EFFICIENT MARKETING

OREGON COUNTRY LIFE

EDITED BY J. F. LANGNER

BETTER FARMING

FRUIT ASSOCIATION GROWING RAPIDLY; BENEFITS ASSURED

Method Designed to Obtain Co-operation of Growers and Get Fair Deal for Oregon Products.

By J. F. Langner

There are now more than 15,000 acres of Willamette and Umpqua valley fruits signed up in the Oregon Growers Cooperative association. Under the charter issued by the state commissioner of corporations permission to commence business was granted as of January 1, 1920, and the organizations may now be considered as actively engaged in the business of marketing Oregon fruits.

It is therefore admissable to recapitulate the underlying motif for the organization of the association and its ultimate objectives.

JOURNAL STARTS IDEA

The cooperation of Willamette and Umpqua valley fruit growers was first suggested in The Oregon Journal more than 12 months ago. At that time, and continuously for several months thereafter The Journal pointed out to the fruit growers of Western Oregon that unequal distribution and vicious speculation in Oregon fruits, particularly in Oregon prunes, would finally ruin the fruit industry of the state; that the method of selling apples and pears on consignment was antiquated, and that it did not bring the producer an adequate return and gave opportunity for profiteering if handled by unscrupulous dealers.

OREGON FRUITS MISLABELED

Finally it was proved to the people of the state, and the fruit growers in particular that thousands of tons of Oregon fruits were annually purchased by Washington, Oregon and California speculative packers and sold as the product of California and Washington. Early in June a convention of Western Oregon fruit growers was held at the Hotel Portland, Portland, Or.

Practically every cooperative organization of fruit growers was represented at this convention, together with the state's largest independent fruit growers. To this meeting was invited Aaron Sapiro, noted authority on cooperation, and a plan was presented for the merging of conflicting interests, and the organization of the Oregon Growers' Cooperative association for the efficient marketing of all Oregon fruits with the least expense to the grower.

PLAN IS ADOPTED

Incidentally it has just transpired that there were present at that meeting, although not known at that time, United Sates Senator Gore of Oklahoma, Dr. A. Spillman of the department of agriculture, and other famous agriculturists, including A. A. Elmore, president of the Washington & Idaho Farmers' union, and the chairman of the organizing committee of the huge wheat growers' cooperative association now in process of formation.

Those who attended the meeting remember the remarkable demonstration in favor of cooperative marketing. The plan presented by Sapiro was unanimously adopted without a dissenting vote, and Robert Paulus, manager of the Salem Fruit union was instructed to name an organizing committee of 21 who would serve as members of the board of directors until the first annual meeting which is held in January of each year.

MEMBERS OF THE BOARD

The following fruit growers constituted the original committee and board: Isaac D. Hunt, Portland; Charles L. McNary, Salem; Ferd Groner, Hillsboro; J. O. Holt, Eugene; H. M. Harlow, Eugene; E. L. Klemmer, Alvadore; W. E. St. John, Sutherlin; R. A. Busenbark, Roseburg; S. S. Johns, Myrtle Creek; Seymour Jones, Salem; W. I. Staley, Salem; Allan Bellinger, Scotts Mills; Kenneth Miller, Sheridan; George C. Zimmerman, Yamhill; E. W. Matchews, Amity; A. E. Reuter, Forest Grove; F. M. Elliott, Dallas; H. S. Butz, Dallas; Fred Ewing, Salem, and B. W. Johnson, Monroe.

EXECUTIVES ARE NAMED

The executives appointed were Isaac D. Hunt, vice president of the Ladd & Tilton bank, president; Seymour Jones, speaker of the legislative assembly, secretary treasurer; H. M. Harlow, president Eugene Fruit Growers' association; B. W. Johnson, director Willamette Valley Fruit Exchange, and W. L. St. John, Douglas county commissioner. The entire board was unanimously reelected at the primaries a few days since.

Immediately after the articles of incorporation were filed, the directors approached Professor C. I. Lewis, at that time chief of division of horticulture at the Oregon Agricultural college, and invited him to take complete charge of organization and organization publicity. Lewis, who is probably the world's greatest authority on horticulture, finally consented, and to him largely is due the present large membership and acreage represented in the association.

PAULUS SALES MANAGER

Robert C. Paulus, manager of the Salem Fruit union, was secured as general sales manager. Paulus had behind him a record of 10 years' constant success in marketing the largest diversified dried fruit crop through any cooperative association in the northwest at a price consistently higher on an average than the price paid by the speculative packers—especially the prune packers—operating in Oregon.

J. O. Holt, general manager of the Eugene Fruit Growers' association, was secured as manager of the packing corporation. Holt was the most conspicuously successful manager of any cooperative cannery on the Pacific coast. Such is the personnel of the active managers of the organization.

MANAGEMENT IS CAPABLE

Nothing was left undone which would tend to lead to the eventual success of the organization and the finest type of men who had been conspicuously successful in that very work were secured for the benefit of the growers.

Meetings of fruit growers were held in many sections of the Willamette and Umpqua fruit districts. At these meetings interesting disclosures were made on the methods of marketing Oregon fruits. For instance, it was affirmatively proved that thousands of tons of Oregon Royal Ann cherries were packed in Portland, Salem and other cherry centers and labeled and advertised and sold as "a California product."

Practically a train load of Oregon cherries—Royal Ann, Bings and Lamberts—were shipped from Salem to San Francisco during the months of June and July and there made into a famous brand of "California Glace Cherries."

PROCESSED IN CALIFORNIA

The same thing happens to Oregon prunes during the shipping season, and it is possible to purchase from almost every good candy store in the state of Oregon packages of California glace cherries and prunes which were grown in Oregon and shipped to California to be processed. The same condition was proven to be the case with Oregon Bartlett pears, which were grown in this state, shipped to California and from there sold as California pears. California peaches, etc., as the case may be.

The directors of the association announced a very definite policy, viz., to market all the Oregon fruit sold through the organization as an Oregon product, to establish and maintain a high standard of quality, second to none of California's famous brands, and to eliminate is so far as it is humanly possible, every atom of speculation in distribution.

SUCCESS SEEMS CERTAIN

That the association will accomplish this is now assured. Very recently there was held a meeting of California and Oregon speculative packers in Salem. While the session was of the "star chamber" type we are able to announce that the principal discussion at the meeting was suggestions for "killing" the Oregon Growers' associaton.

This group of packers and speculators has actively opposed the association both in public and privately. Every Oregon fruit grower by now knows that it is to the interest of the packers to prevent him organizing, and by that is meant that the fruit men realize that if a packer opposes the association it is because the fruit grower stands to make what the packer loses. The California prune and apricot growers' association states that they so controlled distribution of their 120,000,000-pound crop of prunes this year that only one distributor got away with any speculation in California association sold prunes, that is, resold his purchases to other distributors for speculative profits, and at this his speculation was limited to a bare carload or two.

FULL MEMBERSHIP DESIRED

The Oregon Growers' association will only be a complete success when every fruit grower in Western Oregon is a member. If it can eliminate speculation, if it can help the grower to present a united front to the speculator, who is the leech of the fruit growing industry, if it can distribute fruit and food products more economically than the present methods employed by private corporations, particularly the California corporations, who attempt to dominate the fruit industry of this state at the present time; if it can market Oregon fruits so that the consumer knows he is eating the product of the Willamette and Umpqua districts instead of thinking he is eating California peaches, prunes and cherries, or Washington apples, it will have accomplished its purpose.

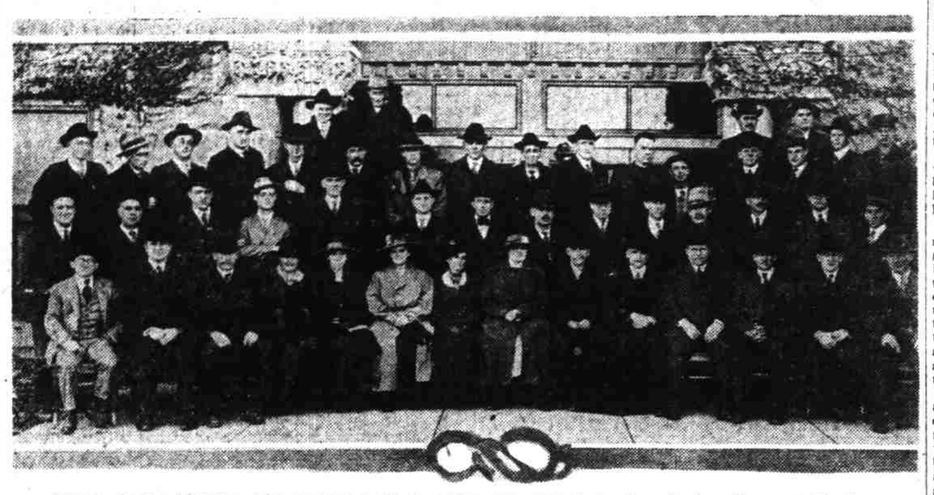
With the cooperation of the growers of Western Oregon, it will do all this, bringing with it prosperity to every fruit grower in particular and the whole western region of Oregon generally. To accomplish this end let every fruit grower join the association before the commencement of the buying season of 1920.

The procrastinating prune grower who waits another two months may find that he has waited too long this year to give him a voice in fixing the price at which he shall sell his 1920 crop of prunes.

One argument of the packer which might tend to hold unthinking prune growers out of the association until it is too late to join is a proposal to pay the same price as the association. Let every grower who hears this statement remember that the association pays the full market price without any speculative increase coming to itself, and that any such statement by a packer is an admission that hitherto he has not paid this figure.

Another thing to remember is that if all the prune growers were to stay out of the association the organization could make no price and the whole community would be once more at the mercy of the speculator and packer. Fortunately at least one-half of the Oregon prunes are now represented in the organization, and more joining every day.

SOME WELL-KNOWN OREGON JERSEY BREEDERS



Oregon Jersey breeders who aattended the luncheon and annual meeting during Farmers' Week

Federated Farmers Assessed 25 Cents

Spokane, Wash., Jan. 10. — The state federation of farm organizations has levied an assessment of 25 cents each on Washington farmers for carrying on the work of the federation until the next annual convention, which will be held in June, 1920. This statement was made today by A. D. Cross of Spokane, secretary of the state federation. It is estimated that there are 50,000 farmers affiliated with farmers' organizations, such as granges, unions and live stock and dairy associations.

EXPERT IS COMING TO INVESTIGATE NUT INDUSTRY IN OREGON

$1000 Appropriated by Congress for Nut Experimental Work in This State.

Washington, Jan. 10.—(WASHINGTON BUREAU OF THE JOURNAL.) — Professor C. A. Reed, chief of the bureau of nut investigation of the department of agriculture, has promised Senator McNary that one of the department experts will go to Oregon early in February to conduct a survey and investigation of walnut and filbert culture, and that $1000 will be set aside for experimental work in that state.

Senator McNary, himself author of a pamphlet on filbert culture in Oregon, recently noted that while the agricultural bill carried an appropriation of $20,000 for nut investigation, all of the expenditures were being made in the investigation of the pecan industry of the Southern states.

He called the attention of the department to the development of nut culture in Oregon in the last few years and the propriety of giving some attention to experimental work which will aid the growers in what promises to be an important industry as time goes on.

DAIRYMEN TO MEET

The Oregon Dairymen's league annual meeting, which was postponed from December during the recent blizzard, will be held at the Central library at 10 o'clock Wednesday, January 14. President Alma Katz expects 500 or 600 dairymen to be present.

Oregon Cattle Tests Show Well

Washington, Jan. 10.—(WASHINGTON BUREAU OF THE JOURNAL.)—The monthly report of the bureau of animal industry for November shows the tubercular test was applied to 2049 head of cattle in Oregon in 136 herds and 48 reactions resulted. Oregon herds are making a continued good showing and there are now 26 accredited herds which have passed two or three consecutive tests without a "reactor" or a suspect.

Horn Is Manager Of Cletrac Tractor Distribution Here

The Cleveland Tractor company has appointed Richard Horn Pacific Northwest manager for distribution of the Cletrac tractor. The tractor is the old Cleveland under a new name. Most attractive literature has been prepared, giving fruitgrowers, dairymen and general farmers a mass of information, which is quite valuable to the Western Oregon and Western Washington farmer. Horn will send this booklet free to anyone writing him at 302-J King Albert apartments, Portland, Or. It is a worth-while publication.

When answering advertisements mention the farm pages of The Journal. It helps.

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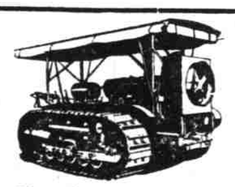

"Accuracy"

—the title of a booklet, sent free, describing the ingenious instruments used in the Holt Plant to insure *hair-breadth* accuracy in size and fit of various parts of the "Caterpillar" Tractor—painstaking accuracy that accounts largely for the wonderful endurance of the "Caterpillar" Tractor and its low operating expense. Send for booklet 414 if interested in tractors.

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As an Advertising Agency we have already in some degree helped the advancement of northwestern industries through our professional connections with the following firms:

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U. S. Spruce Production Corporation.
C. K. Spaulding Logging Co., Indiana Silos.
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Pacific Phonograph Co., Stradivara Phonograph.
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we have added still further to our facilities for rendering genuine advertising and merchandising service to Northwestern industries. A letter or phone call will place them at your disposal.

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The Cleveland Tractor Company of Cleveland, Ohio, wishes to announce that it maintains a complete factory branch at Spokane.
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Dist. Representative

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