

# ORANGES AND PROGRESS

BY FRIDERIC J. HASKIN.  
(Copyright, 1928, by Frederic J. Haskin.)

Los Angeles, May 26.—As you eat your orange at breakfast tomorrow you may look upon it as a symbol of the high water mark of progress in the application of cultural and economic science to the business of producing food and wealth from the soil. The California Washington navel orange is grown according to a scientific method and it is marketed by a scientific method. Its history from the beginning is a romance. Oranges and lemons have been grown in California for more than a century but it was not until the introduction of the navel orange in 1874 that the present era of progress began. The seedless navel orange is in itself a triumph of a scientific man who desired to get rid of the seeds which made the orange so hard to eat.

The orange you will eat tomorrow was grown in southern California upon land which would grow nothing in its natural state. Water had to be brought from a great distance and applied to the land to give it life. If you were to become so interested in oranges as to be impelled to go to the orange grove and spend a month you would find science guiding your every step. The land might cost you a thousand dollars an acre. Science and irrigation made all that value. Five or ten acres would be the size of it and the chances are that you would know as much about growing oranges or lemons as you do about running canal boats on Mars.

But the citrus union would look after you. One day you would find a man under one of your trees with a blanket spread out on the ground. He is armed with a microscope and he knows all about bugs. If you are not neat he will tell you why to fumigate. If you neglect to do so, the chances are that you will wake up some fine morning to find the family in your orchard. So when it is time to prune, or time to irrigate, or time to do any one of the thousand and one things which the experienced practical scientists of the community will see to it that you do not lack for advice. The profit is often a bug on a leaf you take it to one of the government scientists always within reach. He generally knows what it is, whether it is harmful and if so, how to fight it. But if it is a new bug, then the department of agriculture begins right there to find out the California insect which thousands of dollars, if necessary, to that end. So far does science go in growing oranges.

**First Experiments.**  
But an orange grown in very little account unless it can be sold at a profit. When southern California first began to produce citrus fruit in considerable quantity, it found that it was so far away from the populous centers of the east, where it must find consumers, that the profits were often wiped out by freights and commissions. Men worked long years and planned skillfully only to have the returns from their fruit shipments come back in red—the fatal red ink of the wrong side of the account ledger.

So it came about that economic science was applied to the packing, shipping and marketing of the fruit—completing the circle of scientific progress which wraps the orange from the blossom to the breakfast table. The growers in each community formed local packing organizations and in turn formed district organizations and the district bodies formed a central concern which is now known as the California Fruit Exchangers. This scheme of organization was worked out slowly and gradually, step at a time.

The first movement toward intelligent cooperation was the result of the disastrous year of 1892-93. That year many growers not only had to furnish their entire crop for nothing but pay the packing and freight charges besides, as the gross sales of the fruit in the east would not cover the expense. Then a convention met, its declared purpose being to "provide for the marketing of all the citrus fruit at the lowest possible cost under uniform methods, and in a manner to secure to each grower a certain marketing of his fruit, and the full value of the same to be obtained in the market for the entire season." This purpose has been accomplished. The detail of the growth of the present organization from that convention is interesting, but it is unnecessary to set it out here. Let it suffice to look at the conditions which did prevail under the old-fashioned methods and the conditions of the present.

**Cut-Throat Competition.**  
In the old days the growers were all in cut-throat competition with each other. There was no such thing as uniform grading and packing. The packing cost the small grower much more in proportion than it did the large grower, the oranges were sold through speculative commission merchants and all hope of profit was buried under the mountain of packing charges, freights and commissions.

Now the central exchange buys material for packing in immense quantities for distribution among the co-operating packing-houses. What are bought by the trainload; "shooks" for the boxes on enormous contracts. There is a uniform system of packing and branding which not only rewards the grower of the best fruit for his skill, but which assures the consumer of a high and uniform quality. The exchange maintains offices in all of the principal cities of the country, and in the European capitals, through which the product is distributed. Through these offices the growers in California are enabled to get accurate information concerning the condition of the market at the points of consumption.

This cooperative system enables the growers to market their product with all the advantage of modern methods of business which are usually accord-

# THE MAN WHO KNOWS



## NEWMAN

THE MOTION PICTURE MAN

CAN MAKE A FORTUNE FOR YOU

IN A SHORT TIME ON A LIMITED CAPITAL

MOTION PICTURE THEATERS MAKE \$20 TO \$100 DAILY

Locations Furnished Free See Me Without Delay

Can Outfit You From Roof to Cellar 20 Per Cent Cheaper Than Any Other House in the United States

## NEWMAN MOTION PICTURE COMPANY

Motion Picture Machines, Films, Song Slides, Views, Phonographs, Opera Chairs and Other Supplies

293 Burnside Street, Between 4th and 5th

Phone Main 8458

### PARADISE FOR QUACKS.

Free Play in Sale of Patent Medicine in England.

Great Britain is the happy hunting ground of the medical quack, if you can believe a member of the Chemists' association of London. He is quoted in Derricks' English Report as saying that two years ago the annual sale of proprietary medicines in Great Britain amounted to \$40,000,000.

In the United States and in most European countries some legislation either exists or has been attempted to limit or to stop the traffic in secret remedies. In England, based on the principle of non-interference, absolute free play is given to it. It has been found expedient for the safety of the public to regulate the sale of poisons, but patent medicines, curiously enough, were exempt from the provisions of the law, a privilege which they enjoy together with legally qualified practitioners.

In most countries the dealing in medicinal drugs and chemicals is reserved only to persons qualified by training, studies and examination—that is, to pharmacists. In England, by a curious misunderstanding of the functions of a pharmacist, he is recognized by law merely as a "poison seller," and any one who pleases may supply the public with medicines of purity or impurity of the quality of which he may be absolutely ignorant, and by the simple device of packing them as a medicine and keeping the composition secret he is able, by means of advertisement, to substitute himself for competent and qualified medical and pharmaceutical services.

The best skill of the ad-writer was employed, the dates of the orange week were emphasized, and the demand was made that the consumer see that the name of the California Fruit Exchangers was on the box. The result was a wonderful stimulation of the habit of orange-eating in Iowa. The advertising will be kept up in smaller way for a while. If the orange consumption in Iowa is permanently increased as the heads of the exchange believe it will be, then this advertising campaign will be extended to other parts of the country and will be continued indefinitely. The theory is that people would eat more oranges and other fruit if their attention were called to it by the same methods which have so greatly increased the consumption of cereal breakfast foods.

### A TEXAS CYCLONE YARN.

Storm Carried for Miles a 500-Foot Column of Water and Tree.

From the Dallas News.  
E. F. Turner of Hamilton county said: "I was riding horseback across the country Thursday and passed through the town of Meridian, where I took dinner. After dinner I started toward Waco, and had a hard time on account of high water.

"At about 5:30 p. m. I was a few miles from Clifton, when I found a cyclone chasing me, and I galloped away from it as fast as my horse could carry me. Presently I found that it had passed me, and I sat on the brow of a hill and watched its course. It was carrying along much debris and when it struck the Bosque river it sucked up all the water, leaving the bed of the river practically empty. It crossed the Bosque obliquely and the water it took out of the bed of the stream was carried upward in a column which appeared to me to be about 500 feet high.

"The most remarkable part of this phenomenon was the fact that it had torn up by the roots a big tree and the tree was on top of the column of water, waving like a plume. When the column of water broke the tree went sailing on and fell about half a mile from where it was taken up.

# The Greatest of Them All

THE IMMENSE

## \$85,000 FIRE SALE

AT

# THE HUB

Third and Burnside

Third and Burnside

Goes Merrily On Capturing Them All—Schaeffer Bros., Men's Clothiers, 913-15-17 Market Street, San Francisco

The fire-stricken merchants sold their \$85,000 stock of Men's and Boys' Clothing to The Hub. The entire assortment is being rapidly disposed of at

# 35 Cents On the Dollar

## Visitors to the Rose Carnival

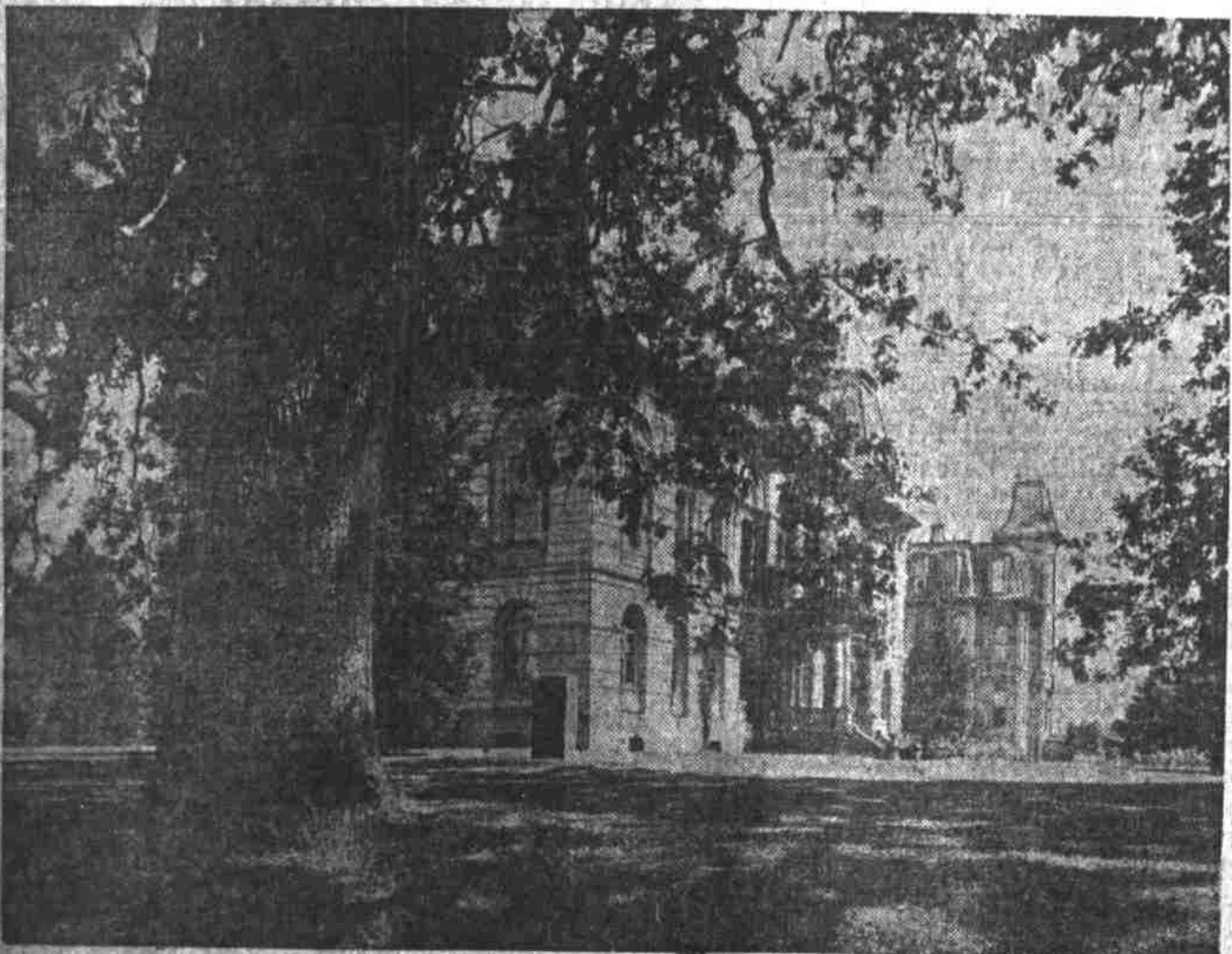
should grasp this opportunity to supply their clothing needs at practically their own prices. All the goods are of high merit. Only the shabby and badly damaged articles were disposed of in Frisco. We paid the freight, so naturally we didn't want to bring clothing 700 miles that we couldn't give away.

Doors Open at Eight o'Clock Monday Morning

Plenty of Salespeople



## UNIVERSITY OF OREGON, PRIDE OF STATE



Deady and Villars Halls From the Condon Oaks, University of Oregon.

The University of Oregon (founded in 1870) is an integral part of the educational system of the state. At Eugene are located the Graduate school, the college of literature, science, and the arts, the college of engineering, the school of education, the school of music, the summer school, and the correspondence school. At Portland are the col-

leges of law and medicine. Four to six years of work are offered, leading to degrees of bachelor of arts, bachelor of science, master of arts, master of science, civil engineer, electrical engineer, mining engineer, doctor of medicine, and bachelor of law.

The requirements for admission to the freshman class comprise the completion of a four years' high school course

or its equivalent. Students who have completed such a course are admitted without examination. The regular work of a student is 15 hours a week for eight semesters, or a total of 124 hours of graduation. Each student must be able to maintain creditably each semester at least nine of the 15 hours of required work in order to remain in the University.

The course of study is very largely

objective, the only specific requirements being that the student must take at least one hour of English composition during his freshman year, must take two years of some language other than English during his freshman and sophomore years, and fulfill the major requirement, which may be explained in this way. Every student on entering the university must choose a major subject as for instance, economics if he expects to study law, or English if he wishes to become a journalist, or civil engineering, or biology if he expects to become a physician, or any other among a number of subjects offered by the university in which membership he must take "not less than 20 or more than 40 semester hours" out of 120 required for graduation. Every student in addition to his other

work takes two years of physical training in the gymnasium.

The total enrollment in all departments for the present year, not including the correspondence school and the summer school, is 714 students, an increase of nearly 33 per cent over the enrollment of last year. The indications are very strong that the growth will be even greater next year than it has been this. The teaching force numbers 92 members, 41 of whom are required in the departments at Eugene.

The university library is one of the largest libraries in the northwest, and contains about 30,000 volumes of carefully selected reference books. It is the depository of all government documents, and receives most of the standard and periodicals. The working equipment of the laboratories is good, and is steadily being added to each year.

SWITCH & ENGLISH WOODLANS

# David M. Holbrook

COUCH BLDG 47 BETWEEN STARS SEWING MACHINE

## Tailor

\$30 TO \$50

## Decoration Day

Finds us selling our good

### COAL

At the cut price of

## \$6.00

Per Ton, Delivered

B 1771 PHONE US EAST 7

### F. B. JONES & CO.

## Bank, Store and Office Railings

Fire Escapes and Fire Casings

Fencing and Trellis Work

### Portland Wire & Iron Works

Cor. Second and Everett Sts. Phone Main 2000

JOURNAL LINERS COST LITTLE. ACCOMPLISH MUCH