

CO-OPERATION IS FRUIT GROWERS' PRESENT NEED

J. O. Holt Tells Secretaries of Association Work

SUPPORT IS NECESSITY

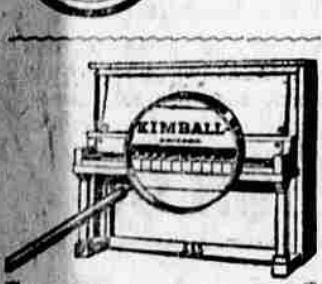
Efficient Business Methods, Study of Local Conditions Stressed at Third Chamber Session

Co-operation in every branch of horticulture was strongly urged at the third session yesterday of the chamber of commerce secretaries, who are meeting this week with the school of business administration at the university. Leading the discussion on the general topic, "Horticulture," W. B. D. Dodson, president of the Portland

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LARAWAY Music House
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chamber of commerce, urged closer co-operation between business men and producers.

Citing the success of co-operative enterprises in California, Mr. Dodson stressed the necessity of employing business methods in handling products, and of specializing and development of crops best suited to local conditions.

"It is the duty of every business man and every producer to study his section of the state, determine what can best be grown, handled and marketed there, and then get behind the project and put it across," said Mr. Dodson.

Organization Is Necessary

As essentials to success of the co-operative enterprise, definite organization, a competent board of directors, and competent men at the head, were strongly recommended.

"Pick good men for important positions in your enterprise," said Mr. Dodson. "Then give them your support in every way."

The co-operative organization for the disposing of farm products, especially fruits and berries, was cited as the only real answer to the question of the producer "getting by" in markets today with any real, continued success, and the support of every chamber of commerce for these projects was held to be a prime factor in proper development.

A definite outline of the scope and activities of the co-operative growers' project was presented by J. O. Holt, president of the Eugene Fruit Growers' association.

"The co-operative enterprise is standing very high in the esteem of buyers today," he said, "and it is now acknowledged that the co-operative method is the best means of marketing, both for the grower and for the retailer."

After briefly sketching the history and expansion of the Eugene Fruit Growers' association, Mr. Holt outlined and discussed the essential points in the development of a successful co-operative enterprise. "Before any plans for the organization are made," he stated, "be sure that your community is ready for a live association, and that there is a good market, with plenty of room for expansion. Be sure that you will have sufficient products, and products of the right kind, to supply at all times. Then go after backing."

"The call for the organization must come first of all from the producers. A real need must be

manifested, and all must be in accord in the manner of filling it.

Cause of Failures Cited

"Organization of business lines is absolutely essential. Lack of business organization and ability in the cause of nearly every failure in this line. Get good men, men who understand their work, for responsible positions. Be sure that they are specialists in their line, and know definitely what they are going into."

"The attitude of the community must be favorable to start with, then the business must adjust itself to local conditions. Failure to take into account conditions that are in existence in the territory also contribute to the many failures of co-operative enterprises."

The support of the local chamber of commerce was held to be a great aid in furthering the organization, and the officials of the association should at all times work in harmony with any development phase that might come up, it was stated.

Plans should be built with a maximum of utility in mind, said Mr. Holt, and adequate facilities for canning and drying all products that are not disposed of when fresh should be provided. "Disposal of your produce while it is fresh if you can," he said, "for the less handling necessary, the greater will be the profits. But be sure you can care for any excess, for lost produce means lost money."

Storage Facilities Necessary

Buyers are becoming accustomed to obtaining prepared products the year around, stated Mr. Holt, and it is now necessary to provide storage facilities in all plans. This system was approved because it eliminated the necessity of "unloading" during seasons at any price obtainable. "The grower is also learning to realize that it is better to have a little of his money coming in throughout the year than to have it in one lump at the end of the season," it was explained.

Education, including a program of advertising, was recommended for developing a market for products. "Under-consumption is more common than over-production," said Mr. Holt, "and we must develop markets by teaching the use and value of our products."

An intensive developing of the territory, rather than invading extensive new fields was regarded as being the best practice for co-operative organizations to follow. "Old customers are the best and cheapest," was the way Mr. Holt explained his idea.

Efficient Directors Essential

In outlining the organization of an association, Mr. Holt held that it was very important to have an efficient and capable board of directors. "These men should be chosen because of some special knowledge of a branch of the industry," he said, "and should be as nearly representative of the field covered as possible."

In explaining the financing of the organization, Mr. Holt briefly told of the forming of the Eugene association. Starting with a capital stock of \$5,000, it has now expanded until the 1400 members hold stock to the amount of \$250,000. It was necessary in the beginning for each member to stand behind the firm with his signature, but today the association could easily borrow up to its capitalization without security, it was stated.

Stock at Present Is Held Mostly by Farmers, It Was Explained

Sales of the Eugene organization have grown from \$5,000 a year 14 years ago to nearly \$1,000,000 last year, stated Mr. Holt. This growth is attributed to close co-operation of members, proper organization and the exercise of sound business judgment.

Co-operative Prospects Good

Prospects for co-operative associations throughout the state were declared excellent, and Mr. Holt expressed the belief that the future would bring an extensive development in this field.

In answer to a question, Mr. Holt stated that the demand for loganberries was lessening in some fields, and a new outlet for this fruit was a problem now before the growers. The outlook for the berry is not serious, however, he explained, and cited figures to show that the output of loganberries was 500,000 pounds last year, compared to 47,000 pounds when the project was first taken up. Blackberries are steadily growing in demand, he stated, the output increasing from 5,000 pounds a year to more than 1,200,000 at present.

Speaking of the prune crop prospects, Mr. Holt expressed the opinion that an extensive educational program in the use of the fruit was an immediate need. He predicted that the carton method of packing would soon be extensively employed, and that by the use of cartons in one, two and three pound sizes, a demand could be built up that would care for the output.

Grape Culture, a comparatively new industry for Oregon, was discussed by Lynn Sabin, secretary of the Grants Pass chamber of commerce.

"Grapes from the Rogue river valley, especially Tokay, have been declared to be unequaled in quality and color, and because they are grown on unirrigated land, are much better to ship than the tender irrigated varieties."

Grapes Get High Price

Thirty-five cars were shipped last season, said Mr. Sabin, and all were accepted as grapes of the highest quality. A much higher price was paid for the Oregon varieties than for the same kind from California, it was stated.

The success of the venture, was held to be due directly to the close study of conditions governing grape culture, co-operation of the growers and business men, and a standardization of packing and handling.

Through advertising interest in grape culture has been created, explained Mr. Sabin, and an intensive development of grape culture is now under way in the Rogue river valley. A great deal of acreage is to be planted this season, and the land now bearing is to be more intensively cultivated.

In the discussion that followed the addresses, efficient agricultural experts were held to be a necessity in communities. The work of various county agents was discussed and the general opinion was that the agent was indispensable to a progressive community.

Chamber of commerce officials

were urged to co-operate in every way with the agents, and with others interested in and connected with agricultural projects.

Clearing House Proposed

A clearing house for all farm products, in co-operation with chambers of commerce in the state, was brought up and discussed, and the forming of an organization for this purpose will come later in the course.

Sam H. Brown, of Gervais, who was scheduled to talk on the berry business from the growers' standpoint, was not present to deliver his address.

In the afternoon Ralph Caney of the school of journalism, continued his discussion of getting community news into print, and A. R. Dudley led a "pass the hat" discussion, during which questions of economics pertaining to their work were answered. The subject discussed at the "round the fire" session last night was "Our Profession," and was also led by Mr. Dudley.

The course will continue today with the presentation of "Land Settlement," by W. B. D. Dodson; "Oregon Irrigation Projects," by J. W. Brewer, secretary Oregon state chamber of commerce, and other irrigation presentations by experts in this field. In the afternoon a general development program will be taken up.

The meetings will close tomorrow with discussions on tourist travel and state publicity.

DAIRY RECORD IS MADE

REPORTS COMPILED FOR MAX ARP HERDS

Six Cows Average, Production of 108.75 Pounds of Butter During Month of March

Records for butterfat and milk production of the herds of the Arp dairy near Eugene, have been completed for the month of March and a herd of six cows has made the best showing yet reported, according to Max Arp, owner. The average production for the herd for the month has been 229.5 pounds of milk, 87 pounds of butter fat, and 108.75 pounds of butter. One cow has completed a two years' test as follows:

Lucy Freela Pontiac 2nd—646.35 pounds butterfat, 20,223 pounds milk—junior two-year-old; 722.19 pounds butterfat, 21,224 pounds milk—junior 3-year-old.

The following is the test reported on the herd of six cows:

Princess Laurel Payne, four-year-old, 2502.5 pounds milk; 93.75 pounds butterfat.

Onnie Korynke Sena, five-year-old, 2112.3 pounds milk; 88.42 pounds butterfat.

Freela Alcatraz Mead, three-year-old, 2179.4 pounds milk; 91.32 pounds butterfat.

Mercedes Alcatraz Freela Mead, three-year-old, 2079.9 pounds milk; 86.10 pounds butterfat.

Queen Lucy Pontiac Alcatraz, three-year-old, 229.5 pounds milk; 81.40 pounds butterfat.

Mercedes Freela 4th, eight-year-old, 1744.5 pounds milk; 81.40 pounds butterfat.

Lane County News

(Continued from Page two)

Mrs. Huntington's parents, Mr. and Mrs. J. B. Hill, Rev. Ross, of Fall Creek, and Rev. Parker, of Creswell, arrived Monday evening and have begun revival meetings.

The teachers of the Sunday school took their classes to the woods Saturday afternoon where an Easter egg hunt was sure enjoyed by the little folks. After the hunt they were served with cookies.

Mrs. Fred Fisk and her mother, Mrs. Allen, returned home on Saturday afternoon after spending several days at their summer cottage.

W. Metzner went to Eugene on Saturday.

Mr. Davis and Mr. Webber, of the Davis-Webber Lumber company, were business visitors to Eugene on Saturday's train.

M. Elliott was a passenger on the Saturday morning train.

Mrs. B. B. Warfield, owner of Kitson Springs, went to Eugene Saturday.

J. R. Cartwright arrived here from Harrisburg on Monday evening.

LOWER SANTA CLARA NOTES

(Register Lane County Special)

LOWER SANTA CLARA, Ore., April 3.—Mrs. Alice Chambers are the parents of a 6½-pound girl, whose name is Alice Maxine, born March 24, 1923.

On Easter evening some of the neighbors spent a few hours at the home of John Howells.

Mr. and Mrs. J. P. Hodges visited at the home of Mrs. Hodges' brother, who is quite ill.

Mr. Lench, who has been quite ill, is able to be out again.

SENIOR PLAY IS BOOKED

HIGH SCHOOL CLASS WILL PRESENT "CLARENCE"

HARRISBURG, Ore., April 4.—(Special to the Register).—Friday evening of this week the annual senior class play of the local high school will be given to the people of Harrisburg and vicinity when the members of the class this year will present Booth Tarkington's famous comedy, "Clarence" at the Kinito theatre. The play which is a four act comedy, began at 10:15 and will last something over two hours. The following is the cast of characters; in the order in which they will appear that evening:

Mrs. Lodie... Mildred Williams
Mrs. Wheeler... Wilfred Thomas
Mrs. Wheeler... Vida White
Bobby Wheeler... Dennis Trulove
Corra Wheeler... Genevieve Morgan
Miss Pluney... Gladys Kelsey
Clarence... Gerald Martin
Hubert Stem... Gerald Martin
Dinwiddle, the maid... Gladys Kelsey
The Butler... Lester Owen

The students have been practicing on this play for three solid months in an effort to get it before the people in the way that "Clarence" ought to be presented, and this week the cast has been going through the regular stage practice at the theatre on evenings when there are not the regular movies.

The Odd Fellows Junior orchestra will furnish the music for the evening before and between the acts.

MUTUAL LIFE, G. M. Sprague, U. S. Nat'l Bldg. 2-17-47.

SUSPICION OF JAPANESE POLICY BRANDED UNFAIR

Rumors Tokio Has Designs on China Held False

WARREN ENDORSES JAPAN

Former Ambassador to Nipponese Says Relations With America Are Now Much Better

NEW YORK, April 4.—Suspicion occasionally cropping up that Japan will re-occupy what he has relinquished in China, and the mainland of Siberia is both unfair and unreasonable, Charles B. Warren, former ambassador to Japan declared at the annual dinner here tonight of the Japan society.

Homans Hanhara, Japanese ambassador to the United States, and Mrs. Hanhara, who were the honor guests, were obliged to cancel their plans to attend the function because of the death of Prince Kitashirakawa, brother-in-law of the emperor, who was killed in an automobile accident in France.

Mr. Warren declared that to recite the facts of the Far Eastern situation would be to refute the suspicion of any re-occupation action by Japan that would offend the friendly powers.

"Such suspicions," he said, "are unfair, because we certainly treat with Japan on the basis of crediting her with the good intentions of a great nation which has bound itself in good faith before the world. They are unreasonable, for Japan took the German rights in Shantung as an act of war, was one of the allies in the great war against the German empire, and occupied a part of Siberia in the first instance, as a military enterprise with the United States, Great Britain, France and Italy."

Japanese Faith Pledged

"To recover the German rights, to re-occupy the leased territory of Germany in China, is to make war against China, whose territorial integrity Japan has pledged her faith to respect and to take advantage of the internal conditions of China, which Japan has agreed not to do. Re-occupy any part of the mainland of Siberia is to make war against the Russian people."

The Japanese have sealed their signature with performance. The troops of Japan have been withdrawn from Hankow, from Shantung and from the mainland of Siberia. Tonight there is no Japanese soldier in China, except under the terms of specific treaty provisions, and all Japanese soldiers have been withdrawn from the vicinity of Vladivostok, Nikolaevsk and elsewhere on the mainland of Siberia.

Disarm Has Disappeared

Mr. Warren declared that there is a new stability in the Far East, and that the distrust and suspicion that prevailed in Japan and America only a short time ago, this seemed to constitute a potential danger to the peace of the world, have disappeared.

Henry W. Taft, president of the Japan society, who presided at the dinner, paid high tribute to Ambassador Hanhara. He said that no one could have better served his country's interests and so effectively cultivated friendly relations between Japan and the United States.

Taft said the growth of commerce between Japan and America and its permanent character are among the strongest arguments in support of a policy not alone of mutual friendship, but also of warm personal relations.

DRIVE FOR FUNDS LAGS

SALVATION ARMY CAMPAIGN LACKS SUPPORT

The annual house service campaign for funds with which to carry on Salvation army work in Lane county during the coming year which was launched by the Lane county fund-raising committee with response enough to raise the quota of \$3000, according to Captain Anthony, of the local corps, several large donations have been received, but the work is lagging half over last night as regards time, far less than half the quota was subscribed. A corps of Salvationists will canvass local business houses and residences until Saturday night and scores of pledge cards have been mailed to civic and fraternal organizations.

While tonight will be the only one of the year which the Salvation army will wage for funds and the quota of \$3000 was set after statistical records showed this amount necessary to carry on the work for the coming 12 months.

Violins loaned free to beginners. Pacific Conservatory, 731 Willamette street. Viola, piano, voice, cello, wind instruments taught. 11-18-19.

HELP FOR GIRLS WHO WORK

Mrs. Lodie Tells How Lydia E. Pinkham's Vegetable Compound Helped Her

Tyrone, Pa.—"A friend told my husband how Lydia E. Pinkham's Vegetable Compound had helped his wife, so my husband bought me a bottle because I was so run-down, and I found it a great help. I had a nervous weakness, no strength in my body and pains in my left side so bad that I could hardly do my work. Before I used to work in a factory, and I had pains just the same then as I have had since I have done my housework. I would not be without a bottle in the house now. It has stopped the pains all right and I have found out that it is a wonderful body builder, and it has made me well and strong. It is going to be the 'old reliable' with me hereafter, and I am always willing to tell other women how it has helped me. You can use this letter as you wish as I can honestly say that my words are true."—Mrs. M. Lodie, R.F.D. No. 4, Box 40, Tyrone, Pa.

Letters like this bring out the merit of Lydia E. Pinkham's Vegetable Compound. They tell of the relief from such pains and ailments after taking Lydia E. Pinkham's Vegetable Compound.

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