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NEW YORK APPLE EXPORTER VISITS

Geraid Da Costa, one of the leading exporters of Northwest boxed apples, whose home office is in New York City, accompanied by L. M. Collins, traffic manager of the Elder Steel Steamship Co., and C. O. Hirschberg, of the Admiral Line's Portland office, representatives there of the Elder concern, were here last Thursday interviewing apple shippers and growers.

Mr. Da Costa, who has been handling Hood River apples for more than a decade and who is now on a tour of all Pacific coast apple districts, in order that he may study, as he says, the desires of growers and shippers at first hand, is an advocate of greater development, on the part of apple shippers, of use of refrigerated spaces of steamships plying between Pacific coast ports and those of the Atlantic coast. Mr. Da Costa points out that the Elder Steel Steamship Co., operating three vessels between Pacific ports and Atlantic coast points, has rendered a service to shippers that has been gratifying.

"These three steamers," says Mr. Da Costa, "which have already handled material quantity of apples, will carry 40,000 additional boxes soon. They are equipped with individual refrigerated compartments. Shippers may have their apples handled according to their individual desires. On arrival at New York City the fruit is discharged at Pier 26 on North river at the foot of Franklin street. Apples are displayed for view of buyers in much the fashion employed at the Erie Pier. The display rooms are heated and there is no danger of freezing of the product."

"A charge of 40 cents per box has been set for this refrigerated steamship service.

Even with the inland railroad freights, wharf charges and insurance added, this is under the railway freight charges. The water route, as it eliminates the possibility of damage from frozen fruit, a contingency that the shipper who uses the transcontinental rail lines has to face at this season of the year, has added favorable features for the northwestern shipper. It appeals to the shipper who desires to get late keeping varieties on the market late in the season, in that it requires a longer period in transit, and thus may possibly eliminate an eastern storage charge."

Mr. Da Costa believes that the handling of apples by inter-coast steamers and the transfer of them at New York City to trans-Atlantic ships will be greatly beneficial to the export business. He points out that it is not only cheaper than the trans-continental rail and trans-Atlantic handling of the apples, but that it will tend to stabilize the foreign demands.

"During the season," says Mr. Costa, "the steamers that have handled apples from the Pacific coast in quantities by direct water route from Seattle, Portland and San Francisco, have been advertised for at least a month before their arrival in New York. The trade of the British Isles is thus induced to hold off buying, expecting a reduction in prices at the time of arrival of the heavy stocks. This condition, in my opinion, has had a material effect in reducing the prices of apples in England this season."

"Another point that might be made in behalf of the use of the coast to coast service, combined with the trans-Atlantic ships, is that the Pacific coast shipper will be given a diversion privilege. It may be that conditions, on arrival of the apples in New York City, are much more favorable for the export trade, should he be unable to sell at home. In case the export trade offers better returns, then the trans-Atlantic service is immediately available, and the apples may be transferred and placed on the markets of the British Isles in about 10 days. The maximum transfer charge on lightening the apples from the inter-coast ships to trans-Atlantic vessels is four cents per box. The apples may be forwarded from New York to London, Liverpool, Southampton, Bristol, Manchester, Hull or Glasgow.

"Another feature that should appeal to the shipper of northwestern apples, engaged in the export trade, should be the element of time that must necessarily lapse from time of departure of the fruit until its arrival. By loading direct from northwestern ports, the shipper must judge the market four weeks or more ahead of time. By the time his product arrives, the conditions may be materially changed. He only has to look forward nine or 10 days, when shipping from New York City. This time element is very advantageous on occasion."

"I note, too, that two steamship concerns are handling northwestern apples direct from the Pacific coast to Europe this year. The sailings of their boats are very nearly simultaneous. It would be far better for the shipper and grower if these sailings were alternate, and thus the depressing effect of dumping huge quantities into the English markets would be cut in half. The alternate sailings would feed the market more regularly and would have an all around beneficial effect."

"Trans-Atlantic boats, engaged in handling the freight of general commerce, would convey nominal quantities of apples to the English market at steady intervals, and thus the effects of the glut of the larger cargoes would be eliminated. These trans-Atlantic vessels are never advertised as apple boats."

Mr. Da Costa says that shippers of the northwest who handle pears as well as apples should never route the fruits in the same refrigerated compartments. It has been proven that pears and apples cannot be safely accommodated together, according to Mr. Da Costa. The apples will arrive all right but invariably the pears will show deterioration. Pears must be subjected to a steady temperature, whereas the apples can stand considerable variance.

Mr. Da Costa says that the war time condition developed numerous new factors in the export market, who, although they were inexperienced in handling apples, were induced to attempt their sale.

"Until this element is rooted out of the trade," says Mr. Da Costa, "the established apple dealer and the grower and shipper, too, will feel its harmful effects." The New York exporter, who has connections in all British Isles distributing points, has handled 168 cartons of northwestern boxed apples this season. While the rate of exchange and other factors resulted in heavier sales on the domestic market earlier in the season, when exchange was around \$3.70, heavier sales are now being made abroad, exchange having reached \$4.20. Last year Mr. Da Costa handled 55,000 boxes of apples, one-twelfth of the export shipments. His sales in England averaged \$4.75.

"I have been handling Hood River apples for more than 10 years," said the exporter, who left last Thursday night for Seattle, "and I hope to increase my tonnage. It is not my purpose to establish any further definite connections in the northwest, but I do

wish to make the trip bring me in closer touch with growers and shippers, in order that I may explain to them the benefits of coast to coast shipping, and the possibilities of transferring them to trans-Atlantic steamers."

MRS. COPPLE RECEIVES \$250 WHITE LEGHORN

Mrs. C. E. Copple, of the East Side, last week received from D. Tancred, of Kent, Wash., a White Leghorn cockerel for which she paid \$250. This is the highest priced chicken ever brought to the valley.

"A bird of the same family as mine, but older," says Mr. Copple, "was bought by a Mr. Vernon, Wash., poultry fancier for \$500."

Mrs. Copple is one of the most successful poultry raisers in the mid-Columbia district. She trapezes all of her stock and applies rigid rules of hygiene and feeding with her flocks. Her records show that her net earnings for 11 months of last year on a flock of 150 hens reached \$575. She has one hen, named "Lady Macbeth," that has a record of 38 eggs in 35 days. "Raising poultry is profitable," says Mrs. Copple, "but one should never undertake the task unless willing to keep very enthusiastic and to expend a lot of 'pep' in the care of the chickens. Too many poultry raisers expect to make a success simply by purchasing a few mediocre chickens and then allowing them to take care of themselves. No wonder they make a failure of the poultry business."

The eggs of the mother of the rooster just bought by Mrs. Copple average 26 ounces to the dozen. The bird shipped here was passed on by Judge Costa, internationally known expert, who spends most of his time judging at the country's foremost shows. Mrs. Copple next week will start two 512-egg incubators.

Another local poultry raiser who has just received valuable fowl is Ernest Samuel. Mr. Samuel, whose place is on the West Side, has received five roosters from the Oregon Agricultural College, paying \$10 each for them.

TRUCK LEGISLATION HAS OPPOSITION

Local motor truck operators generally express opposition to the drastic legislation directed at them. Charles Hart, who with local fellow truck owners declares that the rules will almost confiscate their business, says a letter just received from the White truck distributing branch in Portland, fairly states their claims. The letter follows:

"The automobile and truck industry has not only reached the limit, but has gone a considerable distance beyond the limit in the matter of taxes. Where our senators and representatives got the idea that every owner of an automobile or truck or dealer in gasoline driven vehicles has a large surplus of money with which to finance a fair, equal and just tax, and properly maintain them and take care of any other undertaking that requires some cash money we have no idea, but can assure you that the automobile dealers of this city are up in arms over the situation."

"We do not believe that any immediate relief can be obtained but the truck dealers are holding a meeting this noon in the city hall of immediately laying plans to offset the propaganda that has been brought to make a political football out of the automobile industry every time our legislators are so inclined."

"You call attention to the use of the referendum and in the writer's opinion there is a very good possibility of it being used successfully not only on House Bill No. 4, but on the legislation that was put through at a special session in reference to the regulation of passenger buses and trucks used over the state highways. In fact, if the additional tax on gasoline had gone through for financing the fair, the Portland Automobile Dealers' Association had practically definitely decided to make use of the referendum, but now that the big issue, namely the gasoline tax has been held up and probably killed, there is some doubt as to whether the majority of the dealers would be in favor of using the referendum on the other things at this time."

"However, the matter will certainly be discussed and we will be glad to advise you as to the decision that is reached."

"There is one thing sure that the average user of automobiles and trucks does not fully appreciate is the pressure that the automobile and truck owners can bring to bear in matters of this kind if they will only pull together. There is something like 135,000 operators of gasoline driven vehicles in the state of Oregon and this number of voters with their friends working for them can come pretty close to handling any legislative situation that they might be interested in. Not only can, but we are going to make the effort to put it over at the next session of the legislature."

The Book & Art Store New Name

The Book & Art Store is the new name of the business formerly known as the Slocom-Donnerberg Co. Fred W. Donnerberg, with whom is associated his brother-in-law, Fred Dethman, will remain with the business, he and Mr. Dethman having purchased the entire stock of the concern. The two young men state that they plan on serving Hood River with a book and art store of the highest standard.

Mr. Slocom, who retired from the store two months ago, has been devoting his time to orcharding, having joined Dr. J. F. Watt on his Tuckers Bridge tracts. Mr. Slocom, with the exception of F. A. Cram, had been in the mercantile business here continuously longer than any other citizen of the city.

French Ceases Plumbing Business

Floyd L. French who has been associated with M. P. Gibbon for about a year, has sold out his interest in the firm to Mr. Gibbon. The latter will continue the plumbing business at the old quarters on Twelfth street.

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