

PURPOSES AND AIMS OF PEAR GROWERS' COUNCIL EXPLAINED AT LOCAL FRUITMEN'S MEET

In discussing the organization and purposes of the Pacific Growers Council recently formed at Sacramento, H. Van Hovenberg, Wednesday addressed the Fruit Growers league in full as follows:

We have at Medford in our Fruit Growers' league a body which in its plan of organization and the effectiveness of its work is unique in the industry. There is not, to my knowledge, any other organization functioning along similar lines. It is common knowledge both here at home and throughout the industry that during the past few years our local condition has shown vast improvement, and that the Medford district has won for itself a commanding position in the markets of the world. Perhaps that last statement would be more accurate if I said that we are rapidly winning such commanding position, for while great progress has been made there is still much to be accomplished.

No intelligent or informed person, conversant with the facts and acting in good faith, can deny that the improvement in our condition today as compared with a few years ago can be attributed primarily to one cause, namely, that the producers of this district, with an unusually high average of intelligence and ability, have availed themselves through the Fruitgrowers league of opportunities for thorough discussion of the problems which have arisen, have had the initiative and courage to plan constructive measures and have loyally supported the officers and committees entrusted with the responsibility of carrying these constructive measures to a successful conclusion.

Cooperation Brings Prosperity

We are prospering today because we have cooperated in solving our mutual problems and have been able through organization to coordinate our efforts, instead of acting as a lot of aimless individual units, fighting each other and getting nowhere. We will continue to prosper in the future precisely in such degree as we are able to continue this cooperative constructive effort of ours. It is somewhat of a new idea for the growers themselves to undertake the solving of their own major, underlying problems instead of drifting aimlessly along with a blind trust in Fate. We have only scratched the surface, and it is my prediction that if we continue our efforts the next five years will show an improvement even greater than the last five.

It has long been a cherished dream and an often expressed wish of many of our members, that an advertising campaign be conducted to widen the market and stimulate the demand for pears. The production of pears has doubled within ten years and estimates indicate that it will double again in the next ten. At the same time the per capita consumption throughout the United States has steadily decreased and the general price level has steadily declined as a result. This is largely due to the fact that competitive fruits such as oranges, bananas, pineapples, have been making aggressive efforts, thru advertising, to widen their markets. This they have succeeded in doing and partly at our expense. While their markets have expanded, ours have contracted. Possibly the most vitally important and outstanding fact shown by an analysis of the condition of the pear industry is that with our rapidly increasing production and steadily decreasing consumption, we as pear growers will shortly be faced with two alternatives: either increase the consumption of our product, or see its value decline to a point where no grower can operate at a profit. The test of our intelligence and ability will be whether we wait until sheer necessity compels us to move, or whether anticipate the future and take the necessary measures to keep our business profitable.

It was with these facts in mind that the program for the recent meeting of the Oregon State Horticultural society at Medford was developed. The chairman in charge was appointed by me as president of the society and was composed entirely of Medford growers, acting with President Birch of the Fruitgrowers league and myself. The program was deliberately arranged to present the fundamental economic facts upon which the pear industry depends for success in such a way as to bring out the best thought of the growers attending the meetings as to ways and means for accomplishing constructive results. To this end the secretary was instructed to request the State colleges of Oregon and California to send us the best men available with the most complete data which had been secured either through their own research or otherwise, and present same to us in condensed form.

Cooperative Pear Sales

You have just been told by Mr. Wood of the remarkable results accomplished by our Rose campaign in Detroit. This campaign was made possible only through our cooperative effort which came as the result of many frank discussions in our league meetings. I want to say to you men who made this effort possible through your united support, that you have focused the attention of the pear industry at large on Medford to a remarkable extent. You have accomplished a unique and outstanding achievement—and given a practical demonstration of what big results can be secured thru

Households Sure Proper Time



Here are four thousand clocks that don't require winding or regulating and are tickless! The photograph shows an immense shipment of Telechron electric clocks which came, via the Panama canal, to the Pacific coast distributor, General Electric Supply corporation, as part of a shipment for dealers who are finding the Telechron much in demand for Christmas gifts.

These clocks have no springs or weights, require no winding or regulating, and are tickless. Operated by a tiny electric motor, the Telechron clock is connected to a convenient electric outlet, like any other electric appliance, and set to the correct time. No further attention is required. The exact time is furnished by regularly timed impulses which come from the electric light company through your electric wires.

Encouraging Features

There are many encouraging features. In our Detroit campaign your committee has received the loyal support and cooperation of practically all the shippers and distributors of this district, and the indications are that such support will also be extended in California and Washington if the growers make their wishes known to that effect. In the last analysis, the elements which will lead to the success or failure of the proposed council are exactly the same as in the case of our Rose campaign in Detroit. Success or failure will result in exact proportion as the growers give their moral and financial support. If this support is withheld either through indifference or because a considerable percentage of growers allow themselves to be misled by a smoke screen of misrepresentation and distortion, nothing but failure can result. On the other hand, assuming that the growers choose able and energetic men as their representatives, the council should justify the remarks made to me by one of the largest growers in California after the Sacramento meeting when he said that "the strongest indication the pear industry has yet given that it feels big enough and important enough to fight for its proper position in the business world, we owe a great deal to the Medford district for pointing the way."

No Buying or Selling

It is to be particularly emphasized that in its declaration of purposes, the Pacific Pear council pointed out that under no circumstances would it engage in the buying or marketing of fruit as a distributing agency. It has no alliances, present or prospective, with any marketing plan or agency, but for the purpose of securing data and information to forward whatever work it undertakes, it will call upon any source, government, state or private, where such information can be best obtained.

While doing the necessary preliminary work of organization and preparing for a possible advertising campaign, it was felt that much can be accomplished the coming season which will be at once reflected in improved service and cash returns to all growers. Every district has suffered from imperfect knowledge of conditions elsewhere, size of crop, amount and dates of shipment, cash prices paid by different buyers, and many kindred items. We hope to set up machinery before next season for the exchange of information which will do away with the present evils. The idea of the council is to build from the bottom up and not from the top down.

Not Easy Task

There will of course be many obstacles to overcome, and greater ultimate success may be expected if we do not undertake too ambitious a program at the start. There will be marketing agencies who will refuse their cooperation at the start, though I believe the more important and broader ones will give full support. We must expect to meet the opposition of certain interests, which function in every community who would profit by keeping the growers disorganized, and as much as possible in ignorance of what they can best do to help themselves. It will be necessary to interest the type of grower who is inclined to confine his efforts purely to the growing of his crop and not interest himself in the equally important matter of providing a profitable market for what he produces. There are several thousand growers on the coast who are directly concerned in this matter, and it will take time to get united action on the part of seventy or eighty per cent of them. In short, the Pear council faces a task which requires the expenditure of much time and energy on the part of those whom the growers choose to represent them on the council.

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Christmas Giving

By Anne Sutherland

The Little Missus is a very orderly person by nature. She has a smart bronze shoe scraper at the door, and she folds up my morning paper just so. All but Christmas time. Then you never knew such a hurrance as hits our house and how faithfully the Little Missus takes it. Tails of red ribbon in the laundry basket, seals in the pantry, wrapping paper on the pinny floor, nothing brings a furrrow to her brow. In fact, I think she likes it, for she lets a sweet untidiness muss up her pretty face, too, and tears and loves and smiles play havoc with its usual bright serenity.

One year, on economy bent, we swore off Christmas giving. But the house looked so solor and the Little Missus' eyes so hungry and the money had such a guilty feeling in our purses that we put away that dud of a resolution and never took it off again. And now we rave and anticipate all the year

round and have one really dreadful perspiring evening of wrapping presents, and when it is all done, Uncle Thomas and the minister's own baby, mine, hers, young John's and the milk boys', we smile wearily at each other and avoid mention of the budget.

But then, you remember, Christmas was made, first made, with high faith, in an empty stable!

Games for the Children

By Harvey M. Haerberle

Filling Santa's Pack

One player acts as Santa Claus, and the rest of the players as Santa's helpers. Each helper aids in the filling of Santa's pack by giving the name of a gift; and after the helper has named his gift, Santa repeats it and all the other gifts which were given before that one. Thus one helper gives "a doll" and Santa repeats that word; the next one adds "a

camera," perhaps, and Santa says "a doll and a camera;" another adds "a story-book," and Santa says "a doll, a camera, and a story-book." In this manner the game continues, each helper adding a gift to the pack, and Santa, after each contribution, repeating the names of all the gifts in the exact order given. When Santa omits or misplaces a gift, one of the helpers is chosen to take his place.

Santa Claus and the Reindeer

All but two players form a circle with hands joined. The one to represent the reindeer takes his place within the circle, and the one who acts as Santa Claus remains on the outside.

Santa says to the reindeer, "I'm going to take you with me on my journey."

The reindeer answers, "You'll have to catch me first."

Then the reindeer dodges in and out through the circle, with Santa following, trying to catch him. The players in the circle help Santa Claus by raising their arms, thus letting him pass into or out of the circle; but they hinder the

reindeer by lowering their arms. When the reindeer is caught he becomes Santa Claus, and chooses another player from the circle to be the reindeer.

Observe Three Yuletides Within Twelve Months

There is one place where Christmas is kept three times a year—in the Church of Nativity at Bethlehem, the reputed site of the Stable of the Inn.

The Roman, Greek and Armenian-Greek bodies have each their respective section of the church, but their Christmas celebrations do not occur on the same day. The Latin Christmas is celebrated at the Roman Catholic altar on December 25. Thirteen days later the Orthodox Easterns perform the Greek rite. Another 13 days later the Armenian church keeps its own ceremonial of Byzantine faith.—Montreal Herald.

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