SHEPARD OUTLINES BENEFITS OF UNION

(Continued from Fifth Page)

pool our issues. We must form associations, and every grower must join and support it loyally. The reasons seem so clear to me that it hardly seems necessary to go into further argument, and instead of giving you further reasons of what I am advocating, I will confine myself to a few facts that are convincing. The ideas advocated are practically the same as the system of business adopted and effective in the operation of large successful industries of our country, like the railway, the Standard Oil, United States Steel Co., the department store and the big wholesale houses and factories. Fruit growing and selling are practically no different. A few facts are more convincing than arguments, therefore I will tell you about the Hood River Apple Growers' Union.

Previous to its existence our growers sold fancy four tier Spitzenbergs for 85 cents per box, and the next year after when the Apple Growers Union was formed they received $2 per box and since that time we have never received less. The first year I managed the Hood River Apple Growers Union we obtained the highest price for apples that Hood River had ever received, and the price obtained was higher each consecutive year during my manage ment. So thoroughly do our people from this object lesson, illustrated in dollars and cents, realize the importance and benefit to them of our union that the membership has increased from 47 to 300, and the Hood River Apple Growers Union controls from 90 to 95 per cent of the apples in our valley. I am sorry to say that we have not got the remaining five or ten per cent. There are reasons, most of them are personal, but it is the Hood River Apple Growers Union that sets the price for Hood River. Of course the market conditions are governed by the laws of supply and demand and this price being set protects the individual shipper, insuring him as good a price and in some cases on account of the desire of many dealers to have at least a few of Hood River apples to advertise their business, frequently enables the independent shipper to get from five to ten cents per box more. Many of these independent growers have frequently admitted to me that without the union they would not obtain the price they were getting and that they would join the union before they would allow it to bust. I am sorry any of our growers stay out for personal reasons, because I believe all of us appreciate what the Hood River Apple Growers Union has done for Hood River Valley, what it is doing and what it will do. We have intelligent people and I believe the time not very far distant when every apple grower in Hood River Valley will see the necessity from a personal point of view in addition to his general interest in the valley, of joining our association, shipping his crop with us and giving our association his loyal support. I want to give you another convincing proof of the value of an association, which is more significant and more convincing than anything I have said to you this evening. In the year 1907 the apple buyers lost a great deal of money. In 1908 it was the general opinion of nearly every apple grower in the northwest that the buyers in the east at least had an understanding of some kind and it was the general impression among growers that there was a movement on foot to force the growers on a consignment basis. I do not mean to say that there was an agreement to this effect, and I do not intend to convey that every apple buyer was in sympathy with this idea, however, I will not dwell further on these points, but call your attention to the facts of that year, which I believe will convince you of the value and power of a union. Not a wheel was turned, not a box was sold in the Northwest by a single individual, private shipping firm or association, so far as I know, until Hood River Apple Growers Union knocked a hole in the stone wall and made a sale of the entire crop, the same as it has done every year in its existence, and then the fun began, the great apple industry of the northwest was again doing business on the F. O. B. plan. If it had not been for the strength of the Hood River Apple Growers Union I am inclined to believe all the north west apple growers might have fallen back into shipping on consignment basis, and all of you apple growers know what that means. The season 1908 was a critical one indeed, but the Hood River Apple Growers Union had the strength to meet the situation. When this sale was made the ball was started rolling and other districts with good associations were sold out and cleaned up before the districts with out associations got started, and I want to call your attention also to the fact that during the last few years the prices obtained in the different sections have depended largely on the strength of their association. The districts with the strongest unions which control the greatest per cent of the growers, are the ones that have secured the best prices. The Hood River Apple Growers Union I believe is the best organized, the best managed and the strongest apple Union in existence and it controls a greater per cent of its growers than any other association in existence that I know of, and I might add that we have obtained the highest prices for our apples of any section in the United States, during the time we have been in existence.

The prices during the last ten years in Hood River at which fancy fourtier Spitenbergs have been sold may be interesting. In 1900, $1.75; in 1901, $2; in 1902, $2.25; in 1903, $2; in 1904, $2.10; in 1905, $2.12½ to $2.60; in 1906, $2.25 to $3.15; in 1907, $2.25 to $3.27; in 1908, $2.25; in 1909, $2.50 to $3.35, all net f. o. b. Hood River.

In California the orange industry had become demoralized and growers were asking practically no profit, until they formed the California Citrus Association, which is the biggest organization in the country, of its kind, and since that time the orange growers have been prosperous. In Fresno, the great raisin country, where they have no association, I was told last week that many of the growers had been unable to dispose of their crop of raisins at a profitable figure and have been holding them on storage for two or three seasons, and last year conditions were so bad that many growers fed grapes to the hogs.

Some time ago, G. Harold Powell, connected with the Horticultural Bureau in the department of Agriculture, spent two days at Hood River. Mr. Powell is the man, whom the United States Government at the request of the orange growers sent to California to investigate and ascertain the reasons for fruit arriving at its point of destination in a damaged condition and for the further purpose of investigating pre-cooling, with a view to seeing if it was possible to improve methods so that fruit could be laid down at destination with less loss and in better condition. Consequently, it must be apparent to you that Mr. Powell's ideas, on account of his opportunity, experience and ability must be valuable. He believes, in which I can concur, that in order for our State to obtain the best prices it will be necessary for each district to form an association, and he further believes that the time is not very far distant when all associations in Oregon will be joined together with one direct manager, who will control the selling and distribution. Mr. Powell even goes further than this and states that eventually it is quite probable that Oregon, Washington and Idaho will all be united along these lines with one selling and distributing manager, with agents located in the principal distributing centers of the east.

Such a plan would eliminate self competition, prevent the glutting of any markets and result in proper distribution, which would mean that each market would be properly supplied in accordance with the laws of supply and demand and the best prices realized.

In the districts without an association growers are compelled to do one of two things, selling dependent or consign. I think I have made it clear that a lot of growers selling independently cannot secure as good prices as they can through an association and I think all of you are sufficiently well posted to realize that random consignments frequently mean poor prices and some times red ink balance sheets. Of course I am glad to state there are lots of good commission houses that do a good clean straightforward house business, but it is not easy for the grower to find out except by experience, which sometimes means loss, which of the commission houses are good and which are not good. Where the growers do their own selling they are handicapped by the individual who does not know the market and by the one who sells because he needs the money. It is only natural the buyers are keen fellows and buy as cheaply as they can. You cannot blame them for this. If one man, who is not posted or because he needs the money, sells at a low figure it pulls down the market and makes it harder for the grower who is posted, to get the price for his fruit that he is entitled to. The association eliminates such conditions.

The association saves the grower a great deal of money by buying in carload lots the paper, box material, sprays, etc., and furnishing to the grower at cost price, plus the cost of handling which has saved thousands of dollars for our growers. The manager of an association naturally meets representatives from all the other fruit sections, buyers and salesmen from the different implement houses and spray manufacturers, and naturally by absorption becomes well posted and consequently is able to give the growers a great deal of very valuable advice and information on these subjects which would be difficult for the grower to get otherwise because he does not have this opportunity of meeting all these different people connected with the business.

The directors of such an association should be selected with care. They should be successful growers with good business ability, popular and recognized as a square man, and be selected so as to represent each section of the district. The association should be run on the co-operative pan, and conduct its business with a view of paying the grower the price realized for the fruit, less the actual expense of doing the business, without endeavoring to create a surplus for stock dividends. Stock should be held entirely by the fruit growers and the amount of capital subscribed should be necessary to properly equip the association with shipping ware house, proper facilites, and cold storage plants where necessary. The union should require a contract from each grower for his crop in advance of the coming season. This is absolutely necessary in order to run an association successfully. Without contracts binding the growers the association cannot make sales. I am sorry to say that if the growers are not bound by contract some members would decline to deliver the fruit when an opportunity presents itself whereby they can get five or ten cents more.

Hood River formed the first union in 1893, and I am glad to see the different districts throughout our different fruit sections waking up to the necessity of the association which I have always advocated since I went into the fruit business in Hood River. Expressing my views editorially in Better Fruit of which I am editor and publisher, in the first year of its existence, my concluding remarks were as follows,—"Finally when we have got an association in every district we can organize under one grand association composed of the managers of the district associations, which can create a harmonious policy, which will not only be for good in all but a power in the land."

Before closing I want to touch briefly on a few general topics. I do not believe in over production. There never has been a continued over production of any food commodity. There are temporary over productions. The crop of apples in 1896 was 69 million barrels. The average crop for last three years has been about 5 million barrels. In connection with his decreased crop it must be noted that the population of United States has increased phenomenally and I might add that while the population of United States has increased 300 per cent the consumption of fruit has increased 1500 per cent, which in my opinion does not seem to indicate an over production. The increased consumption of fruit is probably due to two cases. The Americans are rapidly becoming a fruit eating nation.

Another reason for the increased demand and perhaps the more important reason is the better railroad facilities, better service and better cars. We can now ship fruits grown in Oregon to almost every city in United States and the more hardy fruits, like pears and apples, are shipped to Europe, Asia, Africa, Australia, and in fact anywhere in the world and laid down in perfect condition.

Once more speaking of over production, in an article published in last Sunday's Oregonian giving an interview with an eastern Newspaper man, he states we need not fear over production, but under consumption.

A long time ago in Better Fruit I called attention of the fruit industry to the fact that Hood River Spitzenbergs were sold in New York at 75 cents, $1 and as high as $1.50 per dozen. The apples averaged eight to ten dozen to the box, and consequently bringing retail $10 to $12 per box. These apples are sold in Oregon net, f. o. b. $2 to $2.50, freight is 50 cents, dealer makes 50 cents, costing the retailer $3 to $3.50 per box, and he sells them at retail making three to four hundred per cent profit. There is scarcely any other food commodity that I know of where the retailer's profit runs up in the hundreds of per cent like it does in the retail fruit business with the restaurant and hotel.

If we had associations throughout all the different fruit sections in the northwest we could easily get together through representatives to favor any plan that would promote the fruit industry or fight and opposing any measure that would defeat it. Over a year ago, almost single handed I might add, Hood River shared the fight against the Lafean Bill, which was then known as the Porter Bill. We were successful and with the assistance of representatives from the state of Washington the Porter Bill was killed and we have been opposing the Lafean Bill without any united action every since, and today through the assistance of the Oregonian, our State Board of Horticulture and the State Horticulture Society of Washingon and the efforts of individual growers, we have succeeded in pigeon-holing the bill, but whether we will keep it pigeon holed or not remains to be seen. If we had been united we certainly would have been in far better position to successfully oppose the passage of this bill, which to say the least if passed will certainly disturb our pack to what extent remains to be seen. Of one thing I am sure. The northwest will never pack in any other size box than the one we are using now, no matter what kind of a bill the eastern people are successful in forcing on us. We will brand it a short box and take our chances rather than depart from our uniform pack, which is meeting with great popularity with th trade.

The fruit industry is the fourth industry in the state, with a strong probability in the near future of being the most important. Our timber will be cut down, the land becomes exhausted which continued crops of wheat, and the fruit industry is increasing more rapidly than dairying.

In conclusion just a word of caution. All land is not fruit land. Poor trees on good fruit land will not make orchards. Good trees on good land will not succeed without proper care. All climatic conditions are not suited for the production of fruit. Where money is being made in an industry and sales of real estate are active it is but natural that promoters with no idea of remaining permanently in the business will engage in buying and selling lands, and so I feel justified in saying to investors when you purchase orchard lands of a company be careful to know that the land is situated in a good fruit country. Be sure the people you are buying of are responsible financially and morally and assure yourself that they will carry out their contracts.

If you are to set the orchard yourself, be sure you get good land and that the supply of moisture is sufficient by rain fall or irrigation. Be sure that you are free from frost, and last but not least, be careful to select varieties of fruits that will do the best in your location and don't plant varieties because they have done well in some other district or because they bring the highest price, but select those varieties that you are sure will do the best in your locality and sell for the most money.

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Eight boxes of Stark Delicious, at the Denver National Apple Show, sold at $15.00 per box, while one box was sold for $25.00. —J. W. Murphy, Glenwood, Iowa.

That is the world's record price for apples. All the newspapers reported it—it further opened the eyes of planters everywhere. Only surpassing quality—complete apple supremacy could command such a price. Stark Delicious is all that and more.

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Send your order early—our immense stock will be oversold before the end of the season.

Black Ben Wins Carload Premium

Black Ben won the $500.00 carload premium at the Denver National Apple Show. Here's a telegram:

At National Apple Show just closed five hundred dollar carload premium was awarded a car of Black Ben apples grown on one hundred sixty Stark Trees at Fruita, Colorado.
(Signed) Dr. S. T. Green, President
Fruita Chamber of Commerce.

Have you Black Ben in your orchard? If not get it in this spring—plant largely of it. As a commercial sort it is unsurpassed, a sure, regular producer of handsome profits. It sold this year at the Wenatchee Wash., Fruit Grower's Ass'n sale, at the same price as Jonathan—$2.00 per box, while Ben Davis brought only $1.40, Gano $1.50 and Mo. Pippin $1.50.

You positively cannot make a mistake on Black Ben—plant it largely—you'll never regret it. As a filler for Spitzenburg, Newtown, Jonathan, Delicious, etc., it is excellent.

Our stock of Black Ben is immense—finer trees never grew. Get your order in early.

From a commercial standpoint I fully and heartily recommend Delicious, Black Ben and Stayman Winesap as three of the finest varieties for commercial orchard planting. The eating qualities of Delicious and Stayman Winesap are superior to any other table apple while Black Ben is the apple for the masses. The keeping qualities of all three varieties are excellent. I came to the United States Land and Irrigation Exposition at the Coliseum, Chicago, with the Wenatchee Commercial Club Exhibit and have sold a number of boxes of Stark Delicious at $10.00 per box. This, I think, speaks well for them.—C. W. Wilmeroth, Wenatchee, Wash.

Note: Mr. Wilmeroth spent 32 years on South Water St., Chicago as an apple commission man. He probably is the best posted apple-man in the country.—Stark Bro's.

Stark Early Elberta

A great peach for western growers. Originated in Utah. A yellow free-stone ripening with Carmen but hardier and better than Elberta and a better shipper. Do what the "Peach King" is doing—plant it commercially this spring. When they fruit you will want more. Stark Early Elberta will increase peach-orchard profits where ever planted.

I believe Stark Early Elberta is one of the best varieties introduced since the first Elberta came. It will no doubt play an important part in sections such as we have here where growers do not want too many varieties but must have early and late kinds. In Early Elberta one has all the good qualities of Elberta and the additional feature of early ripening.—E. H. Favor, Horticulturist, Davis County, Utah.

General Stock

We never grew a finer or larger stock of all the popular western varieties than we are offering this spring. Tree-perfection is a description of every tree, and remember—we positively assure complete satisfaction. Most of the country's reliable nurseries are already sold out. The demand is ten times greater than the supply. We have the stock to fill every order for all sorts and the kind of stock that will make the buyer our lasting friend. But early buying is wise buying. It is to your advantage to order promptly.

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Senator	Muir	Mission
Banana	Alton	Worden
Jonathan	Elberta	Niagara
Newtown	Lovell	Campbell
Black Ben	Krummel	Flame Tokay
Spitzenburg	Red Bird	Stark Eclipse
Rome Beauty	Crawford	Moore Early
L. Raspberry	Levy Late	White Muscat
Stark Delicious	Philips Cling	Stark K. Philip
Stayman Winesap	June Elberta	Blk. Cornichon
Stark King David	Stark E. Elberta	Thomp's Seedless

Prof. H. E. Van Deman, Ex-U. S. Pomologist and chief judge of the 1909 National Apple Show held at Spokane, Wash., says: King David was the most beautiful apple I saw in all the West this year.

Cherry	Apricot	Pear
Bing	Royal	Anjou
Lambert	Tilton	Bartlett
Royal Ann	Blenheim	Lincoln
Montmorencies	Moorpark	Comice
Royal Duke	Colorado	Winter Nelis
Black Tartarian	Wenatchee	Easter Beurre

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