

# THE LANDLORD'S GREED HAS NOT ABATED

**PEAK PRICES** are still being asked for rentals. There is just one thing that is going to check this profiteering, and that is—**MORE HOMES. BUILD NOW—BUILD WITH WOOD**

Know the true comfort of real home conveniences, and at the same time help to lighten the load for those who may not be as fortunately situated as yourself. Possibly you may think yourself in the class of those who "cannot afford to build, but stop right there. This is not the time to THINK; it's the time to KNOW. Come and talk "costs" over with us, and if you now think you can't build, possibly **FACTS AND FIGURES** may tend to change your opinion. Everyone who can build should build now. It's public spirited, and it is decidedly to your advantage if you are now paying rent.

## Lumber is the Lowest Priced Building Material in the World Today

Stop paying rent, and come to know the full satisfaction that only comes with "A HOME OF YOUR OWN BUILT TO ORDER." Let us help you with figures and facts. Let us tell you of the prices we are quoting on all materials. Let us get together—**FOR BETTER HOMES AND MORE HOMES.**

# Tum-A-Lum Lumber Co.

Everything in "Quality First" Building Materials. Understanding Service.

510 Cascade Avenue  
PHONE 4121

## "A Real-Estate Mortgage is a Mark of Thrift and Progress"

"WE must have a revival of home owning and home life. All other building should give way for the present to necessary business extensions and to houses. We can easily double up in the churches if necessary; there is plenty of room in them. Intensive cultivation and cooperation in the religious field would be a good thing for us. We can get along for a while without memorials and theatres and ouija board factories, but we cannot do without home owners. It is a fine thing to have an automomile when one can afford it, but no one can afford it until after he has bought a home or a farm. A real estate mortgage usually is a mark of thrift and progress, but a chattel mortgage never is."—From an editorial in the *Saturday Evening Post*, May 22, 1920.

# EMRY LUMBER & FUEL CO.

Succeeding—Bridal Veil Lumbering Co.—Hood River Fuel Co.

PHONE 2181 SAME PLACE—SAME MEN FOURTH AND CASCADE

When you want the **BEST** in

# Flour and Cereals

Ask your Groceryman for **Hood River made**



## HIGHLAND MILLING CO.

Mill Phone 1751

Store Phone 3881

## WESTERN BOX APPLE INDUSTRY PROBLEMS

(Dwight L. Woodruff in Better Fruit)

The apple season of 1920-1921 is now about ended. The curtain will soon be rung down on the final act and many in the audience will turn away not wholly satisfied.

Every industry has its trials and vicissitudes, smooth sailing never develops strong, brave and capable sailors.

No business has escaped the experience of post war readjustment. All lines of industry are slowly but surely settling down to a basis of stability and adjustment to new conditions brought about by the awakening from the experience of exorbitant prices, big profits, easy money, unnatural demand and lax financial methods.

Perhaps no producer has suffered more severely during the business depression of the past eight months than has the American farmer, but among these probably the Northwest fruit growers has been as little injured as any. We are all disposed to believe our lot the most burdensome and difficult. It is easy to see the fine points of the "other fellow's" particular line of business while bemoaning our own situation.

Statistics seem like dry reading, but reference to the table below will be both helpful and cheering.

Wholesale decline in prices between February 1, 1920, and February 1, 1921, as published by the Irving National Bank, New York City:

Breadstuffs, 32.3; livestock, 38.1; provisions, 23.3; fruits, 16.0; hides and leather, 41.1; metals, 67.1; minerals, 35.9; coal and coke, 23.0; oil, 40.4; naval stores, 50.7; building material, 9.2; chemicals and drugs, 6.0; miscellaneous, 60.8.

Thirteen commodities, including the miscellaneous list, show an average decline of 42.3 per cent, while fruits only show 16 per cent. Coal and coke show advances and only two items less declines than fruits.

A comparison of reference to gross sales at the big consuming centers show only slight declines on standard varieties and sizes of apples, but the net returns are very much less on account of greatly increased freight charges, storage rates and other advances.

Sober thought compels us to admit we have much to be grateful for. However, we should not lose sight of the fundamental fact that no business can stand still. We must either advance or recede, for we are surely now facing unusual conditions which must be met and mastered if we would maintain our rightful place.

The most outstanding problems we have to deal with, as I see them, are: First—Transportation charges.

Second—Size and quality of our fruit. Last—Wide difference between wholesale and retail prices.

The three problems are closely inter-related. Transportation rates may decline and then again, they may not. If they do decline, the grower directly benefits, but the difficulties are not thereby altogether overcome, as many would have us believe. Should the rates remain unchanged, we must rapidly alter our export methods and use the all water routes to the United Kingdom and Continental Europe for pears and apples.

The question of size and quality of our western apples is a most serious one. Fifteen years ago with our young trees bearing in quantity, our output decidedly limited in quantity, we had no task to readily dispose of our crops at satisfactory prices and, in fact, the buying competition was exceedingly keen. Dealers in New York, Chicago, Philadelphia and other large cities were eager for all the fruit we could produce.

As our crops increased, the growers in New York state, Virginia, West Virginia and, in fact, all apple producing states saw what the northwest was doing and quickly bestirred themselves to meet this new competition by systematic spraying, pruning, cultivation, fertilization, improved grading and packing methods and while this was going on, the west had suffered some serious disappointments—low prices, the result of outgrown selling methods.

This was the direct cause of many growers neglecting their orchards until as a whole the northwest produces far too many second and third grade small sized apples that come in direct competition with apples grown much nearer the large consuming centers which can profitably be sold at the price western growers pay for freight.

The freight on a box of jumble pack Ben Davis is the same as on a box of 34 extra fancy Spitzenburgs or Delicious, but the value in New York is as one dollar is to five dollars. The one shows a dead loss; the other a substantial profit—which will you grow?

Let us forget the two or three abnormal years just passed and get our feet back on earth again. Stop deceiving ourselves into believing that the only first-class apples come from the northwest and awake to the fact that we have some real competition to meet and it can only be met by adopting the most up-to-date and systematic standardized business methods. We should grow larger, better fruit and considerably more care should be exercised in grading, sizing and packing. There is not a brand of apples that I now know of but what has and now is suffering from inferior packing house work.

The question of retail prices for our apples deserves serious consideration and careful analysis, followed by concerted action.

As a rule the jobber or wholesaler has played fair as regards profits and distribution, but the retailer, almost to a man, has not used good business judgment in his handling of boxed apples. Usually his attitude has been to sell one box at a very big profit rather than five boxes at a reasonably fair profit and consequently the grower and consumer have suffered.

We are partly to blame for this in starting our selling season at too high prices. The public is led to believe we are charging too much and they naturally rebel and go on a buying strike. As a consequence we suffer throughout the season.

A notable example of the success of the opposite method is shown this very season with cranberries. The manager of the American Cranberry Exchange controlling a large percentage of all cranberries grown in the United States clearly saw the mistake others were making and pointed out to his growers the wisdom of the Exchange opening prices at \$8.50 per barrel instead of \$10, the price the growers wanted, with the result that the trade and public took hold readily, enabling price advances to be made continuously throughout the season. They remained for a long time at \$12 to \$15 per barrel and finished at \$21 and \$25 per barrel and this in the face of a big crop and notoriously dull times.

The public should be told and retold throughout the season all about our apples, perhaps not mentioning any particular brand, but featuring the best brands, varieties, sizes, uses, etc. Particular stress should be placed upon the proper season for different varieties.

ties. We should drop local sectional jealousies and work in harmony for the good of all concerned. The press would be glad to help if given an opportunity. We need the help and cooperation of the legitimate jobber and distributor more now than ever and they need us. We should gladly meet them more than half way, always remembering that no transaction is a complete success until all legitimate factors make a fair and equitable profit commensurate with the service performed.

The progressive dealer would welcome with great satisfaction the standardization of our grading, packing and selling methods.

It is sadly to be regretted that no more definite steps have been taken along the lines of coordinating the activities of the different highly developed apple growing sections of the northwest. My thought would not be to attempt "one big union" idea, but rather the bringing together of all interests on some common ground of mutual helpfulness, where the problems confronting the industry could be freely and fairly discussed. By so doing, everyone would benefit and the producer and consumer most of all.

At the present time the various apple growing sections are in a state bordering on "armed neutrality." We should not lose sight of the fact that we are all working to the same end. What helps one, helps all and vice versa.

The biggest apple crop for the northwest appears to be just ahead of us. Are we suitably fortified to meet the issue? Ours are individual problems to be collectively worked out.

### The Road to Happiness

You must keep well if you wish to be happy. When constipated take one or two of Chamberlain's Tablets immediately after supper. They cause a gentle movement of the bowels.

### Many Motor Here Sunday

The threat of rain Sunday did not keep motorists at home, and a continual stream of visitors poured here over the Highway. Service stations experienced a busy day, and restaurants and hotels were well crowded with the heavy crowds visiting the city.

**"Dandruff was killing my hair"**



"My head itched unbearably and my hair was coming out by the handful. A few applications of Wildroot loosened and removed quantities of dandruff—the itching stopped. Today it is thicker and more beautiful than ever."

Wildroot Liquid Shampoo or Wildroot Shampoo Soap, used in connection with Wildroot Hair Tonic, will hasten the treatment.

**WILDROOT THE GUARANTEED HAIR TONIC**

For sale here under a money-back guarantee

CHAS. N. CLARKE

701. 547.

**P. MANSEY**

**SIGNS & Showcards** of all descriptions

### Free Employment OFFICE

FOR BOTH Union and Non-Union Labor

Those wishing employes or those in need of work, apply and register.

Telephone 2404

**BRAAKMAN'S PAINT SHOP**

207 3rd Street Smith Building

Applicants must furnish addresses in order that they may be reached quickly.

Under auspices of Local 17516 American Federation of Labor.

### TIRE SALE

Present business conditions force us to sell Tires at following prices:

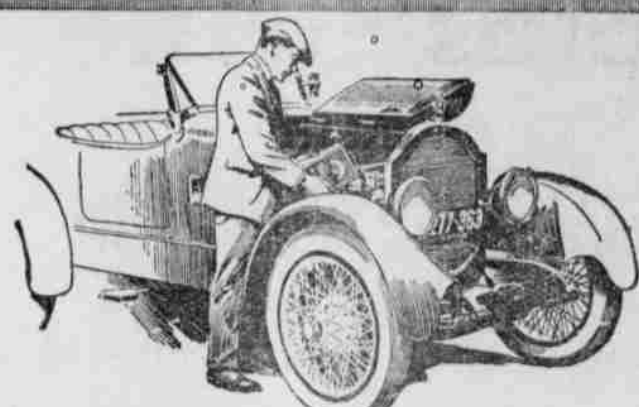
30 x 34 — \$15.25  
32 x 34 — 18.75  
32 x 4 — 23.75  
33 x 4 — 24.75

They are all No. 1 Crescent Tires. This sale will last through March. **WM. WEBER.**

### FOR SALE

5 acres, close in, good house, apples, 80 pears, \$4900.00.  
2 acres, close in, fair house, all apples, \$4000.00.  
4 lots, 2 small houses, for \$850 cash.  
On the Heights, Terms on \$1100, 6-room house, 50 x 100 lot, on the Heights, \$800 to handle, \$1050.  
Farm Loan Bonds, bearing 5% interest at par, excellent investment.  
Some elegant orchard properties, any size, at low prices if one has the cash. Buy when the other fellow wants to sell. Ordinarily buyers want to buy when prices are high, while they should buy when the prices are low. Now is the time to buy.

**R. E. SCOTT, Agt.**  
1st. Nat'l Bank Bldg.



## What do you know about the oil you are using?

Is it a wholly-distilled, non-compounded product, free from elements that cause hard carbon deposits?

Does it maintain a perfect piston-ring seal, thus preventing waste of power and leakage of gasoline into the crankcase?

Does it protect the bearings against excess friction and wear?

If it fails in one or all of these particulars, your oil is wrong in quality or type.

SUNOCO Motor Oil, with its six distinct types and exclusive qualities, insures a right oil for your car. Try SUNOCO and be convinced.

FOR SALE BY

**E. A. FRANZ CO.**  
PINE GROVE STORE  
HOOD RIVER GARAGE

# SUNOCO MOTOR OIL

**The Quantack Oriental Challenge**

Established 1877

CHICAGO

A School for the Practical Study of the Principles of Reflexology in the Human Body and Methods for their Correction.

Do all diseases these persons may cause

Something

William F. Karaway

Dr. J. H. H. H. H. H.

In testimony whereof we have hereunto set our hand and seal this 1st day of April 1921.

Charles H. H. H. H.

## Mt. Hood Meat Co.

Phone 4141. 4th and Oak Streets.

### A GOOD PLACE TO BUY GOOD MEAT

I have arranged to have **FRESH SALMON EGGS** at all times after May 2nd

### BARGAIN IN CITY HOME

I will sell for an appealing price my 10-room home with six lots. The house has toilet and lavatories on both first and second floors. Full basement and modern heating plant. All kinds of fruit and berries in bearing on lots. Fine view of Columbia and Mount Adams. Corner of 12th and Eugene Sts.

**L. H. HUGGINS** Tel. 3141

### FOR SALE

A slightly used 10-18 Case tractor, extra rims, and lugs, Berling magneto. Having sold my ranch will sell tractor at a sacrifice.

**SILAS JENSEN**  
White Salmon, Wash.