

# PLAN HAS MERIT

(Continued from Page One)

and otherwise secured the affiliation of eight subcentral districts, including 87 local or shipping associations and embracing an estimated membership of more than 6,000 growers is regarded by the commercial world as a surprisingly remarkable achievement.

"Contrary to the almost universal experience of other newly formed organizations attempting anything like a similar scope of work, we will this, our second year, enjoy a greatly increased membership and will return to the markets with a vastly larger percentage of the tonnage produced within our territory than we controlled during our first, organization year."

### Quantities of Fruit Shipped.

A veritable mixture of fruit was contained in the first carload shipped by the distributors, which left Free-water, Oregon, by express July 8, 1913. It included cherries, dewberries, apricots and peaches. Subsequent daily shipments mounted up to 63 cars. In all, the distributors shipped 3958 cars of fruit and 1125 cars of potatoes, or a total of 5083 cars during the season.

Of course, to move this great crop was a herculean task financially, and the distributors, being a nonprofit, cooperative organization, had no capital stock nor tangible security on which to borrow the necessary funds—nothing except the personality of the men behind the movement, but that proved to be amply sufficient and there was made available to the growers a total of \$551,000, in part through bank loans arranged for by distributors and the subcentral organizations, and in part from reserve funds of the district associations. Over \$400,000 more was offered by Spokane banks which the distributors had no occasion to use.

Undoubtedly, the marketing policy of the distributors in a large measure is responsible for its phenomenal selling success at the very outset of its career. Two features of this policy stand out prominently. A moderate price for fruit was established at the opening of the season, the price gradually increasing as conditions warranted. This encouraged fruit dealers to buy throughout the season without fear of declining markets. Moreover, the distributors worked toward an f. o. b. basis in selling, and of the total shipments, 3284 cars or 83 per cent were delivered on an f. o. b. basis, 54 per cent having been ordered on that basis. In sharp contrast to this condition was that existing prior to 1913, when, it has been estimated, 70 per cent of the fruit of the northwest was shipped on consignment.

Another important factor was the standardization of the grade and pack of the fruit, as introduced by the distributors. As a result, uniform price for a given grade and variety was obtained throughout the several producing districts.

And to this benefit the distributors added still another. Never before had the growers of dependable information about prevailing prices at their command.

From the distributors' sales managers, district salesmen and exclusive sales agents in all parts of the United States and Canada regular reports were received, and these in turn were furnished to the subcentral organizations as desired. During the season 21,556 telegrams were received or sent through the head office.

The distributors had its fingers on the market pulse of the North American continent at all times, and so could respond to the advantage of the growers instantly.

### Wide Distribution Secured.

When the rush of the year's work was over and the distributors had time to review just what had been accomplished, it was found that distribution had been made to 243 cities in 38 states in this country, 33 cities in six Canadian provinces and 16 cities in 10 European nations, and to every continent in the world except Asia.

Last year, although it was hurriedly precipitated into existence when fruit shipping was almost ready to begin, the distributors, besides opening several branch sales offices on a salary basis, established 76 exclusive agency connections in North America. This year there will be 12 branch offices with salaried men in charge at Portland, Chicago, Minneapolis, Omaha, Butte, New York, Calgary (British Columbia), Regina (Saskatchewan), London (England) and Hamburg (Germany), and later in California and Texas, and there will be over 100 exclusive agency connections.

The Portland office will be opened within the near future to facilitate the handling of the fruit of western and southern Oregon, as well as to assist in providing an outlet for all of the districts of the northwest. Wilmer Sieg, the distributors' sales manager at Hood River, will be in charge.

This year for the first time the growers of the northwest will have the world for a market under their own control, operating through their own hired men. The scheme of adequate distribution is being worked out on a mammoth scale, and is proceeding just as fast as the volume of tonnage will justify.

A salaried European general agent has been employed, a foreign office having recently been permanently established in the British metropolis, and arrangements also are being made for a salaried man at Hamburg, who will be under the general agent's direction. Last year the London office paid for itself. This year, with an enlarged scope, it is expected to do

even better. During 1913, through the London agent, the distributors shipped to the following cities in European countries: London, Liverpool and Manchester in England, Glasgow in Scotland, Hamburg and Bremen in Germany, Paris in France, Christiania and Bergen in Norway, Stockholm, Goteburg and Malmo in Sweden, Copenhagen in Denmark, Rotterdam in Holland, Antwerp in Belgium and Helsingfors in Finland.

### Claims Filed for \$55,541.78.

Cooperation on so great a scale is proving of actual profit along many lines, one striking instance of which is the volume of claims that was filed for the growers by the distributors' traffic department in one season, 925 in number amounting to \$55,541.78. All were carefully considered and deemed legitimate before presentation but it is probable that most of them could not be collected by mere individuals.

The distributors also achieved a record for effecting quick settlements of sales last year. It was found that the average time required in making returns to the sub-centrals was 20 days. This, of course, did not include shipments going into storage. An effort will be made to shorten that time this year.

President Davidson in his report to the trustees made the statement that "the benefits of the Distributors' marketing machinery to the growers will fall short of the maximum unless an extensive educational campaign is conducted along the lines of placing our products before the actual consumer at reasonable prices." H. C. Sampson, the secretary-treasurer of the distributors, who was in Dallas on Wednesday in the interest of the organization, has been placed in charge of this phase of the work by the trustees, in addition to the other duties of his office, and a publicity department has been added.

Already, in pursuing this line of work, so important to the fruit industry, in order that it may be prepared to reap the benefits as well as avoid the dangers of the future, an exhaustive investigation is being made of the possibilities to be afforded by the Panama canal. Conferences have recently been held in the east with steamship company officials in working out the problems of refrigeration, freight rates, markets and kindred matters.

### FIRES CAUSE HEAVY LOSSES.

#### Inspector Fuller Gives Some Figures As Well As Advice.

"Do you know that forest fires in the United States have caused an annual loss of seventy lives and the destruction of merchantable timber to the amount of \$25,000,000?" asked Mr. W. V. Fuller, fire inspector for one-half of Oregon, of The Observer Tuesday while discussing the work in which he is so enthusiastically engaged. The manipulator of the faber disclaiming anything more than a general knowledge of timber losses by fire, Inspector Fuller informed him that the \$25,000,000 did not take into account loss of immature timber, crops, dwellings, farm buildings and live stock.

"The expenditure for the employment of men to patrol the forests is now counted by millions of dollars," continued the inspector. "Ten patrolmen are now employed where three were engaged five years ago, and yet an insufficient number of men are engaged in the work. Much money is being expended this season in the construction of telephone lines and trails throughout the forest regions of Oregon. Relatively few of the tourists, hunters and fishermen who enjoy our forest privileges are aware of these impressive facts, and to these people we would say, most fires are preventable. Carelessness of fire will destroy the forest. No forests, no game. It's up to the people to use every precaution for the prevention of forest fires. It takes the help of every person who goes into the woods for business or pleasure to prevent forest fires."

#### Bear Killed Near Dallas.

A full-grown black bear was brought to Dallas by Stoll McCarter, who killed it on his farm, five miles west of this city. The carcass of bruin attracted considerable attention as it hung in the shop of the Dallas Meat Company, attracted considerable attention as it hung in the shop of the Dallas Meat Company. Recently a black bear was seen on the Polk county side of the Willamette river, below Salem, and the animal killed by Mr. McCarter may be the same one.

#### Tomorrow Is Picnic Day.

The joint picnic of the Artisans and schools of the county will be held at Rickreall tomorrow. Dr. Withycombe, republican candidate for governor, and R. A. Booth, candidate for United States senator from Oregon, will be in attendance. The program, which is an exceptionally good one, has been heretofore published in The Observer.

#### Freshman Wins Place

At the annual election of the student body of Monmouth High school, Floyd Wimberly, a freshman, was chosen president. The other officers elected are: Vice-president, Oak D. Wood; secretary, Ibbey Green; treasurer, Marie Morlan.

#### Advertised Letters.

Advertised letters in the Dallas Postoffice, June 9, 1914: Hall, Geo. B.; Parson, J. B.; Rogers, E. C.; Thompson, Mr. Ray.

### TODAY A LEGAL HOLIDAY.

#### Governor West Issues Proclamation to His Subjects.

Governor West has issued a proclamation declaring today, June 12, a legal holiday, in order that all the loyal subjects of Queen Thelma, who is to reign in Portland during the rose carnival, may do her homage. The proclamation is as follows:

Whereas, the Queen of Roses is to hold her fragrant court in the Rose City during the approaching week, and her loyal subjects are extending their hands of welcome and their bounties of hospitality to all those who may be her guests, from whatever clime or country they may come; and,

Whereas, it is a due and fitting evidence of their fealty that all the subjects of her majesty join their efforts in honor of her reign and in entertainment of those from distant lands who journey to pay her homage;

Now, therefore, I, Oswald West, governor of the state of Oregon, by virtue of the authority in me vested, do hereby proclaim Friday, June 12, 1914, "Rose Festival Day" and declare same a legal holiday, and I further bespeak all those who would yield their reverence to our springtime queen and the blossoming sceptre she wields, to do her honor around the dais of her throne.

In testimony whereof, I have hereunto set my hand and caused the seal of the state of Oregon to be hereto affixed this 6th day of June, 1914. (Signed) OSWALD WEST.

### AFTER WILLIAM JENNINGS.

#### Bill Introduced in Congress to Stop His Lecturing Tours.

Secretary Bryan's lecture tours have cropped up in the House again. Representative Britten, of Illinois, republican, has introduced a bill to make it a penal offense for any cabinet officer, head or clerk of a government department to lecture for pay, other than for actual hotel and traveling expenses, and to prohibit senators or representatives from lecturing for pay while Congress is in session. Offenders would be fined \$10,000 or imprisoned for two years or suffer both penalties.

"The recent announcement from Philadelphia that several members of congress and the distinguished Secretary of State had signed contracts for a period of lectures beginning July 1 is responsible for my bill," said Mr. Britten.

"I am at a loss to understand how the Secretary can consistently leave his office when a state of war practically exists between this county and Mexico and the foreign policy of our government is being laughed at by every civilized nation on earth. This certainly is no time for Mr. Bryan to be harking around the country doing one-night stands with Tyrolean yodlers, contortionists and sleight-of-hand artists, and I am equally opposed to members of congress doing this sort of thing when congress is in session."

### HOME CREDITS HELP SCHOOLS.

#### Greater Willingness on the Part of the Students Is Made Apparent.

According to reports from rural schools which have closed the term in Polk county districts, more has been accomplished this year than ever before, especially by use of the home credit system. The plan, which is the allowance of a given number of credits at school for work done at home outside of school hours, was started in 1909 in the Spring Valley school. The school at Fairview, south of Monmouth, was next to adopt the system, and the industrial education is now showing results. The plan now is in operation in eight schools, being altered to meet the varied conditions. The parents claim for home credits a greater interest by their children in the industries of the farm and more work done at home in the performance of every-day duties. A greater willingness has been shown in farm activities, and the parents claim also that the system is aiding the "stay-on-the-farm" movement in rural districts. At the Fairview district, for the last year without home credits the attendance percentage was 95, with 58 tardies. The following year, after the home credit system had been introduced, the record was 98 per cent in attendance and only eight tardies.

#### 'Uncle Tom' Saturday Night.

Burk's "Uncle Tom's Cabin company," the largest organization of its kind in America, will exhibit here next Saturday night. On this occasion the famous old play will be presented in as new and elaborate a form as modern thought and stage invention will permit. The principal characters will be interpreted by a very competent cast of lady and gentlemen artists that have been selected especially for their ability to give a correct interpretation of Uncle Tom.

#### Cary Is Responsible.

The general public will be interested in knowing why the weather has been so unusually cold this spring. Mr. J. C. Hayter defied fate some time ago by cleaning house to the extent of casting his wood box out into the alley. He restored it to its accustomed place on Wednesday and presto—the sun doth shine. Some people never can learn by experience.

#### Off for Siuslaw Country.

On Monday morning next Rev. C. P. Gates, A. P. Risser, W. A. Boydston and Clyde Schriver will leave Dallas for the Siuslaw country, where they

will spend about ten days angling and enjoying out-of-door life. It is an ideal locality in which to spend a summer vacation, and that the party will have sport galore goes without saying.

### THERE'S NO MANSION FOR ME.

Peeking through the Celestial gate, An angel robed in raiment bright, Said: "Oh, don't close it yet, just wait,

Only a look, please, on the night!" The pearly gate stood still, The angel's eyes did thrill, As down the star-lit shades of night, Beamed his sweetly piteous gaze, Seeking some sad-sick human wight To reconcile with Heaven's ways. Those angelic eyes far did roam, Through the blue myriad gem-lit dome, At last they found my earthly home. Beamed

That angelic face, Soft eyes on me fell, The hope that I saw Was far too sweet to tell.

Soft as song of the humming bird, Wafted on gentle zephyrs sweet, In my awe thrilled soul was heard This far away supernal greet:

"Poor lost soul unshaven, There is hope in Heaven." Like a bird struggling to be free, My affianced soul cried aloud:

"Oh, is there a sweet home for me Far beyond this dark earthly clod, Where sorrow and dull, fierce despair, Myriad colored, fretful care, Nor envy ne'er can enter there?" A voice

Both sweet and clear Softly came to me, "What good hath thou done To warrant this bold plea?"

"A W J B follower bold, In me you truly now do see, 'The Crown of Thorns and Cross of Gold,'

Won me to fight for silver free; Again in 'nineteen-eight,' I thought that sure as fate, Good old times would come rushing in, When we split the dollar in two, He said, 'sure God it would win,' And I thought William Jennings knew.

The empty dinner pail was here, The laborer felt sad and drear, How to better things was not clear, For the

Baron bold, the Corsair financier, Rockefeller and Morgan made red gold dear."

"Our chautauqua wide mouth spouter, Pious, devout Premier of State, Our great platform standpat shouter, Bold, puissant defier of fate, Has rapped, to be frank, The Baltimore tolls plank.

He talks about the wage of sin, And wants to bring Millennium in, Oh, does this mighty man of 'tin,' The Bryan of old, as you see, I still think is 'awful' clever, Oh, is there a mansion for me Across the Beautiful River?" A look Divinely sad Came o'er that sweet face, And where the angel Stood was now empty space.

"A DIMOKRAT."

Says No Changes Were Made. City Engineer Himes resents the

statement that changes had been made in the location of the Uglov ground, selected for septic tank purposes, since the land was originally staked by him, and in this contention he is supported by a number of aldermen.

### SPORTS AT RICKREALL.

#### High School Students Will Contest for Honors Saturday.

A field meet will be held in connection with the picnic at Rickreall next Saturday, the several events open to high school students only. The sports will begin at 2 o'clock, and include 100-yard dash, putting the shot, running broad jump, 440-yard dash, discus throw, mile run, pole vault, half-mile run, javelin throw, standing broad jump, 220-yard dash, standing high jump, relay race. There will be a dance under the auspices of the Artisans at night.

#### Help the Old Soldiers.

U. S. Grant Post, G. A. R., has no place of meeting and the post; on account of an inadequate membership, is financially unable to rent suitable quarters. At present meetings are held in the bath rooms at the Armory. Can not some fraternal organization open their rooms to the defenders of our country's honor? The post convenes semi-monthly in the afternoon, and consequently would in no way interfere with lodge meetings.

### WELL DRILLING

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### German Coffee Cake

Made Without Yeast  
By Mrs. Janet McKenzie Hill, Editor of the Boston Cooking School Magazine.  
There is no warm bread quite as appropriate for Sunday morning breakfast as German Coffee Cake, yet it is seldom made by housewives who do not bake their own bread. If K C double raise Baking Powder is used it will be just as good as if raised with yeast and it will have the further advantage of being fresh and warm. Save this recipe and try it next Sunday.

### K C German Coffee Cake

Two and one-fourth cups sifted flour; 1 level teaspoonful K C Baking Powder; 1 level teaspoonful salt; 2 tablespoonfuls melted butter; 2 tablespoonfuls sugar; 1 egg; milk.



Sift dry ingredients together, beat the egg, add milk and butter to the egg to make one and one-quarter cups; stir all together with inverted spoon to a stiff batter. Turn into biscuit pan and spread even. Brush top lightly with melted butter. Sprinkle sugar and ground cinnamon over the top. Bake in moderate oven.

Dutch Apple Cake or Prune Kuchen can be made with this same batter by covering the top with pared and sliced apples, or cooked prunes with the pits removed, skin sides down. Dredge with sugar and cinnamon the same as for Coffee Cake.

"The Cook's Book" contains 90 just such delicious recipes. You can secure a copy free by sending the colored certificate packed in 25-cent cans of K C Baking Powder to the Jaques Mfg. Co., Chicago, being sure to write your name and address plainly.

Your capacity for pleasure should depend entirely on the capacity of your stomach.

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