

PROSPEROUS FUTURE FOR FRUIT INDUSTRY; PROBLEMS ANALYZED

Scherer Declares Troubles of Past Year Due to World-Wide Depression—Standardization of Product Desirable—Low Producing Orchards Being Uprooted—Prices Next Year Should Show Increase — Valley Growers Have Ability to Preserve Leadership.

ume. Our district should certainly do its full share in this regard.

Must Cut Competition

"There must be elimination of some of the extreme competition between buyers and shippers. We have from three to four times the number of such agencies as would seem desirable. Economy in packing and selling go hand in hand with volume and we must concentrate our flow of fruit to obtain maximum economy. This district is fortunate not principally in having soils and climate ideally suited for the production of pears but rather in that the growers and business men of this community represent the highest intelligence and ability.

"It is fortunate that we have 1929 to look back upon," said Mr. Scherer in conclusion. "We cannot soon forget the position of leadership which this valley took in the solution of the spray residue problem and which was entirely the result of complete unity of effort on the part of the fruit growers, packers, bankers and businessmen. What we have done in the past we can certainly do again in the future. For this reason I have no hesitancy in forecasting a bright and prosperous future and not only a successful New Year but rather a new era of prosperity for Medford and the valley."

FINAL 1930 CROP STATISTICS.

Compiled by Rogue River Valley Traffic Association, with cooperation of Pacific Fruit Express and Southern Pacific Company.

SHIPMENTS										
	C. Bt.	P. Bt.	Hl.	B'se.	A'ju	Com.	Nella	Mix.	Tl.	App.
August	391	682	68	62	17				95	1225
Sept.	31	364	21	662	784	212	22	98	2193	
Oct.	70	7	59	52	18	159	34	390	482	
Total	531	1116	96	774	853	230	181	227	3808	482
Total 1930 crop, apples and pears	4867 carloads									
Total 1929 crop, apples and pears	4661 carloads									
1930 increase over last season	806 carloads									

(The total storage capacity at Medford is now 796 carloads, according to statistics recently compiled.)

The past year witnessed a good pear crop for southern Oregon but prices were held to a relatively low price, due to a large extent, in the opinion of Paul Scherer of the Southern Oregon Sales company, to the so-called depression, in production and employment.

"The problem which confronts the fruit industry here is not particularly related to pears," said Mr. Scherer in a recent interview, "but is rather one of world wide economic and social upheaval, the result of a complete industrial revolution which will probably have more far reaching influences upon future civilization than did even the great war. The war was the final stimulation to the industrial or machine era which has in itself brought our problem to a head. You can not glance at the daily newspapers without seeing some reference to overproduction of all commodities.

To Many Factories

"An article by Stewart Chase, appearing recently, shows there were factories in this country sufficient to supply three times the number of shoes the nation can use," Mr. Scherer continued. "The same application can be carried upon petroleum products, textile, lumber, coal, cement and virtually all agricultural commodities. This over-production in all fields is the result of the increased knowledge and use of power.

"One man today finds himself able to accomplish the work of several men as of even a few years ago. This in itself has brought about the most serious problem of all which is, over-supply of labor. In other words, if there is a saturation point for most of the necessities and luxuries which the individual can utilize, it does not take much pyramiding of the work done per man to pass saturation and reach overproduction. It was formerly a rather current public opinion that production in itself meant wealth.

Demand Fixes Wealth

"The entire country is forced to realize that at the present time production is only wealth when it is also in demand. When production is in excess of demand, this very excess removes the value of production. The problem which we face is in a very large way, therefore, a national and international situation.

"The relatively low price of our pears," Mr. Scherer pointed out, "as compared with past seasons, and we trust the future, is to a large extent the result of lack of buying power. Lack of buying power is the result of unemployment resulting from overproduction. The overproduction of automobiles, steel, and such allied products is directly responsible for the decreased price in our pears. In such markets as Detroit and Pittsburgh. Our principal markets are fundamentally industrial markets.

Production Increased

"Agriculture, as is very clearly shown by Professor Louis Bernard Schmidt in the current issue of 'Science,' has applied power and general industrial procedures to farming with enormous increase in production per man. For this reason it is no longer adequate to consider the total production of pears and the consumption which can be developed in the particular markets.

"To a greater or lesser extent all fruits are in competition with our product. The disaster in the California vineyardist's business of this year was also the misfortune of the Rogue River valley pear grower. When these pears were selling at retail in New York for one-half to one-third of the lowest levels they have heretofore reached, these pears were nonetheless two to three times as expensive for the housewife as the best California Tokay grapes. We must trust that the same genius which brought into being in this country the industrial era can now solve the problem of adjusting our labor levels to those of foreign countries and if possible without reducing the present purchasing power of the laborer.

Standardization Needed

"Standardizing shall receive a fair share of unquestionable desert quality is the first step in the popularity of our product," Mr. Scherer continued. "We are making rapidly increasing progress in this regard. The work done by Professor Henry Hartman under the aus-

pieces of the Winter Pear committee is proving invaluable in this regard. Precooling, cold storage, prompt harvesting, better packing, are important.

"A revision must be made in present railroad car refrigeration in order to obtain the benefits to which these improvements clearly entitle the growers of this valley. The car lines and carriers are now making studies which they trust will cure this defect. After this first step is taken, advertising will be of great benefit. Last year's work in Detroit clearly demonstrates this fact.

"Wider distribution will be a point of importance. Our immediate problem is to take full advantage of the markets which are already developed. There are several things which can and should be done by the local industry to assure the success to which this valley is entitled.

Must Prove Value

"First, we must prove to the public that we have a necessary article of diet. Pears have been regarded as a luxury. We have made no studies to determine the actual food value and vitamin content of our pears. The citrus industry of California has specialized in this type of work and as a result that particular industry is crowding nearly all other fruits further and further out of the principal markets.

"It is entirely probable that pears contain essential and necessary ingredients for diet. This work should be done at once. One difficulty in the sale of our fruit this season has been the effort of the American housewife to make a record of economy. In going through her 'shopping list' she has cut out all items regarded as unnecessary.

Eat Fewer Pears

"With our present lack of information, undoubtedly pears have been among the first items to be crossed off. This is partially proven by the decrease in volume of Rose pears eaten in New York this season as compared with last year and in spite of the shrinkage of retail value of from 50 to 70 per cent.

"Another step must be taken by the pear growers in this valley in order to enable us to compete with other districts and other fruits is that of lowering the cost of production of the finished box of fruit," Mr. Scherer said. "Professor Ralph S. Besse has gone into this matter thoroughly in Experiment Station Bulletin No. 267, published during the past year, covering the actual cost of operation of some fifty-eight farms over a three-year period. He points out that the most profitable farms actually had expenses of \$47 per acre more than the average and still produced fruit at 28 cents less per box. Among other economy items he clearly shows that expenditures for fertilizer and blight control were 'essential economies.'

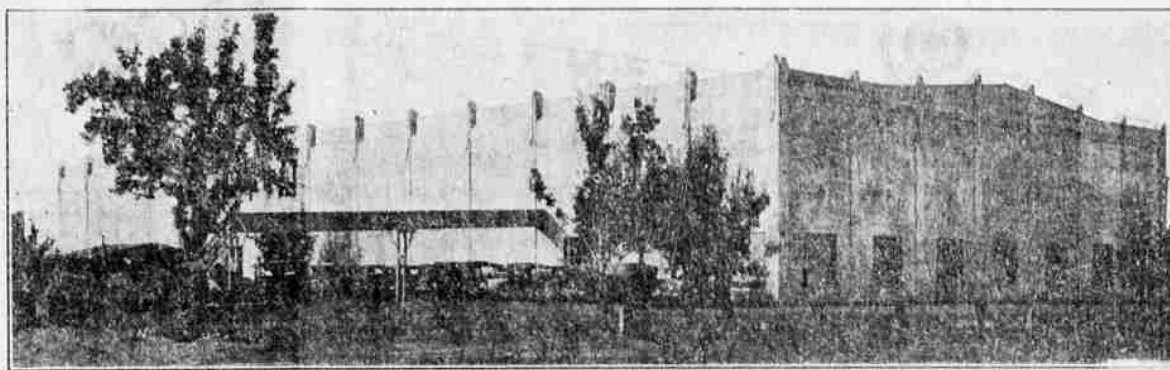
Recovery in Prospect

"We must not dwell at too great length upon the poor prices of this season. We should remember that this valley is and has been one of the most profitable agricultural communities on the entire Pacific coast. We must look with pride to our total increased production during the past decade and also our production per acre. Mr. E. W. Carlton has recently presented this very clearly. We must take proper satisfaction in the continually decreasing price of production.

"Orchards of below average production are being weeded out as has been the case with our unprofitable apple acreage. It would seem that our industry is suffering only its pro rata of the general hard times through which all business has been passing. We may fairly expect to recover with equal rapidity. It would seem that prices next year should show a material increase.

"This past season was one of unusually large tonnages of all competing fruits and it does not seem in the cards to double the same situation," Mr. Scherer explained. "The abundance of the blight losses in the Sacramento Valley last year may relieve some of the pressure of oversupply on the Harriet market. Coordinated effort as suggested by the California Pear Growers association to eliminate undesirable grades and sizes from the market will materially reduce vol-

Rogue River Valley Fruit Finds World-Wide Market



Typical Rogue River Valley packing plant, located at Medford. In such modern plants, world famous Rogue River Valley fruits are prepared for the markets of the world. Pears and apples, grown near Medford, find markets in England, on the Continent and in the Orient as well as in American cities.

A device installed at the University of Texas cuts igneous rocks in transparent slices one-half millimeter thick, aiding microscopic study.

The record for the longest unbroken tenancy in France is claimed by the Pouchin family, which has occupied a farm near Lezay, France, for 148 years.

A Chicago vaudeville house that planned to serve patrons with food and drink abandoned the idea when nearby restaurants protested.

Cambridge, home of the famous English university, has a "River Cambridge" plan, and wishes to annex several nearby villages.

Greater Earnings Forecast for 1931 In American Trade

NEW YORK (AP)—Here is the opinion of a statistician on business prospects for 1931:

"Profits of leading American business concerns," says Laurence H. Stone, vice president of Standard Statistics, Inc., "should be larger in 1931 than in 1930.

"On the same physical volume of business that was transacted in 1930, these earnings should show an increase of somewhere around 5 to 8 percent in 1931.

"On a somewhat larger volume of business, and assuming an upward trend during the latter part of the year, the increase should amount to 10 to 15 percent and might readily exceed that figure."

BIG GROWTH IN MEDFORD AIR SERVICE

Field Manager Hall of P. A. T. Reports Year of Development On Coast Plane Route—Night Flying a Feature of Progress

A year of outstanding progress. That is the way Seely V. Hall, Medford field manager for Pacific Air Transport, characterizes the company's development of the Seattle - Medford - San Diego mail, passenger and express airway during 1930.

Faster service, overnight southbound schedules, improved airport and terminal facilities, airway lighting, radio telephone installation and increased volume of passenger traffic have combined to make the past year an important chapter in Pacific Air Transport's history.

Installation of 325-horsepower Hornet engines on the four-passenger Boeing mail planes made possible faster schedules. The ships now cruise at an average speed of 108 miles per hour. Inauguration of the dusk-to-dawn southbound service took place in August, following the completion of airway lighting by the department of commerce.

New Schedule.

On the new southbound schedule, planes leaving Seattle at 7 p. m. and Medford at 11:05 p. m. arrive in Oakland at 2:40 a. m., Los Angeles at 6:25 a. m. and San Diego at 8:10 a. m. This Medford's arrival to California cities is carried without loss of business hours.

The results of the improved schedules are apparent in the following estimated figures for P. A. T.'s 1930 operations, quoted by Hall:

55,000 miles flown; 29,000 pounds of mail transported; and 3,900 passengers carried. These figures represent a substantial increase over the 1929 operations.

An addition of 115 miles was made to the airway this year when the southern terminal was extended from Los Angeles to San Diego with the authorization of the postoffice department. The route is now 1206 miles in length. Seventy per cent of the company's mileage over this line is flown at night.

Install Radio.

An important aspect of the company's progress during 1930 was the installation of radio telephone stations at Medford and other cities along the airway, and the equipment of the planes with the necessary apparatus to permit two-way voice communication between the planes and the ground stations. Pacific Air Transport has found that this feature has added greatly to the safety and efficiency of the operations over the coast airway.

Pacific Air Transport is a unit of Boeing systems which also includes Boeing Air Transport, operator of the San Francisco-Oakland-Chicago mail, passenger and express airway. P. G. Johnson is president of the Boeing System mail-passenger lines.

Pilots flying the Medford-Portland-Seattle division are Russell Cunningham, Heber Miller and Grover Tyler, with Charles Sullivan as relief pilot. On the Medford-San Diego division are Harry Sandall, Ralph Virden and Al Gilhousen.

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An Organization

Devoted to the Welfare of the

GROWERS and SHIPPERS of

Rogue Valley Fruit

Rogue River Valley Traffic Association

MEMBERS

- Sgobel & Day
- American Fruit Growers, Inc.
- C. & E. Fruit Co., Inc.
- Simon & French
- Kimball & Company
- Bear Creek Orchards
- Big 7 Fruit Distributors

- Rogue River Company
- Palmer Corporation
- Snoboy Pacific Distributors
- Pinnacle Packing Co.
- Knight Packing Co.
- Medford Fruit Company
- Newbry & Sons