

### PEACH SHIPMENTS FROM ASHLAND.

The Ashland district in Oregon attained quite a distinction this season from the fact that it was the only section in Oregon or Washington that gave a full crop of the late varieties of peaches. From a report we have at hand we learn that from Ashland Station there were shipped from July to October 34,500 boxes of peaches by freight and 36,100 by express. There are a number of other stations in that vicinity that also shipped heavily. This is the first year that Ashland peaches have entered the Eastern markets and the results were very pleasing to the growers, who found that their fancy product was very popular. One of the principal growers and shippers was Max Pracht, who, in answer to a query for a review of his experience for the season, said:

"Ashland has again shown her remissness to her own best interests by her failure to provide herself with an up-to-date fruit cannery. If my orchard is a criterion at least a ton of peaches per acre of trees went to waste, or at best were dried in all sorts of driers, which from lack of experience have turned out a product having a wide range of value, some of it when brought into open competition in the market possibly failing to pay wages, after freight and other charges have been satisfied. The unusual hot weather of August forced to maturity perhaps 50 per cent of our Crawfords before they had attained a size justifying shipment. They were full flavored, however, and exquisitely colored and would have made a better canned peach than the extra large fruit we are accustomed to send to market. What Ashland needs most now is an up-to-date cannery. The success attending Ashland's first year's experience with refrigerator car accommodations is varied. A want of knowledge on the part of the shipper as to the proper degree of ripeness caused a loss. The fruit arriving in the East chilled, and not a bit riper than when it left here, and being required for immediate consumption, it was classified by the buyer as 'green' and the bids on such lots, as shown by the printed returns furnished by the Earl Fruit Company, ranged from 45 to 60 cents per box, as against 90 cents to \$1.10 for ripe and properly graded fruit in the same car. What Ashland needed was one season's experience with refrigerators to teach us that fruit so shipped must be started from here much riper than when shipment is made in the ordinary box car or 'oven,' as heretofore. On the whole, the season must be accepted as fairly satisfactory. Considerable money was put into circulations and the net profits, though not as large as was expected, are a gain, while the advertising Ashland has received in the leading markets of the East is worth a great deal. Letters received from distributing merchants at various points all agree in saying that Ashland peaches are far superior to any heretofore received from California, and in several cases offers have already been made to purchase some of our leading brands f. o. b. in Ashland next year, an advance of 15 to 20 cents per box over same varieties of California peaches being offered—one concern in a Mississippi river city offering to take two carloads per week. A 'trade mark' brand printed wrapper and an attractive box label, also 'registered,' are great helps in the sale of fruit when the latter is of itself fully up to the highest standard. Peaches offered under such a 'trade mark,' one which has now been in use five years, invariably starting out at an initial auction bid considerably higher than offers made for peaches packed in the old way, the extra profit being more in every case than the extra cost of wrapping and labeling. Printer's ink pays, even with peaches.

"What Ashland needs is a local fruit union, which, with a good manager, properly graded peaches and the use of distinctive labels and wrappers, will net to our orchardists a much better price. The buyer whose customers have had and demand a certain brand of peaches must pay the price,

and is more certain of his own profit than if he handles 'wild cats.'

"What Ashland needs is more confidence and real co-operation in her fruit business."

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