

TEST SHIPMENT OF PEARS BY SEA TOLD BY NORRIS

Reduction in Transportation Costs and Better Condition of Fruit Major Objectives in Experiment.

(By Asst. K. Norris)
The S. S. Atenas sailed down the Columbia river the evening of October 24, from Portland, Ore., with a shipload of pears. She carried nearly 84,000 boxes for the New York market. Approximately two-thirds of these pears were grown at Medford and the balance came from Hood River.

This was Medford's first experience in shipping pears interstate, although Hood River shipped one full boatload in 1932. The results of the Hood River shipment last year were fairly satisfactory and encouraged Medford to attempt the same thing this year.

General Interest

There are several reasons for our interest in water transportation of pears as against rail shipment. Two of the principal reasons are (1) reduction in transportation costs and (2) the possibility of placing our pears on the market in better condition.

It is difficult to arrive at the exact saving in cost of transportation by boat. There is a material saving in water shipped fruit is competing with fruit shipped by rail under full refrigeration. There is proportionately less saving if the fruit travels by rail under initial ice with one re-icing. Some of our pears traveled to New York by rail this year without any ice at all. Under this last method of handling, the saving in cost of movement by ship over rail transportation amounted to very little.

Storage An Item

Length of storage affects cost of handling to New York. The flat rate per box charged by the ship included the three weeks storage en route. On the whole, actual saving in water shipment this season amounted to possibly but a few cents. However, there seems to be no question but that ocean rates can be materially reduced when the shipping companies can be assured of a steady flow of fruit interstate.

Possibly the more important of the two main factors stated above is the matter of condition. This is especially true of Bosc. It is very well established that Bosc must be conditioned before placing them on the market during the colder weather of November and December. The present market points this out very clearly. Temperatures vary considerably between different cars in rail transportation and, more particularly, between the top and bottom of the same car.

Uniformity Difficult

Very often a car of Bosc shipped overland will show enough difference between top and bottom to make it extremely difficult to condition with any kind of uniformity. The weather between Medford and New York can change rapidly during the several days it takes a car to travel this distance.

Unless the shipper has the powers of a crystal gazer he must depend largely upon luck to get these cars through to New York in the proper condition. Under certain weather conditions it may be advisable to ship the fruit by the northern route without any ice at all. It is possible for cars to go the southern route at times. By this method, however, initial ice is more often necessary, or even re-icing, a car may arrive in excellent condition when shipped by one of these methods, and another car shipped a day or two later in the same way might arrive too ripe or too green.

Weather Features

When the weather is reasonably warm at New York, pears will ripen to some extent on the track. During the cooler weather it is next to impossible to ripen the fruit in the car on track. Demurrage costs money and expense attached to unloading, ripening and reloading individual cars not connected with storage is often prohibitive. It is essential, therefore, that we develop a more dependable method of placing our Bosc on the market.

This season it was thought that Bosc could be packed and shipped without ice by the new overnight service to Portland, for immediate storage. When the proper quantity was accumulated, a ship could be loaded for New York. Ships would maintain in their holds a more uniform temperature than in a car. The fruit was to be placed in storage at New York and brought out into the room for conditioning as the market demanded. It was felt that by so handling the fruit would be quite uniform.

Idea Proves Out

That this line of thought was quite correct has been well demonstrated this year. The fruit was handled as outlined and has gone over the auction in a very pleasing way. It is unfortunate that a small per cent of the fruit was frosted on the boat, but this percentage is far less than is normally experienced in shipping fruit overland by rail during the months of November and December. It is estimated that the fruit frosted amounted to but 1 1/2 or 2 per cent of the shipment.

Without a doubt this injury can be completely eliminated another season by having more adequate equipment to record temperatures en route. The temperatures en route were never extremely low and showed very little variation. Most of the chilled fruit thawed out with no apparent injury.

Shippers Co-operate

One very important point which certainly should not be overlooked is the fact that Medford shippers have gotten together for the first time and co-operated in a movement of this kind. Co-operation of this sort is essential to the welfare of the Bosc industry at Medford. The give-and-take and get-together spirit has been very fine this year. It is the one thing which can pull our Bosc pears out of the red into profit.

Medford also appreciated the co-operation of Hood River in helping make the shipment of pears by boat possible.

Mr. Henry Hartman observed the loading and unloading of this shipment of pears and a complete report will be made later. This report will help iron out some of the difficulties experienced this season. These difficulties are all minor and can easily be corrected another year. The cold storage plants, steamship lines and railroads can certainly all be complimented for their interest and effort to bring this cargo through in such good condition.

Handled Carefully

It takes about two and a half days to load the boat at Portland. The fruit was handled very carefully and well stowed. More air space was allowed this year between the top boxes and the ceiling. The S. S. Atenas was a sister ship of the one used by Hood River last year, but the arrangement for air delivery to the holds was greatly improved.

It takes approximately three weeks to make the trip from Portland to New York. Two weeks of this time is consumed between Portland and the Pacific entrance to the Panama canal. Sea and air temperatures rise very rapidly soon after leaving Portland and for a period of two weeks are quite high. Cold storage facilities on the boat were ample to hold the fruit at the required temperature.

The S. S. Atenas, carrying a perishable cargo, was allowed to pass through the canal at night. The ordinary passenger and freight ships are not allowed to do this. The ship arrived at New York November 13 and was unloaded immediately.

No Change Seen

The fruit showed no noticeable change in condition between Portland and New York, and, aside from the portion directly next to the cold air inlets which was frosted, arrived in excellent condition. The stevedoring at New York was not all that could be desired, but this possibly can be remedied to some extent in the future. The pears were taken out of the hold in slugs and placed on electric trucks which hauled them a very short distance to P. F. E. cars. These cars were switched to the cold storage plant. The fruit was placed in cold storage and held there until wanted for the conditioning room.

The cold storage plant operated a conditioning room where the temperature was held at 65 degrees with high humidity. As soon as the pears had the proper color and ripeness they were loaded in freight cars for transportation to the river to New York for auction.

We are certainly all well aware that the Bosc market has been poor this year but it has been a lot better than last year. The NRA has apparently improved the buying power very little as yet.

More Activity Now

However, there seems to be more buyers and more activity on the auction now than at this time last year. It is necessary only to look at the prices which other fruits such as oranges, grapes, grapefruit, etc., are being sold for to appreciate that Bosc are not doing so badly and are more than holding their own. Bosc have consistently been outselling the northwest Anjou this year in the months of November and December. This is certainly not a Christmas present to the fruit growers of Medford, for the buyers of our pears are not built that way. It is apparent that someone wants these pears and they must be making a profit on them or they would not be willing to pay a premium for Medford Bosc over northwest Bosc or Anjous.

Good Market Looks

The future should hold a good market for good Bosc. The fault is our own if we do not take the interest and intelligence to take advantage of it. The conscientious work of Henry Hartman and the Bosc pear committee is bringing results. The future, in spite of the present market level, does not look black for Bosc. Well ripened Bosc move freely in the fruit stands and people like them. I wish that all shippers and growers could have an opportunity to talk with some of the retailers and consumers of Bosc in New York.

Late Harvest Helps

Harvesting the crop somewhat later than usual to allow more color, and still not late enough to bring on core rot, has made a lot of friends for the Bosc. Most of the distributors have co-operated in an effort to place the fruit on the market in the right condition. The co-operation has not been 100 per cent and there is some room for improvement. There is, naturally, a limited market for some green Bosc, as a few of the retailers are equipping to ripen their own fruit. Warmer temperatures in late September and October will take care of the rest of the retailers up to the cooler weather. During the cooler weather, it is of vital importance that the pears reach the consumer in such a condition that he can eat and enjoy them.

We have made many friends this year and undoubtedly improved our position over the past season. The way Bosc were placed on the market in New York in 1932, both in regard to quantity and condition, was deplorable. It was noticeable as the cold season came on in New York that chain store buyers, for example, who are large purchasers of Bosc pears, were beginning to pass them up and buy Anjous. The reason was largely because most of the Bosc sold last year during this cold period were green.

Poor Fruit Handicap

Each sale of these poorly conditioned Bosc not only throttled any possible future sale for last year, but has been reacting against us this year. We are merely paying this year for some of the sins of last year. The fruit stands are always loaded with many varieties of excellent fruit. A pear customer lost to this competition is difficult to win back again.

This year's experience has proved to us that it is possible to handle Bosc in such a manner as to place them on the market in the condition which we want them. Shipping overland by rail early in the season is fairly satisfactory. This is especially true in October and early November, when a portion of the fruit is shipped the southern route where it partially ripens on the way to market. After mid-season it is both economical and practical to ship Bosc by boat for storage and conditioning in New York.

Markets

Livestock

PORTLAND, Ore., Dec. 27.—(AP)—CATTLE: 175; calves 10; steady, unchanged.

HOGS: 500; steady to strong, unchanged.

SHEEP: 50; steady, unchanged.

Portland Produce

PORTLAND, Dec. 27.—(P)—BUTTER—Prints, extras, 21c; standards, 20c lb.

BUTTERPAT—Portland delivery: A grade, 17-18c lb.; farmer's door delivery, 14-15c lb.; sweet cream, 5c higher.

EGGS—Pacific Poultry Producers' selling price: Fresh extra special, 24c; extras, 23c; standards, 22c; medium, 18c dozen. Buying price by wholesalers: Fresh extra, 18c doz.; first, 11c; mediums, 11c doz.; under-grade, 11c; pullets, 11c dozen.

Portland Wheat

PORTLAND, Dec. 27.—(P)—Wheat: Open High Low. Close.

May 72 74 75 74 75

Dec 69 71 72 69 73

Cash:

Big Bend bluestem .74

Dark hard winter, 12 pct. .76

11 Pct. .73

Soft white .71

Western white .71

Hard winter .71

Northern spring .71

Western red .71

Oats: No. 2 white .22.50

Corn: No. 2 E. yellow .23.00

Millrun standard .14.00

Today's car receipts: Wheat 106; barley 1; flour 11; corn 6.

Chicago Wheat

CHICAGO, Dec. 27.—(P)—Wheat: Open High Low. Close.

Dec. 81 84 85 81 84

Mar. 81 84 85 81 84

July 82 85 86 82 85

Wall St. Report

Stock Sale Averages.

(Copyright, 1933, Standard Statistics Co.)

December 27: 20 20 30 90

80 80 90 90

Today 89.1 41.1 63.2 71.1

Prev. day 88.1 41.0 61.1 70.0

Week ago 87.4 41.1 63.3 70.0

Year ago 49.7 24.8 67.7 63.5

3 Yrs. ago 113.0 89.7 130.2 117.2

Bond Sale Averages.

(Copyright, 1933, Standard Statistics Co.)

December 27: 20 20 30 60

100 100 100 100

Today 71.1 73.2 76.0 73.4

Prev. day 71.4 72.6 76.0 73.3

Week ago 71.3 72.1 75.7 73.3

Year ago 61.8 57.0 81.0 66.6

3 Yrs. ago 85.9 100.8 97.2 94.8

NEW YORK, Dec. 27.—(AP)—

The general run of stocks, led by the utilities, pushed upward today despite a large volume of year-end tax selling. Although gains were moderate in most instances, and a few soft spots were evident, expanded offerings usually were absorbed without much difficulty. The close was steady to firm. Transfers approximated 3,100,000 shares.

Today's closing prices for 32 selected stocks follow:

Al. Chem. & Dye 143 1/2

Am. Can 97 1/2

Am. & Pgn. Pow. 7 1/2

A. T. & T. 107

Anacosta 13 1/2

Aitch. T. & S. F. 54 1/2

Bendix Avia. 16 1/2

Beth. Steel 36 1/2

California Pack'g. 24 1/2

Caterpillar Tract. 24 1/2

Chrysler 53 1/2

Coml. Sols. 29 1/2

Curtiss-Wright 2 1/2

DuPont 92

Gen. Foods 32 1/2

Int. Harvest 39 1/2

Gen. Mot. 34 1/2

I. T. & T. 13 1/2

Johns-Man. 38

Monty Ward 21 1/2

North Amer. 14 1/2

Penn. (J. C.) 31 1/2

Phillips Pet 15 1/2

Radio 6 1/2

Sou. Pac. 18 1/2

Std. Brands 20 1/2

St. Oil Cal. 38 1/2

St. Oil N. J. 45 1/2

Trans. Amer. 6 1/2

Union Carb. 45 1/2

Unit. Aircraft 30 1/2

U. S. Steel 40 1/2

AUTOISTS WARNED TO PROCURE TAGS

Sale of 1934 auto licenses continued brisk today at the sheriff's office. For the convenience of autoists the sheriff's office is being kept open during the noon hour this week. All are urged to get their new tags before the end of the week, when a rush of late comers is expected.

Autoists without new licenses after January 1 are liable to arrest, and it is said there will be no period of grace. Residents of Oregon with new California plates are also subject to the same rules. The difference in cost between the two fees is \$2. Purchase of the auto in California is no ground.

The state police announce a round-up of citizens who annually make a practice of buying California licenses, or none at all. There are several of the latter class in the far corners of the country. It is alleged they confine their driving to their own territory and do most of their motoring at night and on Sunday. Several have been "spotted" by the police claim.

JOHN D. BUCKLEY DIES NEAR RUCH

John D. Buckley died at his home, two miles south of Ruch Tuesday evening after a brief illness from a heart attack. He was a native son of Jackson county, born on the Buckley ranch August 28, 1873, where he spent all of his life. He was the oldest son of Mr. and Mrs. James Buckley, now deceased, early pioneers of this county.

Mr. Buckley leaves a host of friends besides his brothers and sisters, James Buckley, David Buckley and George Buckley, Miss Rose and Kate Buckley, all of Ruch, Oregon.

Burial services will be held at the Sacred Heart Catholic church, Medford, Friday at 9:30 a. m. Rev. Father Wm. J. Magner officiating. Interment in Jacksonville cemetery. Peril Funeral Home in charge of the arrangements.

GOLD PRICE REMAINS UNCHANGED FOR DAY

WASHINGTON, Dec. 27.—(AP)—The government gold price was unchanged today at \$34.06 an ounce.

It was the seventh repetition of this quotation for newly-mined domestic metal.

Bar gold in London was worth \$32.52 on the basis of sterling opening at \$5.14 1/2 to the pound.

BIRTHS

Born to Mr. and Mrs. Gerald Lane of this city, a daughter weighing five pounds, 15 ounces, at the Community hospital, Tuesday, December 26.

San Francisco Fruit

SAN FRANCISCO, Dec. 27.—(AP)—State market news service:

APPLES: Loose Sebastopol, Wagener, 85-90; Rimes 90-100. Greenings 85-90; packed boxes Washington Oregon Spitzenburg 1.90-2.15, fancy 1.65-1.75. Delicious of 2.00-2.15, some 2.25-2.35. Oregon Newtown of 2.00-2.10, few 2.25, fancy 1.65-1.75.

PEARS: Oregon D'Anjou 2.15-2.25 per box extra fancy, fancy mostly 2.00, choice 1.65-1.75. Watsonville Winter Nellis 1.65-1.75. Placer county Bosc 1.40-1.50 per lug.

Export Wheat.

PORTLAND, Ore., Dec. 27.—(P)—The Emergency Export corporation today offered 78 tons a bushel for soft white wheat for foreign shipment.

Silver.

NEW YORK, Dec. 27.—(P)—Bar silver 1/4 higher at 43 1/2.

S. P. S. Train Hits Slide.

THE DALLES, Ore., Dec. 27.—(AP)—The engine and one car of a Spokane, Portland and Seattle mixed train were derailed by a landslide one mile south of Maupin before dawn today. No one was injured. The engine was reported badly damaged. The track will be blocked until tomorrow.

BIGGER and BETTER VALUES for 1934

PAY 'N TAKIT

SOMETHING SAVED ON EVERYTHING

Savings for Thursday, Friday and Saturday Dec. 28th, 29th and 30th

TOMATOES Day brand, solid pack, No. 2 1/2 can 3 cans 35c	PEAS Sunset brand No. 2 can 3 cans 29c	PINEAPPLE Del Monte crushed No. 1 special can 2 cans 19c	CORN Country Kist Golden Bantam No. 2 can 3 cans 29c
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Salt	Max-i-mum Shaker 2-lb. Tube	2 for 15c
Honey	Golden Bee, 12 oz. Comb	2 combs 25c
Mustard	Best Foods 9 oz. Jar	Each 9c
Peanut Butter	Max-i-mum, Fresh Ground	Lb. 10c
Swansdown	Cake Flour For Cake Success	Pkg. 29c

AIRWAY COFFEE A Good Quality at a Low Price **19c** Lb. Pkg.

Candy	Fancy Quality Hard Mix	Pound 10c
Almond	Larze Size	2 pounds 25c
Walnuts	Oregon Grown Soft shell	Pound 19c

Bulk Items of Quality and Savings

Raisins	New Crop Seedless	4 lbs. 23c	Soda	Full Strength Baking Soda	2 lbs. 13c
Macaroni	Oregon Made Cut	3 lbs. 19c	Beans	Small Size For Baking	4 lbs. 19c
Prunes	Large Size Meaty	3 lbs. 19c	Chocolate	Fresh Ground Sweetened	Pound 19c

FLOUR SAVINGS

Blue Seal	Guaranteed Hard Wheat	49-pound sack \$1.83	Pride of the West	49-pound sack \$1.35
Flaked Hominy	Try this in Casserole	2 lbs. 19c		

FRESH FRUITS AND VEGETABLES

POTATOES	U. S. No. 2s	50 lb. bag 49c	APPLES	Fine for Baking	Box 59c
CABBAGE	Solid Heads	Pound 1 1/2c	SQUASH	Good Cookers	Pound 1c

MEATS

HAMS

Swift's Premium, Cudahys Puritan and Morrells Pride

Pound **17 1/2c**

PICNICS or HAM ENDS

Sugar Cured

Pound **10c**

Pork Chops

Loin and Rib Cuts

Each **2c**

Boiling Meat

Prime Steer Beef

Pound **7 1/2c**

FREE DELIVERY—Orders of \$3.00 or Over—10A.M. and 4 P.M.

ELKS ANNUAL New Year's Eve Party

ELKS TEMPLE SUNDAY, Dec. 31st

For Elks and Invited Guests

Entertainment Starts at 11

Dancing from 12 to 3 Monday Morning

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