

"The Lure of the Mask," a story of the most alluring character in fiction, is proving popular

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Says Hood River Is Affected With "Appleitis"

Article in Harper's Weekly From Pen of J. K. Mumford Tells of Valley's Apples and Visit to Fruit Fair. Mentions Apples at \$8.00 a Box

"To say that an Oregon apple grower sold a good share of his 'winter bananas' last year at \$8 a box of forty-eight apples, and this year for even a little more than that, sounds simply like a bald lie, but he declares it isn't. What can be more ridiculous and unbelievable than that hard-headed and close-fisted Scots in Glasgow and Aberdeen pay twenty-nine or thirty shillings a box for Newtown Pippins from Oregon? And yet it is set forth as merely an every day matter of commercial record, a soothing commonplace in the bookkeeping of the Northwestern fruit industry," says J. K. Mumford in *Harper's Weekly*, and continues:

"And all this leads to yet another absurdity, the fairy tale of increase in the value of fruit lands. Slopes which four or five years ago were covered with masses of fir timber, and which with the timber on them were given away by a lavish government and sold by the homesteaders for two or three dollars an acre and good riddance, have this fall been rosy with young apple trees, laden almost to breaking, and have yielded their owners net profits, easily, of from \$500 to \$1500 an acre, in some cases much more. In the records of the Hood River Apple Growers' Union and of similar organizations in the northwest, there are stories of revenue from fruit orchards which made ordinary toll seem a sin and a shame. It is calculated to give an eastern man a chill to see \$200 an acre or more paid for rough, logged-off land, with the stumps and rubbish of logging operation left on it, and here and there a tall fir on the timber butchers have passed by.

"It is more startling still when you remember that to clear this land and fit it for planting is going to cost from \$75 to \$100 more to the acre, and that the trees when they are set out, will not bear profitably until they are five years old. There are young apple orchards in the irrigated valleys of Yakima and Wenatchee, in Washington, once accounted worthless, that have changed hands lately at \$2000 and \$3000 an acre. It sounds like apple insanity, but a commission de lunatico can hardly declare the buyer crazy when he nets fifty per cent or better from the land the very first season after he buys it, and that is what they do, for apples from the best of these districts bring from \$1.50 to \$3.50 a box at the platform, and the cost of production and packing is about fifty-two cents, not much more.

"Throughout this whole north-

west, during the past few years, there have been rises in value that remind one of the fortunes made in the development of Flatbush, the Bronx, and other neighborhoods within easy distance of New York, but the aggrandizement of fruit lands is the most ridiculous of them all, if it be borne in mind that in many places the virgin forests or the sagebrush still runs down to the line fence of the orchard, and that it is a long haul, over rough ways, to the nearest railroad.

"The apple madness, as it is bound to appear to a stranger, is not confined to apple growers, to the groups, small as yet, of men and women who are building up little orchards on the logged off hillsides or the reclaimed desert, to give them sustenance in old age. These are naturally apple mad. They live apples, talk apples, study apples, dream apples, but it all has its results. The clothes they and their children wear are apples, and the coin that goes into the contribution box on Sunday is an apple likewise. But everybody else is more or less touched with this infection of 'appleitis'. Go into a businessman's office in Portland or Seattle and you will find apples, red and yellow, from Hood River or White Salmon, Yakima, or some other even newer apple town, displayed upon his roll-top. There are a few prize apples always on the table in the city bank when the directors meet, and if you see an eager crowd before the window of a department store or a cigar store in a main city street, be sure it is a display of apples they are starting at.

"In Portland there are nearly two hundred men, engaged in diverse lines of business, who own five, ten, twenty, or thirty acres, perhaps more, of apple land in Hood River valley, or some other of the apple districts that are fast coming into fame. A few have bought merely as a speculation, and as a field for such it clearly compares favorably with the stock market, but by far the most have merely followed the example of the first lady of any land and yielded to the fascination of the Spitznagel. Lawyers and merchants have their little orchards that somebody is tending; plumbers, barbers, freight agents, working men of all degrees have set out rows of apple trees on small holdings and are only hanging onto their jobs until the trees come into bearing. The biggest apple grower I have met

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Little Miss Anna Dart Wins Prize Doll Contest

The doll contest which was inaugurated by Frank A. Cram and caused widespread interest among the little girl population of the city and valley and it may be added, a good many grown-ups also, was won by Anna Dart, who had tickets to the amount of \$4,523.25. Marie Bartness was second with \$1,004.45 to her credit and Suzanne Kay third with \$942.97. Lillian Brock came in fourth with \$836.45 and Lillian Gerdes' account

stood \$323.51.

As soon as the result was determined Mr. Cram sent word to the unsuccessful contestants to come to the store and pick out the next best dolls, an act that pleased the little misses and their friends. The contest is said to have been a great trade stimulator and while it was waged vigorously the result was received with best of feeling and good wishes on the part of the losers for the joyous little winners.

RENDERS DECISION AGAINST LIGHT COMPANY

Decision in the suit of N. C. Evans against the Hood River Electric Light, Power and Water Company for an accounting was rendered last week by Judge Bradshaw. According to the decree which is a lengthy document, Mr. Evans is granted everything he asks for, the net result, however, accruing to him after the numerous stock cancellations are provided for, being about \$150 in corporation credit.

The complaint in the suit was filed about two years ago and decision has been pending about a year. It was expected that it would be given out sometime ago, but action to examine the light company's affairs was not commenced until shortly after the recent water election.

According to the adjustment of the company's affairs made by the decree Mr. Evans will have 13 per cent of the stock and H. F. Davidson, E. E. Goff and W. H. Chipping 87 per cent. Mr. Davidson must pay into the company \$8,000, 13 per cent of which will accrue to the plaintiff. Evans' benefit amounting to about \$1,000, but as it cancels 35 shares of his stock in the corporation with a par value of \$75 it leaves him a net gain of approximately \$100.

The decree also cancels 947 shares of the corporation with a par value of \$23,675 and reduces the valuation of its property \$22,000. The costs in the case which are roughly estimated at \$1,500 are placed alike on the plaintiff and defendant exclusive of their attorneys' fees. The suit involved transactions to the amount of something over \$30,000.

NEW YORK CITY'S FRUIT

Where It Comes From And What It Costs :

\$225,000,000 Would Not Cover Orchard Products And That Means Only a Portion of the Quantity of Fruit Used.

From the New York Times.

There was perfect pandemonium in a little room over the Erie Railroad pier at the foot of Chambers street. A gesticulating mob of men shook their fingers wildly before a placid person sitting at a high desk and shouted till the rafters rang. It was a miniature counterpart of the Stock Exchange on a lively day, except that a majority of the shouting fraternity were ill dressed and generally unincensed. The man at the desk murmured unintelligible words like a magician reciting an incantation and the hubbub ceased. With hardly a pause the mumbling began again and the uproar broke forth instantly, more weird than ever.

One man, questioned as to the reason for the excitement, observed casually, "Why, you see, grapes have gone up twenty-five cents."

It was in the Fruit Exchange auction room over pier 20. Downstairs the day's importation of California fruit was spread in all its purple and golden glory, crate after crate of grapes, box after box of oranges, and there men were fighting for its possession. "Going up twenty-five cents" appeared to be a matter of highest importance, as well as might be, for the greater number of the shouting mob were buying for pushcart peddlers, and to pay a dollar twenty-five cents instead of a dollar makes a difference to that extent, if humble, branch of the trade. The exchange is built like a theatre, with what might be called the orchestra chairs occupied by representatives of the great wholesale houses along Washington street, and the rear given over to the pushcart people, Italians, Greeks, Jews and Syrians. The fire of the Orient burned in their eyes and fairly scintillated from their fingers as they clamored. The well-groomed minority was calmer, but not so very calm, for fortunes are made and lost on this same fruit exchange.

It is a tremendous business, full of excitement and romance, spreading all over the country and calling out more capital than almost any other American industry. The orchard products alone, which include apples, peaches, pears and plums, is worth in an average year 225 million dollars, and when it is considered that freight and commissions and a hundred and one other expenses must be added to this before the fruit reaches the consumer one gets an idea of the enormous amount that circulates about the first course at breakfast and the last at dinner.

The fruit business in New York alone keeps four journals going and

an equal number of auction rooms, employs a vast staff of men in scores of different capacities and uses nearly a quarter of the entire California output, although it is a distributing point for only the lower part of the state. The Erie pier, as long as three city blocks and piled high, is not enough at the height of the season for the day's shipment, and it is used for California consignments alone. The record day on the pier brought in 115 carloads of fruit, and when it is considered that all this stuff is perishable and must be sold at once, whether at a profit or a loss, it is easy to see that a fruit merchant need never complain of lacking excitement.

If a man of speculative turn of mind buys direct from some grower, taking his chance of making a profit when he sells in New York, and then brings in his big purchase to find that someone else has had a similar inspiration on the same day things are as lively for him as for any speculator in Wall street. Fruit journals use terms borrowed from the phraseology of "the street"—there may be a "big slump in watermelons" or a "corner on peanuts," events that justly thrill Washington street, while the rest of the world idly munches and reflects not on the issues at stake. For a good many people the fruit business is largely a gamble.

This is especially true of the apple trade. In a very good year over two hundred million dollars is spent in apple buying and the whole thing is speculative. The crop is bought long before the fruit is ripe, indeed it often changes hands theoretically when the trees are merely in blossom. A wind comes and ruins part of the crop or it is a dry season or one of a dozen misfortunes befall and the crop turns out to be "number twos," that is below the first rate grade. Then the speculator finds that he has fallen on evil days. Or it goes the other way. The farmer is conservative and anxious to get ready money; the crop turns out splendid, and the speculator makes a neat little fortune. This thing goes on continually along the dingy water front that suggests little enough of adventure or romance in any form.

It is, in the main, a profitable business, full of risk as it is, and there are strange tales of the amount of money made by some of the shabby bidders in the rear seats in the exchange. They provide for the push carts; each man has his clientele of men of his own nationality, and makes a commission on each box or barrel he

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Smooth Fruit Buyer Hands Growers Package

Rudolphus Erastus Snyder Promises Cashmere Fruitmen Big Returns. Sells Apples and Then Mysteriously Fades Away

The story of how an unknown but glib-tongued fruit buyer recently gulled growers in the Wenatchee valley who had been offered good prices by reliable firms in Chicago and on the coast, is graphically told by the Cashmere Valley Record, which says: "R. E. Snyder, smooth talk artist and erstwhile high-brow boaster for the Hawaiian Pacific Fruit company has, like the traditional Arab, folded his tent and silently stolen away, doubtless to spend the winter in some more congenial climate. Mean time there are quite a number of Cashmere ranchers who would like to have a heart to heart talk with him—and thereby hangs a tale.

"Snyder, who is a gentleman of pleasing appearance and fluent (very fluent) address, made his appearance in the valley early in the fall. He circulated among the ranchers and released a bunch of smooth talk that lent a roseate hue to the apple market. His company, of which he was the manager, had ramifications all over the United States and some portions of Arkansas. The modest task to which he assigned his energies was to unite all the fruit agencies in the Wenatchee valley into one organization and his company was to market the whole output direct to the consumer and eliminate the middleman's profit. He expatiated upon the facilities of his company that would enable them to place fruit directly with the retailers, and guaranteed prices to the growers far above those quoted by the old and reliable buyers, all of which sounded feasible and he succeeded in ensnaring a good many growers. He shipped out of Cashmere 16 or 18 cars of apples. But when the returns began to come in—Snyder faded away!

"It has been learned on unquestioned authority that the bulk of the apples which he handled were shipped direct to auctioneers in Chicago, where they were sold under the hammer. Sales sheets have been received in Cashmere showing for what each consignment sold. These sales sheets are authentic. The following examples, taken at random from their papers will show how Snyder fulfilled his rosy promises.

"100 boxes extra fancy Winesaps, from J. McDougall and E. E. Gould sold for \$2.20 per box in Chicago. From this must be taken, for freight, 50c a box, for the Hawaiian company 15c; for warehouse charge, 5c; for selling 7 per cent. This leaves the grower \$1.35 a box for apples for

which Snyder 'guaranteed' them \$2.75 net.

"100 boxes extra fancy Rome Beauty, from Bob Gavin and Bert Thayer, sold at \$1.90; freight and other charges leave the growers \$1.07 for apples for which Snyder 'guaranteed' \$2.25 net.

"65 boxes, Chicago, from E. J. Broderick, for which Snyder promised him \$2.40, netted him \$1.80 a box.

"17 boxes fancy Winesaps, for which Snyder 'guaranteed' \$2.50, sold for \$1.00 and netted the grower 23c a box.

"100 boxes extra fancy Black Twig, from Clarence Miller, sold for \$2.10, Snyder 'guaranteed' him \$2.25 net. They netted the grower \$1.25 a box.

"109 boxes extra fancy Winesaps sold for \$2.25. Snyder promised the grower \$2.75, they netted him \$1.39 a box.

"54 boxes of extra fancy Stayman sold for \$1.00 and netted 23c a box—which, being interpreted, means 23' for Snyder.

"These are only a few samples of the prices which Snyder handed the growers and are a fair illustration of his method of business. His system was simple. He secured the fruit upon his 'guarantee' to get exaggerated prices, shipped it to Chicago in his own name and then turned it over to auctioneers to be sold under the hammer. If prices were slaughtered the growers were the ones to suffer. His '15 per' was sure in any event. And that prices were slaughtered the sales sheets demonstrate.

"Crutchfield & Woolfolk bought large consignments of these apples at the Chicago sales for less than they offered f. o. b. in Cashmere for the same apples. This firm which has an enviable reputation for honesty and ability, and other buyers represented here, got the growers from \$1.00 to \$2.25 net for the same kinds of apples that Snyder is making returns of \$1.25 to 23c for.

"Snyder was not content with flimflaming the apple growers, but succeeded in leaving others in the lurch, some to the extent of \$125.00. It has been intimated to us that he is likely to be brought back on grave charges.

"The spectacular career of the Hawaiian company in the Wenatchee valley, heralded by the gentle and persuasive eloquence of Rudolphus Erastus Snyder, has run aground with a dull thud. The episode is not without its lessons for those who would be wise, and it is safe to venture that the next snide (or Snyder) concern that tries to exploit the growers of this section will have rough sledding."

Later a meeting of the growers was held to commence legal action against the slippery Snyder and the Record states that a civil suit for damages will first be instituted and if that fails through the Hawaiian Company having no resources that a criminal charge may be preferred.

High School Debaters Win Double Event

Local Embryo Ciceros and Hypatias Take Both Sides of Question and Secure Decision Here and a Like Victory at The Dalles

In the double debating contest which was held in this city and The Dalles Wednesday evening, Hood River high school carried off the honors, winning on both the affirmative and negative sides of the question, which was "Resolved That Immigration Should be Further Restricted by an Illiteracy Test."

The Hood River team that debated here had the affirmative and the team that took part in the contest at The Dalles the negative. The fact that the local wranglers won on both sides of the debate speaks well for their abilities. The affirmative is undoubtedly the most popular and strongest side of the question and it was expected that both teams arguing from that standpoint would win. The team sent here from The Dalles consisted of Miss Gella Gavin, Harold Sexton and Marlon Driver, and they sustained their argument eloquently. The Hood River debaters here were Eva Brock, Herbert Phillips and Helen Orr, who argued their end of the debate in all its phases and presented such a strong case that the judges gave them the decision.

The debate was well attended, A. C. Strange, superintendent of The Dalles city schools, presiding. The judges were C. J. Gary, superintendent of the Oregon City schools, Attorney Fred Melville of Portland and T. Ernest Oates of Portland. Previ-

ously to its being commenced Miss Lillian Brock sang a solo very acceptably.

The Hood River team which went to The Dalles was Bert Jayne, Earl Spaulding and Chester Huggins. The Dalles representatives were Manton Treadgold, Lucile Boyd and Leola Egbert. Referring to the contest at The Dalles the Chronicle says:

"The contest held in this city at the Congressional was attended by only about 50 people. The speakers for the home institution were Manton Treadgold, Lucile Boyd and Leola Egbert. The former made a strong rebuttal, while the speech of Miss Boyd was the most effective delivered by the locals. The Hood River team was handicapped in the contest by the inability of the leader, Leola Egbert, to attend on account of sudden illness. Her place was filled by Burton Jayne, who read the manuscript prepared by the leader, Earle Spaulding, was the strongest of the speakers of the evening, his delivery being excellent. Chester Huggins delivered a strong argument.

"The local contest was judged by Rev. of Rev. McDougall of Portland, Attorney Mowry of Moro and Rev. Wire of this city. The decision was 2 to 1 in favor of the Hood River representatives."

On January 22nd Hood River will send a team to Tillamook and a team from Oregon City will come here.

Christmas Trade Was Quiet But Profitable

Merchants Report Demand Increasing For Better Line of Goods. Buyers Come Early and Big Rush on Last Day Thereby Avoided

While expected to be less, Hood River's Christmas trade is said by merchants to have been considerably better than last year and business men generally report a successful season. The buying this year was extended over a longer period than in other years one of the noticeable features being the absence of the rush during the day and more particular the night before Christmas. The good sleighing is said to have helped not a little in doing away with this feature, as it allowed many to make frequent visits to town instead of attempting to make all their purchases in one day owing to an arduous trip over bad roads.

The stock of Christmas goods was the largest ever placed on sale here according to the leading merchants and of a much better quality. More expensive gifts were made and greater demand for goods of a higher character. It is also said that more gifts of a useful nature were purchased this year than in past seasons and the individual sales were for larger amounts.

For a week previous to the holidays hundreds of boxes of apples were sent by residents of Hood River

to friends all over the United States and some to Canada and foreign countries. The express office also did a large business in receiving packages and handled them better this year owing to increased facilities.

Christmas day was very quietly celebrated. Apart from the services in the churches nothing of a public nature was going on with the exception of the moving picture shows which were lightly attended. Except for the crowds who visited the postoffice during the middle of the day the streets were deserted; everybody apparently spending the day quietly at home or gathered at the homes of friends or relatives. Many who had friends or relatives here came up from Portland and a number went to that city for the same purpose.

In the evening a number of sleighing parties and concerts gave life to the streets but otherwise the celebration was a quiet one spent at home.

Ben Stead, representing the C. W. Stanton publishing company of Chicago, Ill., is here canvassing for a book entitled "Big Game Hunting in Africa," which will undoubtedly interest hunters.