the big crop of apples produced in the Northwest is a big problem— MARKETS AND FINANCE Maybe C. A. Malboeuf's article on this page

Carelessness is costing farmers more money each season than all other causes -- More care in making and preparing shipments would save much money.

Little Change Is Shown During

WHITER WREAT CONDITIONS. -PER CENT. -1913- -1912

Peb. Jan. Dec. Feb. Jan. .105 104 Feb. Dec.105 105 ngton 104 104 105 102 103 104 102 There was little change in the con-

ition of the winter wheat crop at Panorthwest points during last in Oregon and Idaho the conition regained the one per cent lost uring the proceeding mouth but in Vashington there was no change.

On February 1 the condition of the tregon crop is placed at 105 per cent while Idaho and Washington show 104 cr cent. The difference between the cont. The difference between the cont of the various sections is so slight ope of the various sections is so slight at it is hardly noticeable.
Good snowfall all through the Pafic northwest was the big factor for a crops during the month. This will an aid both to protecting the plants om cold weather and from a deficient in rainfall later in the season.

Wheat Warket Climbs.

Wheat Market Climbs. of wheat climbed to a higher ont at all Pacific northwest centers uring the week. Proportionally higher gures were being quoted at interior ones than at tidewater. This was due the coming into the market of the millers who heretofore have

hile during the last six weeks pracy all of the attention of the wheat was absorbed in either bluestern Turkey red; the situation has ged to the extent that these vaes are no longer being so eagerly ht while the less desired club vaof a short time are is a leader, wide differential that has recently forced between the club and blueorthwest are uniform at \$3.85 for club traight and \$8.95 for bluestem cutoffs. No further change has been made in ne price of patent flour because of the car of eastern competition. It is isely that the price of patent will be used entirely within the immediate ature by the action of the wheat trade.

Coase Grains Are Quiet. Very quiet tone was shown in the market for coarse grains at all Pacific orthwest points during the week. Real seakness was displayed for feed barery although some attempt was made by Puget sound speculators to boost While there is a fair degree of ngth for feed oats here, the market

se exceedingly quiet. Quotations are lit-le changed from those in effect a week so. While offering is of the small-set volume known here this season, de-nand is not extensive.

Milling oats are now almost too scarce Milling oats are now almost too scarce quote. All sorts of prices are poken of but mill men are not giving auch publicity to this end of their usiness. The demand is very strong

witheless.
WHEAT—Producers' prices, track ba-Club, 86c; bluestem, 94@95c; red dan, 85c; fortyfold, 92c; Turkey red, 95c; Willamette valley, 87c. LEY-Producers' prices, track ba-Feed, \$24; brewing, \$25; rolled,

OATS Producers' prices, track basis: io. 1 milling, \$27.50; white, \$26.50@

PORTLAND JOBBING PRICES

These prices are those at which wholesalers of to retailers, except as otherwise stated:
Butter, Eggs and Poultry.
BUTTER—Nominal, extra creemery, cubes and tubs, STM: prints, STM: @30c; dairy, 24c.
EGGS—Nominal, Candled local extras, 25@ ordinary capdled, 25c; spot buying price off, 24c f. o. b. Portland; best eastern

LIVE POULTRY — Hens. 13½c; springs, 13½c; broilers, 20c; geese, 12½c) Pekin ducks, 17c; Indhan Runners, 16c; turkeys, 20c; dressed, 250/25c; pigeons, eld, \$1; young, \$1.50 BUTTER FAT-Producers' price, for Port-

Fruits and Vegetables.

Apples Eating apples, 50c@\$2; cooking, POTATUES Selling price: Extra choice, 650 60c; ordinary, 50c per sack; carloads, 35@40c; country points; xi.00 per cental. NIONS — \$1.00(g1.10; association selling s. 85c per cental f. o. b. shipping points; riic. 1 4 155. Turnips, 00@75c; beets, 75c; TABLES—Turnips, Ougride; beets, 75c; 75c per sack; parsnips, 75c sack; cab-jes \$1.25; tomatoes, per box, \$1.50 green onloss, 10 dozen bunches; pep-ll, 20c lb.; bead lettuce, \$2.50 per crate;

sell. Die lb.; head lettuce, \$2.50 per erate; \$1.00 dessn, \$5.25.50 crate; egg plant; ; jeas (—); cauliflower; \$1.5042.25 rhubarb (—) box; sritchokes, \$1431.50 aprouts, b@ploc lb.

Bops. Weel and Hidea.

11.—1912 clip—Willamette valley, coarse, ald, 194/20c lb.; medium, Shropshire, 21c; famer lots, 22c per lb.; castern Oregon, c. according to shrinkage. TIM UH CANCARA DARK-1912 som ots object less est lots, or lb.: 1912 lots, det less carlots obje lb.
1-912 122/s b.
Dry hides, 216/22c; green, 11c; halt

me, bunn, green salt, bc; kips, lag dry, 24ggzbc; celf akins, saited 15glie; green hides, 1glibe less d; sheep pelts, saited, 85cg51.10;

Lack of Care

It Is Costing Producers Much Money and Still Remedy Is Easy.

By Hyman H. Cohen.

Carelessness costs Pacific northwest producers thousands of dellars annually that they could as easily add to their bank account as not. Haphazard methods of packing and marketing contribute mostly to this method of loss. The same condition exists in other sections of the country, but there is no reason why it should be shown anywhere. Take Month Although Snow Pro-tection is Big Aid; Markets
Are Higher.

the seemingly small task of preparing dressed meats for market. While there are many country shippers that thoroughly understand how to ship stock, there are others who are either ignorant of the best methods or else don't care a whoop.

After an animal is killed it takes some time for the animal heat to disappear. If the stock is hung up for awhile the heat will soon disappear, but when stock is shipped as soon as it is shaughtered it means in most instances that the meat will arrive in the market in a very poor and probably unsalable condition. Take a country-killed hog, for illustration. The stock might be the best possible when killed, yet if it is not properly taken care of before sending it to market it will arrive in poor shape. When the loss is not a total one it means that from ic to 2c a pound is docked by the buyer because the quality is not first-class. On the average hog alone this means at least \$2. A few moments of time would have saved this amount. The same applies to veal calves slaughtered in the country, Just as much care must be taken with these animals after killing account. try, Just as much care must be taken with these animals after killing as for hogs, for the same results are shown

How many farmers or country store-keepers realize that they are losing considerable money every time they ship crowded coops of chickens to market? The loss from shrinkage alone is far greater in crowded coops than when plenty of room is given the fowls in transit. It is estimated that a coop of chickens will shrink 10 per cent more than those sent in proper shape. The loss from this source is hard to estimate that it is source is hard to estimate that the source is hard to estimate the source is the source is the source is the source in the source is the source i mate, but it is considerable neverthe

This buying forced the market her for conditions at tidewater, were, nything, a trifle weaker than during preceding six days. Tidewater insist that had to secure additional plies of wheat were naturally forced as the higher range that was being are thinking in the wheat trade and has been very erratic recently. The closing of the week the closing the proper lack of weight due to the means a greater loss by far than the mere shrinkage of weight due to the fowls of wei Crowding chickens for shipment

Mr. Shipper, you do not know everything that is to be known about sending stock to market, therefore advise from your commission man is to from your commission man is to be received with favor instead of giving you the idea that someone is trying to "do you." The commission man knows the market's demand betof a short time and is a leader, ride differential that has recently torced between the club and blue-varieties is now being reduced. A time ago it was hard to interest rade in club wheat but today that ity is predominating in the orders. If anyone would stop to consider the matter a single moment he would realize that the commission man—and here is by local miliers, the Washington as smallar rise; therefore quotase renerally through the Pacific howest are uniform at \$3.85 for club light and \$3.95 for bluestem cutoffs, shipments is so great that the commission man knows that he must deal the shipper as single moment by telling him something he knew was positively wrong. The competition for country shipments is so great that the commission man knows that he must deal fruit product, and yet very few manusciple in the world today the shipper. Paying heed facturing industries in the world today are operating under such a large interest the commission man knows that he must deal facturing industries in the world today are operating under such a large interest the commission man knows that he must deal facturing industries in the world today are operating under such a large interest the commission man knows that he must deal facturing industries in the world today are operating under such a large interest the commission man knows that he must deal facturing industries in the world today are operating under such a large interest the commission manusciple in the country shipments is so great that the commission manusciple in the country shipments are operating under such a large in the country shipments are operating under such a large in the country shipments are operating under such a large in the country shipments are operating under such a large in the country shipments are operating under such a large in the country shipments are operating under such a large in the country shipments are operating under such a large in the country shipments are operating under such as a fruit to a success depends primarily upon the salpments is so great that the bold sion man knows that he must deal square with the shipper. Paying heed to what they say will generally result in the obtaining of better prices.

There is one thing that country shippers continually do that cannot be understood by the trade generally. When the market is firm and high, and there in growing, and keep that standard, as the standard of perfective in growing, and keep that standard, as well as the standards of grading and gar packing, up to the point reached and improve them if possible.

The growers of the northwest must recognize in apple growing, the manufacture of a specialty product. It must be put up as a specialty product for the cast, but plies from the market when prices are at their best and everyone wants to buy. That is the time to sell. When the market is glutted and prices are low it generally happens that the country shipper will send all his available supplies to the trade. Of course he only works injury to himself by so doing, but I have known country interests who had been told by their commission men to ship stock that week that will actually hold off for week weeks until the supplies to the trade that week weeks until the supplies to the trade that week weeks until the supplies to the trade that week that will actually hold off for the supplies to the supplies to the trade that week weeks until the supplies to the supplies to the trade that is willing to pay a premium price for it, provided it is going to the supplies to the trade that week that will actually hold off for the supplies to the trade that week weeks until the supplies to the trade that week that will actually hold off for the supplies to the trade that is willing to pay a premium price for it, provided it is supplied to the supplies to the trade that is willing to pay a premium price for it, provided it is supplied to make maximum results possible. Business cooperation between districts and states is necessary in the northwest to make maximum results possible. Business cooperation has its logical structure in a centralized body.

General organization,

Business cooperation between districts and states is necessary in the northwest to make maximum results possible. Business cooperation has the substitute of a specialty product. It must be put up as a specialty product. It must be put up as a specialty product for maximum results possible. Business cooperation has the substitute of the cast, but the apple of other districts, not only the barrel apples of the east, but the apple of other districts, not only the barrel apples of the east, but the product for its maximum results possible. Business cooperation has the substitute of the cast, but the product for its maximum re

It seems hard for many country ship-OATS—Producers prices, track basis:

No. 1 milling, \$27.50; white, \$26.50@
per ton.

FLOUR—Selling price: Patent, \$4.70;
Willamette valley, \$4.70; local straight,
\$18.56@4.10; export, \$3.85@3.95; bakers',
\$1.50@4.75,

HAY—Producers' prices: Willamette
walley timothy, fancy, \$15; ordinary,
\$14.50; eastern Oregon-Idaho fancy timothy, \$18.50; alfalfa, \$11.50@12; wetch walley timothy, fancy, \$15; ordinary, trade demands the best quality and is willing to pay for it, Many hundreds of boxes and oat. \$12; cheat. \$10.50.

MILLSTUUFFS—Selling prices: Bran, \$21 0 22; middlings, \$29 0 30; shorts, \$23 2. per ton.
GRAIN BAGS-No. 1 Calcutta, 9% decent cider or vinegar manufacturer would not even care to handle them. Yet he pays the express charges on such shipments and gets either no re-turns or practically none. He wonders why.

There is one class of shipper that causes much worry to himself and receiver alike. It is the man who will take a yeal, hog or a coop of chickens to his express agent and roughly estimate their weight. "How much does it weigh?" the express agent in his home town will say. "Oh, about 50 pounds," would be the reply of the shipper. When the stock is received in the market it is weighed, and when it is sold it is weighed again. In many GAME — Jackrabbits, \$1.00 per dozen; wild shipper do not agree with those actually obtained by the receivers. Of course there is always a chance for mistake on either side, but Mr. Shipper will not admit that. He is robbed and that is all there is to the matter.

FRESH SHUTS-New navel oranges \$2.50@ fancy, 9½c; ordinary, 9c; rough and heavy, \$1.50; Florida, \$4.50; bunanas, 4½c lb.; lemons, \$7.50g\$.00; times, \$1 per 100; grapefruit, Callicarna. \$1.50g4.50; Florida, \$5; pineapples, \$1.50g4.50; Florida, \$5; pineapples, \$1.50g4.50; Florida, \$5; pineapples, \$1.50g4.50; bolled bar, \$2.50g4.50; bolled bar, \$2.50g4.50; bolled bar, \$2.50g4.50; portage, 18c. MEATS Packing house Steers, No. 1 stock, 13@13½c; cows, No. 1 stock, 12@12½c; ewes, 10½@11c; wethers, 11½@12c; lambs, 13c; pork

10 % Gilc; wethers, 11% Gilc; imms, 18c; pork loins 16 %c.

OYNTERS—Shealwater may, per gallon (—); per 100 lb, sack (—); Clympla, per gallon (—); per 100 lb, sack (—); Clympla, per gallon, 53.25; per 100 lb, sack (50; canned eastern 55c can; \$6.50 dozen; eastern in shell, \$1.75@ 2 per 100; ranor clams, \$2@2.25 box.

FISH—Neminal—Rock cod. 10c lb; dressed flounders, 7c; hallbut, 15c; striped bass, 20c; catfish, 12c; salmon, 124@20c; seles, 7c lb., lobsters, 70c lb.; herrings (—); black bass, 20c; saters, 20c; catfish, 12%c; perch, se lb.; tomcod, 5c lb.; lobsters, 70c lb.; herrings (—); black bass, 20c; sturgeon, 124c; silver smelt 84cc. bass, 20c; sturgeon, 12½c; silver smelt, 8½c; Columbia smelt, \$1.25 box; black cod, Sc, LAED—Tierces, 13½c; compound, tierces,

Grosaria.

BICE—Japan style, No. 1, 5½@5½c; No. 2, 2½c; New Orleans head, 5½ gric; Creola, 5½c, Sufax—Cube, 25.85; powdered, 45.70; fruit or herry, \$5.55; hest, \$5.25; dry granulated, \$5.46; D yellow, \$4.75. (Above quotations are 30 days net cash.)

BALT—Course, half grounds, 100s, \$10 perton; 50s \$10.75; table dailty, 50s, \$18; 100s, \$17.50; bales, \$2.25; extra fine barreis, 25, 58 and 10s, \$5.25@6.00; hump rock, \$20.50 per ten. REANS—Small white, 5½c; large white, 5c; high, 5c; hayon, 5½c; limas, 5½g; reds, 5c. HUNEY—New, \$2.75 per case.

Faints, Coal Off. Etc.

WHITE LEAD—Ton lots, 5c per lb.; boo is, lots, 8c per lb.; less lots, 8½e per lb.

OIL MEAL—Carboad lots, \$37.50; less than sarloud lots, \$40 per ton.

Apple Marketing Big Problem

By C. A. Malboeuf. (Secretary Morthwestern Fruit change.)

I take the position that the method of selling, while a most vital one, is, after all, only incidental to the situation, and that the question of marketing itself is not such a problem as it seems, and that it does not offer anything like the same problem as conditions in the corchard or the packing house do. Marketing is a science, and its methods are founded upon the lies of definite principles that have been long established, and constantly improved, in order to meet the constantly changing and greater copetitive conditions of the times. The selection of the methods that have demonstrated themselves as the most logical and successful under the greatest variety of conditions, is the problem that the judgment of the producer is called upon to meet. In any event, it is a fact that no one will undertake to dispute, that first principles in successful marketing, begin with the correct manufacture of the product and its preparation for the market. If these conditions are not systematized and perfected, no affort at successful market. I take the position that the method of conditions are not systematized and per-fected, no effort at successful market-ing, however sincere and practical they may be, will be successful, because they cannot be.

Your first great problem is in raising the fruit correctly and consistently. The northwest apple, by reason of the distance it is grown from the general markets, the competition it has to meet, and its handleaps in the way of freight rates and other conditions must freight rates and other conditions, must be upheld at its highest standard of quality from year to year, and be ofquality from year to year, and be of-fered to the markets not merely as na-ture grows it, but as the maximum amount of skill can possibly produce it. You must realize that the north-west apple will always have its great-est initial, value, when it is gt its highest state of physical perfection, and this does not only include quality, in all of its different features, but size as well. The moment you reach the stage well. The moment you reach the stage that growing conditions in your dis-tricts are so well harmonized through uniform practices, that a first class de-pendable product can be expected from the rank and file of the orchards, year after year, you will have solved the first problem that is necessary to over-come in order to make successful results possible

Growing the apple is nothing more than developing the raw material of the factory. The factory that depends upon a raw material as the basis for its operations, fully realizes that any defect

fruit product, and yet very few manu-ig heed facturing industries in the world today result result are operating under such a large in-vested capital as the growers of the

quality, but in dependability of the con-tents that if will be readily called for by the trade that is willing to pay a premium price for it, provided it is worth premium, Now that trade is not going to pay a premium for an apple that is not much better, and pernaps terests who had been told by their commission men to ship stock that week that will actually hold off for several weeks until the market is broken and fleoded with offerings. Then they will send their supplies and wonder why the city dealer failed to pay him the prices he had written them about.

Worth premium, Now that trade is not going to pay a premium for an apple that is not much better, and pernaps no better, than other apples that he can buy for less money than the price you can sure that every apple in the box is not sure that every apple in the box is not sure that every apple in the box is not sure that every apple in the box is not sure that every apple in the box is not sure that every apple in the box is not much better, and pernaps no better, than other apples that he can buy for less money than the prices of the can be provided by the can be prov easily see how destructive that carelessness or indifference on your part is going to be. Everyone knows that the great secret in successful dealing is not to make the first sale, but to continue to respect the secret in successful dealing is not to make the first sale, but to continue to respect the secret in the se

first sale.

Apple a Specialty. The properly grown northwest apple of the better variety is, by its very nature, a specialty product. But it is the competition you have to meet that makes the specializing of it a necessity. The first cost of production is greater than it is in the case of the great bulk of apples grown in the United States. The distance to the general markets from the different producing districts out here is greater than from any other district. In the case of the northwest apple, for instance, the aydistricts out here is greater than from any other district. In the case of the northwest apple, for instance, the average car haul to the markets is 2500 miles, and the eastern barrel apple has an average haul of about 250 miles. These long railway shipments call for a quality that will stand up under all sorts of weather conditions and be able to stand cold storage when needed at the other end. Then the freight rate is a other end. Then the freight rate is a handicap that on its face looks prohibitive. The average freight rate from the northwest to the markets is 50 cents a box, equal to \$1.50 a barrel, which contains about the same quantity of contents as three boxes do. The average cost of producing the eastern apple is, according to the best authorities, from \$1 to \$1.25 a barrel, and that includes a net profit of from five to ten per cent to the grower. The average selling price of the better quality of eastern apples is \$1.50 at the shipping point, so that it costs you more to ship your apples to the markets than the barrel apples sell for at considerable profit. It costs you from 50 to 75 cents a box to grow and pack your apples, which makes the first cost of them in the markets, based on growing expenses and freight charges alone.

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(Continued on following page.) of contents as three boxes do.

The average cost of producing the

in order to pay all expenses and give you would have a product of much the grower a profit, must be made up higher character. You can figure that in quality, It is clear that you could any difference in cost of production



C. A. Malboeuf,

Problem Explained

How the Big and Growing Crop Is to Be Moved.

The great problem in the northwest is not how our fruits might be marketed, but how they ought to be. Marketing is an established science, founded on fundamental principles. The problem of the grower is to recognize that fact. The results of experiments based on new ideas are usually published in red

The northwest apple is a specialty article and its marketing must be spe-cialized. In proper condition and properly distributed through modern mar keting methods, it will sweep aside all competition and carry the industry to unquestioned success.

The northwestern apple must be a

well sized apple. '100 many small sizes are as destructive to values as smut g to wheat. The first and greatest problem of the grower is to learn how to grow fruit correctly, and prepare it for the market in a uniform and dependable manner. No effort at marketing can be success ful without a uniform and stable prod-

Local organization is essentially the first step toward correct understanding of the principles of uniformity in the the finished product. Uniformity in the preparation of green

fruit products should be universal the country over, if possible. It is not practicable in the case of the United States apple as a whole, but it is practical and necessary in the case of the northwest apple. northwest apple.

Mere understanding of the necessity for uniform grading rules throughout the northwest, without an enforcing or-

ganization, is ineffectual cooperation. Effective cooperation is based upon effective organization

Cooperation between the producers themselves, cooperation between the different factors of the trade, and cooperation between the producers on the one hand and the trade factors on the other, is ideal business cooperation. Cooperation in the northwest that does not recognize the trade as a partner in the situation will not get very far, and will never solve the true principles of mar Maximum results that will include

tinue to repeat the sale, and thus es-tablish a wide trade that is regular and dependent. We must not be merely con-tented with what we can sell today. the cooperation of the trade and consum-ing factors, can be expected only but what we make ourselves certain to be able to sell in the future in in-creasing quantities and with less force of effort than was required to make the through general cooperation operating through a centralized body that embraces a scientific selling organization.
The government advises local cooperation, district cooperation, and general cooperation through a centralized body, as the great instrumentality to business practices and success.

The f. o. b. system,

strong organization, and conducted upon a modern industrial scale, offers an un-limited range of opportunity to the

market preferences, because it aims to deal with all trade in all markets. Its principle is to create and develop trade for its product wherever trade exists. The basic feature of f. o. b. selling is that it always has at its command, at shipping point, the tonnage to offer to the entire trade of the world under such varying conditions as may be regulated by trade practices. It pro-vides for selling to the cash buyer on the ground at shipping point, or to the trade in the markets at prices f. o. b. shipping point, either before or after (Continued on following page.)

you have.
Another problem you have is to sys-

spples, which makes the first cost of them in the markets, based on growing expenses and freight charges alone, more than twice as much as the eastern the teckoned, and if you expect to get as low as \$1 a box at shipping point, you can figure it out that your apples must sell by the box in the markets at about three times what the barrel apples bring for the same quantity. The more you get for the apples out here the greater the difference is. For instance, Arkansas Blacks bring from \$1.50 to \$2 a box at northwest shipping points. That means the same as \$7.50 a barrel laid down in the markets, and where refrigerator service is used the law down cost is even greater.

Quality Must Count.

These differences are tremendous and would appear on the surface to be prohibitive but they are not. They simply go to show that the relative difference between the selling prices of the eastern apples and the prices that the northwest states, and based, as they send apples must bring in the markets, in order to pay all expenses and give in the control of much thicked the grower a profile must be made up in the first cost of the consume all you have.

Another problem you have is to systematic pour growing had harvesting methods to such an extent that you may reach the maximum of quality in your packed product at the minimum of expense. Experts who have looked over the situation in the northwest say it is costing the grower foo much money to raise apples, and that a box of apples should be produced from 5 to 15 cents true the cost of production is one of your greatest questions to work out. However small the saving is, the total swells into enormous figures. For instance, if the northwest apple crop last year had been produced at a saving of 10 cents a box it would have aggregated \$1,000.000. This is merely an example. If economic practices were to be instituted generally over the four northwest states, and based, as they should be produced from 5 to 15 cents a box, and in order to pay all expenses and give you would have a prod

means one of two things: Either the saving will go to each grower, or, if the product is offered at a correspondingly less price on the markets, it means that

less price on the markets, it means that the purchasing power of the consumer is that much greater.

These are the principal problems you must work out as being the first essentials to correct marketing. The adaption of uniform methods in fruitgrowing, and its preparation for the markets, can only be accomplished through a definite system that is based on organization. It is certain that the great problems in the northwest can never be worked out by individual effort on the part of the growers working against each other as independent factors, instead of working together, because working apart is working against, and that means competition between yourselves that you must avoid.

Cooperation Is Mecessary.

Cooperation Is Mecessary.

The second step toward successful marketing, therefore, is cooperation, and that is what you must depend upon. It is perhaps as great and as difficult a problem as it is to get your orchards and your packing house methods down to a basis of perfect understanding, for the reason that in order to reach an ideal state of cooperation you must do so, as a first and lasting step, on the principle of broad confidence, not only within yourselves and your fellow growers, but in established business principles and methods that cannot be lightly Cooperation Is Mecessary. ples and methods that cannot be lightly ignored or set aside in favor of new theories and experiments based on individual ideas of inexperienced people. The government advocates uniform grading rules throughout the United States. As far as they would apply to the apple, that might not be practicable in view of the difference in character between the apples of the Pacific coast,

and those of the east, for example. The government, however, lave stress upon the necessity for as widespread uniformity as is possible, which means that if it can be done, it should be done. In the northwest there is no reason why uniform grading rules should not prevail; but, on the other hand, there is every reason why they should. They every reason why they should. They are of immediate necessity. There is no occasion for the wide difference that exists between the rules of cer-tain localities, and in many instances, between different shippers in the same district

Practical grading rules are based to a certain extent upon natural charac-teristics of the fruit, as it can be grown under proper conditions, and with due regard for certain principles that are calculated to bring the greatest amount of money returns for the product. This has to do not only with quality and other physical factors, but to size as well. Size is one of the most important considerations. The use of grading rules constructed on those principles, and maintained as a permanent basis year after year, will, if enforced, do more to automatically effect needed reforms in the orchard than any other ontributive factor.

Correct grading rules represent the meeting of many minds. They cannot be made as the result of enthusiastic discussion, or of theoretical notions. They must bear in mind trade necessities, as well as practical horticultural factors. Born of mass meeting or con-vention papers, they often and usually fall of their own weight, because the practical element may be missing.

The adoption of uniform grading rules for the entire northwest is not any more difficult to accomplish than any more difficult to accomplish than the adoption of local grading rules by the local association. It takes cooperation in some form, in either case, to reach mutual understanding as to the necessity and desirability, for systematic methods and practices, but it takes more than understanding between independent factors to insure the adop tion of practical measures, and their enforcement. It takes strong organization, not only in name, but of operating nature, to do it.

In illustrating this point, I will say that the Northwestern Fruit Exchange officially announced a basis of grading rules in 1912, as meeting the requirements of the entire northwest, and as the result of correspondence with its different members, in which the sub-ject was gone into in all of its prac-tical sides, 26 different associations in Oregon, Washington, Idaho and Montana adopted them. This is the greatest step that has ever been taken toward a uniform basis, in the northwest, and one of the greatest benefits to the grow-The trade specially recognizes the value of uniformity because it insures a product of specific character, and the trade, whether is is the dealer or the householder, needs that to the same extent, identically, as it does a depend-

able quality/ Big Territory Included. The arguments that show the necessity for cooperation in the local district, through association of the growers, extend by natural logic into the necessity for cooperation between the different organized bodies or districts, and into greater areas, where natural conditions and common purpose admit

limited range of opportunity to the manufacturer or the producer. It is the standard system of merchandising the progressive world over.

Its market areas have no limits or eral cooperation, and at the same time prescribed trade. It has no trade or market preferences, because it aims to deal with all trade in all markets. Its clifty out here is practicable because in the northwest. Cooperation as a fa-cility out here is practicable because of the same general character of the apple that is produced in the four states, and the natural opportunities that it offers for concentrated effort and its recognition as a common prouct. It is practicable also because the same general conditions under which the various districts operatefor instance, the common character of the freight rates, the universal use of the box pack, and a more or less similar grading basis that can be readily extended into uniform rules. Coopera-tion as a necessity is essential because of the same general disadvantages under which the apple is grown with ref-erence to the distance from the general markets, the heavy freight handicaps that must be overcome and the common competition it has to meet. All of these troubles and obstacles require a com-

mon front, which organization alone will solidify and render effective.

The selling of fruit is, in essential results, just like the selling of any commodity, no matter what its character is. The elements of business methods that are employed, however, represent the factors that contribute in more or less degree, not only to the profitable nature of the trading between the pro-ducer and the consumer, but to the muducer and the consumer, but to the mu-tual satisfaction of both, because the greater the mutual satisfaction, the greater the confidence that is estab-lished, and the wider avenues of possi-bilities are developed for the perpetu-ation and expansion of those relations, that we call trade. The secret of great-est success is, therefore, the system of bringing the producer and the consum-er together through the application of the most logical business principles that serve to accomplish those desir-able and necessary ends, and maximum able and necessary ends, and maximum results. This necessarily calls for prac-tical cooperation between the producer

and the consumer, All Must Get Together, Cooperation between different factors the trade, furthermore, is just as sential as it is between the growers hemselves, but cooperation that ceases (Continued on Following Page.)

Wheat Disappearing

Supplies in Hands of Farmers Going Fast,

January 1 'February 1 —BUSHELS— 5,673,000 3,075,00 Oregon ... 3,010,000,000 Washington .10,000,000 Idaho ... 1,250,000 Total16,923,000 By Hyman H. Cohen.

On February 1 total holdings of wheat by Pacific northwest growers aggregated 10,175,000 bushels. Of this mount practically 500,000 bushels were

amount practically 500,000 bushels were held in the Willamette valley and a like amount in sections that are not affected by tidewater conditions.

Therefore so far as the tidewater markets are concerned, not more than 9,175,000 bushels are now available for the market in the hands of growers.

The selling of wheat during the month just closed was perhaps the heaviest of the season to date with the possible exception of December. A total of 6,748,000 bushels was sold at Pactific northwest points during the month according to special reports received by The Journal from various correspondents.

correspondents.

With about six months to run or only about half of the year gone, the indications point to a shortage of supplies during the latter end of the season. While stocks by millers are con-

son. While stocks by millers are considerable they are smaller in comparison with other recent years that most grinders are willing to admit.

Country millers realize the situation even more clearly than those located at tidewater. They are on the ground and know how small are the holdings in the warehouses of their section as compared with the total output. This is the reason way they have been so anxious to purchase supplies recently.

COLD WEATHER IS A FACTOR AGAIN IN THE MARKET FOR WHEAT

Chicago, Feb. 1.-Only a moderate range in wheat was recorded today and after a firm and higher opening, followed by a break of %c to %c, last prices were less than %c lower than Friday for May and less than % loss for July.

Buyers were helped early by the firm

and higher Liverpool cable based on somewhat unfavorable European political news and firm offers of La Platte The trade was influenced also cargoes. temperatures over ranging from 15 above to 10 degrees below zero. No crop complaints were heard, but a change to warmer weather after the hard freeze may bring unfa vorable reports.

wheat planting in good shape to pass through the cold wave without injury. Minneapolis messages were conflicting, ome of them indicating a slow flour situation, others claiming much lighter country wheat offerings and good flour

There was a New York message saying some of the northewts millers were asked to hold back flour shipments because of blockade at seaboard. Primary wheat receipts for the week, 6,667,000 bushels. Cash demand was again slow, with sales of only 20,000 bushels.

Range of Chtcago prices furnished by Overbeck & Cooke Co., 216-217 Board Trade bldg.

| 2 | WHEAT. | | | | | | | |
|----|--------|-----|---------|-------|--------|------|--------|--|
| ť | Month | | Ope | ming. | High. | Low. | Close. | |
| n | May | | | 9334 | 94 | 9814 | 93% | |
| v | July | | | 911/4 | 91% | 9114 | 91% | |
| | Sept | | | 90 | 9014 | 89% | 90 | |
| D | | | | | CORN. | | 6 | |
| e | Mny | | | 52% | 5234 | 5214 | 5214 | |
| | July | | | 5314 | 53% | 53 | 53 | |
| t | Sept. | | **** | 54% | 5414 | 5834 | 54 | |
| n. | | | | 0 | ATS. | E | | |
| 10 | May | | | 3416 | 34 1/4 | 34 | 34 | |
| r | July | | | 341/4 | 34 14 | 3414 | 3416 | |
| • | | | | 34 56 | 341/9 | 34 | 34 | |
| - | | | | P | ORK. | | | |
| | May | | | 1905 | 1910 | 1902 | 1907 | |
| y. | July | | | 1905 | 1905 | 1902 | 1905 | |
| e | - | 200 | | L | ARD. | | | |
| g | May | | 1 | 1017 | 1017 | 1015 | 1017 | |
| 6 | July | | | 1017- | 1020 | 1015 | 1020 | |
| 8 | 4.00 | | . 474.7 | I | RIBS. | | | |
| 8 | May | | | 1017 | 1020 | 1010 | 1017 | |
| - | July | | | 1017 | 1015 | 1015 | 1015 | |
| | 4 | | | 277.0 | - | | | |
| | | | | | | | | |

Wheat Condition Perfect.

Walla Walla, Wash., Feb. 1.-Never before has Walla Walla valley wheat had as favorable winter weather as this. No damage of any kind is reported, except in the light land districts, and there the injury to the grain is slight. The recent heavy show found the soil in excellent condition and with the thaw

practically all moisture soaked in.
Wind in the early fall did some damage in the light land districts. On Eureka flat a three per cent injury, rang-ing to five per cent in the most exposed sections, is reported. Umatilla county, Adams and some Franklin county districts also report slight damage.

The general condition of fall sown wheat in the valley, however, is con-sidered to be better than has ever been Farmers report they will begin spring

plowing within the next two weeks, pro-vided a heavy freeze does not come and make it impossible to break the ground,

Little Wheat Remains.

Walla Walla, Wash., Feb. 1 .- Only approximately 13 per cent of the Walla Walla valley's 5,500,000 bushel wheat Walla valleys 5,500,000 bushel wheat crop of 1912 remains in the warehouses of the valley, according to the estimates given out by local farmers and grain dealers. Of this amount it is estimated nearly four per cent is owned by dealers who bought early in the season and are holding to sell at a profit. During the past week the local market has not been as active as it was ket has not been as active as it was

Indications are that there will be lit tle or no wheat remaining in the valler by the time the next harvest is ready for the sacks.

last week. The price has slumped several cents on both club and bluestem,

and as a consequence few sales were re-

Money and Exchange. London, Feb. 1.—Consols, 75d; silver, 28%c; bank rate, 5 per cent.

New York, Feb. 1-Sterling exchange -Long, 4.84; short, 4.88; silver bullion 61%.

San Francisco, Feb. 1.—Sterling ex-nange—Sixty days, 4.82½; sight, change—Sixty days, 4.82%; sight, 4.86%; doc, 4.82,
Transfers—Telegraphic, 5 per cent premium; sight, 2% per cent premium. New York Cotton Market,

High, Low, 1284 1226 1214 1206 Open.1228121412081192 131111 1111

San Francisco Grain Calls, San Francisco, Feb. 1.—Grain calls:

Livestock Trade Is Generally Weaker and Lower; Hogs Off Sharply With Another Increase in Marketing Here.

| | 676 | | |
|------------------------|---------|----------|----|
| PORTLAND LIVE | an more | | |
| Hogs, C | ESTOC | RIVOR | N. |
| en, 1 | 1160 | 2 | 29 |
| Ian. 254296 Ian. 18 | 1862 | 31 | 38 |
| lan. 11 | 1403 | 56 12 | 45 |
| an. 42596 | 1260 | 25 | 32 |
| Year ago 991 | 1461 | 122 | 28 |
| years ago1450 | 1105 | 84 | 39 |

Whatever may have been other auses to change the condition of the causes to change the condition of the livestock trade during the last week, the approaching Lenten season was probably the important factor.

The cattle market which has all along shown excessive strength at North Portland, was slow, weak and lower in price for the week, even though a smaller amount of stuff came forward.

lower in price for the week, even though a smaller amount of stuff came forward.

Killers have been such liberal buyers of cettle at country points recently that they seem to have forgotten the existence of an open market at North Fortland. Even the ones interested in the yards, failed to come to its rescue by purchasing all its requirements here inctend of purchasing them direct at country points.

This is not a most hopeful sign for the existence of the open market here. Perhaps the outside buying was forced by the lack of sufficient offerings here. This, however, was a very easy matter to remedy because the regular commission men could have secured the stock in the outside sections just as easily as the packers themselves. Their purchases in the country naturally caused them to neglect the more limited offerings from the home section: a course that is deplored generally by those who want to see the North Portland market the greatest in the country.

North Portland cattle range:

Heavy feed seers \$7.75@7.80 Choice steers 7.65 Common steers 7.50 Speyed heifers 7.00 @7.25 Ordinary light cows 6.50 @6.75

Fancy cows
Ordinary light cows
Pancy light calves 7.00 @ 7.25 6.50 @ 6.75 Heavy calves 5.00@6.50 Best bulls Ordinary bulls 4.50@5.90

Sharp Drop in Swine. Swine market values show a break for the week. At the closing the market was flat at \$7.50 for best offerings. The price here was passed by both Chicago and Kansas City during the latter part of the week; the former quoting \$7.70 for best while Kansas City was but a nickel lower. nickel lower.

There was huge marketing of hogs at North Portland during the week.

This was the principal factor in forcing the price to bedrock. The week's

was the greatest for three weeks then was only eclipsed for one week. North Portland hog market range

North Portland hog market range:

Best light ... \$ 7.50

Medium light ... 7.45

Best heavv ... 7.45

Rough and heavy ... 6.50@7.00

Sheep Market is Holding.

Little change was shown in sheep market values at North Portland during the week. There was a slight increase in offerings over those of the previous six days, Killers are now retaining quite fair supplies of ordinary quality but good stock is generally lacking and the good stock is generally lacking and the probabilities are that this will continue in good demand.

| North | Portland | i she | ep v | alue | S.* | |
|-----------|----------|---------|------|------|-------|-------|
| Best gral | n red is | ambs | | | 2 | 7.2 |
| Ordinary | lambs | | | | 7.00 | 7.1 |
| Best year | rlings . | | | | | 8 9 |
| Ordinary | yearlir | gs . | | | 5.85 | 2 6.1 |
| Old weth | ers | | | | | |
| Fancy ev | | | | | 5.000 | |
| Ordinary | ewes . | **** | | | 4.756 | 04.8 |
| | Monday | Morni | ng S | | | |
| 11. 2. | . 8 | TERR | 8. / | | | |
| Buyer | | - Maria | 1 | Av. | lbs. | Price |
| | | | | | | |

T. R. Howitt 25 1166 \$7.75 Schlesser Bros. 2 | Derton & Co. | 101 |
| Union Meat | 97 |
| Union Meat | 93 |
| Union Meat | 90 |
| Union Meat | 90 |
| Union Meat | 63 |
| Union Meat | 63 | P. L. Smith
F. L. Smith
Union Meat
James Henry James Henry 1

Monday Afternoon Sales. STEERS

Buyer. 1170 1208 1154 1153 1144 1050 1086 900 1186 800 Portland Feeder Co..... 23 T. R. Howett....... 27 R. Petzold 7 Farr Bros. Farr Bros. ********** R. Petzold 1 HEIFERS BULLS - 1300 \$3,25 Farr Bros, 1

Buyer. No.
Union Mest Co. 78
Union Mest Co. 2 (Continued on following page.)

Tuesday Morning Sales.

NEW YORK STOCK EXCHANGE NEW YORK COTTON EXCHANGE CHICAGO BOARD OF TRADE THE STOCK AND BOND EXCHANGE SAN FRANCISCO PORTLAND OFFICE

269 Oak St., Ground Floor, Lewis Bldg. Phones-Marshall 4120, A-4187.

TRANSPORTATION. PRINTED TO THE O

HEAR BEAVER ROSE CITY EXPRESS STEAMERS FOR San Francisco and Los Angeles WITHOUT CHANGE.

SS. Bear Sails 4 p. m., February 5.

The San Francisco & Portland S. S. Co.

Ticket Office 132 Third St.

Phones—Main 2605 and A-2559.

COOSBAYLINE

Steamer Breakwater Salls from Ainsworth dock, Portland, at a m., November 20, and thereafter every T day evening at 8 p. m. Freight received a p. m., on walling day. Passenger fare a class \$10, means of the second class \$7, including booth means. Ticket office at Ainsworth dock, P land & Coos Bay Steamship Line, L. H. Kilng, Agent.