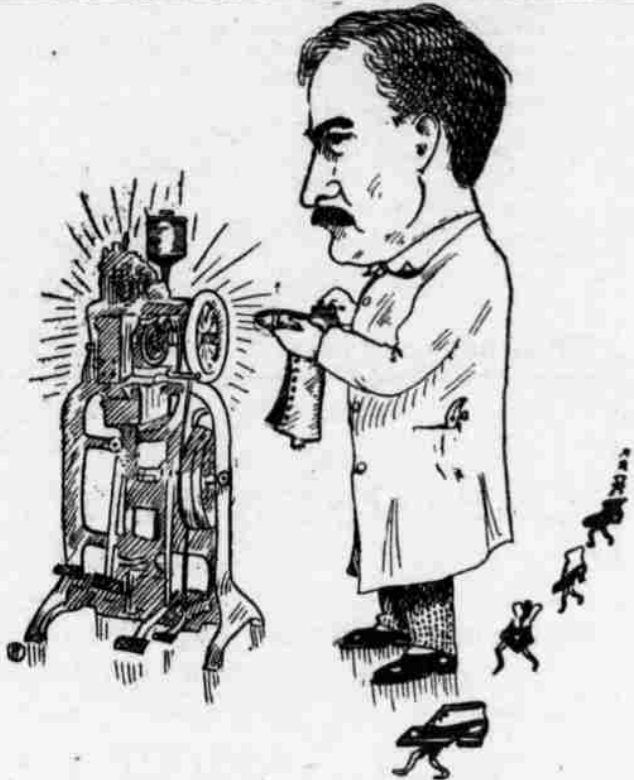


The Hood River Glacier.

VOL. XXII

HOOD RIVER, OREGON, DECEMBER 8, 1910

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Do you need Good Rubbers?
I SELL **Ball Band Rubbers**
The only Rubbers warranted to wear. NOT MADE BY A TRUST
J. C. Johnsen, The Shoe Man
Hood River, Oregon

The World's Prize Winning Apples

are grown on land that we are selling. For a limited time we are offering some of the best East Side properties at prices much below the market. You can save several thousand dollars by buying land this fall. See us when you want the best.

J. H. Heilbronner & Co.

The Reliable Dealers

Davidson Building Hood River, Oregon

Do You Want To Buy Orchard Property

We have for sale and can show you orchard lands in all stages of development from the raw state to the full bearing orchards, including some of the finest bearing orchards in the Hood River Valley. If you want to see the best properties on the market at the most reasonable prices, let us show you and you will be convinced.

DEVLIN & FIREBAUGH

Leading Dealers

Hotel Oregon Bldg. Hood River, Oregon

For Sale

11 acres under cultivation
5 acres in apples, Spitz and
Newtowns, 3 and 4 years
old.

Water free for irrigation.
Good 7-room house. One and
one-half miles from town.
Near school.

An opportunity to buy a
good place at the right
price, \$7,000.00. Terms.
D. E. RAND, Owner
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Coal

Transfer and
Livery Co.

Nichol & Hadlock

High Class

Orchard Lands and
City Realty

Basement Brosius Bldg Phone 98

Bentley, the Builder

Phone 331K

Christmas Shopping Made Easy

We have made elaborate preparations for this season's holiday business. Our stock is very complete in all lines, especially in the medium and popular priced goods, while at the same time we have not omitted a GOODLY SUPPLY of the BETTER SORT. As usual we maintain our high standard of quality and in every case OURS will be found to be the very best in their class. Our prices are just a LITTLE LOWER than can be obtained elsewhere for like quality.

F. H. Coolidge

JEWELER

STORE OPEN EVENINGS STORE OPEN EVENINGS

OUR REPUTATION IS MAINTAINED

HOOD RIVER SUPREME AT PORTLAND

Hood River, as Usual, Carries Off About All the Prizes at the Portland Apple Show.

"If Hood River and Mosier had not been represented at the meeting of the State Horticultural Society at Portland last week, the exhibition of apples would have been rather slim and of very ordinary quality," remarked a Hood River man after his return. As usual, Hood River took all the prizes for which she competed, at the Portland show. The Hood River exhibit of over 600 boxes was the attraction of the show, and when it came to the awards, it was mostly a contest between the different Hood River growers rather than any outside competition. The Mosier exhibit was in our class, but was ruled out on account of size, the apples being too large according to the rules laid down by the judges. We lost out on the three best Spitzberg exhibit for the same reason. It was the best show that Portland ever had. The location in the heart of the city was a great factor in swelling the attendance, and the advertising which the show received through the city papers each day aroused much interest. Hood River maintained her reputation against all comers as was expected here, and it is no doubt, re-erected in the minds of the people from any of the other districts which claim to grow apples "as good as Hood River" they ought to be convinced. An improvement was noted in the quality of the pack from some of the other districts, however, and emphasizes the fact that Hood River must keep up the lead in the future. A close imitation of Hood River methods is making an improvement in all the box apple sections. Our pack can be closely imitated, and we will have to maintain our lead not only on pack, but color, size, grading and keeping qualities. We cannot afford to lose. The exhibition of the Hood River exhibit at Portland alongside the exhibits from other sections will do much good in an advertising way. While the majority of the attendance was from Portland and of a class which are not particularly interested in the different fruit sections, yet there were a good many strangers and others particularly interested in seeking new locations who will be convinced that Hood River can deliver the goods. The following is the list of prizes awarded: Sweepstakes—First prize, G. R. and John Castner, of Hood River, \$250; second prize, The Dalles Business Men's League, \$175; third prize, Hillsboro Board of Trade, \$25. Louis W. Hill prize of \$250—Won by The Dalles Business Men's League. Howard Elliott prize of \$250—Won by Hillsboro Board of Trade. Twenty-five box lots—First prize, Lawrence & Smith, Hood River, \$100; second, P. C. Dethman, Hood River, \$75; third, L. A. Herman, Hood River, \$50; fourth, J. L. Carter, Hood River, \$25. Best five boxes (not more than two boxes of each variety)—First, Lawrence & Smith, Hood River, \$50; second, Peter Mohr, Hood River, silver medal; third, J. L. Carter, Hood River, bronze medal. The prizes awarded for the best single boxes of given varieties were as follows: Best packed Willamette Valley—1st, H. G. Rumbaugh, Albany; 2nd, D. C. Van Dorn, Dayton; 3rd, Ernest Olson, Gresham. Best box Spitzberg—1st, Peter Mohr, Hood River; 2nd, F. A. Shogren, Mosier; 3rd, M. M. Hill, Hood River. Best box Yellow Newtowns—1st, Lawrence & Smith, Hood River; 2nd, F. P. Friday, Hood River; 3rd, R. A. McCully, Hood River. Best box Jonathans—1st, W. Fike, Hood River; 2nd, H. Struckmier, Thomas; 3rd, B. Leis, Beaverton. Best box of Baldwins—1st, Home Orchard Company, Hood River; 2nd, H. Struckmier, Thomas; 3rd, E. T. Chase, Mosier. Best Baldwin grown west of Cascades west of Hood River County—1st, F. L. Waite, Eugene; J. Beebe, Eugene; 3rd, D. C. Van Dorn, Dayton. Best Ben Davis—1st, Epping & Rahles, Hood River; 2nd, L. E. Clark, Hood River; 3rd, B. Leis, Beaverton. Best box Arkansas Blacks—1st, Lawrence & Smith, Hood River; 2nd, Ed. F. Reeves, Mosier; 3rd, D. C. Van Dorn, Dayton. Best Grimes Golden—1st, Henry Struckmier, Thomas; 2nd, W. K. Newell, Gaston. Best box of Hydes King—1st, Lawrence & Smith, Hood River; 2nd, Epping & Rahles, Hood River. Best Northern Spy—1st, Epping & Rahles, Hood River; 2nd, H. F. McCormick, Eugene; 3rd, W. K. Newell, Gaston. Best Winter Banana—1st, Home Orchard Company, Hood River; 2nd, W. Walther, The Dalles. Best Delicious—1st, W. E. Sherman, Hood River. Best Gano—1st, Lawrence & Smith, Hood River; 2nd, B. Leis, Beaverton; 3rd, Ed. F. Reeves, Mosier. Best Kings—1st, D. C. Van Dorn, Dayton; 2nd, H. G. Rumbaugh, Albany. Best Red Cheek Pippins—1st, John Ross, Mosier; 2nd, D. C. Van Dorn, Dayton; 3rd, B. Leis, Beaverton. Best Rome Beauty—1st, W. K. Newell, Gaston; 2nd, J. F. Dangerfield, Scappoose; 3rd, F. A. Gregory, Portland. Best Vanderpool Red—1st, H. G. Rumbaugh, Albany. Best Winesap—L. E. Clark, Hood River. Fifty dollars offered by Hood River Commercial Club for Hood River apples: Best box Spitzberg—1st, M. M. Hill, Hood River; 2nd, L. E. Clark, Hood River; 3rd, W. Fike, Hood River. Best box Yellow Newtowns—1st, Home Orchard Co., Hood River; 2nd, W. Fike, Hood River; 3rd, F. P. Friday, Hood River. Special best box any variety—First, O. H. Ehrcik, Hood River; second, James Carpenter, Mosier. Special best box of any variety grown out of Oregon—First, H. A.

Lamb, Woodland, Wash; second, William H. Aherns, White Salmon. Best five boxes of Spitzberg—First, J. L. Carter, Hood River, \$50; second, F. A. Shogren, Mosier, silver medal; third, Peter Mohr, Hood River, bronze medal. Best five boxes Yellow Newtowns—First, Home Orchard Company, of Hood River, \$50; second, F. B. Friday, silver medal; third, F. C. Dethman, bronze medal. Best three boxes of Spitzberg—First, Fred Jacobs, \$25; second, Lawrence & Smith, Hood River, silver medal; third, J. L. Carter, bronze medal. Best three boxes of Ortleya—First, Peter Mohr, Hood River, \$20; second, Butterfield Bros., silver medal. Best three boxes of Wagener's—First, John Hakel, Hood River, silver cup, value \$20; second, H. G. Rumbaugh, Albany, silver medal. Best three boxes in Mosier district—First, McCargar & Nordby, Mosier, \$20; offered by Portland Hotel; second, F. A. Shogren, Mosier, silver medal; third, James E. Carpenter, Dayton, bronze medal. Best three boxes in Willamette Valley—First, Edwin Hamer, Salem, \$20; second, N. C. Jorgenson, Salem, silver medal; third, D. C. Van Dorn, Dayton, bronze medal. Best two boxes, one of each variety—C. J. Tidcombe, of Scappoose, \$20; second, N. C. Jorgenson, Salem, silver medal; third, J. Beebe, Eugene, bronze medal. Prizes offered by the Corvallis Commercial Club for the various exhibits from Benton County were awarded as follows: Best box of Spitzberg, Baldwins, Northern Spys, Kings, Wagener's, Ben Davis, and best decorated box—H. G. Rumbaugh, Albany, \$5 each. Lane County awards were: For the best box in Lane County: First, F. L. Waite, Eugene, \$10; second, J. Beebe, Eugene, \$5. For Linn County the awards were: Best exhibit, Albany Commercial Club, \$35; second, Henry Struckmier, Thomas, \$15.

President Atwell's Address.

The past year has been an unusually prosperous one for Oregon fruit growers. Prunes and apples have yielded abundantly. Prices have been good, especially of prunes. Apple markets east, have been dull, owing to lack of interest among shippers.

Interest in apple tree planting has been great throughout entire Pacific Northwest. Many large areas have been purchased and subdivided for that purpose. Extent of such exploitation has led to frequent suggestions of over-production of apples.

It is a pertinent question, one that we should not avoid. It is, however, an old question, one that is raised, whenever there is extraordinary activity in any line of production. I do not think we need feel apprehensive on this subject. Generally speaking, it may be said that there has never been more than temporary over-supply of any staple. Apples are no exception. Moreover two facts may be cited partially to allay our fears—one, that thousands of acres are being planted which ought not to be planted, and which will never seriously figure in the market; the other, that production of best apples calls for qualities of character which all do not possess. In spite of these conditions, however, and in view of immense planting now going on, or in contemplation, over-production will soon confront us, unless a well considered system of marketing is provided. Probability that this will be effected affords strongest basis of confidence that over-production will not follow.

In this connection it seems to me that investment of large capital, in exploitation of apple lands, is an encouraging sign, rather than otherwise. Large capital can accomplish, in organization and co-operation, what great numbers of small operators, acting independent, can not accomplish. Moreover, such investments lead to grouping of those engaged in same line of production. This grouping renders cooperative efforts comparatively easy. It makes possible practice of such business methods as will insure most salable product, and most efficient distribution thereof. One who wishes to engage in apple-growing should bear this fact in mind. He should stay out of the industry unless he is sure that large numbers of his neighbors intend to grow apples. Time will soon come when the isolated grower will be out of the race.

It seems to me vitally important that a comprehensive selling organization be worked out before output from these orchards begin to seek outlet. Present time is none too early. Sufficient acreage is now bearing to give such organization plenty to do.

I believe a well-nigh perfect model for such organization is presented in California Fruit Growers' Exchange, to which I have often alluded on this floor and here. Opportunity was afforded me, during a visit in California last winter, to study its operations in some detail.

California Fruit Growers' Exchange ships about sixty per cent of the citrus fruit of California, growers, who sell fruit it handles, number about four thousand, and are scattered over territory five hundred miles long. It has sold fifteen million dollars worth of fruit in a year, without losing a penny in collection. It spends fifty thousand dollars a year for advertising California fruits, pays its manager eight thousand dollars a year, and has several eastern representatives at annual salaries of five thousand dollars. It has secured reduction in freight rates east, and increase of tariff on lemons. All this it has accomplished, at an expense to growers never reaching three per cent of gross sales.

The results are apparently so remarkable that I trust you will allow me to refer to some details of their system. The unit of organization of California citrus fruit-growers is the local co-operative association, of which there are about ninety. The local association picks and packs its members' fruit and labels it with its individual association brand.

Above the local associations are thirteen incorporated district exchanges, each having a capital of only one dollar, and each composed of representatives of local associations within a certain district.

Each of the thirteen district exchanges elects a delegate to the general exchange, the corporation known as California Fruitgrowers' Exchange. The only stockholders the latter has are these thirteen delegates from district exchanges and these thirteen constitute its board of directors. Thus it will be seen that the organization which is accomplishing the vast results I have mentioned is not a private company but a cooperative ma-

E. H. HARTWIG ELECTED MAYOR

H. C. SMITH NEW COUNCILMAN

All the Balance of the Old Ticket is Re-elected—Hardest Fought Election in Years.

Mayor McDonald went down to defeat at the city election Tuesday, owing to the combined efforts of the opposition centered upon him, making use of personalities where effective, and ignoring the water question almost entirely. Mayor McDonald and the administration ticket stood for re-election entirely on the water question and the improvements of streets and other matters which are under way, while the opposition, more especially the private water company interests, used every method, including scurrilous attacks on individuals and "mud slinging" to gain their point. The result gives the opposition a mayor and one councilman. This may result in a change in some of the appointive officers of the city, it being the prerogative of the mayor to make new appointments if he sees fit, subject to the confirmation of the council. The election was the hardest fought political battle which the city has had in years. It was mostly a "rum shop" campaign, there being no public meetings and but little public work in the way of circulars through the mails. The result of the election still leaves



MAYOR-ELECT E. H. HARTWIG

the city government in good hands, and it is to be hoped that the new administration will work together harmoniously for the good of the city.

The following is the vote:

MAYOR	
D. McDonald	208
E. H. Hartwig	216
COUNCILMEN	
F. C. Brosius	230
Geo. I. Stoen	192
L. H. Hugin	242
H. C. Smith	213
C. K. Marshall	197
J. A. Strassman	196
TREASURER	
E. O. Blanchard	236
C. A. Cass	186
RECORDER	
H. B. Langille	216
A. T. Allen	205

chine, controlled by representatives chosen by the great body of individual growers, acting in local associations. It charges no commission, makes no profit, and does the business of four thousand growers at actual cost. Cars packed by local associations, whether in San Diego or Sacramento, are shipped on order by telephone from office of general exchange, are consigned to latter at point where it has a representative, and proceeds of sales are rendered direct to shipping association.

In this system advantages of superior fruit and pack, and use of local brand, are preserved to the local association. Advertising and marketing are centralized in a body that can accumulate sufficient funds and brains to secure the greatest efficiency and widest knowledge of market conditions.

Is there any peculiarity in the climate of California that makes such business organization impossible to apple-growers of the Pacific Northwest? I should like to see action taken at this meeting looking toward the organization of such a system here.

We may congratulate ourselves that the Lufean apple box bill, which contained so much of menace to apple-growers of the Pacific Coast, has been laid on the congressional table. I fear, however, that the respite is but temporary, and that similar legislation will be urged in the next congressional session.

In this connection, permit me to read an extract from a letter which I recently received from Representative Willis C. Hawley, Mr. Hawley says: "In compliance with the suggestion made by you recently relative to the Lufean apple box bill, I respectfully suggest that, while the bill is at present laid on the table, and I do not believe any attempt will be made to revive it at the coming short session of Congress, such an attempt may be made at a future congress, as there is a powerful interest behind the bill. It seems advisable to me that the horticultural interests of the Northwest should adopt plans for concerted action, either entirely to defeat any measure of that nature, or to submit in lieu of the present bill, a substitute measure. At present I understand it is the desire of the fruit-growing interests of the Northwest to have no legislation on the subject, and I shall endeavor hereafter to defeat any such measure in the same manner as I did the Lufean apple box bill, with the cooperation of our growers, but it may be advisable to be prepared with a substitute measure."

Apple-growers of the three Pacific Coast states, as well as those of Idaho and Colorado are vitally concerned in preventing legislation adverse to the system of packing and labeling, on which prosperity of our apple industry rests. It is a matter in which every association engaged in interstate shipment of apples should take a wide-awake interest. I should be glad to see you take some action, at this session, tending to bring together all such associations into militant alignment against such adverse legislation.