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SUBSCRIPTION, \$1.50 A YEAR

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 | the United States per capita consumed State Horticultural Association at last year only four times as many ap-North Yakima the last of the week, ples as bananas. 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.

"Between 1900 and 1910 apple prices took an upward tendency; consequently an immense acreage was set dur- right kind of a brand. ing this ten years, which in 1912 came into bearing," said Mr. Shepard. "In 1912 we had, according to estimates, A few days ago I received a letter an approximate yield of 40,000,000 barrels, which means 120,000,000 bushels. I do not believe, however, as do a great many others, that low prices in a dozen. We growers were lucky this 1912 were entirely due to the quantity year to get \$1.50; the freight is 50 of apples produced, nor do I believe cents a box; the dealer's profit is 20 at present the supply is in excess of the demand. I do believe the supply tailer of \$2.20 a box, yet the retailer at present exceeds our system of distribution and marketing methods.

"Present prices are not entirely due to the size of the 1912 crop. In 1902 We can create a sentiment that will the crop was 46,000,000 barrels. In 1903 it was 42,626,000 barrels and in reasonable retail prices on our ap-1904 it was 45,360,000 barrels, whereas ples. in 1912 the estimate was 40,000,000 barrels, which probably will not be exceeded and possibly may not be reached. In 1902, '03 and '04 good volume as it goes. The result will be prices prevailed compared with the inevitable. Lower retail prices mean prices of 1912.

Buyers Were Scared

"In 1912 the system of collecting statistics was so thorough and the methods so reliable that the estimate inoverwhelmed and pessimistic in the tition.

in 1912 have suffered from our pursu- foundation of a greater institution will ing the same methods of distribution depend on the success of the organias in the past. In previous years our crop was much larger but we pursued tributors. This board is composed of of town to the Heights. the same methods.

Chicago it is impossible to sell other fruit growers of the Northwest. towns at a better price.

"We have done nothing in the last 10 years to create a wider distribu-

ABOUT 20 INCHES OF SNOW FALLS

A little more than 20 inches of snow at the time of this writing there has by the box and the other is the indi- feasible, also what the approximate ness; it's killing you not been sufficient'y high temperature vidual living in apartments boarding cost would be. It is stated that a Patient-All right, doc; I'll never to melt it. Sleighing has continued houses, and hotels, who buys by the company may be organized and the sing again. excellent and sleighrides have been dozen. To reach the second class, we popular among the young people during the past few days.

so far was Friday night, when nine box. It must be fitted with a handle inches fell between sunset and dawn. so that the purchaser can conveniently On Thursday the fall was 6.775 inches. carry the package. The average man On Wednesday it was 1.75 inches and or woman will not buy a dozen apples snow also fell on the preceding days, put up in a paper sack when he has to but in lesser amounts.

The temperature during this period street car. has not been low, ranging between "I do not believe it is possible to 20 and 30 degrees above, thus main- eliminate the middle men, fruit jobtaining pleasant winter weather.

favorable to soil condition during the manner, so far as we can, as to main coming season on account of the moist- tain prices in accordance with the conure thus conserved. The amount of ditions as they exist each year." water in snow varies, but is usually about one inch of water to 10 of snow. This is about the ratio in the present

ly and at no time been excessively of luscious apples and all kinds of heavy there has been no danger re- crops that lead, but the counties also ported in the orchards as was the produce "silver tongues." Two years case last year when a total of 42 ago they sent Sinnott, now in Coninches of snow fell during one storm | gress, and at this sesion have Judge and many young orchards were strip- Butler, acknowledged to be one of the ped of their limbs. This was the case best platform orators in the state. where ranchers did not knock off the accumulating now or where they had not propped their young trees.

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

"Apples are retailing today at the same prices as they have in the past. from a friend in Boston who said that our apples were retailing there at 60 cents a dozen and some as high as \$1 cents; making a total cost to the reis selling these same apples at \$6 a

box or more, a profit of 300 per cent. "The remedy is public sentiment. be so strong that it will bring about

"The high cost of living is a popular topic. Let the fruit growers start the ball rolling and it will gather force and greater consumption.

Marketing Is Wasteful

"Consolidation and concentration are necessary to our future success. We have created self competition at home dicated in advance the actual quantity and self competition abroad and conse that was harvested. This estimate quently we are getting less for our early in the season was so great com- apples than we are entitled to. We pared with previous years that the are wasting money in marketing our trade being unaccustomed to big fig- crop and we are marketing it in such ers refused to buy at almost any price. cutting prices. We must work to-The trade, now being accustomed to gether. We must eliminate unnecesdefinite figures in advance, will not be sary expense and unnecessary compe

"There is a movement on foot for a "The prices on Northwestern apples greater selling organization. The zation in each one of the districts. If our ablest, broadest and most exper. Several propositions were made. It men would be needed to operate such "We depressed these markets with lenced fruit men and I believe they was at first suggested that a tramway a line and as there is now abundant our quantity. You know that when will evolve a plan and perfect an or- be constructed from the Congregation- electrical energy to be had at reasonapples are selling at \$1.50 a box in ganization that will be of value to the al church to a point on the Heights able rates it is the belief that such a follows: Sunday School at 10 a. m.:

Too Many Grades

number of grades. I believe two grades | Second street to the Heights. Other tion or greater consumption of apples. of commercial apples are all that are suggestions were made. One was that As an exchange remarks, it has les will be given to supplement the Figure 400 apples to the barrel. It cooking apples, to be sold locally in streets to Twelfth and out to the ball little germ devilkins which put the first of a series of two sermons. Next as follows: means 16 billion apples; consequently stead of being shipped East.

absolutely perfect in accordance with Road, running through the residence the croak in your throat and make you ing Sunday "The Religion of Social- City Physician-Dr. Jesse Edgington. the specifications for that grade, and section of the Heights and thence west feel raw and mean and don't care ism." At the young people's meeting City Surveyor-P. M. Morse, we must guarantee the grade. If we to Twelfth street and out to the ball whether Wilson will make a good prest the subject will be "Some of the Est Clerk of the City Water Departmentwill do it we will again restore confi- park.

dence in our quality. to whom we must cater in selling our oughly investigate the propositions must put up our apples in small quantities, in attractive pasteboard boxes The heaviest snowfall of the season holding a half a dozen or dozen in a hang on a strap going home on a

bers and commission men, but I do The fall of snow is looked upon as believe in placing our fruits in such a

Butler Praised As Orator

Hood River and Wasco counties seem to have a faculty of sending ora As the snow has come intermittent- tors to the senate. Not only the home

> Sleighing in the valley has rarely been better.

POWDER HOUSE IS

A settlement was reached last week quantities of which are now kept in ing the loss this week. the valley for land clearing.

tons of the explosive have been re- determined. moved to a point about a mile and a half from the store.

ruled that the powder must be kept the air was admitted, but the flames roof and a six-foot fireplace. We have house, or not less than 800 feet under and neighbors. certain restrictions.

Commenting on the case, Mr. Mcnecessity for the development of the damaged in this way. land I believe this distance is altogether too great because it is well known that in other places powder houses are kept in close proximity to tis, superintendent; sermon and mornwill hereafter be necessary to store Brehterton in charge; C. E. at 6:30. portation, but this cost would be much Labor." J. B. Parsons, minister. greater if it had to be shipped in by local freight and handled in small

ORIGIN OF APPLE ORDERED REMOVED HOUSE FIRE UNKNOWN

in the case of Vincent Sami against curred in the Sears & Porter apple R. J. Melsaac of the Upper Valley, storage house last week still remains expected here this evening and tomor-The case was one of importance on ac- a mystery, although A. W. Onthank, count of the fact that it related to who represents the companies carry ing there for the ascent of Mt. Hood the storage of powder, considerable ing the insurance, has been investigate to their clubhouse. They will leave on

The strange part of the fire is that Mr. Sami brought suit to compel it broke out in the midst of the stor- trains, bob sleighs, snowshoes and skis the removal of Mr. McIsaac's powder ed fruit and generated sufficient heat will all play a particular part in the 90house from the vicinity of Mr. Sami's to cook a considerable number of the mile jaunt from Portland to Hood home. An injunction was recently se- apples almost to sauce. Many of the River, then to Parkdale, McRush Homecured compelling Mr. McIsaac to re- other apples were scorched and taint- stead and finally the Snowshoe clubmove the powder at once pending trial ed by the smoke, so that the exact ex- house, which nestles deep in the for- in the following report. of the suit and since that time several tent of the damage has not yet been

There were 4500 boxes of fruit in the storehouse at the time and the fire

absorb and are noticeably tainted by should starve to death. Isaac said: "In a sparsely settled the smoke, many of those in the country such as that about Parkdale storehouse but not in close proximity

GRACE U. B. CHURCH

Sunday School at 10 a. m., G. A. Par-

The Commercial Club is still very much alive.

Trolley Line to Heights Is Now Being Proposea

ures was fearful of the results. Deal- a way that our marketing agents are 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 satisfactory prices. In 1912 our lected for the North Pacific Fruit Dis. or tramway from the business portion sequent meeting.

near Dr. Scobee's house. It was also line might be operated on an economproposed that such a tramway or lift ical basis. "We are putting up an unnecessary might be operated from the head of

After considerable discussion a com- troublesome. 'There are two kinds of consumers | mittee of three was appointed to thor-

with a New York show girl and was not allowed to return to college.

At a meeting of Heights citizens necessary stock sold. In that case a

It is stated that not more than three

COLD DEVILKINS BUSY

park. Another proposal was that such tickle into your nose, chase the chills Sunday the subject will be "The Re City Attorney-A. J. Derby. "We must put up a grade which is a line be operated up the Serpentine up and own your spinal column, put ligion of Capitalism," and the follow- City Marshal-Robert Lewis. ident or not, have been exceedingly sentials of Success." The basis will

has fallen during the past week and apples. One is the family which buys and report on which would be the most of this wine, woman and song bust- vice. All are invited.

PORTLAND CLUB TO **CLIMB MOUNT HOOD**

Members of the Portland Snowshoe Club, lead by J. Wesley Ladd, are row morning will go to Parkdale, leavtheir return trip next Monday.

Automobiles, street cars, railway est in close proximity to Cloud Cap Inn at the 5682 foot level.

It has been determined that apples fresh meat up with them, nobody

"The slopes of Mount Hood are further report thereupon to this court. beautiful at this time of year," added to the immense drifts.

In all likelihood the entire memberwill continue to carry it. Heretofore or prayer meetings. Let us observe Elliott R. Corbett, Henry L. Corbett, I have been able to secure it in carload them. 7:30 special music. By re- Walter B. Honeyman, David T. Honeyots and at a reasonable rate for trans- quest the pastor will preach on "Child man, Roderick L. Glisan, Dr. H. S. Nichols, Horace Mecklen, Brandt Wickersham and Jordan B. Zan. In addison will probably go along as guests.

After disembarking from the train where they will spend the night. Early Thursday morning a four-horse shoers six miles to McRush Homeclimb via the webbed-footwear over the immense fields of crystal to the club house on the east slope of Mt.

Once at the clubhouse the snowen along for the week.

UNITARIAN CHURCH The services next Sunday are as

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 storbe a reporter's interview with Dr. T. L. Water Superintendent-Hugh J.Smith. Eliot of Portland. Several young peo-Doctor-You'll have to cut out some ple will make contributions to the ser-

> Bachelors are out after Representative Nolta's scalp.

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.

completed its labors after being in of the county,

"We have a beautiful clubhouse," show that we have been in session five said Mr. Ladd. "This mountain pal- days, that we have returned to this commend to the said county court of An agreement was reached before had probably been smouldering for a ace is built of white fir logs, is 40 feet court twelve true bills and one not Hood River county that it pay said Judge Bradshaw last week. The court long time. It broke into flame when long, and 24 feet wide with gabled true bill, that we have thoroughly inat least 1500 feet frm Mr. Sami's were extinguished by the farm hands stocked the place with all sorts of 15 other matters coming before the the payment of the excess of the saiprovisions, and, as the boys will pack jury in the first instance, and upon thorough examination thereof we have fees provided for by the statute. deemed it unnecessary to make any

where stumping powder is such a to the flames having been noticeably President Ladd. "The snowfall aver- vs. Jacob Horn, bound over to this ages anywhere from five to 20 feet in grand jury on the charge of perjury depth. Two years ago we had to tun- in making false affidavit for marriage nel our way into the clubhouse owing license will say that no witness having been secured and none having ap Gano, W. A. Isenberg, Chas. L. Trout, peared before us and as we are indwellings. Inasmuch, however, as it ing worship at 11; Juniors at 3, Mrs. ship, which comprises some of the formed that the complaining witness most prominent business men in Port- has departed from Hood River county the powder at such a distance from Last Sunday evening Leon Noble gave land, will make the trip. The roster and the sheriff of said county has been the store it is not likely that I many practical suggestions on Endeav- shows: J. Wesley Ladd, president; unable to locate such witness and secure the evidence of this witness before this grand jury we are unable to

County Books Experted

'That concerning the officers' books tion Guy W. Talbot and Victor John- of the county, such as the sheriff, clerk dict of \$1329.28 in his favor. Captain now being passed upon by experts and at Hood River on the night of January as such experts report is not yet com- collapsed under the weight of snow a board the Mount Hood Railroad for a vestigated such books but leave it to twenty-seven mile run to Parkdale, the final report of the experts, which that tried this case included A. W. bob sleigh will convey the snow and we would recommend that the re- M. Chitty, D. Sandman, John West, stead, where they will bid adieu to civ- ed so that the citizens of the county Stauffer and J. H. Ferguson. ilization and begin the six-mile upward will know the true condition of affairs Wilbur of this city and W. H. Wilson existing as found by such experts.

Jail Is Inadequate

jail of the city of Hood River, which is also used by the county for county shoes will generally be discarded for prisoners, and on examination of said Deputy State Game Wadren L. S. Fritz held at the home of Dr. E. L. Scobee franchise would be asked for from the long pointed skis, which will also jail find that said jail is unsafe, in ade- two local anglers, T. B. Kent and A. crop was light and we shipped practi- you want to do something greater, we last week and attended by over a score council for the use of the necessary be utilized for the downward return quate and needs repair, and needs more W. Bishop, arrested while fishing uncally all of it to a few large cities, like must begin the preparatory work at of boosters a movement was lanuched streets. The committee is composed trip to McRush Homestead. Two Chicago, New York, Boston and Phila- home and concentrate our organiza- which it is hoped may result in the of W. L. Smith, A. L. Day and A. F. guides, Mark Weygandt and William oners instead of sending them to other Electric Company, at the entrance of delphia, which eagerly took our output tion. A board of trustees has been se construction of either a street car line Howes. They are to report at a sub. H. Edick, will meet the party at Park ounties for safe keeping, and we rethe fish ladder, were fined \$50 each by dale. A special cook will also be tak- spectfully ask the county court to look Judge Bradshaw. By law one cannot recommend that they place at least ladder.

On Friday afternoon the grand jury | two additional cells therein for the use

Think Salary Too Large "We also find from the inspection

of the county court records that the "We, the grand jury of the above fruit inspector for Hood River county entitled court, respectfully report and is paid by said county more than is authorized by law and we hereby revestigated and examined into at least by law and no more, and discontinue ary now paid over and above the legal

"We also find that the county poor are being properly taken care of and "In the case of the State of Oregon 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. Oscar Vanderbilt, William Auhagen. Albert Monosmith.

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. Mc-Can 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 verand county treasurer, the same are McCan objected to paying the full amount on the ground that the garage pleted we have not yet personally in- year ago. He maintained that it was not properly constructed. The jury report we are advised will be in detail Isbell, W. F. Andrews, H. A. Messingto the county court within a few days, er, H. M. Vannier, Jesse Davidson, J. port of the experts so made be publish Sam Freeman, A. S. Keir, W. M. of The Dalles represented Captain Mc-Can and Ernest C. Smith of this city "That we have examined the city and H. S. Wilson of Portland appeared for Mr. Hall.

As a result of the investigations of into this matter without delay and fish nearer than 600 feet of the fish

Appointments for Year Made by Mayor Blanchar

At the meeting of the city council Streets and Public Property-E. S. "The estimated apple crop in the necessary. If market conditions justing been a lucky person who had not some teaching of the lesson. At the morning Mayor Blanchar made Mayes, chairman, J. E. Robertson United States is 40,000,000 barrels, fy another grade, let it be put up as from the Depot up State and Eugene kind of cold the past ten days. The

Miss Lucile Johnson. Finance Committee-James Strana-

han, chairman, J. M. Schmeltzer and A. C. Staten.

Fire and Water Committee-J. E Robertson, chairman, E. S. Mayes and W. H. Taft.

and J. M. Schmeltzer. Committee on Judiciary-A. C. Staten,

Committee on Health-J. M. Schmeltzer, chairman, James Stranahan and J. E. Robertson.

chairman, W. H. Taft and E. S.

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 Anda as street commissioner at \$60 a month. Close to 200 signatures were affixed to this petition. Inas-

much 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.

Local Men Instructors

Walla Walla.-With nearly 100 fruit growers of this section entered, the second annual packing school under the auspices of the local commercial club opened today in one of the downtown store buildings and will continue through the week, S. G. Campbell and Marsh Isenberg of Hood River are the instructors and are delivering daily lectures in connection with the demonstration. The subjects treated are picking, sorting and packing.

Jam is now cheaper than butter as a spread for bread.



News Snapshots Great slarm 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 Of the Week York, testified before the "money trust" inquiry at Washington The Duchess of Connaught became 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. Bailey as senator from Texas. "Lefty" Flynn, Yale's star fullback of the last season, eloped