

LOCAL CAR OF BOSC PEARS SOLD AT HIGHEST PRICE OF YEAR IN DETROIT MARKET

Dave Wood, Chairman of Bosc Pear Campaign, Gives Full Details of Co-operative Movement, Which Opened Up Detroit to Local Bosc Growers—New York Price Beaten and Entirely New Market Established—Work to Be Continued.

The report in full of David R. Wood, chairman of the Winter Pear committee, was read Wednesday, at the annual meeting of the Fruitgrowers league is as follows:

In presenting certain facts and figures for your consideration today, it should be distinctly understood this is merely a progress report of your committee. Such figures as we use are authentic but the outcome of our year's expenses cannot be forecast at this time due to the fact that a large percentage of the growers who subscribed to the fund are paying their subscriptions as they are being paid for the fruit. This, in turn, means we are unable at this time to state what the total receipts will be. The amount already received, your committee feels safe in stating that all of the subscribers will be paid in full and the only difference we can foresee is that some growers will not pay us as much because the crop was short of their expectations. On the other hand, some growers have paid us an amount far in excess of what they expected.

At this particular time I am glad to say that many of the subscribers have paid their accounts in full. This is very gratifying to the committee as it shows there is a decided spirit of cooperation behind this movement.

I now take great pleasure in submitting to you the total receipts and disbursements. A little later I will go into these disbursements with you in detail.

Bosc Receipts — \$6,584.92
Winter Pear Receipts 3,574.04
Total Receipts — \$10,158.96
Total Disbursements 3,687.60
Balance on hand — \$6,471.36

You are not to infer from this large balance we show on hand today that this will be the surplus of our year's work. We have yet to pay Professor Hartman's salary for six months and there is also to be included his expenses while in New York City. His salary and expenses plus other miscellaneous items will undoubtedly total somewhere between \$3000.00 and \$4,000.00. This would reduce our present figures to an amount slightly over \$2,000.00. The surplus that we carry over will, therefore, depend entirely on the subscriptions paid between now and the end of the selling season at which time your committee is quite confident all of the growers will have paid their subscriptions. Roughly speaking, we estimate we should have a surplus from the 1929 season of somewhere between \$1,000.00 and \$2,000.00.

Most of you are familiar with the reasons for the Bosc campaign put on in Detroit this year. The increase in production has been such that it became apparent two years ago, a real problem confronted us as to how we should sell these pears without crowding certain markets and an amount which at the situation as it then existed revealed that New York City consumed the bulk of these pears, leaving only a small part of the crop for distribution in other markets. A year later further figures developed the fact that the four large centers, New York, Chicago, Boston and Philadelphia, marketed 95 per cent of the total Bosc crop, leaving 5 per cent for the balance of the United States to consume, an amount so out of proportion that it fairly shrieked for adjustment.

During the summer months of this year a plan was formulated whereby the growers taxed themselves five cents per box for every box of Bosc pears shipped. As a result, enough funds were raised to send twenty cars of the finest Bosc pears to Detroit, Mich. These cars were placed in storage until the campaign began when they were withdrawn one at a time and placed in a ripening room. When the pears began to show good color and were attractive in appearance, they were offered at auction on certain days and through the usual trade channels to the various retailers.

A glance at the graph will show that the success of our campaign in Detroit was helped very materially by the systematic, orderly fashion in which the fruit was offered to the trade. There were no congested spots. In other words, the demand at a certain point exceeded the supply which in turn boosted the price level. This was an ideal selling condition for a new market and our committee in Detroit is to be congratulated on the very efficient way this feature was handled. A few days before our first car sold, Professor Hartman who had stopped in Detroit on his way to New York City, made a short talk to certain local growers and buyers. He was also allowed ten minutes by the auction company preceding the sale of our first car. Both of these talks were very well received by the trade and did a great deal towards arousing the curiosity of the dealers as to the merits of the Bosc pear and the sales campaign we proposed to put on.

The campaign has been a success. The first two cars sold at remarkably low prices, \$3.54 and \$2.45. The following two cars sold

a car of Bosc pears. Circular letters were mailed from Medford during the first few weeks of the campaign and an attractive pamphlet was placed in the hands of every fruit dealer in Detroit stating the purposes of the campaign and explaining the merits of the Bosc pear. I have a letter here from Mr. H. C. MacClaren, chairman of our committee in Detroit, from which I quote the following:

"It is my opinion that the best results obtained this year were from the broadcasting talks which we agree with you would be better changed to a more general sales talk another year. However, our salesman calling on the retail trade we feel, was probably the greatest factor we had in helping us acquire the retailers with the campaign, inasmuch as this personal contact with the retailers resulted invariably in their stocking this fruit and introducing it in their communities and we feel that this method could be more enlarged upon another year."

Mr. Wood at this point in his address referred to certain sets of figures which he had on display covering the cost of advertising, the radio broadcasting, newspaper advertising, cost of ripening the pears, special brokerage services and the services of a salesman who called on the retail trade in Detroit. Mr. Wood showed the total cost of advertising, some features of which were estimated, to be around 35 cents per box. Deducting the profit made on the sale of fruit, the net cost to the grower for the development work done in Detroit this year was around 28 cents per box.

Continuing, Mr. Wood said: "These are the facts as they relate to the Detroit campaign. The evidence before you is worthy of serious consideration. A very simple program unbacked by any blare trumpets has resulted in the opening up of a wealthy populous district in which to exploit the merits of the Bosc pear. The Detroit campaign is a splendid piece of cooperative work not involving your independence. It is a step forward in the right direction but your problem and my problem is not yet solved. It is estimated by the local distributors that F. O. B. sales on Bosc at \$3.00 per box were turned down to the tune of approximately 100 carloads this year. I assume most of you realize that a \$3.00 F. O. B. sale based on a cost figure of \$1.32 for delivery would mean a delivered price at New York City of \$4.32. How many cars of Bosc are going to sell in New York City this year at an average of \$4.32 per box? Only a few."

Looking back over a period of years, how many times have we turned down F. O. B. business that would have turned out to be profitable? I am making these statements because about two weeks ago, in discussing sales with a certain grower, he said the crying need of the valley was cash sales. I heartily agree with this gentleman but in face of the fact that at least 200 or more carloads of pears were turned down at F. O. B. prices this year by the growers themselves, I see little hope for the cash buyer unless we can change the want of the grower. The Detroit campaign, as I see it, reveals very clearly two outstanding features:

First, advertising is necessary. The increase in production of pears on the Pacific coast is such there can be no doubt as to the necessity of advertising. The downward trend of the price level from 1910 to 1928 also indicates advertising to be a necessity. The experience of the orange growers should be sufficient answer to any doubt of it and the success of our own little campaign in Detroit is such that any doubts we might have should be entirely removed. The fact that we did so well on this campaign is merely a side issue because the important fact connected with our program was the opening up of the City of Detroit as a market for Bosc pears and whether the costs was 25 cents at 20 cents per box is not so important as the actual opening up of the market.

The cost of the advertising campaign put on in Detroit, which I have estimated to be 35 cents per

U. of O. Campus Movie to be Shown Soon



Scene from "Ed's Co-ed," the University of Oregon campus movie, soon to be shown in various cities throughout the state. It was written, acted and produced by students, none of whom had ever had any experience in such work. It is declared to be an excellent production, and one that reflects the real campus life. In this photo are Dorothy Burke and Vern Elliott, who are co-stars.

box, is of such magnitude that no independent grower or organization of growers could afford to spend this money. I am not a cooperative in the sense that I would relinquish my own sales right but I do realize a campaign such as the one we put on in Detroit this year cannot be financed unless all of the growers cooperate. If there is any grower here today who did not subscribe to our movement, it is not too late to do so now. While it is undoubtedly true your committee is going to show a handsome surplus this year, we should keep in mind the fact that it might be necessary to build up a surplus for work in future years. The facts and figures which I have placed before you today show very clearly that advertising is a necessity and the Detroit campaign is just a starter.

In this connection I have been approached by growers and distributors alike urging upon me the necessity of opening up Cleveland next year, putting on a campaign similar to the one we waged in Detroit. They also suggest the possibility of doing a certain amount of development work in Chicago and it has been proposed by several distributors that I would put on a small advertising program in Detroit and that the Winter Pear Committee control the sale of pears in Detroit whether on an F. O. B. basis Medford (delegated basis Detroit) or auction sales in that city because they are firmly convinced a controlled market will result in Detroit taking more cars than would be the fact if they were thrown in there indiscriminately.

The Detroit effort after all is only a starter. We have made rather an auspicious beginning and your Committee in presenting this tentative progress report trusts you will cooperate with us in 1929 to put on a still bigger and better campaign.

A year ago at the annual meeting of the Fruit Growers League held in this same room, I made this statement: "Many of the wholesalers in cities where a few cars of Bosc are being sold require only a better knowledge of the pear to secure their cooperation." The Detroit campaign has corroborated the truth of that statement and I recall this feature merely to impress upon you that action is necessary at any time to secure results. The wholesalers and retailers in Detroit today are convinced that the Bosc pear will sell freely but it took the action

tion that local people, who have their homes here, as a rule, give better support to the district manager than some of the non-residents who are strong in promises and short in fulfillment. But that is only human nature, for I know that in my own case, when I bought my little place three years before I moved up from California, I took very little interest in local affairs during that three years.

I take it though, that practically all of us are ready for some degree of cooperation and the question is merely of what degree and how far shall we go? This brings

us to a question that all of us must face sooner or later, and that is, whether we wish to use the federal farm marketing act, and I take it that most of us are disposed to wait and see how it works with grain, wool, cotton, tobacco and other commodities. I believe in our present situation we can well afford to wait. We are all of us too intelligent to be misled by statements that we are any of us going to be compelled to join. Most of us have read the act itself and the published statements of the individual members of the farm board, and we know that they all contain invitation and not com-

pulsion. Some day each of us will have to decide for himself whether to accept the invitation or not.

In conclusion, I wish to thank the members of the league for the loyal support they have given me during the year that I have served them as president, and to bespeak the same support for my successor who will be elected today.

More than 125,000 acres of Persian walnuts are in bearing in California.

Onion culture in the Pacific Northwest, has increased 240 per cent in eight years.

CANDY

For the Holiday Sweet Tooth?

A BOX OF OUR DELICIOUS CHOCOLATES WILL SOLVE YOUR LAST MINUTE GIFT PROBLEM

And of course no Christmas Party would be complete without a variety of High Grade Candy

EAST SIDE PHARMACY

Corner Main and Riverside

CANDIES

for the CHRISTMAS SEASON

You May Be Sure That If You Provide

Whitelaw's

Chocolates for the Holidays that their Dainty Refreshing Goodness Will Win Everyone's Approval

Sold by COLVING DRUG CO. FRANKLIN'S FACTORY 31 N. Grape 2nd Floor

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Model	Old Price	New Price	Reduction
Ten	\$1,200.00	\$1,175.00	\$25.00
Fifteen	1,595.00	1,545.00	50.00
Twenty	2,100.00	2,025.00	75.00
Thirty	2,635.00	2,535.00	100.00
Sixty Standard	4,650.00	4,525.00	125.00
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