

# Orchardists Tell Their Own Story of the Year



RECORD OF HOLLYWOOD ORCHARD SINCE IT BEGAN TO BEAR, BY ITS OWNER, A. C. ALLEN.

The following is the yield for the Hollywood orchard since it first started to yield:

- 1907—4 boxes Bose pears. 1908—48 half boxes Comice, 39 half boxes Bose.
  - 1909—500 half boxes Bose, 119 whole boxes Bose, 664 half boxes Comice, 88 full boxes Comice.
  - 1910—419 half boxes Comice, 47 full boxes Comice, 223 half boxes Bose, 148 full boxes Bose, 296 Spitz, 867 Newtowns.
  - 1911—1683 halves Comice, 104 full Comice, 435 halves Bose, 219 full Bose.
  - 1912—4652 halves Comice, 258 full Comice, 672 halves Bose, 715 full Bose, 426 Spitz, 1185 Newtowns.
  - 1913—2251 halves Bose, 538 full Bose, 6635 halves Comice, 1061 full Comice, 697 Spitz, 4066 Newtowns.
- The age of the bearing orchard is now from 8 to 11 years. I have received returns this year from Comice \$2.21 per box, Bose \$1.84. Newtowns at \$1.74, Spitzenburgs at \$1.58. All f. o. b. Medford though the pools are not closed. There are 1752 Comice trees, 360 Bose trees, 831 Newtown and 804 Spitzenburg trees in the orchard. One hundred and forty-eight Bose pear trees yielded this year 14,000 boxes of pears.

*Albert C. Allen*



WOMAN PROVES A SUCCESSFUL ORCHARDIST.

Holliday Orchard, Whose 1913 Yield is Given Below by the Owner.—Photo by Weston.

Medford, Nov. 14, 1913.

From 12 acres we shipped 4567 boxes of pears and received net, freight and commission deducted, \$3206. The varieties were one car of Bartlett's which netted us \$855.35. Howells six and one-half cars, which netted us \$5152.85, and two and one-half cars of Anjou's which netted us \$2297.84, making a total of \$8206.04 which gives us \$1.72 orchard run on the three grades. This is practically \$692.17 per acre.

*Alice Holliday*

## Returns for Year

(Continued from Page Four.)

Unfortunately our refrigerator car service this year has been unexceptional, but it does not follow that during some season in the future we may not find ourselves in the middle of a pear shipping season without refrigerator cars, or possibly without ice to put into them.

The growth of the association during the past season has been very gratifying. Our total tonnage will show an increase of some sixty cars over the season of 1912 and 1913 and there has been a very notable increase in our supply business. We have handled this season five car loads of paper, thirty tons of arsenate of lead, 360,000 apple and pear boxes, 15\* cars of lime and sulphur, eight cars of smudge oil, and in smaller quantities, oil tanks, smudge pots, ladders, frost alarm systems, blue stone, spray rigs, labels, tree brackets, lug box corners, berry crates, berry ballocks, and a number of other kinds of merchandise. It is our policy upon all merchandise handled to buy in bulk at the lowest prices obtainable for first-class goods and to charge only a sufficient profit to cover cost of handling and office expense.

One of the great problems that confronts the fruit growing business in the Northwest is to find the market. The time is past, with very rare exceptions such, for instance, as this year, when all the grower has to do is to produce the fruit and wait for the buyer to come to him and offer satisfactory prices for it hanging on the trees. We are in competition with many districts in the Northwest, each of which is as proud, and in some instances as justly proud, as we of its product. There is a vast amount of planted acreage not in bearing, which in a very few years will increase tremendously the tonnage of fruit from the Northwest. Our best markets, so far, have been very largely the large cities in the East and Middle West. There is a general revival throughout New England, New York and other Eastern states, of apple and pear culture. The Easterners are learning the necessity of producing first-class fruit and putting it up in attractive packages. In so far as our markets are located on the Atlantic coast these Easterners have a freight and refrigeration ad-

## Former North Dakotan a Successful Orchardist



Young Orchard Owned by William Hudge, Formerly of Grand Forks, N. D.

Medford, Ore., Dec. 21, 1913.

I herewith submit my fruit crop report for 1913 and will state this is the first commercial crop for this orchard now 10 years of age. I sold 4375 boxes Newtowns, and returns today on 3975 boxes f. o. b. Medford was \$6597.74 or an average for the crop of all grades of \$1.66 and 1-3 per box. Returns on 403 boxes have not yet been received but a safe estimate would be \$645.00 for these or a total of \$7242.74 or an average of \$9.00 a tree.

The Co-operative Fruit association handled my crop.

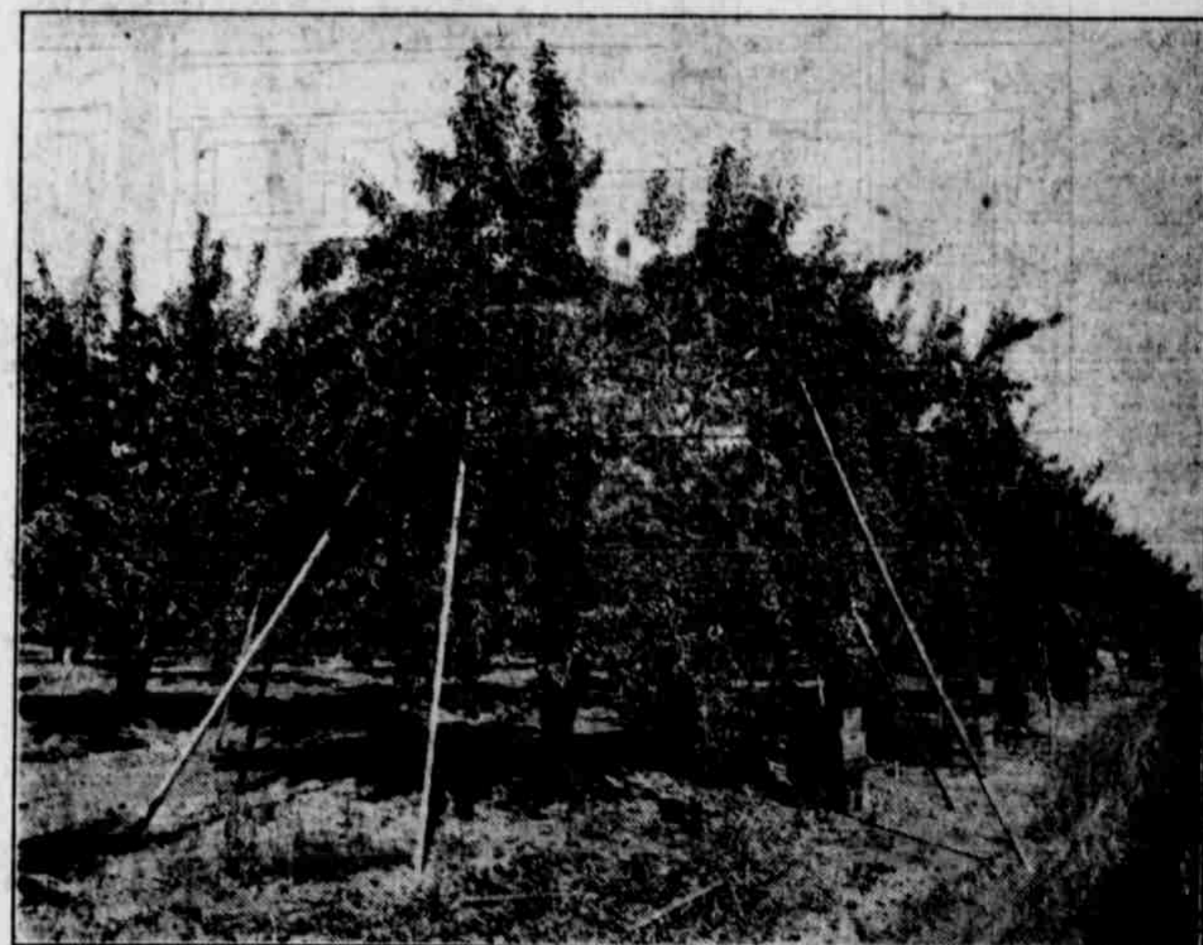
*William Hudge*

vantage over us of 50 to 85 cents a box. The only way for us to compete with them is to produce a superior article, grade it and pack it in a superior way, and deliver it in prime condition. We have most strongly in the standardization of our pack and the establishment of a brand which will mean in the markets of the world a superior article and command a superior price. This, in our opinion, is one of the great problems that confront us. Another equally important one is distribution, and in this feature of the business we believe that we have found a system and energy and intelligence in our sales agent. The Northwestern Fruit Exchange, unsurpassed by any similar agency in the United States. It is their effort, and ours, to find new markets every season and new methods of marketing; to build up a new pack, and a brand and a steady

increasing demand that will stand us in good stead when the lean years come, as they are bound to, in this enterprise. A striking illustration of the efforts of the Northwestern Fruit Exchange in this line is the establishment this year of the so-called "Skookum" brand. This was an effort on their part to get our fruit, if possible, more directly to the consumer. A systematic advertising campaign was launched. The results surpassed our most sanguine expectations. Before the season had fairly started the whole of this brand of apples were sold in New York at most satisfactory prices and the Skookum brand is already well and favorably known in the East and the demand for it is increasing daily. This association contributed to this brand sixteen cars of Newtown apples at \$1.80 a box f. o. b. Medford, after deducting the

selling charge and all expenses of advertising. We are more than content with what this association has accomplished during the past year. We believe we are on the right track and that our policy and our methods will win out. Our records are open at all times to any legitimate inquirer; our minds are just as open to receive suggestions and new ideas or honest criticism. There is no discrimination or favoritism shown by us either in our merchandising or marketing business. The man with one hundred boxes of fruit is entitled to and does receive the same attention and the same price for his fruit, as the man with ten thousand boxes, and any grower, whether he may come to us with complaint or praise, is welcome at all times, and will be received with courtesy and a disposition to explain anything he may wish to know

## Ten Acres of This Pear Orchard Yielded \$13,500 in 1913



Medford, Dec. 21, 1913.

The following is the record of our two orchards this year:  
**MIRAVISTA ORCHARD.**  
Total acreage, 173; set to fruit, 100; full bearing acreage, 30; one to fourteen years, 70; 50 acres year-50 acres apples.

We packed out as follows in 1913: 1850 boxes Bartlett pears; 105 boxes Howell pears; 1600 boxes Winter Nells pears; 4200 boxes Newtown apples; 950 boxes Spitzenberg apples; 1800 boxes Winesap apples; 2500 boxes Don Davis apples.

As you will see, this is a very good record considering the age of the trees.  
**HAMPTON ORCHARD.**

Total acreage, 50; set to fruit, 49; full bearing acreage, 35; from one to seven years, 15 acres; pears, 29 acres; apples, 20 acres.

From this orchard we packed in 1913: 1342 boxes Bartlett pears; 5100 boxes Clairgeau pears; 450 boxes Anjou pears; 2640 boxes Winter Nells pears; 5450 boxes Newtown apples; 1500 boxes Jonathan apples.

From ten acres of full bearing pears we packed out the following: 342 boxes Bartlett pears; 1700 boxes Clairgeau pears; 2540 boxes Winter Nells pears; totaling 3682 boxes which sold f. o. b. Medford net to grower, \$13,500.

*H. W. Bingham*

about our business. As a matter of fact it is not our business, but the business of our members. We cannot emphasize too strongly that the Rogue River Fruit and Produce association, both in spirit and in practice, is cooperative, and that it is not only the privilege but the duty of every member, by cooperation and advice, to lend his aid freely and at all times in the working out of the problems that confront us.