

## WILSON IS ATTACKED AT SOUTHERN OREGON REPUBLICAN BANQUET

Keynote Speech of Campaign in  
Southern Oregon Delivered  
at Medford Affair.

Medford, Feb. 12. — The Republican campaign in Southern Oregon opened Thursday night with the banquet of the Lincoln club of Jackson county at the Hotel Medford, attended by 300 people from Medford, Ashland, Grants Pass and other parts of Jackson county, as well as a number of prominent Republicans from Portland and Salem, including Judge Benson of the supreme court, Carl Shoemaker of the fish and game commission and Major Dow V. Walker. The address on Lincoln was given by Bishop Matthew S. Hughes of Portland, the address on Roosevelt by Professor Irving S. Vining of Ashland, and the political address by the new club president and toastmaster, Colonel R. C. Washburn of Table Rock.

Telegrams of congratulation were received from prominent Republicans throughout the country and Oregon, including Will H. Hays, national chairman; State Chairman Tongue and Frank Warren of the fish and game commission. In his address, Colonel Washburn attacked the Wilson administration vaguely for its delay on entering into the world war, and told how the war was won "in spite of the delay, delinquency, muddling and extravagance of those in authority in the United States government."

In describing the peace negotiations he said that the performance had opened with "that screaming farce, open covenants openly arrived at." The speaker summed up the present situation as follows: "If Republican senators are in favor of the treaty with the Americanized Lodge reservations, as are also the Democratic senators not named and hog-tied by President Wilson, and the predominance of opinion in France and England favors it as do President Lowell of Harvard and ex-President Taft then I am in favor of it and you are. The only obstacle to ratification and a complete peace and return to normal times is President Wilson himself."

## Flu Keeps Hundreds Of Yakima Children From School Duties

Yakima, Wash., Feb. 13.—The flu epidemic cost the city schools \$818, an apportionment of both state and county school money is on the basis of actual attendance. The apportionment amounts to 14.5 cents daily for each grade pupil and 21 cents daily for each high school pupil.

During the past two weeks the average number absent has been 325, of whom 75 are high school pupils. During the peak of the epidemic the absentees reached 700. By the end of the week the condition will be practically normal.

## 4 Umatilla Indians Stranded in Capital; Council Refuses Aid

Pendleton, Feb. 12.—Four Indians from the Umatilla reservation are stranded in Washington without funds to buy transportation home. They were sent east by the council to present requests to the Indian department, but from Pittsburgh a wire came asking for financial reinforcements. The council was called but refused to send more expense money.

Their plight was referred to the commissioner at Washington and, if they get home at all, it will be with money drawn from the Indians' funds at Washington. The victims of their tribesmen's frugality are Jim Yamawit, Allen Patawa, Jim Allcott and Richard Burke.

## Marshfield Children Not Vaccinated Are Barred From School

Marshfield, Feb. 12.—Few children have been sent home from the Marshfield schools because they are not vaccinated. Members of the newly organized Anti-Vaccination league have declared that they would not have their children vaccinated and intend to try out the state law. But the school authorities say that the percentage which must stay out of school for this reason will be small.

Rev. H. C. Kephart, from Garmon, Iowa, new pastor of the Marshfield Methodist church, has arrived to take up his duties. He was appointed to fill the vacancy caused by the death of the former pastor.

## O. A. C. Hens Make Egg-Laying Record

Oregon Agricultural College, Corvallis, Feb. 13.—A pen of five Barred Rocks from the college, entered in the Western Washington egg-laying contest, tied for first place in January with a pen of S. C. W. Leghorns entered by the Hollywood farm of Washington, with a record of 127 eggs. For December the O. A. C. pen won with a record of 132 eggs, an average of 26½ eggs per hen. The cost of feeding the birds amounted to 23.1 cents a hen for the period. The eggs were sold at 55 cents a dozen for standard sizes and 50 cents for pullet eggs.

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# To Fruitgrowers, Merchants, Bankers—DOES THE Welfare of the FRUIT Industry Touch YOU at Any Point—?

A BRIEF COMMENTARY ON THE CONDITION OF THE FRUIT INDUSTRY OF THE NORTHWEST

By W. F. GWIN, General Manager of the Northwestern Fruit Exchange, Seattle, Wash.

Distinct changes appear to be taking place in the fruit industry of the Northwest, which now faces new and difficult problems.

There is now general acceptance of the prediction that for the next five years the railroads serving this territory will find it a physical impossibility to furnish enough refrigerator equipment to move the apple crop within the harvest period. The chances are that car shortages in the future will be even more severe than in the past, if production continues normally to increase.

The provision of even the best common storages and large increases in ranch storages, though no doubt useful and necessary, would not seem to meet the situation entirely, for if there are not enough cars to move the entire offerings of early and intermediate varieties, there is bound to recur in the future the situation which prevailed this year, and large portions of the most valuable varieties, such as Delicious, Spitzenbergs, etc., even though protected from extremes of temperature, will, nevertheless, become overripe while awaiting cars, and therefore have to be forced into consumption at a discount.

It must continuously be borne in mind that all but a small minority of the Northwestern apple crop eventually goes into cold storage at destination points, if not at shipping points. Even Jonathans, to a large extent, are put into cold storage by the buyers, and fed to the markets gradually. One of the fundamental requirements for a healthy market situation in boxed apples is thin and even distribution over the consuming markets of the country and over the entire season of normal keepability, that is to say: from the beginning of the harvest in September until the last of the Winesaps are sold in July. If, therefore, large quantities of fruit are necessarily held in the Northwest under unsuitable storage conditions until the fruit becomes ripe and unfit even for temporary storage at destination points, it will result in the forced sale of large volumes of fruit in a comparatively narrow period of time, and resulting automatically in very erratic price movements and severe market demoralization.

There seems to be no answer to this problem other than ample and efficient cold storage facilities in all producing districts and the development of an inter-coastal water traffic. By means of cold storage at shipping points, so-called "intermediate varieties" could be held in a state of preservation for weeks and even months longer than these same varieties could be held in common storage, and the evil of forced dumping removed.

Consider the conditions which prevailed this year: The car supply was practically exhausted before the last Jonathans were shipped, and while the majority of Delicious, Spitzenbergs and Rome Beauties were still at shipping points. Traffic came to a practical standstill for several vital weeks. Some shippers, in desperation, turned to the use of box cars, and some very severe losses were sustained by these shippers because of an early spell of cold weather which occurred about the time they were shipped. Finally, when the refrigerator car supply began to improve, the entire territory west of Chicago was visited by a severely cold wave, and hundreds of cars, loaded with the most valuable varieties, were caught in that cold wave, and losses running into hundreds of thousands of dollars have been sustained by growers, shippers, railroads and dealers. This is waste. No industry can stand it.

The extremely wide margins between cost of production and selling price, which prevailed last year and, in some instances, this year, will not always prevail. It is imperative that means be found for the prevention of this waste. Until they are found, the industry is still on a hazardous, speculative basis, and cannot be said to have been stabilized. Certain vitally important, fundamental errors in the merchandising methods employed by the growers and shippers in the Northwest exist, and it would be well if everyone concerned in this industry would give very serious, thoughtful attention to the history of this year's market. In the first place, the big Eastern producing districts have failed to mature a normal crop for the past three years consecutively—a very extraordinary fact, upon the regular recurrence of which no prudent man will depend. Nevertheless, this fact, taken in connection with the period of extraordinary prosperity and steadily advancing commodity prices brought about by the war, culminated in a "bull" market last year which, in many respects, is unique in the history of the Northwestern apple business, and which may not be repeated for many years, if ever. Also, last year was characterized by most unusual winter weather conditions. No very low temperatures prevailed at any time anywhere in the country, and with an adequate car supply and only a moderate crop of apples in the Northwest, all conditions were as nearly ideal as possible. The result was that many concerns new in the business, as well as established traders and dealers, made handsome profits, and it was not strange that those successful speculators and others who had heard of their successes, rushed into the market this year and bid prices up with a degree of reckless abandon which was little short of amazing.

It became apparent to every real student of the situation, as early as August, that prices had gone far above a conservative or a reasonable level, and that the apple market was being established on a wholly artificial, speculative basis, without reference to fundamental conditions. However, so large a percentage of the crop is controlled by so-called "independent" growers, that no real control of the situation lies in the hands of any group, and, the conservative element being in the minority, is practically impotent. If the majority of the growers were organized and in position to act concertedly, it would be possible to regulate prices in some conformity with fundamental conditions, and avoid, to a large extent, the eventual destruction of the market. One is reminded of Aesop's fable which tells of a dog crossing a bridge with a piece of meat in his mouth. Seeing the magnified reflection of the meat in the water, he dropped the substance and grasped at the shadow, and eventually was a sadder and a wiser dog. Independent fruit growers, in many districts of the Northwest, this year, have sold their apples at prices higher than they were worth. Many of them have gotten the money. Others have been unable to enforce their contracts, but even if all of them had gotten their money, can one believe that they have served either themselves or the industry, for the

essential truth is that no producer is entitled to more than the true market value of his product, and, in the long run, is not going to get it. No attempt is being made hereby to fasten all of the blame on the grower. It is perfectly natural for him to want to sell his product for as much money as he can get, and, if cash buyers become excited and lose their heads and pay more for the fruit than it is worth, they are the chief immediate sufferers.

The fine point of all this, which escapes most of the growers—but which is nevertheless vital—is that the grower, in the long run, is the principal sufferer. The grower who is dependent upon speculators for the market for his crops, will receive occasionally more than his product is worth, but, more often, less than it is worth. What is wanted is a system which insures to the grower every year, full, fair market value for his fruit, delivered to the market in first class prime condition—no more—no less. This year, if the majority of the fruit production of the Northwest had been in cooperative control of the growers themselves, under wise, intelligent sales management, fair opening prices would have been established, a large consumptive demand encouraged, and a steady, stable market would have been the result.

No better illustration of this truth is possible to find than in the history of the marketing of the cranberry crop by the American Cranberry Exchange this season. The Cranberry Exchange is a cooperative organization of growers controlling approximately 85 per cent of the entire cranberry crop of the country. This year's crop was the largest in the history of the Cranberry Exchange—about twice as great as last year. This fact, taken in connection with the most severe sugar shortage ever known in this country—worse, even, than during the war period—constituted a combination of conditions which, except for wise, far-sighted handling of the market, would have resulted in disaster. Mr. A. U. Chaney, general manager of the American Cranberry Exchange (regarded in the fruit trade as the greatest fruit sales strategist in the United States) considered the alternative of opening the market on cranberries at either \$9.00 or \$12.00 a barrel. Mr. Chaney always carries his price calculation direct to the consumer, and, in reaching a price per barrel f. o. b., he works it back from the price per quart to the consumer. His prestige with the trade, and the dominance of his control of the supply, taken together, would have made it equally easy for him to open the market at either \$9.00 or \$12.00. The trade would have paid \$12.00 per barrel for their first supplies without a murmur. What Mr. Chaney was interested in, however, was establishing a market on which the entire crop could be moved freely and easily, and which could be maintained in a healthy condition throughout. The intelligence of the cranberry growers was never better demonstrated than when they supported his recommendations to open the market at the lower level, viz.: \$9.00 per barrel, thereby temporarily sacrificing \$3.00 per barrel. The result was that the first offerings of cranberries were available to consumers at moderate prices; dealers were enabled to make a fair profit, and, very naturally, pushed the sale of cranberries in preference to apples and other commodities on which they were actually losing money; the sugar shortage feature being overcome by the national advertising campaign conducted by the Cranberry growers, through the medium of which the consumers were educated to the use of the recipes for the preparation of cranberries requiring either very little sugar or else sugar substitutes. The result of all this has been that this year's cranberry crop, the largest in the history of the country, has, by this time, practically all been marketed, at highly profitable prices, and the season has been entirely free of wild fluctuations in price, and has exhibited a steadiness throughout. In other words; the growers were not interested in marketing the first hundred thousand barrels at an extreme price and sacrificing 500,000 barrels. What they were interested in was: Marketing the entire crop of 600,000 barrels at a maximum average price. Can anyone doubt what would have been the result had the cranberry crop been split up in the hands of a multitude of independent growers, as the boxed apple crop of the Northwest is split up?

A study of Government apple storage statistics is illuminating. The storage holdings of boxed apples on December 1 were 95.5% greater than they were on the same date in December, 1918. The explanation of this is very simple. It is merely that consumers have refused to buy boxed apples from dealers at a price which would afford the dealers a profit, and the dealers, in order to avoid, or at least postpone, the loss, have placed their purchases in cold storage, thereby retarding consumption, and it is axiomatic in the business that consumption once retarded or stifled, is difficult and frequently impossible to revive. The chances are that the dealers, by storage, are only putting off the evil day, and will eventually take a loss more severe than they would have in the first instance, but they, like the growers, are human, and resort to any legitimate means to protect themselves. In the last analysis, the responsibility lies with the producer to inform himself as to fundamental conditions, and to determine what is the fair and reasonable price to place on his product, and to exercise the wisdom and restraint necessary for the maintenance of his business on a stable basis. He cannot eat his cake and have it, too.

If he permits his industry to become a speculative football, he can expect nothing else than for his prices to soar in the air at certain times and to hit the ground with a thud at others. The law of equal and opposite reaction is as certain as the law of gravitation.

It is too much to expect that the average grower will reason this thing out for himself and come to sound and logical conclusions, nor that as long as the industry remains in its present unorganized condition the obvious remedies can successfully be applied. It is difficult to see by any means how a sound, far-sighted marketing policy can be employed, nor physical facilities necessary for the preservation of the fruit and the equalization of distribution can be provided other than through the growth of organization of the growers themselves.

Many of the growers have been "drunk" with so-called "independence," and the indications are that most of these are due to suffer the pangs of the "morning after." Certainly it is high time for those who profess to a certain degree of leadership to give mighty serious study to the whole problem, and to join their forces and their influence in an unselfish, impartial, constructive way to the conservation of the industry.

## An Invitation

A conference of fruitgrowing interests of the Northwest will be held in Seattle at Press Club Hall, 1311 Fifth Avenue, on Wednesday, Thursday, Friday and Saturday, February 18, 19, 20 and 21. Matters of great importance to the whole industry will be dealt with—such as the provision of adequate cold storage warehouses in producing districts; ways and means of minimizing the dangers of car shortages; ways and means of solving the acute problem of a dependable supply of boxes at reasonable cost; cooperative purchase of orchard supplies; labor; bank credits—any many other vital issues. Every fruitgrower—investor in orchard property—banker or merchant directly or indirectly interested in these questions is urgently requested to attend and take part in the conference.

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