

This department is a regular weekly feature, dealing with all phases of the fruit and produce world.

IN THE FRUIT GROWING WORLD

Conducted by Charles W. Wilmeroth, manager of the Rogue River Fruit & Produce Association.

There has probably been no more serious damage to the apple industry (this refers to growers as well as dealers) than the sentimental and inaccurate reports published by the newspapers of the United States generally relative to the crop damages by frost during the early spring months. The grower in the east became convinced that there was no crop either in the middle west or the Pacific states. The grower in the west was as thoroughly convinced that disaster had been visited upon the middle west and eastern section. These conditions right themselves before the returns are all in, and with it comes the disappointment of unsatisfactory sales and revenue. Both of these conditions are of minor mention when the apple-eating world, by these articles, which are generally accepted as Gospel truth,

are led to believe that apples are a luxury, and by natural instinct they are cut from the regular diet to a very great extent, and even though prices do reach a normal level, that luxury handicap the consumer assumed by reports read in newspapers and magazines, remains. On the other hand, if the consumer is assured by the press that the price is proper and reasonable, he as readily accepts this information and with the difference being that under the first condition he refused to buy, while under the latter he buys and consumes freely, generally regardless as to whether prices are high or low. Many years as a dealer on large market has taught me that the above conditions do prevail, and we should guard our actions as much as possible when we give out information. C. W. WILMEROOTH.

EXPORTS OF BOXED APPLES FOR SEASON 1909-1910 FROM NEW YORK.

Table with columns: DATE, Liverpool, London, Glasgow, Hamburg, Bremen, Manchester, Various, Total. Rows include dates from 1909-11 to 1910-15, and a 1910 crop summary.

has 70 per cent of last year's crop, and Nova Scotia has only 40 per cent. Quality in both sections poor to good. These conditions mean a great deal to export business. It will be remembered that Canadian apples have to pay a duty of 75 cents per barrel to enter the United States, and their logical market is Europe, and with a decided decrease in their output, should to some extent be favorable to our Newtowns. Another point in favor of our apples is the fact that the fruit crop has been practically ruined by very heavy rains in all sections of the fruit producing districts of England.

Apple Crop in the Virginias. By referring to the report you will notice the states of Virginia and West Virginia this year have a crop of apples, quality fair to good, of 1,890,000 barrels, while last year they had 1,050,000 barrels. It will be remembered that these two states are the famous producing sections of the Albemarle or Newtown Pippin. There is every indication that the above figures are as near correct as it is possible to make them. For a number of years the International Apple Shippers' association did not give these figures to the press, but furnished them to members only. The publishers of fruit trade papers raised the point continually that it was not fair to the public if these figures were not published, consequently for the past two or three years the figures have been given to the public press.

The producers in the United States claimed that this Apple Buyers' as-

sociation in convention would formulate a basis of price for the coming season. I have been a member of this association since it was first organized and know that this idea is erroneous. There is about as much competition between apple buyers when the season is on as any line of business in the country. In publishing these figures I wish each of our members to know the condition of affairs in the United States as seen by the people who buy our crops. We do not wish to deceive ourselves and have the disappointment come when the season is closed.

The crop in the Pacific states is practically assured. No so with the crops in the eastern states. I have never considered them safe until they were harvested. I have seen a good share of the New York state crop ruined by scab and scale two weeks before picking time. We will keep as close to the crop condition as possible and all members interested can get such information as we have on file here at the office at any time.

Pear Markets. The first car of pears from the Rogue River valley was shipped from Grants Pass July 30 and arrived in Chicago August 10, making the running time 11 days. Car contained 179 fancy boxes, 220 boxes choice or No. 2 grade. The car averaged at auction in Chicago \$2.55 per box. Taking into consideration the number of choice in the car, this seems to be a very fair sale. California still sending forward

quite a number of cars, but our distributing agents advise that they look for considerably stronger market on pears for the remainder of the season.

The Bartlett packing will conclude the coming week and some of the larger orchards will start work on their Howells at that time.

It is imperative that those who have not secured their apple shock, as well as paper, nails, stencils, etc., should get in touch with this office as soon as possible.

Washington pears are reaching eastern markets ahead of southern Oregon this year. Two cars sold in New York on August 11 at \$2.25. This shows that the conditions are much changed from last season, both in California and the northwest. Shasta and Tehama counties at this time should be just in their full shipping season, but as a matter of fact they are practically done and the mountain Bartletts from Placerville, which used to hold to the last of August, are now going forward and have been for the past two weeks.

Yours very truly, ROGUE RIVER FRUIT & PRODUCE ASSOCIATION. C. W. WILMEROOTH, Manager.

Eastern Pear Markets on August 11. California Bartletts. New York ... \$2.35. Chicago ... \$2.30. Boston ... \$3.30. Philadelphia ... \$2.35. Pittsburg ... \$2.40. Thirty-eight cars of pears passed Sacramento on August 10.

This Year's Apple Crop

The International Apple Shippers, in convention at Niagara Falls August 4, give the following estimate for this year's crop.

The 1909 crop in each state is made the basis of this year's estimate and increasing or decreasing the percentage as the crop is correspondingly lighter or heavier than one year ago. The basis upon which the per cent is arrived at in each state is sometimes variable. For instance, if a given state is rated at

80 per cent, it means that the crop is this year equal to four-fifths of the crop of one year ago, or if given at 200 per cent, the crop in that state is just twice as large as one year ago.

We published last week the number of barrels produced in each state, giving the total for the United States. This statement is published to give our members and shippers an idea of what the eastern apple buyer has in mind when he comes out to buy our crops this year:

Table with columns: State, Per Cent, Quality, Barrels, Barrels. Lists various states and their respective crop percentages and quality.

COMPARISONS WITH OTHER SEASONS.

Table with columns: DATE, Liverpool, London, Glasgow, Hamburg, Bremen, Hull, Various, Total. Compares current season with previous years from 1899-00 to 1909-10.

ARE WE TREATED FAIRLY?

At present our pears are being weighed by the railroad company and going out at an average of 52 1-2 pounds to the box. California pears go out at an average of 50 pounds to the box and this is on the standard pear box basis. Our pear box is one-fourth of an inch shorter than the California box, and because of this fact we are compelled to pay freight on 52 1-2 pounds in addition to the trouble of weighing a number of boxes put into each car by a weighman who camps at each loading station. California either has a decided snap or Rogue River valley is getting the bad end of the proposition. The association has taken the matter up with the railroad commission of Oregon and received word today that the matter would be taken up with the Southern Pacific at once. It may be late to correct the matter this year, but it should not be overlooked another shipping season. Canadian Apple Crop. Latest reports from Canada report a decided falling off in quantity and quality from 1909 crop. Canada, not including Nova Scotia,

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TOWN ALMOST WIPED OFF MAP

Fierce Fire in British Columbia City—No One Killed, But Property Loss Is Very Heavy—Nearly Every House Burns.

PHOENIX, B. C., Aug. 13.—The largest and most disastrous fire which ever visited Phoenix started Friday at 3.50 p. m. In the number

three oil house of the Granby Consolidated Mining and Smelting company here. It took but an instant for the flames to travel along the covered approach between north of the tunnel and the No. 3 crusher building.

The sparks of the crusher building, fanned by a breeze, began falling on the lower streets and the sparks caught and destroyed the Methodist and Presbyterian churches, the Palace livery stable, public school house, Pioneer Publishing company office and plant and several cottages.

The new machine and blacksmith shops of the Granby, only erected last winter shared the same fate. That part of Phoenix known as "upper town" was not completely leveled is due to the excellent work

rendered by the city fire department and Granby employees. It looked several times that the town was saved and there was many an empty house, as furniture was removed to the street to places of safety.

On communication with the officials of the Canadian Pacific railroad orders were given the train crew just arriving with the passenger train to wait and be ready to offer any assistance in conveying people out of the city, but fortunately it was not required.

The fire is under control. So far as is known no one was killed and only one person hurt, though many are completely exhausted. All building destroyed carried insurance, but in spite of this there will be heavy losses.

INSPECTOR DEW AWAITS OFFICER

Expects to Start Back to England With Dr. Crippen in the Near Future—Thinks Sergeant Coming Will Bring Important Papers.

FATHER POINT, Que., Aug. 13.—Inspector Dew of Scotland Yard is at Rimouski today awaiting the arrival of Sergeant Mitchell and Matrons Foster and Stone of the London police, who will escort Dr. H. H. Crippen and Miss Ethel Leneve back to England.

Sergeant Mitchell brings with him certain documents that are intended to clear the way for the deportation of the man suspected of having murdered his wife and of his companion. The documents, it is believed, throw light on the identity of the murdered woman, believed to have been Mrs. Belle Elmore Crippen.

They are also said to contain the latest developments in the case against the accused man.

Our Optical Parlor is now 301 East Main Ground Floor We Fit and Grind Glasses Broken Lenses Replaced Immediately Dr. Goble

What's Wrong? -your eyes? -of your glasses? -do you know? -want to know? -it's a pertinent? -the sensible course? -ascertain the cause? We can tell you.

ALL KINDS OF DRY WOOD Oak, Laurel, Fir and Pine. Buy your winter supply now; reasonable prices. THE SUN STAR WOOD CO., 15 Almont st., or Room 31, J. C. Bank bldg. Phone Main 4751. C. T. Mori, Prop.

IT'S NEARING THE END

A CHANCE TO SECURE YOUR CHOICE OF HIGHEST GUARANTEED PIANOS AT MIGHTY SMALL PRICES.

Yesterday's Sales Record Was One of the Biggest in Medford's History.

When pianos—good ones—are obtainable at a dollar a week, and when the costliest of highest-grade pianos usually selling for \$550, are to be had for less than 25c a day, and when such pianos, in addition to being sold on such easy terms are offered at tremendously reduced prices, it is no wonder that yesterday witnessed the biggest piano-selling record ever made in Medford.

Although we have received a new shipment of pianos, it will not take very long to dispose of our remaining stock, at the rate pianos were going all last week.

We are noted for always furnishing the best for the money. "The very best of everything at the price that's right." A call of inspection and investigation on your part will convince you that pianos—good ones—dependable ones—the kind that everyone loves and cherishes, were never heretofore obtainable at such low prices, and, what is more, on such wonderfully little payments.

Remember, Mr. Piano Buyer, that we are in a better position than any other concern on the coast to make you "the price that's right," and payments to suit your convenience. Think of the thousands of pianos we buy yearly. Over forty large stores of our own and any number of dealers whom we supply at wholesale. There is no modern economy known that we do not take advantage of in order that we might give better value and better satisfaction to our patrons. Buying and shipping by "our special harness system," in tremendous quantities, factory inspection of our pianos by our expert representatives, who are constantly in the east, a binding guarantee with every piano sold, a corps of expert tuners and regulators, all these have contributed toward making the big following we now have and making our business what it is.

There is hardly a piano of any renown whatever that cannot be found either in our retail store or on our floors in our immense wholesale house. There is not a manufacturer who does not realize the importance of placing his agency with Eilers Music House. And the manufacturers have good reasons for wanting to place their pianos with us. For do we not sell as many pianos as any three large stores on the coast?

THINK OF IT, MR. PIANO PURCHASER. Over fifty-five of the world's leading makes are carried in stock at all times. From America's oldest and supreme—the grand old Chickering—to the genuine Autopiano—the latest creation—there is scarcely a name, well and favorably known to the piano trade, that does not find representation in Eilers Stores. The Kimball, the Lester, the Smith & Barnes, the Leland, the Lawson, the Hazelton, the Decker, the Schumann, the Hobart M. Cable, the Hallet & Davis, the Marshall & Wendell—all these and many others are significant of piano excellence.

Our Great Demonstration Sale Positively Closes in One Week.

Our success in this great sale has gone far beyond our fondest hopes. We fully expected to sell a great many pianos during this sale, but never did we dream that we would dispose of the great number of pianos which have been sold to homes in and around Medford. Realizing that a great many people have not had the opportunity of calling at our temporary store (at Weeks & McGowan's Store), we have ordered and will receive Monday another shipment of high-grade pianos, which we must dispose of by August 20th.

Be sure and call early. Come while you can get a good selection. Every piano must go. Nothing reserved, nothing held back. If you cannot call, write us and we will have our representative call on you, giving you prices and terms.

EILERS' MUSIC HOUSE LOCATED WITH WEEKS & MCGOWAN CO. MEDFORD, OREGON