

Shepard Gives Opinion of the Apple Market

Presents Figures to Show That Low Prices This Year Were Due, Not to Overproduction, but to Fact That Buyers Were Scared Early in the Season-- Revised Marketing Methods Advised.

Speaking before the Washington State Horticultural Association at North Yakima last of the week, E. H. Shepard of this place, editor of Better Fruit, gave his views concerning the apple market and prices of the past, present and future.

The United States per capita consumed last year only four times as many apples as bananas. Advertising is Useful "The results obtained by intelligent advertising in building business are beyond the comprehension of the average individual. We can stimulate the demand for our apples by using the right kind of a brand.

Buyers Were Scared "In 1912 the system of collecting statistics was so thorough and the methods so reliable that the estimate indicated in advance the actual quantity that was harvested. This estimate early in the season was so great compared with previous years that the trade being unaccustomed to big figures was fearful of the results. Dealers refused to buy at almost any price.

Marketing is Wasteful "Consolidation and concentration are necessary to our future success. We have created self competition at home and self competition abroad and consequently we are getting less for our apples than we are entitled to. We are wasting money in marketing our crop and we are marketing it in such a way that our marketing agents are cutting prices. We must work together. We must eliminate unnecessary expense and unnecessary competition.

ABOUT 20 INCHES OF SNOW FALLS

A little more than 20 inches of snow has fallen during the past week and at the time of this writing there has not been sufficient high temperature to melt it. Sleighting has continued excellent and sleighrides have been popular among the young people during the past few days.

"There are two kinds of consumers to whom we must cater in selling our apples. One is the family which buys by the box and the other is the individual living in apartments, boarding houses and hotels, who buys by the dozen. To reach the second class, we must put up our apples in small quantities, in attractive pasteboard boxes holding a half a dozen or dozen in a box.

POWDER HOUSE IS ORDERED REMOVED

A settlement was reached last week in the case of Vincent Sami against R. J. McIsaac of the Upper Valley. The case was one of importance on account of the fact that it related to the storage of powder, considerable quantities of which are now kept in the valley for land clearing. Mr. Sami brought suit to compel the removal of Mr. McIsaac's powder house from the vicinity of Mr. Sami's home.

ORIGIN OF APPLE HOUSE FIRE UNKNOWN

Origin of the unusual fire which occurred in the Sears & Porter apple storage house last week still remains a mystery, although A. W. Onthank, who represents the companies carrying the insurance, has been investigating the loss this week. The strange part of the fire is that it broke out in the midst of the stored fruit and generated sufficient heat to cook a considerable number of the apples almost to saucage.

PORTLAND CLUB TO CLIMB MOUNT HOOD

Members of the Portland Snowshoe Club, lead by J. Wesley Ladd, are expected here this evening and tomorrow morning will go to Parkdale, leaving there for the ascent of Mt. Hood to their clubhouse. They will leave on their return trip next Monday. Automobiles, street cars, railway trains, bob sleighs, snowshoes and skis will all play a particular part in the 99-mile jaunt from Portland to Hood River, then to Parkdale, McRush Homestead and finally the Snowshoe clubhouse, which nestles deep in the forest in close proximity to Cloud Cap Inn at the 5682 foot level.

Recommendations Are Made by Grand Jury

Twelve Indictments Are Returned by Inquisitorial Body and in Final Report Several Phases of County's Affairs Are Discussed-- Civil Cases Are Still Being Tried This Week.

On Friday afternoon the grand jury completed its labors after being in session most of the week and brought in the following report. "We, the grand jury of the above entitled court, respectfully report and show that we have been in session five days, that we have returned to this court twelve true bills and one not true bill, that we have thoroughly investigated and examined into at least 15 other matters coming before the jury in the first instance, and upon thorough examination thereof we have deemed it unnecessary to make any further report thereupon to this court.

Think Salary Too Large "We also find from the inspection of the county court records that the fruit inspector for Hood River county is paid by said county more than is authorized by law and we hereby recommend to the said county court of Hood River county that it pay said fruit inspector the salary as provided by law and no more, and discontinue the payment of the excess of the salary now paid over and above the legal fees provided for by the statute. "We also find that the county poor are being properly taken care of and having finished our labor and no other business appearing before us we ask to be discharged." The personnel of the jury was as follows: W. H. Taft, foreman, L. R. Gano, W. A. Isenberg, Chas. L. Trout, Oscar Vanderbilt, William Auhagen, Albert Monismith. Civil Cases Are Tried The civil cases kept the court busy all week. In the case of E. O. Hall, contractor, against Captain C. P. McCan for \$1250 and interest, being the amount due on buildings constructed for Captain McCan, the jury found in favor of Mr. Hall, bringing in a verdict of \$1329.28 in his favor. Captain McCan objected to paying the full amount on the ground that the garage collapsed under the weight of snow a year ago. He maintained that it was not properly constructed. The jury that tried this case included A. W. Isbell, W. F. Andrews, H. A. Messinger, H. M. Vannier, Jesse Davidson, J. M. Chitty, D. Sandman, John West, Sam Freeman, A. S. Keir, W. M. Stauffer and J. H. Ferguson. R. W. Wilbur of this city and W. H. Wilson of The Dalles represented Captain McCan and Ernest C. Smith of this city and H. S. Wilson of Portland appeared for Mr. Hall. As a result of the investigations of Deputy State Game Warden L. S. Fritz two local anglers, T. B. Kent and A. W. Bishop, arrested while fishing under the dam of the Hood River Gas & Electric Company, at the entrance of the fish ladder, were fined \$50 each by Judge Bradshaw. By law one cannot fish nearer than 600 feet of the fish ladder.

Trolley Line to Heights Is Now Being Proposed

Meeting of Heights Citizens Discuss Need of Either Streetcar Line or Tramway--Committee Is Appointed to Investigate Probable Cost and Company May Be Organized to Build Road.

At a meeting of Heights citizens held at the home of Dr. E. L. Scobee last week and attended by over a score of boosters a movement was launched which it is hoped may result in the construction of either a street car line or tramway from the business portion of town to the Heights. Several propositions were made. It was at first suggested that a tramway be constructed from the Congregational church to a point on the Heights near Dr. Scobee's house. It was also proposed that such a tramway or lift might be operated from the head of Second street to the Heights. Other suggestions were made. One was that a trolley line be constructed running from the Depot up State and Eugene streets to Twelfth and out to the ball park. Another proposal was that such a line be operated up the Serpentine Road, running through the residence section of the Heights and thence west to Twelfth street and out to the ball park.

necessary stock sold. In that case a franchise would be asked for from the council for the use of the necessary streets. The committee is composed of W. L. Smith, A. L. Day and A. F. Howes. They are to report at a subsequent meeting. It is stated that not more than three men would be needed to operate such a line and as there is now abundant electrical energy to be had at reasonable rates it is the belief that such a line might be operated on an economical basis. COLD DEVILKINS BUSY As an exchange remarks, it has been a lucky person who had not some kind of cold the past ten days. The little germ devilkins which put the tickle into your nose, chase the chills up and own your spinal column, put the croak in your throat and make you feel raw and mean and don't care whether Wilson will make a good president or not, have been exceedingly troublesome. Doctor--You'll have to cut out some of this wine, woman and song business; it's killing you. Patient--All right, doc; I'll never sing again.

GRACE U. B. CHURCH Sunday School at 10 a. m.; G. A. Partis, superintendent; sermon and morning worship at 11; Juniors at 3, Mrs. Breherton in charge; C. E. at 6:30. Last Sunday evening Leon Noble gave many practical suggestions on Endeavor or prayer meetings. Let us observe them. 7:30 special music. By request the pastor will preach on "Child Labor." J. B. Parsons, minister. The Commercial Club is still very much alive.

UNITARIAN CHURCH The services next Sunday are as follows: Sunday School at 10 a. m.; service of worship at 11; Young People's Religious Union at 6:30 p. m. The lesson in the Sunday School is "Thoughtfulness" and poems and stories will be given to supplement the teaching of the lesson. At the morning service Mr. MacDonald announces the first of a series of two sermons. Next Sunday the subject will be "The Religion of Capitalism," and the following Sunday "The Religion of Socialism." At the young people's meeting the subject will be "Some of the Essentials of Success." The basis will be a reporter's interview with Dr. T. L. Elliot of Portland. Several young people will make contributions to the service. All are invited. Bachelors are out after Representative Nolte's scalp.

Appointments for Year Made by Mayor Blanchard

At the meeting of the city council Monday evening Mayor Blanchard made his appointments for the coming year as follows: City Attorney--A. J. Derby. City Marshal--Robert Lewis. City Physician--Dr. Jesse Edgington. City Surveyor--P. M. Morse. Clerk of the City Water Department--Miss Lucille Johnson. Water Superintendent--Hugh J. Smith. Finance Committee--James Stranahan, chairman, J. M. Schmeltzer and A. C. Staten. Fire and Water Committee--J. E. Robertson, chairman, E. S. Mayes and W. H. Taft.

Streets and Public Property--E. S. Mayes, chairman, J. E. Robertson and J. M. Schmeltzer. Committee on Judiciary--A. C. Staten, chairman, W. H. Taft and E. S. Mayes. Committee on Health--J. M. Schmeltzer, chairman, James Stranahan and J. E. Robertson. Police and Public Printing--W. H. Taft, chairman, A. C. Staten and James Stranahan. After the appointments were made a petition was read asking for the appointment of John Castner as city marshal at \$80 per month and A. E. Van Ande as street commissioner at \$60 a month. Close to 200 signatures were affixed to this petition. Inasmuch as the appointment of Marshal Lewis had been made, no action was taken on this petition. The council decided to grant G. L. and W. L. Kirkpatrick a license to conduct a skating rink in the old Armory building. The license to be issued as soon as the fire and water committee is satisfied that proper fire escapes have been provided. A two-months leave of absence was granted Councilman Taft, who left yesterday on a trip to the Panama Canal.

News Snapshots Of the Week. Includes photos of Captain De Steiguer, R. M. Johnston, Duchess of Connaught, George F. Baker, Frank Chance, and Mr. and Mrs. Lefty Flynn.

Great alarm was caused by the report that the United States repair ship Panther was lost, with 120 men, in the gale that swept the Atlantic coast. It arrived safely at Guantanamo, however. George F. Baker, head of the First National bank of New York, testified before the "money trust" inquiry at Washington. The Duchess of Connaught was seriously ill with peritonitis. Frank Chance signed to manage the New York American league baseball team at a reputed salary of \$25,000 a season. R. M. Johnston of Houston was named as successor to Joseph W. Batley as senator from Texas. "Lefty" Flynn, Yale's star fullback of the last season, eloped with a New York show girl and was not allowed to return to college.