

The Hood River Courier

VOL. XXXV

HOOD RIVER, OREGON, THURSDAY, NOVEMBER 15, 1923

No. 24

The Historical Soc. Auditor


As a National Bank

this institution offers all of the advantages of ample resources, responsible management and interested personal service—

Plus

the cooperation of the National Government, with all of the special privileges that membership in the Federal Reserve allows.


We Invite Your Account



The First National Bank

HOOD RIVER, OREGON


Resources over a Million.



Get The Most for your investment

Not how cheap you buy but how well you buy.

Sturdy, warm, plaid backs—tailored right up to the minute.....\$35



J. G. VOGT

SPECIAL NOTICE

We purchased at the Pacific International Stock Show a full-blooded Roan Durham Steer that belonged to the Boys and Girls Club of Union County, Ore., and was raised by a boy by the name of Kenneth Prather. This animal took first prize and we are going to give away some choice cuts for Thanksgiving. Watch this space and our display window for further particulars.

A FEW OF OUR SATURDAY SPECIALS

Sirloin Steak	22-25	Boiling Meat	10
"T" Bones	25-35	Pot Roast	15
Pork Chops	28	Prime Rib Rolled	28
Pork Steak	22	Leg of Pork	25
Veal Steak	25	Shoulder of Pork	20
Veal Stew	15 1/2	Loin of Pork Roast	28
Veal Roasts	20	Fresh Side Pork Roast	20

We have a small amount of Home Rendered Lard left that we are selling at these prices:

50 lb. Tins	\$7.50	No. 10	\$1.45	No. 5	75¢
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We make our own Sausages, Hams, Bacon and Lard.

Stick Bologna	20	Pork Sausage	25
Liversausage	20	Wieners	20
Pressed Corn Beef	25	Frankfurters	18
Head Cheese	25	Ring Bologna	15
Minced Ham	25	Regular Hams	24 & 28
Bacon Backs	18	Fancy Light Bacon	33

only a few left

Picnic Hams	15-18	Cottage Rolls	18
Hamburger	20		

Leave your order now for that prime fowl for Thanksgiving. We pay cash for Veal and Poultry.

Prompt attention given to mail orders.

MT. HOOD MEAT CO.

All makes of electrical systems repaired. We specialize in trouble shooting.

HECK UNGER GARAGE

Successor to TUCKER'S GARAGE

Phone 3743

WHY?

Last Sunday I went back 6 miles in the Mosier hills and pulled out a two and a half ton truck, loaded with household goods that had rolled over the bank and landed upside down. I was gone from the shop just six hours and had one man with me.

I have the best wrecking car and equipment this side of Portland. When in trouble call

Shay's SERVICE Shop

AT THE FASHION GARAGE

Shop 1261 Res. 3721

The Kresse Drug Co. - Retail

ONE CENT SALE

Next Week Thursday, Friday and Saturday
November 22, 23 and 24


Buy One Article at the Regular Price and Get the Second One for One Cent—That's the Plan of pricing in this Annual Event which turns the Thoughts of Thousands of People toward Economy.

This will be the largest Sale of Standard Goods the United Drug Co. has ever put on, as the sale includes such items as Kleenex Tooth Paste, Symphony Lawn Stationery, Jontel Talcum, Cascade Pound Paper and Envelopes, Hair Nets, Liggett's Chocolates, Aspirin Tablets, Face Powders, Face Creams, Shaving Creams, Hot Water Bottles and hundreds of other Wonderful Bargains.

KRESSE DRUG COMPANY

The Rexall Store

See One Cent Sale Ad on inside page.



The Wage Earner's Inning

In the succeeding cycles of time each class of individuals gets an INNING.

Apples and wheat have made money for the producer in times past and they will again, but this year is the Wage Earner's INNING.

The buying power of the wages now being paid throughout the United States is easily the greatest in history.

Fortunate is the man who takes advantage of his opportunities, for soon or late the lean years come.

BUTLER BANKING COMPANY

Member Federal Reserve System



Drain Your Land for Larger Crops

YOU wouldn't think of making your farm land do without fertilizer when it is needed. Then, why should you delay in draining your land—it will do it more permanent good than any amount of fertilizer.

Drained land is fertile land. It will increase your crop yield enormously, enough more to pay for the drainage in one season. You will harvest better crops. You can work your land earlier and easier. Drained land has a higher value, making drainage your best investment.

Our Tile Improve with Age

Be careful in selecting your tile; you don't want to do the job over again. Our tile are made of concrete by the Dunn method, insuring the best that can be made. They do not disintegrate, but actually improve with age. Every one is guaranteed.

Emry Lumber & Fuel Co.

MANUFACTURERS OF CONCRETE PRODUCTS



USE CONCRETE TILE

A Concert of Sacred Classics

by the choir of
Riverside Church, Sunday evening at 7:45
the second of the series

Sermons from Modern Books
Dr. Boddy

"The Calvary of a Nation"

by Dr. Lamson, of Seattle

at 11 a. m.—postponed from last Sunday

GARFIT PLAN BEING STUDIED

LOCAL COMMITTEE INVESTIGATES

Chamber of Commerce Will Consider Apple Exploitation Scheme Mootly

Night—Growers Invited

It is anticipated that the next regular meeting of the Apple Growers Association, to be held Monday night, will draw one of the largest numbers of orchardists present for such a session in a number of years. A chief feature of the meeting will be a report by a committee on the plan recently advanced by William Garfit, executive manager of the Western Fruit Jobbers Association, for assembling about \$500,000 for carrying on an advertising campaign to exploit boxed apples. The committee is composed of P. F. Clark, A. F. S. Steele, W. E. Sherman, C. King Benton, Truman Butler, E. O. Blanchard and F. S. Kelly.

Mr. Garfit visited here several weeks ago. He later called on shippers, concerns and growers of all Washington districts. His plans have aroused enthusiasm at all points. He proposes to assess each box of apples one cent for the cost of the educational campaign to be procured from subscriptions from box and spray manufacturers and paper dealers.

Commercial organizations of Yakima, Wenatchee and Walla Walla, Wash. have taken official cognizance of the Garfit plan and have committees actively engaged in studying it. It is proposed that all of the committees from the various fruit centers meet in Yakima December 11 and 12, at the time of the meeting of the Washington State Horticultural Society.

The plan of William Garfit, secretary of the Western Fruit Jobbers Association who was recently here, to form an organization for bringing about a better merchandising of apples, has made a greater impression, apparently, on Yakima and Wenatchee districts than any recent proposal of a cooperative nature. The Yakima Herald last week carried the following story of the visit of Mr. Garfit there:

Lack of salesmanship in the jobbing and retail trade of the country over is the big hindrance to greater consumption of apples and any scheme for promoting extended use of apples must link up personal contact with judicious advertising. The jobbing trade is merely taking orders instead of employing skillful salesmanship in prevailing upon the retailer to buy more and the retailer also is content to take what orders come to him instead of inducing the consumer to buy in larger quantities.

This in substance was the declaration of William Garfit, secretary of the Western Fruit Jobbers Association, in speaking before a large audience of growers, shippers, bankers and business men that packed the auditorium at the Commercial Club last week.

Mr. Garfit discussed the apple situation as regards present methods of marketing and distribution and declared that something had to be done to increase consumption. He proposed that the apple industry of the Northwest contribute one cent a box toward an advertising and sales organization funded to which the jobbing trade would contribute its share. This fund to be used to promote greater consumption of apples.

The president of the Commercial Club, who presided at the meeting, was authorized to appoint a committee of five to look into Mr. Garfit's plan further and to act in conjunction with like committees from other districts of the Northwest. This committee will be composed of two growers, two shippers and one business man.

There are great possibilities for extending the use of apples and while advertising in newspapers and on sign boards will figure in this aspect, emphasis must be placed upon personal contact. Mr. Garfit declared. To increase consumption the jobber must be induced to use his best efforts to pass more apples on to the retailer and in turn the retailer must be interested in selling more apples and the consumer educated to use more of them.

The campaign is to be carried along these lines:

According to Mr. Garfit's idea, there would accrue from an assessment of one cent a box on the Northwest production a fund of \$800,000. To this would be added the contributions of the jobbing trade, making a total of \$500,000. A large share of this would be used in the employment of contact men who will teach the retailer how to sell apples and the consumers how to use them.

Mr. Garfit has already presented the idea to the Wenatchee and Hood River districts and found them responsive. Edwin Smith, of Wenatchee, a member of the committee of three Wenatchee shippers acting for that district, was present at the meeting and made a statement of the position of Wenatchee on the proposition.

He said that Wenatchee had confidence in the printed word as a means of advertising as shown by the fact that it is on a three-year campaign supported by 60 per cent of the acreage of the district at three cents a box but it also appreciates the value of personal contact. The Wenatchee committee favored doing something yet this season, at least to the extent of making a demonstration in a number of cities. However, Wenatchee will continue its "Eat Wenatchee Apples" campaign.

The plan proposed by Mr. Garfit was heartily endorsed by Fred Eberle, manager of the Horticultural Union, who said he saw in it a practical plan for teaching the consumers to use more apples. In his opinion the people of the United States can consume all the apples that the Northwest can grow if the value of apples is fully appreciated.

W. L. Steinsveg, president of the First National Bank, struck the keynote of the meeting in declaring that personal contact accomplished vastly greater results than other means employed in making sales. He expressed the hope that the growers and shippers would give careful consideration to the matter of lining up on the plan proposed by Mr. Garfit.

J. A. Moade, of Seattle, president of

APPLE HARVEST WEATHER SKOOKUM

The Hood River Valley apple harvest, as a result of record good weather, is being wound up. By the end of the week packing will be fairly well ended. For the past week transient harvest hands have been leaving by the hundreds. Scores of California pickers and packers, engaged in local fields and packing plants, are leaving for the south to participate in the citrus harvest.

Since packing began in September growers have been able to pursue their harvest without interruption from bad weather. Pickers assess hail only two days by light rains. The fall has been the driest in 20 years. Apples have been placed in storage plants and warehouses without frost damage. No temperature has been low enough to affect fruit left unexposed in fields.

Shipments up to the past week end reached a total of approximately 1,200 cars, a little over a third of the district's entire tonnage. The Apple Growers Association up to Friday had received from growers a total of 1,202,767 boxes and had shipped 570,370 boxes.

Maximum shipments will continue to roll from here until the holiday season, it is expected. The Yakima Herald hereafter will be made from the Mount Hood line, where warehouses to date have shipped about a third of the tonnage to be handled. Shippers, however, are eager to get all apples off the valley line for fear of a blockade due to a snow storm or freshet.

Embargoes placed on fresh fruit shipments destined for New York City by the Erie line and by the Pennsylvania line on some points is retarding shipments from here slightly. The Erie embargo is partly due to the heavy movement of wine grapes from California. Apple shippers, however, are partly responsible by their heavy loading of fruit for the metropolitan market.

TAX COMMISSION MEETS NEXT WEEK

The Hood River County Tax and Conservation Commission will meet at the courthouse next Monday for a four-day series of hearings. The schedule has been announced as follows by J. R. Forden, secretary:

Notices of time and place for holding the hearing and consideration of the budgets of the various tax levying boards of Hood River county. All will be held in the county court room in Hood River.

Monday, November 19, at 10 a. m., Oak Hill School District No. 2; Oak Hill High School District No. 1; Monday, November 19, at 1:30 p. m., Duks Valley School District No. 13; Middle Valley School District No. 9; Mt. Hood School District No. 8.

Tuesday, November 20, at 10 a. m., Parkdale School District No. 6; Des School District No. 14.

Tuesday, November 20, at 1:30 p. m., Cascade Locks School District No. 1; Wyeth School District No. 15; Pine Grove School District No. 5.

Wednesday, November 21, at 10 a. m., Oak Grove School District No. 11; Barrett School District No. 4.

Wednesday, November 21, at 1:30 p. m., Franklin School District No. 2; Viento School District No. 10.

Thursday, November 22, at 10 a. m., Hood River School District No. 3; Hood River Irrigation District.

Thursday, Nov. 22, at 1:30 p. m., Des Irrigation District; Middle Fork Irrigation District; East Fork Irrigation District.

The time for the Hood River county budget hearing will be announced later.

MASONS TO HOLD FATHER, SON BANQUET

A father and son program will be given Friday evening by Hood River lodge of Masons. The program will include patriotic addresses by prominent members of the order and a feature will be musical numbers and addresses by sons as well as fathers. It will be followed by a luncheon.

This occasion has been arranged by direction of the Grand Master of the state, every lodge in Oregon being expected to observe father and son week with a special program of this kind. The attendance of men and boys is expected to be evenly divided, "as each member who does not have a son has been urged to borrow someone's else son for the occasion.

The program, which will start promptly at 7:30, is under the direction of a committee which includes Kent Shoemaker, Truman Butler, Dr. H. D. W. Pineo, L. B. Gibson, George Galloway and R. B. Bennett.

Two Draw Fines for Speeding

H. Noregard, Wallawa merchant, returning home from Portland Sunday with a new touring car, traveled at 34 miles an hour down Cascade avenue, according to Traffic Officer Morrison. L. Shoda, a Portland Japanese barber, according to the officer, was also traveling in excess of the speed limit. City Judge Howe fined each \$10.

INTERCITY DINNER PLEASANT

THE DALLES KIWANIS VISIT HERE

Tuesday Lunch Club Host Tuesday Night

At Columbia Gorge Hotel—Butler and Sinnott Speakers

The chief feature of the dinner, attended by the wives of the members of the two organizations and numerous friends, were addresses by Truman Butler and Representative Sinnott. Mr. Butler expatiated on the advantages of the Wasco county capital, while Mr. Sinnott, as he declared, attempted to paint the lively extolling the merits of the Hood River country. Both men were at their best. They grew eloquent and told numerous incidents, characterized by wit and humor. Indeed, Mr. Butler revealed some of the secrets of a spontaneous youth, concerning his first venture into the business world in delivering papers, and feasting on doughnuts and the manipulation of cats that had lost at least one of their nine lives, said cats having been delivered to an early day Dalles butcher.

Mr. Butler declared one of the proudest moments of his life occurred on the day he was made an officer of the Portland-Dalles boat line established by The Dalles citizens. He was pursued for nine years on the steamer Regulator. He expressed a sincere appreciation of The Dalles folk, who, he declared, gave him a foundation for building up a confidence in business life here through the recommendations they gave him when he and his father established their bank here.

Mr. Sinnott, following Mr. Butler, said:

"In Truman Butler you have a living exemplification of what The Dalles has done for Hood River. He was reared from boyhood on up through the age of adolescence in The Dalles. He cut his wisdom teeth and came to Hood River immediately."

Mr. Sinnott paid a tribute to Hood River for the enterprise of her people in bringing about the Mount Hood Loop Highway, the Columbia River Bridge, the Coopers Spur Loop and the new Oak Grove golf club. He expatiated on the wonders that the new Coopers Spur road will make accessible to the motorists, declaring that Mount Hood belonged to all Oregon.

Mr. Sinnott ended his interesting address with a number of anecdotes of Mr. in congress.

Ernest G. Smith, president of the local club, presided at the dinner. Hattie S. Rice, Kiwanian president, responded for The Dalles. W. J. Collier, accompanied by Miss Sara Howes, gave a group of songs. The big audience sang a number of songs with Carlton L. Pepper, of The Dalles, leading.

With Ford's orchestra making the music, dancing followed the dinner.

COOPER'S SPUR LATERAL IS ASSURED

In confirmation of a report made to the local bodies two weeks ago by Representative N. J. Sinnott, after an interview with the Portland office of the United States Forestry Service, the Hood River Chamber of Commerce and American Legion Post yesterday received a telegram from Senator Charles L. McNary, announcing assurance of the Coopers Spur segment of the Mount Hood Loop Highway next spring. Senator McNary wired the Hood River organizations following a conference with Col. Greeley, chief forester. The news brought elation to the local men.

"It's the most cheering news the Legion Post has ever had," said Kent Shoemaker, chairman of the organization's Mount Hood Club committee, which initiated a campaign for the spur lateral three years ago.

Wm. P. Allyn, secretary of the Chamber of Commerce, and Mr. Shoemaker expressed their appreciation of support of the Portland Chamber of Commerce and the Oregon State Editorial Association. The latter body at its annual convention, held on Mount Hood at the Legion camp last July, adopted a resolution endorsing the spur project. Its members since have done great service, the local men say, in crystallizing statewide sentiment for the spur road which will connect Portland and all Oregon with the moulaine of the mountain.

FIREMEN'S DANCE IS COMING ALONG

The Volunteer Fire Department has launched the sale of tickets for the 18th annual ball of the organization, to be held at Pythian Temple Thanksgiving night. L. J. Daniels, in charge of preparations for the firemen's hop, says that the public is taking a keen interest in the event.

City officials are sponsoring the firemen's ball and members of the official family and their wives will act as patrons and patronesses Thanksgiving night.

E. A. Brown Home Burns

The residence and barn of E. A. Brown on the Mount Hood Loop Highway in the Upper Valley were burned Saturday. The fire, discovered by Mrs. Brown, started from some undetermined cause in the residence. Mr. Brown had gone to Portland to meet guests expected from the east.

Mrs. Brown seizing a few articles of clothing, rushed from the burning building and released a pony stabled in the barn.