

# CO-OPERATION IMPERATIVE IN PEAR INDUSTRY IF BEST RESULTS ARE TO BE GAINED

### Albert Burch, Retiring President of Fruit Growers' League, Shows How Necessary Co-Operative Action Is, in Widening of Markets and Maintenance of Profits—Constructive Achievements of League During 1929 Enumerated—Importance of Drainage Problem Is Stressed.

The address of Albert Burch, president of the Fruit Growers' League, at the annual meeting of the organization Wednesday, was as follows:

We have gathered here today for the annual meeting of the Fruit Growers' League of Jackson County, and it is customary and proper for the retiring president to review the progress and work of the previous year and say something about the aims of the league for the future.

In the beginning I would like to congratulate the growers upon the general success of the orchard business in this valley for the year 1929. It is true that late frosts took their toll from some of the orchards, but in the main the yield has been good, and I have heard no complaint regarding prices. A plan for aid in maintaining future prices will be referred to later.

Your directors have been diligent during the year in carrying out what were believed to be the wishes of the league's membership and have held about ten meetings since the last annual gathering.

At the first meeting, which was held on December 19, 1928, the question of a reduction in packing charges was discussed and a committee appointed to confer with the packers on this subject. Several conferences were held with individuals, with the result that the committee was finally able to report an agreement with a majority of the packers upon a plan that means a reduction in rates for the average grower. It is not so great a reduction as the committee had hoped to obtain, and is not binding upon those packers who refused to give their consent. So far as the others are concerned, we believe they have lived up to their agreement as no complaints have been received by the adjustment committee, which was appointed at the beginning of the packing season.

The rate is not a flat one, but depends upon the percentage of pack-out and the average size of the fruit packed. The reasons for the adoption of this plan instead of a flat rate are, first, because it was demonstrated to your directors that it costs more to pack fruit containing a large percentage of culls than it does clean fruit, and also more to pack small fruit than large; and second, because it furnishes an incentive to the grower to improve the grade of his fruit.

Naturally, the cost per box will vary with the different orchards, and all that I can say is, that in my case, with a pack-out of 82 per cent, and sizes nearly equally divided below 135s and above, the cost per box figures 55.2 cents or nearly five cents below the cost for the preceding year. It is our hope and expectation that, as the packing houses become more thoroughly equipped with labor saving devices, the packing charges may be still further reduced.

#### Excess Weight of Boxes

Early in the year a committee was appointed to take up with the Traffic Association the matter of excess weight in the packed boxes which had become a burden upon the growers because of the supposed demand by dealers for a "bulge" pack. There can be no doubt that there has been such a demand, but steps are being taken to educate the dealers and show them that an excessive bulge results in more business loss and consequently real loss to them. The result of the discussion was a general agreement that in the future the maximum weight for D'Anjou and Comice should be 52 pounds per box, and 53 pounds for Bosc, Nelis and Bartlett's. In the past, 56 pounds has been common, and in extreme cases 59 pounds, the difference being borne directly by the grower. Some packers are now equipped with scales for weighing each box economically, and it is hoped that all will adhere to the new plan.

In February a meeting of Washington, Oregon and California fruit growers was called in Portland for the purpose of taking steps to obtain a tariff on bananas and other tropical fruits. A meeting was held later a small contribution was made to the National Horticultural Council, which had the matter in hand in Washington. An effort was made by a representative of the council to obtain a duty of 1 1/2 cents per pound on this fruit, which is a direct competitor with our apples and pears, but the effort was temporarily, at least, a failure.

#### Justice of Banana Tariff

Members of congress and the people of the country need to be educated to the point where they can see the justice and necessity of such a tariff. Also the powerful opposition of the United Fruit company must be overcome, and all this will require time, labor and money. Some of you may have noticed that during the recent hearing in congress regarding lobbyists, Mr. Carroll testified that the United Fruit company paid him \$15,000 for his services in fighting the banana tariff. How many other paid lobbyists they had, we do not know, but it is simply another

case of an unorganized mob contending against a compact, powerful organization. The unorganized mob always loses. We are now affiliated with the Growers' Tariff League, which may become powerful enough to do some good.

A request was made through our senators for a larger appropriation to the weather bureau, so that we may obtain more accurate frost warnings and further in advance, and your directors were assured that this item would be included in the budget submitted to the present congress and that the senators would try to steer it through.

During the summer we were confronted with possible shipments of grapefruit from Florida, where the Mediterranean fruit fly had become established, and we tried to obtain protection from our state authorities. We found, unfortunately, that the state has no money for the maintenance of an effective quarantine and we had to depend upon the federal embargo upon shipments and an awakening of local sentiment against using Florida grown fruit. Thus far these have proved effective in keeping it out of our valley and we are hoping that another season will show the fly entirely eradicated in Florida. It is the most dangerous fruit pest of all, and until we know that none exists in Florida, we should take no chances by welcoming any Florida fruit, no matter how good, in this valley.

Boycott is an ugly word, and boycotting should not be resorted to, except in extreme cases, but when any grower discovers that the grower with whom he is dealing is handling Florida fruit, this season, he is justified in making a strong protest.

Through the efforts of the joint executive committee of the Traffic Association, chamber of commerce, and your league, an ordinance from the United States Department of Agriculture has been detailed to make a study of drainage problems in this region, and he has been working here for several months. His salary is paid by the government and his expenses by an appropriation of the Jackson county court.

#### Proper Drainage

Proper drainage is a problem which always arises in an irrigated district and it is already becoming acute in this valley, where orchard trees are dying from wet feet. In this connection, orchards on hillsides, if they are irrigated,

are not immune, and each tract has its own problems to solve. As a rule, orchardists who have not had irrigation experience do not sense the trouble till much damage has been done, and we are fortunate in obtaining the services of a trained engineer to guide us. Many minor questions have been dealt with, but perhaps the outstanding achievement of the year is the reorganization and enlargement of the Bosc Pear committee and the work which the new committee, now called the Winter Pear committee, has done. Mr. Wood, the chairman of the committee, will give you a full report later in the session, and I do not wish to rob him of any of his thunder, but will briefly review the facts.

#### Bosc Committee Praised

The Bosc Pear committee, which had met with many rebuffs from our members during the preceding summer, was still persistent and ready to go ahead with this year's campaign, but it was felt both by the committee and the directors, that more good could be accomplished by enlarging its membership and taking in new blood. This was done in January and later, when it was decided by the enlarged committee to widen its scope of action and deal with all varieties of winter pears, the name was changed to Winter Pear committee.

As such, it went vigorously to work and one of the members devised the scheme for financing the Bosc campaign in Detroit, while another advanced the idea of the campaign for dealer-buyer education in New York, and, to the credit of the committee, he said that both plans were unanimously accepted. During the entire season the committee has met twice a week, and particular credit is due Chairman Wood for the untiring effort he has put into the work.

A new, and I believe permanent market has been opened in Detroit and the campaign of education is making good progress in New York. It goes without saying that these things could not have been accomplished without the backing of the growers, seventy-five per cent of whom contributed prorata to the expense.

A logical outgrowth of this successful operation, which is now known in all of the pear growing regions of the Pacific coast, was the program for the State Horticultural society and pear conference held in Medford last month. Large delegations came to this meeting from California, Oregon and Washington and I am very sorry that so few of our own members were present to hear the keen analysis of pear marketing conditions which was developed at that meeting.

#### Pear Growers Council

The result of this meeting was the organization of a permanent two week ago of the Pacific Pear Growers' Council. Mr. Rosenberg of our league was elected president, has already made public its objects, and I hope that in his absence, Mr. Van Hovenberg will talk to us today about it. I therefore shall not say much about it except that the principles have a very familiar ring to me.

The following is from a speech made in New York on October 22, and refers to the principles of the American Copper Institute. Mr. Brownell said:

"The supreme court of the United States had rendered a very clear decision governing those facts which might be

gathered together by any association for the benefit of industry. It held that it was perfectly lawful for an industry to gather together the facts of production, of sales, of all past transactions, including prices at which sales were made, and to disseminate them among its members."

A condition similar to that which will confront the Pacific Pear Growers' Council is described by the following quotation from the same speech:

"Many mining companies were fearful of giving these statistics to any organizations lest they become known to their competitors, and we had to work out a very adroit and very carefully framed method."

#### Cooperation Is Successful

And what of the result up to date of this organized cooperative effort? When the Copper Institute was formed in 1922 and its companion organization, the Copper and Brass Research Association, copper was fluctuating in price between 12 cents and 14 cents per pound, and many producers were forced to close down. Today a much larger output is being readily absorbed at a steady price of 18 cents per pound.

The Copper Institute merely gathered and disseminated market information. The Copper and Brass Research Association did the advertising, and developed new uses for the metal. Each producer did his own marketing so far as sales in the United States were concerned, but a central selling agency in which finally ninety per cent of all the producers in the world are included, sells all copper for European consumption. There is no longer an auction market for copper in London and the metal is no longer handled by the London Metal Exchange.

What the widely scattered copper producers, some large, some small, some rich, some poor, have done by intelligent cooperation, the pear growers of the Pacific coast can do.

In another address at the same meeting, the following language was used regarding copper: "Before the war it was always a 'buyer's market,' but now through the action of the copper companies a fairer and more equitable method of sale has been built up."

How well this description of conditions before the war fits the present situation of the pear growers. We always sell in a "buyer's market" and it is up to us to find means for enforcing a fairer and more equitable method of sale.

#### Advertising Will Be Adopted

If the Pacific Pear Growers conference is supported by the individual growers and is well managed by its officers, I think that I can see the day not far distant, when by growers and distributors there will be united action in broadening of markets and an orderly distribution of the

fruit. Advertising will be resorted to for the purpose of introducing our pears to consumers who have never seen them, and market glut will be avoided, because Placerville will know each day how many cars are going from Medford, and to what market, and Medford will have the same information regarding Yakima, and so on down the list. The Detroit experiment has shown two things conclusively, viz, that advertising pays and that it pays to feed to each market only what it can absorb at good prices. Cooperation will bring about both of these results in time, and this does not necessarily mean that there should be any hard and fast combination between distributors or between distributors and growers. There is none between the copper producers of the United States, but the favorable results are obtained by the interchange of information which serves as a guide for all sellers and by advertising.

There is in course of preparation now a pamphlet prepared by the new organization which will show the probable future expansion of pear acreage and production, and show clearly why it is necessary right now to increase consumption if prices are to be maintained in the future. If I am correctly informed, it will also show what has been gained by cooperative advertising of other commodities and I earnestly ask each and every pear grower to read it and study it carefully when his copy is received, in order that the individual growers may decide, each for himself, what he wants to do to help maintain the price of his fruit.

You will notice, and have probably read, that the Pacific Pear Growers Council is not at this time committed to any advertising program, but that the delegates merely state that consideration will be given to this question. In other words, if the growers that they represent really want to advertise, a plan will be prepared for doing it in an economical and effective way. The power of proper advertising is unquestionable and many instances can be cited to prove it.

At an advertising conference held in Berlin last summer one man went so far as to say that 95 per cent of the people are guided by advertising in their purchases, and gave some figures as to results. He gave the average increase in quoted prices of stocks on the New York Stock Exchange between the years 1923 and 1927 as 17 points, from 60 up to 67, while the rise for certain concerns that had done a great deal of advertising was 147 points, from 63 up to 210.

We cannot hope, by advertising to double the price of our pears, but we can reasonably hope to maintain good fair prices and if the growers of this valley insist upon it, this insistence will go a long way towards convincing the Pacific Pear Growers Council that pears must be advertised.

It is a growers' problem and in a lesser way a distributors, and we must see it through if we are to continue to prosper.

The keynote in all that has been said in this report relative to past accomplishments or future aims is cooperation; and what it there about cooperation that causes some people to rise up in great anger and froth at the mouth whenever

the word is mentioned? From the beginning of man's gathering together in tribes there has been more or less cooperation among men and in the Bible it is truth-

fully said, "Man liveth not to himself alone." Cooperation is Common Practice (Continued on page four.)

fully said, "Man liveth not to himself alone." Cooperation is Common Practice (Continued on page four.)

fully said, "Man liveth not to himself alone." Cooperation is Common Practice (Continued on page four.)

fully said, "Man liveth not to himself alone." Cooperation is Common Practice (Continued on page four.)

fully said, "Man liveth not to himself alone." Cooperation is Common Practice (Continued on page four.)



## Appearance

Counts in Your Holiday Festivities

Latest improved Shelton Croquinole Waves (Ringlette ends).

Emma Kline Shop  
Liberty Bldg.  
Phone 454

# ATWATER KENT

## Screen-Grid Radio

### Results You Cannot Get With Old Style Tubes




Will this help you in choosing: Atwater Kent Radio has been chosen for nearly 3,000,000 homes. There are owners of the new Atwater Kent Screen Grid Sets all around you. Why not talk with them—listen with them—find out for yourself how good a radio can be?

### The GIFT

Superb for Every Family

Here is the gift every family without a radio would like to find in its stocking Christmas morning. Let us give the family breadwinner a tip... you can give them an Atwater Kent this year and yet not sacrifice everything else to do it. Atwater Kent Sets, because of high production facilities, give you the most per dollar invested. Seven years recognized, continuous leadership backs up this fact. Think it over. We will co-operate with you in every way possible to own the world's greatest radio. No need waiting till Christmas, either. Give it NOW and enjoy it during the holiday season!

Atwater Kent Screen Grid table model No. 55 and speaker, complete \$124.00

This new Poole Highboy complete with Atwater Kent Model 55 Screen Grid Receiver and Electric Dynamic Speaker, \$172.50 complete

In Other Cabinet of Your Choice

**\$141.50**  
AND UP, COMPLETE

Small Payment Down Balance Monthly

Peoples Electric Store

212-214 West Main  
Phone 12 Medford

Small Payment Down Balance Monthly



## Be Prepared Buy a Few Extra Boxes

It's happened every Christmas. Someone whom you had forgotten entirely, comes blithely in to wish you a Merry Christmas. This year prepare. Buy a few EXTRA boxes of

# Krause's Chocolates for Christmas

It's the safest, easiest way to solve the problem of the unexpected guest. Krause's are recognized for their fine quality. Thick chocolate coatings. Rich, creamy centers.

\$1.00 to \$7.50.

At Your Druggist's or Confectioner's

