years and told of the riotous scenes of the Lawrence strike.

"We knew they couldn't hang us, or there'd be a revolution in Massachusetts the next day," he said. "The only thing we were the least bit worried about was that they would take up a case that would send us up for a few years. I don't believe I ever heard so many lies told in my life as I did dur-

CAMPS TO BE ELECTRIFIED

Marshfield Lumber Company to Install New Power System.

MARSHFIELD, Or., Feb. 1.—(Special) — Electrically operated logging camps is the plan of the Smith Lumber Company. The company is planning to electrify all its plants in this county. Work is to be started as soon as the weather will permit. In addition to the work that is now being performed