



Add Profitable Land to Your Farm at Less Expense

LOTS of farmers around here cleared stump land last year with Pacific Stumping. That land is now putting money in the bank for them. It's no longer a loss. They save money on the job, too.

For Pacific Stumping gives you one-half more sticks per dollar—it has approximately the same strength, stick for stick, as any standard stumping powder. Non-freezing and non-headache.

Let us give you full information on Pacific Stumping and other du Pont explosives for land-clearing and ditching work. We can give you quick delivery and probably some helpful advice.

HOOD RIVER SPRAY CO., Hood River
R. J. McISAAC & CO., Parkdale

NON-HEADACHE DU PONT NON-FREEZING PACIFIC STUMPING POWDER

FOR SALE

The Leading Varieties of First-Class

Apple, Prune, Pear, Plum, Cherry and Peach Trees

One and Two Year Old

PHONE ODELL 146

F. A. MASSEE

WHOLESALE AND RETAIL LUMBER

OREGON LUMBER COMPANY
DEE, OREGON

Phone: Odell 406

FRUIT BOXES VEGETABLE CRATES

Any Size—Any Kind—Any Time

Get your boxes now and avoid the inconveniences of a possible later shortage.

BOXWOOD (fine for kindling) FOR SALE.

FREE SAWDUST

(For those who will come and help themselves.)

Hood River Box Co.

H. A. BELL, Manager

Factory on Railroad St.

Office, 1342. (Between Vinona Factory and Spray Plant).
Residence, 5761.

CALL ON US, INSPECT THE PLANT AND GET ACQUAINTED.

PARADES AND OTHERS IN COOPERATION

A. R. Nichols, Doc containing who returned last week from a visit at Hood River, Ore., has been the large eastern apple market showing some recuperation from the depression that had marked the past year. In Chicago the demand was growing somewhat as in Portland, and prices were showing some stiffening. In Minneapolis, Mr. Nichols said, he found the market, shipped by Washington districts, showing a 25-cent increase in price.

Radio Finds Pipe
W. L. Clark, city water superintendent, just back from Portland, where he had gone in quest of a special kind of pipe badly needed in an extension of local mains, declares radio a commercial asset. Mr. Clark had tried in vain to secure the pipe from Portland dealers and the telephone and telegraph had been used in seeking the supplier from neighboring points.

Stamania Pioneer Passes
(From Stamania County Pioneer)
"Uncle" John Wachter, one of Stamania county's best known and lovable old men, has passed on to the "great beyond." He passed away Saturday evening, March 3, at 5 o'clock at the family residence in this city after a brief illness. The funeral services were held from the Congregational church, of which he was a member, and he was laid to rest in the family lot in the Odd Fellows cemetery last Monday afternoon. Rev. Bobt. S. Harbutt, officiating. The bearers were Hans Lillegard, C. D. Walker, John Foss, John Skaar, Eddy Mitchell and John Sweeney.

Gravel Pit Being Stripped
With Thomas Lacey formerly with the State Highway Department, in charge, the county has a crew of four Fordson tractors, each drawing a Fresno scraper, stripping huge gravel pits west of the city. The top earth from the pits is being dragged to old excavations, which will be leveled off.

SUMMONS
In the Circuit Court of the State of Oregon for the County of Hood River.
Minnie J. Yonder, Plaintiff, vs. Helena A. Parker, Charles Parker, Joan Parker, and L. A. Henderson, Administrators of the estate of C. W. Parker, deceased, and H. A. Beauchamp, Defendants.

To Helena A. Parker, Charles Parker and Joan Parker, defendants: In the name of the State of Oregon, you and each of you are required to appear and answer to the complaint filed against you in the above entitled suit on or before six weeks from the date of the next publication of this summons, which date is hereinafter stated, and if you fail to appear or answer, judgment thereon, the plaintiff will apply to the Court for the relief prayed for in said complaint, to-wit:

For judgment against the defendant, Helena A. Parker, for the sum of \$3,000.00, with interest thereon at the rate of 8 per cent per annum, since December 30, 1919, until paid; less the sum of \$50.00; also for \$37.97 with interest thereon at the rate of 8 per cent per annum since November 3, 1921, until paid; also for \$300.00 attorneys' fees, together with the costs and disbursements of this suit, also.

For a decree foreclosing that certain mortgage described in the plaintiff's complaint herein, to-wit: that mortgage executed by Helena A. Parker and C. W. Parker, dated June 30, 1917, and recorded on July 2nd, 1917, on page 405, in Vol. 11, of the Records of Mortgages of Hood River County, Oregon, covering and mortgaging the following described real property in said County and State, to-wit:

Government Lot No. 2, of Section 6, Township 2 North of Range 10 East of the Willamette Meridian; and Government Lot No. 3, in Section 31, Township 2 North of Range 10 East of the Willamette Meridian; and

The south half of the southwest quarter of Section 36, in Township 2 North of Range 9 East of the Willamette Meridian, together with the interests, hereditaments and appurtenances thereto belonging or in anywise appertaining; and for the sale of said lands under execution to satisfy plaintiff's judgment and said mortgage debt, and for the application of the proceeds of such sale to the satisfaction of said judgment and mortgage; and that any right, title, estate, lien or interest owned or claimed by the defendants, Helena A. Parker, Charles Parker and Joan Parker, or either of them, or by any of the defendants in said suit, in or to said real property, or any part thereof, may be adjudged to be inferior in right, and subsequent in time and subject to the lien of said mortgage; and that said defendants and each and all of the defendants in this suit may be forever barred and foreclosed of all right, title, estate, lien or interest in or to said property or any part thereof; that plaintiff may purchase at said sale the said property, and that the purchaser may get into immediate possession of said property, and that plaintiff may have such other relief as to the Court may seem equitable.

You are hereby served with this summons by the publication hereof in accordance with an order of the Hon. E. L. Hansenbeck, County Judge of Hood River County, Oregon, duly made herein on February 28, 1928, which order directs that you shall appear and answer said complaint on or before six weeks from the date of this publication of this summons which date is fixed in said order as March 1, 1928. This case number is 5786 in Volume 12, 1928. BERT J. C. SMITH, Attorney for Plaintiff, Hood River, Oregon.

THE SPECTACULAR BUYER

At this point in our campaign we must take up the question of the "retailer's margin" as it is being good or bad upon consumption and consumption. During the development of the fruit industry and by early marketing efforts we have developed a "retailer's margin" that is a very necessary service; the other was a speculative price and charge. During the early days of the fruit industry the retailer's margin was quick to see the profit to be made in buying large blocks of our fruit, moving it to eastern markets, placing it in storage and selling it later at greatly enhanced prices. Hence if any objection was made to the retailer's margin during the time he was willing to pay prices which would yield the producer a profit on his product. On the contrary, he was met with open arms and encouragement to come and deal with us. This continued for several years.

While we were dealing with this speculative buyer we were doing nothing to build up distribution or increase consumption. We were slow to move in that direction, and we were slow to take any time or energy to the development of new markets or try to increase consumption. In justice to him it must be said that he had no interest in that direction, the fruit producer. He was paying for the privilege of the fruit and taking a chance that he would be able to sell it again at a profit. Again, in justice to this speculative buyer, we must admit that some years he did not make a profit but took a rather severe loss. For a goodly number of years, however, he was ahead of the game. Furthermore, he was slow to see the trend of business away from them, which we see reflected in a large number of failures of men engaged in buying fruit as a speculative venture. We must not confuse the failures of some men with the failures of a few of the middlemen who were actually performing a real service in the distribution of fruits and vegetables. The wholesale distributors of fruits and vegetables failed on account of an overabundance of these commodities in the market, through no fault of his own.

During the time the speculative buyer was the principal purchaser of our products the wholesale distributors bought to a large extent from the speculative buyer. The wholesale distributor very largely bought his supplies as he received them and to fill the requirements of his markets, depending on the consuming ability of his markets which was influenced greatly by price of the commodity to the consumer. Some of the wholesale distributors of fruits and vegetables failed on account of an overabundance of these commodities in the market, through no fault of his own.

The present channels of distribution of our products are probably just as efficient as they can be made under present conditions. No doubt there can be a great deal done by the way of cutting down the high cost of distribution by cutting the retailer's margin; that there is more money in moving in large volume at a smaller margin than a small quantity at a larger margin with its natural loss due to decay.

One of the large California cooperative organizations realized this several years ago and in connection with their very extensive advertising campaign, have also carried on a campaign among the retail grocers of the country in an effort to encourage them to sell larger quantities of their product at a fair profit rather than to sell a limited quantity at a large profit. They realized that a dealer be he wholesaler or retailer, performs a necessary service in the distribution of all fruit products, and to continue in business he must make his business a profitable one. They also realized that it would be impossible to get the retailers to move the quantity that it was imperative to move, unless he could make a profit on that turnover. Therefore he insisted that he should make a certain margin of profit on their account and discouraged any inclination on the part of the retailer to handle their product on a lower margin. They knew that they must have the support of every retail dealer of their product, and they also knew that to get that support he must be able to handle their product on the same basis he was handling

THE SPECTACULAR BUYER

these products. Through their advertising they have increased consumption to the point where it is possible to market their large volume of this particular fruit. Their action was taken at a time when they were facing a very large increase in their production, many times larger than they had been called upon to handle, and there is no question but that it was the salvation of this particular industry in California. A campaign among the retailers on the handling of our products should be comparatively easy during the work the California people have done on their fruit products. We must make our products attractive to the retailers and something they want to sell. That is part of the work to be done to increase consumption.

Do we all believe that our situation has become almost intolerable, that something must be done, and done quickly to save our industry? Or shall we continue on the same basis, taking a chance that by a so called Act of Providence disaster shall be averted upon some other producing section so that the California products at a high price to make up for the loss of prices? Do we believe that it would be better to have a long series of years paying us fair prices, enabling the producer to profit enough by his endeavors to live decently and bring up his children, educate them and leave behind him that high class, honorable, upright, determined, hard-working citizenry we need if this Republic is to exist? Shall we continue with the feast and famine, mostly famine, and have our producers become disheartened, discouraged, and the children of our industry deprived of educational advantages which will deprive them of that vision and understanding that will make them good citizens? If it does not result in a far worse calamity than anything that we can agree that something should be done and done quickly, what shall it be? Cooperation! That is a word that means much. It has been loosely used at times and perhaps wrongly applied. Let us then say it another way: "Let us get together and work out our problems." There are two ways we can do this. We can get together out here in the west, or we can get together in the markets where our fruit is sold. Whichever plan is adopted we must work out the same problems and perform the same service.

We must be willing to give up some of our cherished ideas in independence and forget the real or fancied superiority of fruit grown in any locality; a proper marketing plan will bring the true value of your product. We also must bury suspicions as deep that it may never be found anywhere or heard of again. This must be an understanding with this guiding principle: "One for all and all for one." Further than this, this principle must be our guide in all our dealings, not only among ourselves but with all those that handle our products. This may sound a little advanced for our present "civilization" but it is nevertheless true that no undertaking can prosper for long that does not have as its very soul honesty to itself and to others.

It is possible to go into the details of such an organization and work should be formed to work out our problems, but most of the problems have been mentioned and it is only a question of meeting these problems and solving them. It can be done. There is not an organization in existence that is big enough to handle the proposition alone. It must be done by all working together side by side. We must combine the forces of the Northwest going through the channel of distribution, meeting demand with supply, creating demand to meet increasing supply by increasing consumption all markets both domestic and foreign, it would be possible to market the fruit in which we are so vitally interested with a fair profit to the producer.

However, we must work this out along somewhat different lines than we now follow. A new vision is needed. We must go further than providing places to buy boxed apples. We must sell our products not only to the retailers but to the consumer as well. We can again learn from the experiences of California. We must sell our products all through the various channels of distribution to the ultimate consumer. It can be done. It is a merchandising war. With selling goes advertising. Millions of dollars have been wasted in advertising, trying to find out what is good advertising. We must advertise in a way that moves our products rapidly through the various channels of distribution to ultimate consumption. At a small cost per unit of our product we can build up through advertising a good will for our product that will sell it. With proper advertising, the right kind of merchandising, and correct distribution we can build up a selling machine for boxed apples that will take a great deal of the uncertainty of values out of the industry and provide means of financing that will enable producers to market their product in an orderly manner without waiting until a new crop is on the trees to learn whether they made a profit or took a loss on their previous crop.

Notice of Sale of Real Property
In the County Court of the State of Oregon for the County of Hood River.
In the matter of the Guardianship of Lauren Hanley, a Minor.
Notice is hereby given by the undersigned, guardian of the above named minor, Lauren Hanley, that from and after the 2nd day of April, 1928, he will proceed to sell the following described real estate situate in the County of Willamal, State of Oregon, to-wit:
Beginning at the Northeast corner of Block 26, in Residence Addition to the town of Willamal, Oregon, as per plat thereof on file and of record in the County Clerk's office in Willamal County, Oregon; running thence North 101.55 feet to the East boundary line of Block 27 in said Residence Addition; thence South 101.55 feet to the Southeast corner of said Block 27; thence East 128.5 feet to the place of beginning.

At either public or private sale, for cash, subject to the construction of the above entitled court said real estate to be sold subject to existing taxes, assessments and other liens and that offers or bids for said property will be received by the undersigned at the office of the County Clerk of Hood River County, at Hood River, Oregon.
MABELLE H. BISTAU, Guardian of Lauren Hanley, Minor.
FRANKLIN F. ROBERTS, Attorney for Guardian.
Rubber stamps for apple boxes at the Glucker office.

Oregold Ice Cream

The Valley's co-operative creamery has now launched its new partner, and ICE CREAM—made at the Hood River plant—is now available. As every housewife knows, it's the daily experience, Oregold Butter is pure and wholesome as it is possible to make such a product. The same high standard will characterize OREGOLD ICE CREAM. We aim to make our Ice Cream so good that you'll like it and be proud of it.

YOUR DEALER HAS IT

The Hood River Creamery

WHITE WIZARD Washing Compound

will not harm the most delicate fabrics as it contains no lye or injurious chemicals.

WHITE WIZARD is a washing compound that will make your washing easier and your clothes whiter.

The WIZARD will loosen and remove dirt in a manner that will surprise you. It will do away with the drudgery of so much rubbing and will make your clothes beautifully clean and white.

SOLD BY
GOODWYN M. JOHNSON
Phone 506, HOOD RIVER, ORE. Route No. 4

Performance is what counts.

Friend Sprayers

are dependable!

Hood River Spray Co.

DISTRIBUTORS

THE OPEN AIR CALLS

NO doubt the housewife has had the call for an open air stroll during these first sunny days of beginning Spring. Heed the call and do not worry about the evening meal. The goods on our shelves and cases, ready for immediate preparation, will enable you to set the table in a minimum of time. Their goodness and the keener appetite gained by an open air stroll will add to your enjoyment of life.

FRASIER & SON

Fuel - Fuel - Fuel

Call us for wood or coal. We also do heavy freighting, as well as light hauling. Sand, gravel and builders' materials.

The Transfer & Livery

Tel. 4111

A Place for Your Convenient Recreation

Play a friendly game of Billiards or Pool. The best foods at all hours at our grille. Cigars, soft drinks and confections.

And if you wish, you may enjoy our bowling alleys, none better.

The Electric Kitchen

H. A. GEORGE

Anderson Undertaking Co.

C. G. ANDERSON, Sole Proprietor

Licensed Embalmer and Funeral Director

415 OAK STREET, HOOD RIVER, ORE.