

# TRAFFIC ASSOCIATION REPORT SHOWS ORGANIZATION VITAL FACTOR VALLEY FRUIT INDUSTRY

### Activities Extended Over Wide Field, for Mutual Benefit of Growers and Shippers—Many Beneficial Irons in Fire—Outline Future Policy—Financed by Voluntary Assessments Upon Members.

The annual report of the Rogue River Traffic Association, David H. Rosenberg, for 1929-30, reviews its work, in behalf of growers and shippers alike, shows the active association was active in many enterprises, notably securing and maintaining of lower freight rates, and financially backing of projects and movements for the betterment of the fruit industry.

They now have pending an Interstate Commerce Commission hearing, for a reduction of refrigerator and icing rates, and a patent suit attacking the present fruit spray residue wash.

The report in full is as follows: The Rogue River Valley Traffic Association, conceived in 1924 at the time of the imposition of regulations governing spray residue content on fruit by the United States Bureau of Chemistry, brought together for the first time the fruit shippers of the Rogue River valley to sponsor a common cause—that of a solution of the spray residue problem; this problem was solved so successfully by cooperative effort that the organization remained in existence and has, during the past three years, brought about many outstanding benefits to the Rogue River valley fruit industry. Its activities during the past year have extended over a wide field, the following being some of its outstanding accomplishments:

#### Spray Residue Laboratories

Since the imposition of a definite tolerance on spray residue content on fruit by the United States Bureau of Chemistry, the Traffic Association has installed and maintains six spray residue testing laboratories for the convenience of growers and shippers. This service has been given to growers at actual cost, the Traffic Association operating the laboratories on a non-profit basis, thereby effecting a material saving over the commercial prices throughout the valley.

#### Freight Rate Reduction

The Traffic Association, through a voluntarily self-imposed assessment of fifty cents on each carload of fruit shipped by its members, has financed the case of the Rogue River Valley for a reduction of transcontinental freight rates on pears and apples. The rates asked for were from \$1.75 to \$1.50 on pears, and from \$1.50 to \$1.00 on apples. This action was taken in conjunction with the Traffic Association of Yakima, Wenatchee, and Hood River, and the case has been presented to and argued before the Interstate Commerce Commission, and is now in the hands of that body awaiting final decision which will be forthcoming as soon as the United States Supreme Court has decided a similar case presented by growers and shippers of California.

Immediately following the presentation of this case, the fruit producing districts of the northwest states, through their traffic associations, requested the transcontinental carriers to establish an emergency rate of \$1.50 per hundred, pending the decision of the courts on the requested reduction, which request was granted for the first time in 1928, effective until May 30 of that year.

Immediately following expiration of the emergency rate, the Rogue River Valley Traffic Association, acting this time on its own initiative, presented facts before the Southern Pacific which influenced that organization in re-establishing the emergency rate for another year, effective until June 30, 1930. This action on the part of the Traffic Association acting in conjunction with these other bodies has saved to the growers of the Rogue River valley, during the past two years, approximately \$250,000. The entire cost of presentation of the case of the Rogue River valley was borne by our local Executive Committee of Commerce and Agriculture, composed of the Traffic Association, the Fruit Growers League, and the Medford Chamber of Commerce. The Traffic Association's share of the cost was covered from its own assessment.

#### Export Rates

In order to enable growers and marketers of fruit to more easily compete with other districts in the export markets, particularly in the South American Anjou exportation, the Traffic Association has repeatedly petitioned the Southern Pacific for reduction in freight rates on fruit intended for export from San Francisco and Portland, the request being based on a desire to more nearly approximate the rates in effect to seaports from other producing districts. This has resulted during the past year in causing the reduction of the export rates from Medford to San Francisco from 42 1/2 to 35 1/2 per hundred; and from Medford to Portland from 38 1/2 to 25; and it is hoped that eventually the rates to Portland may be equalized with those from Yakima and Wenatchee to the port of Seattle.

#### Southeastern Territory Rates

Again working in conjunction with the northern fruit producing districts, the Traffic Association assisted in securing reductions in rates into southeastern territory, including Georgia, South Carolina, and Florida, from \$1.87 1/2 per hundred to \$1.60, thereby enabling the

growers of the northwest to market a greater amount of fruit in this territory.

#### Spray Residue Patent Litigation

The Medford district is now engaged in opposing an application for patent on spray residue removing processes which is being requested by a private firm in California, and which, if granted, would materially affect the cost of preparing local fruit for market. An attorney has been employed to review the briefs presented by the private parties, and the case will be presented to the proper courts supporting the contentions of the Oregon State College and the United States Department of Agriculture that these processes belong to the growers rather than to any private interest.

#### Publicity

The Traffic Association initiated and encouraged the shippers of the Rogue River Valley to have the name "MEDFORD" printed in large letters on the sides of every box of fruit shipped from this district. This has had a material effect, not only in broadly advertising our valley, but also in focusing attention upon Medford and valley products.

The Traffic Association, through its Publicity Committee, encouraged a large majority of the shippers in the district to print on their fruit wrappers, pear receipts designed to increase the variety of uses of Medford fruit, and inviting the users to write for the County Agricultural booklet, including the pear industry, which has been compiled, and is now being printed by the Jackson County court at the request of the Publicity Committee of the Traffic Association.

#### Bose Pear Campaign

This organization has cooperated with the Fruit Growers League with its Bose pear advertising campaign during the last year in several ways:

Firstly, by providing a channel through which the funds for the promotion of the advertising campaign could be obtained; and

Secondly, by offering its collective suggestions and ideas to the Winter Pear committee of the Fruit Growers League on their marketing and advertising procedure; and

Thirdly, by withholding the fruit of its members from the market being developed by the Winter Pear committee; and

Fourthly, by supervising the packing of fruit to be sold under the Bose pear plan to the end that nothing but the best be marketed in this campaign.

#### Equalization of Shipping Weights

In the past, Medford district has been handicapped in its shipment of fruit by reason of the fact that the carriers have charged on the basis of one pound more per box than has been the case in California. For the past year the Traffic Association has been waging a campaign to have these weights equalized on the basis of fifty pounds. The association has been successful in obtaining the sanction and support of the Southern Pacific Railroad in presenting this request to the Transcontinental Freight Bureau, and it is expected that the case will be decided at the April meeting of that body; if granted, it will mean a saving of \$5.32 per car on all fruit shipped from this district, or a total of approximately \$35,000 per season.

#### Statistical Data

During the past year, and for the first time in the history of the Rogue River Valley, shippers and growers have been able to obtain from the Traffic Association accurate and timely data regarding shipment and storage of fruits, not only in the Rogue River Valley, but also in the entire Pacific northwest. This information has been valuable in that it has enabled growers and marketers to more efficiently distribute their fruit to the several markets, knowing in advance the trend of shipments and the amount of fruit remaining on hand.

#### Market Information

During the packing and shipping season, the Traffic Association obtained daily market reports by wire, both from New York, Chicago and the United States Department of Agriculture. This information was given to growers through the medium of the local radio station each day, and through the press of Medford.

#### Refrigeration Rates

At the present time the Traffic Association, again working through the Executive Committee of Commerce and Agriculture, has agreed to participate with the other northwestern producing districts in petitioning the Interstate Commerce Commission for an adjustment of refrigeration rates, designed to place the Pacific northwest on a parity with California. At the present time, refrigeration rates from Medford district are higher than from any other district on the coast, and it is believed that by organized effort, it will be possible to secure an equalization of this rate.

#### Service Improvement

Through conferences with representatives of the Southern Pacific company, many improvements in service have been secured; additional track facilities have been installed; and better working arrangements have been perfected with the Southern Pacific, to the end that railroad service in Medford and the Rogue River valley

## Medford's State Champion Orator Preparing For Final Coast Test



Above—William Dougherty, Jr., 16-year-old Medford high school senior, who won the state oratorical contest sponsored by The Oregonian, with the co-operation of the Oregon Bar Association, the University of Oregon and Oregon high schools. Above (left) — Young Dougherty receives the congratulations of his coach, Ralph R. Bailey. Below—The state champion in action. The Constitution of the United States was the subject of the contest.

will reflect improvement in 1930. Members of the Rogue River Valley Traffic Association, representing the great majority of the valley's apple and pear tonnage, feel that only by pooling their efforts can there be brought about the needed and essential improvements in traffic problems necessary to keep the industry abreast of the ever-changing situation. We realize that so closely are the interests of the shippers allied to that of the grower, that anything this organization can accomplish toward effecting these traffic economies to the grower must also automatically reflect to the general welfare of the shipper.

With this thought in mind, therefore, we feel that this organization, in the accomplishment of the above stated objectives during the past year, has fulfilled a much-needed function in helping to solve our mutual fruit problems.

### STORY 3 (Continued from Page 1)

the east and had an enviable reputation in that field. As a result of the employment of Mr. Crane the planning commission has, for the first time, a concrete definite plan for city development covering a period of approximately 25 years, which plan was recommended by Mr. Crane and which has been unanimously approved and adopted by the commission.

### STORY 2 (Continued from Page 1)

I came back into the house through the front door and stood in the doorway of the living room. I fired from the door.

"After I fired I really didn't realize what I was doing. I put the gun in the bathroom. I was in a hurry to get away, so I set the gun in the bathroom."

"After I got in the car I drove through Independence as far as Frank's corner. I stopped there and bought a quart of oil. From there I drove to Salem and on to Oregon City, where I left the car. I went to Portland by streetcar and went to the Albina shops where I found my father. I told him I had been kidnapped by two men who kicked me off at Oregon City."

"This story was not true, but the above are the facts of the matter. My main reason for shooting her was because she had been cranky with me."

The Seventy-sixth field artillery, once stationed at Monterey, Cal., has been disbanded.

Art treasures in the New York Metropolitan museum are guarded by a delicate alarm system.

## DOUGHERTY IN ORATION FINAL ON MAY NINTH

William Dougherty, who last week won the state oratorical contest on the Constitution, sponsored by the Morning Oregonian, will leave Wednesday morning for Portland, and will give his oration, "Our Task Is Not Yet Done," over station KGW. He will then go on to Seattle to take part in the Pacific coast finals, Friday, May 9.

Ralph R. Bailey of the high school faculty, William's coach, will leave Wednesday evening for Portland, Tuesday evening. Dougherty and George Winne will debate in the Medford high school auditorium against the Corvallis team for the western Oregon debate championship.

Besides being a leader in public speaking, Dougherty has passed the Stanford entrance examination, placing high among the Oregon applicants, and has been able to keep his grades high enough to win the honor of being salutatorian for the 1930 graduating class.

Last year Dougherty placed fourth in the state contest, with an oration under the same title, but with different material woven in. His talk compares the Constitution to an Oregon fir, and shows in what manner they are similar.

Young Dougherty gives much credit for his success to his coach, Mr. Bailey, who has helped him in his public speaking activities during the last two years.

Only two days following the sudden death of his mother on April 8, William entered the district finals for the Constitutional contest in Roseburg, and won over the other contestants. Two weeks after her funeral, Dougherty placed first in the state finals.

### STORY 1 (Continued from Page 1)

Owing to illness, Dr. George W. Deane resigned as president of the organization and Edward W. Carleton was elected to the place.

At a meeting to be held in June, the final report of Prof. Hartman will be given. At David R. Wood will report on his observations made during an eastern trip he will start tomorrow. From these two reports a definite 1930 program will be evolved. It, however, will adhere to the tentative program as closely as possible.

#### Big Meet in June

It is planned to make the June meeting a largely attended affair, with every grower in the valley present.

Observations presented on costs of the Detroit campaign were:

Total advertising cost was \$2,904.27, or 28 cents per box.

Cost if whole district involved was slightly over one cent per box.

Cost to growers who actually subscribed was 1 1/2 cents per box.

Difference between New York gross and Detroit gross figures was \$696.78, slightly over 6 cents per box. However, a refund of broker's age charges and label costs in the sum of \$560.68, which left a net loss on the fruit of \$136.18.

### ANDERSON CREEK

ANDERSON CREEK, Ore., May 3.—(Special)—After a few days of warm sun the rains still continue. The crops on Anderson Creek are looking their best.

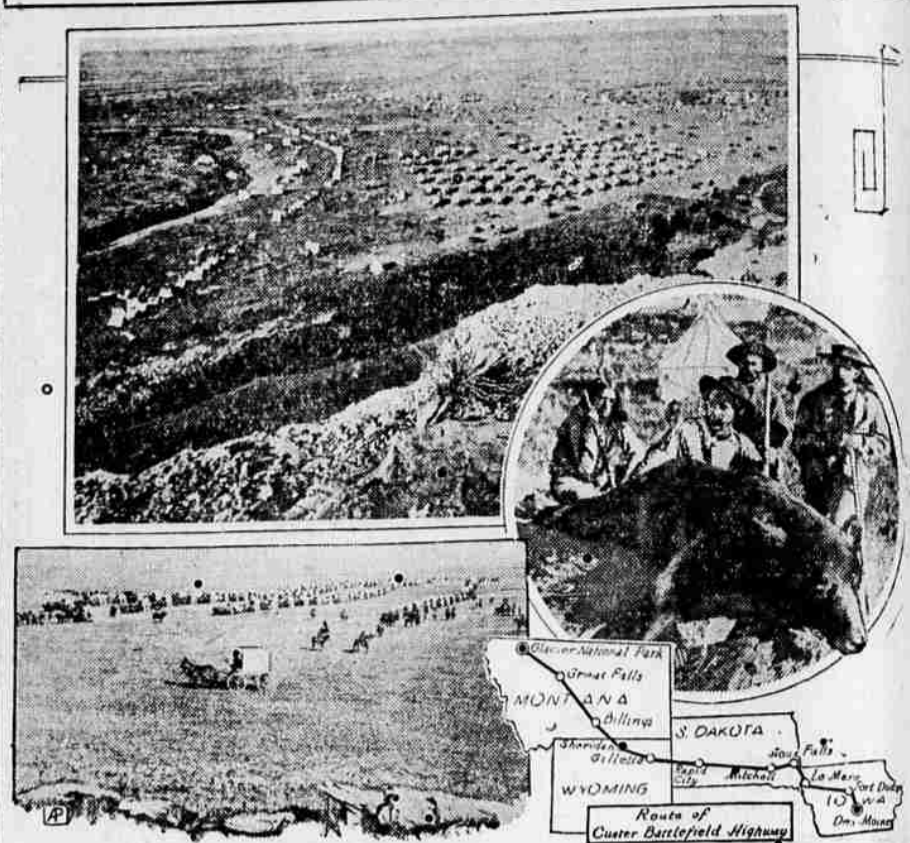
F. M. Centers spent a few days in the valley this week.

Mrs. Jas. Mays visited the school Monday afternoon. The children and the teacher were working hard preparing for the examinations.

Steve Liak is sawing wood for D. C. Hale this week.

Jas. Mays and C. J. Center were

## "Lost" Custer Pictures Aid Modern Highway



Lost for 55 years, pictures of General Custer's Indian expedition are helping establish a modern highway (shown in map) through the country traversed by his army shown (top) in camp and on the march (lower left). With the grizzly are Custer (center) Bloody Knife, his famous Indian scout (left), Private Noonan, his orderly and Colonel Ludlow.

MITCHELL S. D. — A breath from the plains of the wild west, of the days of General Custer and the last of Indian fighting, has risen to aid the promotion of a modern motor highway that now threads the land where skeletons once bleached. Included in the exhibits being taken on a 2500-mile tour of the country in the interest of Custer Battlefield highway is a group of newly found pictures of the great Indian expedition of 1874.

The highway stretches from Des Moines to Glacier National park where Custer's band pushed its way in the beginning of the last important Indian campaign in the winning of the west which ended, two years later, in the massacre at the Little Big Horn that wiped out Custer and 300 followers.

The pictures which were taken by the government's official photographer with the expedition, on "wet" plates that had to be sensitized in the field just before the

camera clicked, have been lost for 55 years.

They were recently brought to light and now are in the museum of the South Dakota state historical society at Pierre.

W. D. Fisher, secretary-manager of the Custer Battlefield highway association, is in charge of the tour of the country, carrying pictures and other exhibits in a specially constructed truck.

With him is Max Big Man, son of a noted Indian seaman.

In Medford on business Friday morning.

Jas. Marques was out to Medford Friday to pay his taxes.

Geo. McAnally and wife were out to Ashland Monday.

Marion Centers spent Monday evening at the Mays home.

Klamath Falls — Construction underway on First National Bank building at corner of Sixth and Main.

Jewell — Plans proposed for construction of county road eastward from Jewell in Nehalem valley.

Klamath Falls — Quarters to Hopka building being converted into hotel by Mr. and Mrs. W. E. Grey.

Hillsboro — Bids will be opened May 10 for construction of new Washington county jail.

## ATTENTION, GROWERS Grasselli Casein Spreader

Grasselli Casein Spreader has been developed by careful research and experimental work. As the name indicates, Casein is the active spreading agent. Practical use in the Northwest has demonstrated its efficiency, and you can add it to your spray schedule with confidence.

Use Grasselli Casein Spreader in connection with Arsenate of Lead sprays or Arsenate of Lead and Summer Oil combination sprays, and secure better control of insect pests in your orchard.

Sold only in one pound glassine lined bags, 50 to the carton. Full directions for using are printed upon each bag.

Distributed by the following Medford firms:

AMERICAN FRUIT GROWERS, INC.	GROWERS EXCHANGE
HARDWELL FRUIT CO.	KIMBALL FRUIT CO.
BIG 7 FRUIT DISTRIBUTORS	PINNACLE PACKING COMPANY

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Open every afternoon and evening—1 p. m. to 9:45

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