

Fruitmen Planning to Organize

From Seattle Sun.
W. H. PAULHAMUS has tackled the greatest undertaking of his career.

The man who converted the word "Puyallup" from a term of reproach to a synonym for highly organized, intelligent, efficient agricultural marketing proposes now to bring all the fruit growers of the Pacific Northwest into one powerful organization.

In short, he expects to extend the benefits of the famous success achieved by the berry raisers of his little valley to all producers of berries and apples and cherries and peaches and other fruits grown in this corner of the United States.

Time was when every vaudeville performer that came to these parts used Puyallup as the butt of all jay jokes. Today Puyallup points placidly to vast arrays of figures denoting immense business transactions accomplished by herself—and the laughter falters.

Just for instance, W. R. Scott, one of Mr. Paulhamus' lieutenants, who was in Seattle yesterday, mentioned in passing that the Puyallup fruit growers up to November 10 had paid this year to the railroads and express companies doing business in their valley the fifty little sum of \$191,000 merely for transporting their products! For the entire 12 months of 1914, he said, the total will be \$250,000. And this does not include what they have paid steamship companies for shipments going out by water!

Co-operative marketing under Paulhamus' leadership brought about these results.

In the meantime, all the other fruit growers of this region are voicing loud complaints. Prices, they report, are at a point which allows them little profit. Eager as they are to see hope for the future, they face the fact that extensive acreage is about to come into bearing. This means increased production, the natural corollary of which would be still lower prices.

Nearly the full volume of their output is marketed at present by six great selling agencies. These have been competing feverishly for business, slashing prices and, so they mutually charge, doing their industry great harm.

All of which has meant that the farmer at Wenatchee or Yakima or Hood River has been realizing much less a box for his apples or his peaches than he feels he is entitled to.

Fruit Men Get Together.

At the same time thousands of persons the country over and in other parts of the world never set their teeth down on a red-cheeked apple or downy Elberta peach, not because they don't want to or can't pay the price, but because the marketing machinery of the Northwest does not give them opportunity.

With these facts in mind, Paulhamus some weeks ago asked representatives of these large marketing establishments to meet him at the Spokane apple show.

They accepted his invitation, talked matters over and decided to confer again. A later conference was held Saturday at North Yakima. Next month further meetings will be held at Seattle and Portland. The upshot of the sessions already held and those called, it is anticipated, will be a realization of the Puyallup man's idea.

Outlines Extensive Programme.

The organization already formed is known as the Northwest By-Products Committee. Paulhamus is its president.

It proposes to bring the marketing agencies into an agreement so that uniform prices may be established. Then the various individual marketing organizations may compete just as much as they wish as to quality of product and for territory—but not in cutting down the growers' profit.

It proposes to develop the world's markets scientifically.

It proposes to include in that scheme the by-products; i. e., canned and evaporated and otherwise artificially prepared goods, thus caring for all the fruit which cannot be marketed fresh.

It proposes, furthermore, greatly to augment production of these by-products.

Incidentally, of course, it will strive to standardize the output of the fruit districts—and to standardize on a high level.

Will Survey Districts.

In order to save the immense waste of fruit now common to nearly every district in the state, the committee purposes to put into operation at

once a large number of canneries and evaporators.

Any district which believes itself able to supply the raw material for a plant of this kind need only to apply to the committee for assistance, furnishing, of course, a reasonable showing of its resources.

The committee will thereupon have a complete survey of this district made by an expert and will recommend what type of by-products plant should succeed in the locality and advise as to the best size to install. This investigation will be made for the actual expenses incurred.

Raising \$4000 Fund.

To cover the incidental expenses of such a campaign the committee is soliciting a fund of \$4000 from the transportation companies, commercial organizations and fruit growers' organizations of the Northwest.

When the by-products plants are established, the committee insists, it shall be on a purely co-operative basis. The purpose of such a financing method, in the words of the report, "is to make the growers the full owners of the property and the business."

The committee expresses itself as unalterably opposed to the sale of stock in canneries or evaporators to outsiders, taking this position because such persons come into the district "with no other object in view than to make a profit of from 20 to 30 per cent out of the sale of the stock and who have no interest in the ultimate success of the corporation itself."

Next Meeting January 23.

The next meeting is set for 10 o'clock, January 23 at the New Washington. The committee has issued a special invitation to representatives of the six big agencies referred to above. The men and the marketing concerns they represent are:

H. L. Davidson, president, and J. H. Robbins, manager, of the North Pacific Fruit Distributors.

R. H. Parsons, president, and W. F. Gwinn, manager, of the Northwest Fruit Exchange.

W. M. Nelson, president, and E. E. Samson, manager, of the Horticultural Union.

H. M. Gilbert, of the Richey & Gilbert Company.

Conrad Rose, of the Wenatchee Produce Company.

W. T. Clark, of the Wenatchee Fruit Growers' Association.

1915 to Be Landmark Year.

When this session is over and when another meeting to be held two days later at Portland is over the committee expects a central board of control representing all the fruit growers of the Northwest will be in office and be ready to set in motion the machinery to bring about a realization of the whole ambitious programme.

And then a new year and a new era alike will have been ushered into the life of an enormous but distracted industry. Paulhamus and backers believe.

How the Chinese Grow Beets.

In many things we can profit by observing methods practiced by people of other nations, and especially those who occupy distant parts of our globe.

The Chinese are excellent gardeners, and a few of their methods are becoming quite popular with our home growers.

It is well known that when early beet plants are transplanted from a seed-bed to the permanent growing ground the tops should be clipped to help induce a rapid growth and prevent the plant from wilting too much. Those who trim the tops will think it strange when told that the Chinese trim the other end of the beet plant, too.

A great deal of the oak used on the Pacific Coast comes from the eastern part of Asia.

Farmers Want Good Clothes

Farmers Want Good Shoes

Farmers Want Automobiles

(so do their wives.)

Farmers want the same necessities and the same luxuries that doctors, lawyers, bankers and business men want. (their families likewise.)

What's more, right now the farmers have got the real U. S. dollars to satisfy every single want and then some.

If you make or sell anything that is useful or ornamental—to American citizens of either sex or any age—and you want to sell more—the following

FARM PAPERS OF CONCENTRATED CIRCULATION

can deliver your message about those goods to nearly 500,000 real prosperous homes (the kind you think about on Thanksgiving Day) viz:

MEMBERS UNITED FARM PRESS OF AMERICA

State.	Address.	Paper.	Av. Cir.
Arkansas.....	Fort Smith.....	Arkansas Fruit and Farms.....	15,000
California.....	San Jose.....	California Farmer.....	65,550
Florida.....	Tampa.....	Florida Grower.....	13,200
Illinois.....	Springfield.....	The Farm Home.....	75,043
Iowa.....	Des Moines.....	Iowa Farmer.....	65,000
Kentucky.....	Louisville.....	Kentucky Farming.....	37,000
Missouri.....	St. Joseph.....	Profitable Farming.....	60,472
N. Carolina.....	Raleigh.....	The Carolina Farmer.....	11,900
N. Dakota.....	Fargo.....	National Grain Grower.....	40,000
Oregon.....	Portland.....	Oregon-Washington-Idaho Farmer.....	58,260
Texas.....	San Antonio.....	Texas Stockman and Farmer.....	36,800
Utah.....	Lehi.....	The Utah Farmer.....	16,623
Total.....			490,823

ADVERTISING REPRESENTATIVES

John D. Ross, Otis Bldg., Chicago, Ill.
 White-Simonsen, Inc., Tribune Bldg., New York, N. Y.
 Geo. W. Purcell, N. Y. Life Bldg., Kansas City, Mo.
 F. F. Gilmore, Jr., 107 S. Fourth St., Louisville, Ky.
 Geo. W. Purcell, Victoria Bldg., St. Louis, Mo.

The nearest representative is at your service.

Be Prepared for Opportunity

GET THE BEST BUSINESS EDUCATION

THIS COLLEGE offers a complete Business Course in all business branches—Stenography, Accounting, Type-writing, Banking, Dictaphone Operating, Etc. Expert Teachers. Positions guaranteed or money refunded. Day and Night School. Write at once for complete information and terms.

Next Term Begins Jan. 4, 1915.
 College Journal Mailed Free.

LINK'S BUSINESS COLLEGE

TILFORD BLDG. A. T. LINK, PRINCIPAL PORTLAND, OREGON

\$82 WEEK EARNING CAPACITY

"KING OF THE WOODS" DRAG SAW

With or Without Buzz Saw Attachment Will saw 20 to 40 cords of wood per day at a cost of \$1.00. PULLS ITSELF up the steepest HILL and over the roughest ground. Costs less than other makes. One man writes he saved 56 icks in 10 hours. Another sawed 40 cords in 9 hours. There's more you ought to know. Write for FREE catalog containing full description with testimonials from enthusiastic users. WRITE TODAY.

Reiersen Machinery Co.

SOLE MANUFACTURERS PORTLAND OREGON

Light Your Home With a Magic Light

At Less Cost and Danger Than Oil—The Underground System. SUNSHINE AT NIGHT IN EVERY ROOM—Gas for Cooking. Let us Tell You All About It. A Postcard Brings Full Information.

THEDA BROS. CO., 613 Dekum Building, Portland, Oregon

Phone Main 3795

LIFE
HEALTH
ACCIDENT

IN **One Policy**

**COMPLETE
COMBINATION
CONTRACT 3-1**

**NORTHERN
LIFE**

INSURANCE CO.

HOME OFFICE—SEATTLE, U. S. A.

Clip this Coupon and mail to the Home Office for full information—No obligation incurred.

Name:

Address:

Occupation:

Age nearest birthday: Amt. Insurance Suggested \$.....