HOOD RIVER GLACIER, THURSDAY, JANUARY 23, 1913



## BRAGG MERCANTILE CO., Hood River, Ore.

**Real Estate** 

LOANS, RENTING, COLLECT

## **GWIN PROPOSES** SELLING METHOD

W. F. Gwin, manager of the North-west Fruit Exchange, in a recent ad-dress before the members of the Wash-ington Horticultural 'Association, pro-posed some unique methods of selling apples. After advancing the plans for more extensive advertising, he said in part: part: "The next move would be to select tors, who cuold be dressed in costume

The next move would be to select one state in the union"in which to test the plan. Let us say Indiana, as the state is not only rich and populous, but at the same time one of the poorest consumers of box apples in the Union, relatively. Indianapolis is a rich, prosperous city of 253,650 inhabitants. Start, say, in Indianapolis, with the transit here the test of the poorest of the poorest of the poorest of the poorest test of test Start, say, in Indianapolis, with the special brand of Jonathans and Grimes recipes, and also with some needed edspecial brand of Jonathans and Grimes Golden. I would ship several carloads of the brand to Indianapolis, either placing them in storage temporarily or else timing their arrival conveniently. else timing their arrival conveniently. "The next step would be to send one

The first step would be to send one or two thoroughly trained, experienced specialty salesmen there. I could lay my hands on just the right men in a moment. I would have a thorough envase of the retail grocery trade made, and also the fruiterer trade. There is about one grocery trade There is about one grocery store to every 200 of the population, fruiterers evidnece the past week. additional. This would make 1168 groceries alone in Iodianapolis. Not over one-quarter to one-half of these ening and listend to an excellent serwould be good stores in good parts of town. (Say about 1008 in all. The 'live wire' salesmen can work about 25 gro-cers in a day if he has a quick talking proposition which this would be. In sleigh two weeks' work one man could cover

the town pretty thoroughly. "Have this salesman explain to the grocer the extraordinary quality, ap-pearance and merchantability of the product, the convenience of the pack age, the advantage of co-operating with the producers to work up a box trade, which would avoid measuring, bags, string, etc., and save him money all around. Under such circumstances conditions he could afford to handle the fruit at a reasonable profit, especially as there would be no further waste or afternoon.

pear in the Indianapolis papers, writ-ten by an expert, so as to command instant attention by every housekeeper in town. And that in that ad. a full list of the grocers and fruiterers who can supply the fruit will also appear. That is a good ad, for the dealer. That advertisement will state the price per box at which the consumer can buy this brand from the grocer. That being absent several days. would be the first intelligent step ever "Then take the order of the retailer

for five, ten, 15 or 25 boxes of the ad-vertised brand for delivery through his wholesale grocer or wholesale fruit

The local postoffice has received a

carry boxed apples, like the wholesald though the city is but a mile or two grocers in Texas do now. If so, it away, parcels transported by mail would be another big advanage gained, travel a distance of 150 miles, going **County Court Declares District** The members of the county court would be abother of advange gamed, traver a unstree of hormites, going the methods of the during court, as the wholesale grocers would not from here to Portland and back up on Geo. R. Castner, John K. Put-arry any but the advertised brand. "Then assemble these orders on the neighboring city is considered in the special session Monday and after can-parious jathans d Beer them and not been and each some and encode set there are used sized by the session the vate declared the Fest Side

**Pecuharities of Parcel Post** 

the jubics a const for a gill south flock King as a 1 at one.

over and above what we have sold for WHITE SALMON. him. By taking the retailers' orders at a fixed price you can then allow the (From the Enterprise) jobbers a fair price margin of profit

The town was sold out of sleighs the and no more, but this time you have first of the week, the fall of snow hav-not only limited his profit but you have ing made them a popular mode of conforced him to buy, and you have done | veyance.

it all without making him your enemy for life, but have made of him, too, a been busy the past two weeks transbeen busy the past two weeks transporting and placing an addition to the big smokestack of the mill, which will raise it to a height of 165 feet and place it in the clear for a good draught.

Installation of officers, followed by a upper provided by the ladies of the astern Star, attracted about firty to Masonie hall Monday night, January 13. It was the annual event of the lodge and a success in every way. Opening in the degree of Master Mason the lodge, with Seaman Burtis in the East, proceeded to the installa-tion of the following: John G. Wyers, worshipful master; R. Field, senior warden; A. B. Groshong, secretary; L. J. Wolfard, treasurer; G. M. Rus-sell, senior descent for the following secretary

PINE GROVE

sell, senior deacon; Chester Craig, jun-ior deacon; J. C. Maelnnes and F. G. Dunnicliff, senior and junior stewards W. Dewey, tyler. When the door is opened at the main mess hall at the dam there is a rush

Rev. Carson filled the pulpit at Odell last Sunday morning. In the evening for the tables which cannot be with he preached at Pine Grove. stood and if a man were to go down he would suffer severely. Recently one of Sleighing parties are very much in the men in front was shoved into the head of a rail. Dozens of men behind

mon by Rev. Hargreaves, of Hood injured internally and may not live. A human skull with a decidedly ve

Thursday evening the Sunflower class cant look greeted the editor of this and their friends enjoyed a merry paper when he entered the office one sleigh ride until 9:30, when they all gathered at the home of Mr. and Mrs. up subscription, which clearly indicated MacDonald, by iniviation, and were treated to a nice supper, chicken pie and all the good things that go with it. A delightful time was shared by all.

J. G. Jarvis, wife and little son, Willard, returned from Portland last failed to recognize it as one of his

Willard, returned from Portland last Saturday evening, after an absence of in the Wind, a noted beauty of 10 years ago. The skull is that of an early Chi-nook. There is little forehend because of the custom of the coast Indians to nearly two weeks. Mabry Jackson had the misfortune to lose a valuable horse last Friday

bind a board in such a way that it pressed the skull back and left no fore-

loss by decay. Without going farther into the argument, suffice to say that a 'whirlwind campaign' could be made, "Explain to the grocer that on a cer-tain morning a full-page 'ad' will ap-The Sunflower class held a song ser-ice at the home of their tescher, Mrs. MacDonald, for the benefit of her homes 12 miles northeast of this place.

J. MacDonald, for the benefit of her mother, Mrs. Kirk, at the close of the Sunday school last Sunday morning. Recently Mrs. J. O. Mark received the sad tidings of the death of her brother, Mr. Hoover, who resided in Montana, and accompanied by her hus-band left at once to attend the funeral, being absent several days. A. I. Mason, on his return from Port-

railroad men about canneries, and found that the railway is taking a real would be the first intelligent step ever taken by northwestern producers to regulate the profit of the retailer, and it would be doing it in a way that the needy special invitation, a repre-would not make the retailer our enemy for life, but would have his full ap-recently and the the banquet.

town. A competent man would he placed in charge and effort made to find the best way of making the soil yield its utmost returns. If anyone

Athenta a to ball to be an

NOTE-Our Toy Stock is "Get-at-able" all the year around

A Speciality of City Property, Residence Lots, and Small Tracts Close in. For Bargains cult on or address T. D. TWEEDY Rood River Bome Phone 147.1 Cigars, Tobacco and Cigarettes Fine Line of Pipes Candies and Fishing Tackle H. GARABRANT H. GARABRANT	d Reference: Over 2,000 fits RT Delinquent List, Hood	R	ive	er li	rrig	atio	n I	Dis	trict
OAK STREET TELEPHONE 3342-M	I NAME AND DESCRIPTION	Section	Township N.	R'gular Assessment	Rpectal Assessment	Maintenance	Penalty	Adv. Costs	Totals
Davenports Leather Chairs Morris Chairs	<ul> <li>F. W. Angus, 30 acres 8, of Co. road off of E. o. NW14, NW14, and W15, NE14, NW14, except the E. 16 a. of W3, NE14, NW14, except the Harry R. Beal, NW18E5, NW14 Harry R. Beal, NW18E5, NW14 Eliza Capron, 31 a. N. of Creek in NW cor NW14, Vol. 1, Page 201</li> <li>Emma B. Carroll, Beg. NW cor, sec. 17, thence a. 109 R., 8, 11.76 ch., W. 109 R., N. 11.76 ch. to beginning</li> </ul>		210	1000	\$ 30.60 9.00 9.00 22.50 30.00	7.00 8.75 14.00	8 7.90 2.25 2.35 5.48 9.05	\$1.35 1.25 1.25	\$167.20 48.76 c0.60 116.38
Buffets China Closets Dining Tables	<ul> <li>P. H. Carroll et al. 8.29 acres in SW1 NE34 Vol. 5. Page 474</li> <li>G. M. Eddle, N1<sub>2</sub>S1<sub>2</sub>NW1<sub>4</sub>SW1<sub>4</sub> and W1<sub>2</sub>S1<sub>2</sub><sup>-13</sup>, NW1<sub>2</sub>SW1<sub>4</sub></li> <li>John and Anna Edstrom, E1<sub>2</sub>SW1<sub>4</sub>NE14</li> <li>J. A. Epping and Rohles, NE54 NE4, except 1 acres below F. 1 Co. ditch</li> <li>W. S. Farris, Bag SW cor. 8E54 sec 17, thence E. 20 E., N 40 R., E. 40 R., N. 40 R., W. 60 R.</li> </ul>	17 3 8 20	2 10 2 10 2 10 2 10	24.25 43.88 58.50 58.50	7.46 13.50 18.00	12.25 14.00	1.59 8.48 3.83 4.53	1.25	191.30 34.55 74.30 81.58 96.38
Brass Beds Chiffoniers RugsLinoleum	<ul> <li>C. E. Gandy, Beg 60 R. E of NW cor sec, 10 thence S. 80 R. K 20 R. N. 58 R. W 6 R. N 27 R. W. 14 R. to beginning: 4 a. F. W E. L. Hall, Sl<sub>2</sub>Sl<sub>2</sub>Sl<sub>2</sub>Sl<sub>2</sub>N Wl<sub>3</sub> SWl<sub>4</sub> and Nl<sub>2</sub>SWl<sub>4</sub> SWl<sub>4</sub></li> <li>Lillie Hammond, Beg. SE cor. NE<sub>2</sub>N Wl<sub>3</sub> thence N. 40 R. W. 36 R. 8 R. 8 25 R 5l<sub>4</sub> R.</li> </ul>	10	2 10 2 10 2 10 2 10	14.63 73.13	4.50	10.50. 21.00	1.48	1.25	73.54 82.36 123.71 65.43
Andirons Brass Goods Bronze Cut Glass and China	SW5, 15 a. in all; 5 a. F. W	33 17 9	8 10 2 10 2 10 2 10 2 10 2 10 2 10 2 10 2 10	27.80 29.25 27.20	9.00 27.00 4.50 27.00	8,75 8,75 28,00 17,50	9 96 9 2 35 7 11 6 6 3 8	1.25 1.25 1.25 1.25 1.25 1.25 1.25	50.60 151.14 21.54 140.11
These and many other articles of everyday need are attracting the "economical" buyers to this important	L. F. Morris, Beg. 30 R. N. of SW cor. SW is NWS mec 10, thence E to E line of said SW SW SW S. N. 17.8 ft., W. 7022 ft., N. 1128 ft., W 6435 ft. S. 320 ft. to beginning	10	2 10 2 10 2 10 2 10 2 10 2 10	78.50 99.15	15.00	10 50	3.83 2.44 1.22	1.25	81.58 52.44

W. F. Laraway

These : attracting the "economical" buyers to this important event, where a saving of 10% to 25% is easily made.

Franz's January Sale

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May Nichols, bag.
R., S. OR, E. & R., northeasteriy to beg.
J. R. Nunimaker, E. E. SELSWA
John W. Parry, SWA NWASWA
A. M. Pope, Bog. SE. cor. NWASEA, Sec. 16, thence W. HILL R. N. SISS R., E. HASR., S. STASER, to beg. 2 a. above F. I. Co. ditch.
Mrs. Wm. Pregge Sacres in E. part SEASEA, in SE cor.
H. Pregge Est., EASWA and SEA except II a. in SE cor.
H. C. Ransom, Lot 3 EL NEA.
Martha A. Shewart. N. SEE, SEA, SEA, Risaburo Tomori, WASEASEA, SEA, SEA, C. S. True, NANSSWA, NWA. 8 2 10 4/8 00 4 2 10 29 25 5 2 10 29 25 19 2 10 41 88 10 2 20 29 25 9.00 9.00 13.50 9.00 8.75 2.35 Notice is hereby given that unless said delinquent assessments, together with the cost and perceptage as stated in the foregoing list are paid on or before the time of sale herein-sater named, the real property on which such assessments are a lien, will be sold at public-suction for the purpose of collecting such assessments, percentages of costs as required by iaw, on Tuesday, the sind day of February, 1913, between the hours of 10 a.m. and 3 p.m. of sold day, or at such time as the said sale may then be adjourned to, said sale to be made at now residence in the Earrett District, at the corner of Clark street and Bockford avenue. In Housed threat long starm materia

T.F.LATT.C. Brenn

790,85 45 09

2 10 5.85 2 10 14.63

80 20 2 10 10 2 10 9 2 10

1.80 4.50

144.00

5.25

140.00 3.50

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