

# The Hood River Glacier.

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## "Always Have Something to Sell."

Two rules of good farming are man's heritage from centuries of tilling the soil:

- (1) Raise what you need for your own table.
- (2) Always have something to sell.

By practicing dairying and live stock raising in addition to cultivation of crops, thousands are following these two rules to success and prosperity. They always have a smile, for they

"Always Have Something to Sell."



## The First National Bank

HOOD RIVER, OREGON

## "SQUIBBS"

What is in your medicine cabinet? Are they products your physician would approve?

- |                           |                                |
|---------------------------|--------------------------------|
| Squibb's Epsom Salts      | Squibb's Milk of Magnesia      |
| Squibb's Bicarbonate Soda | Squibb's Dental Cream          |
| Squibb's Boric Acid       | Squibb's Castor Oil            |
| Squibb's Cold Cream       | Squibb's Nursery Powder        |
| Squibb's Talcum Powder    | Squibb's Cod Liver Oil         |
| Squibb's Mineral Oil      | Squibb's Aromatic Sp's Ammonia |

SPECIFY SQUIBBS—Distributed by

## HOOD RIVER DRUG CO.

WE SERVE A MERCHANTS' LUNCH

Phone 1551 Fountain Service

The Priceless Ingredient of every product is the honor and integrity of its maker.



## OUR KODAK DEPARTMENT

Careful Developing—In this, more than in any other phase of finishing work is extreme care essential. "You get it here."

**Prints**—Every print that we make from kodak negatives is on the best paper.

We use the proper paper that gets the most pleasing results from all kinds of negatives.

**Enlargements**—Few persons recognize in their negatives the possibilities that lie in enlarging the whole or parts of them.

Let us select one of your best negatives for a trial enlargement.

## KRESSE DRUG COMPANY

The Rexall Store



## Borrowers and Lenders

Shakespeare says,—"Neither a borrower nor a lender be," but our customers find it necessary or desirable to occasionally do either or both.

Just now we have customers who would lend the following amounts on improved real estate, \$400, \$500, \$600, \$1000, \$1,500.

We also have customers who have good security and would like to borrow the following amounts for from 1 to 3 years, \$3000, \$5000, \$2,500.

Call on us for further information.

## BUTLER BANKING COMPANY

Member Federal Reserve System

## Style Sense and a Sense of Style

Young men with a sense of style are wearing the straight, loose models this season. It's the mode of the spring.

But—the same chaps exercise their style sense by wearing the right clothes at the right time.

We are showing smart, live models, for Dress, Sports, Travel and Business.

Feature Values

\$35.00 \$38.00 \$40.00

## J. G. VOGT

## Here's a Secret about some well-dressed folks you know

HAVE you wondered why some people, with incomes no larger than yours, always look so well dressed?

Here's the secret—they buy good clothes to begin with, and then they depend on modern dry-cleaning to keep these clothes looking



their best, over the longest possible period of time. They pay no more; they have better clothes; they look better, and, of course, they feel better. Why not try their plan? Phone, and we'll send a representative.

## Spaulding's Tailor Shop

105 Oak Street (NEAR GRANGE STORE)

Phone 3984

HOOD RIVER, ORE.



## Make Every Minute Count

THIS year is now well on its way. Right now you are probably planning your spring building activities.

You are invited to visit this office and see the many beautiful hand colored photographs of homes that have actually been built.

You will be highly pleased with the building service you can obtain from this company that will mean satisfaction and a saving of dollars to you.

## EMRY LUMBER & FUEL CO.

"Everything to Build Anything"

ESTABLISHED 1900

## TRUE-TO-NAME NURSERY

H. S. GALLIGAN, Proprietor

Cherries are profitable to grow in Hood River. Galligan has a good stock of all leading varieties, Hood River grown and guaranteed, and the price is attractive.

Also full line of other fruit trees.

TRUE-TO-NAME NURSERY

Phone 4796

## GARFITT PLAN IS ENDORSED

### APPLE ADVERTISING IS CONSIDERED

Campaign Calls for General Polarization Of King of Fruits—Hood River, Yakima Willing

The most far reaching advertising campaign ever launched in behalf of the Northwestern apple raisers is in process of formation. C. N. Palmer, advertising and publicity manager of the Western Fruit Jobbers' Association, is visiting the traffic organizations and shipping interests of Oregon and Washington sections, seeking a tax of one cent per box on all fruit shipped for such a fund. Yakima shippers, if it is declared, have expressed themselves in favor, and Mr. Palmer, who took up the matter with the local traffic association, found endorsement for his plan.

Mr. Palmer is out from Chicago, headquarters of the Western Fruit Jobbers' Association. Following up plans launched last fall by William Garfitt, manager of the organization, if Winathee shippers endorse the plan it is anticipated that it will be adopted.

The plan, briefly, calls for a general campaign of education through newspapers and in schools and colleges. It is admitted that a greater consumption is the most serious need of the Northwest apple grower. Box sales of apples will be pushed. Retail dealers will be educated to deal in the fruit as a staple like potatoes.

Mr. Palmer, an expert in placing publicity, has worked out the details of the idea conceived by Mr. Garfitt to the exact cost of each item and how every cent is to be spent. In an effort to convince the Northwest apple producers of the feasibility of the idea the Western Fruit Jobbers, a mutual association of between 700 and 800 fruit and vegetable jobbers all over the United States, is sending Mr. Palmer on a tour of the west and Northwest apple sections to see if the growers are ready to go with the jobbers in an effort to help move this year's apple crop over a wider market and more effectively. As work must start in six or eight weeks in the way of placing advertising tracts in big papers, if anything is to be done this year, quick action was necessary and the shippers and big growers realized this.

Mr. Palmer came to Hood River authorized to tell shippers and growers that the majority of Yakima valley buyers, shippers, storage men and commission men will include clauses in their 1924-25 contracts calling for one cent a box to be deducted for the sales campaign. The Yakima Valley Traffic & Credit Association handled nearly 7,500 carloads of apples through its members in the 1923-24 season.

The substance of the agreement is as follows: "This is to be an advertising and sale promotion campaign in the interests of boxed apples grown in Washington, Oregon and Idaho. The carrying out of this campaign is to be under the direction of the advertising and publicity department of the Western Fruit Jobbers' Association of America and in conjunction with a committee composed of one interested grower or shipper of boxed apples from each of the districts represented.

Funds shall be secured on the basis of one cent a box on as large a percentage of the entire Northwest crop as possible, it being understood that this plan shall not be effective unless a majority of all fruit interests in each of the principal districts is represented. The Western Fruit Jobbers' Association will secure participation to the extent of approximately one-third of the cost of advertising service in each market."

Three phases of activity will be followed, advertising, merchandising service, and dealer trips.

The plan contemplates adequate to cover the whole territory if funds available, calls for 12,250 lines of display space in newspapers in 226 cities in 38 states east of the Rocky mountains, each paper to run 32 advertisements of 190 to 1050 lines each twice a week for 16 weeks this fall. Trade papers, organs reaching 70,000 retail grocers, will be used, which have contact with 35,000,000 potential shoppers and consumers of apples through the grocers. Street cards, billboards and other mediums found desirable may also be used if funds permit. The budget for advertising is about \$250,000.

The merchandising service consists of contact men. For this purpose the United States is to be divided into five districts with headquarters in New York City, Chicago, Baltimore, Atlanta and Kansas City, with one supervisor in charge of each, state and city contact men working under his direction. It is thought 50 contact men could handle the work the first year. A total of \$88,000 is the budget for this work, which could be reduced to the size of funds available. These men would call on retail grocers, consumers and jobbers daily, putting in window displays and trying the selling of apples by the box as cheaper for the consumer.

The dealer helps consist of 50,000 window displays and cards and 500,000 apple recipe books for distribution to consumers. This phase would cost about \$40,000.

In addition the big newspapers which maintain special service to advertisers will aid the fruit men by tying up the apple drive to advertising of retail stores in their publications. They will also aid retail merchants to put on special apple week sales and will use news columns for publicity for the movement. In New York alone contact will be made with 9,000,000 persons daily.

Radio broadcasting will be followed extensively. High schools and colleges will be induced to carry out experiments in the use of apples. Domestic science experts will be employed to write articles advocating apples as a health food. City and state health officials will be asked to boost for apples. Teachers in public

schools will be asked to have the children eat apples at recess, as well as drink milk.

At the end of the season an itemized account of all expenses incurred will be furnished by the Western Fruit Jobbers to all districts and shippers in the campaign. The association will receive no fees except actual cost of doing service.

"I believe that if this plan is followed out the whole United States will be talking apples, and Northwest boxed apples at that," said Mr. Palmer. "Last year we got results for the California pear growers and for the Imperial valley cantaloupe deal. The cantaloupe men are in again this year."

## CAPT. C. A. SCHETKY IS NINETY-SEVEN

A party of members of the local Masonic lodge Saturday motored to the West Side home of Capt. C. A. Schetky, oldest American naval officer, to join him in the celebration of his 97th birthday. Capt. Schetky served for 47 years in the merchant marine and the navy. Capt. Schetky, who was initiated at Lodge No. 2, Philadelphia, has been a member for 69 years. Having sailed the seven seas, he visited Masonic lodges at most of the larger ports of the world. Saturday Capt. Schetky exhibited to the Masons who called to greet him a unique watch, which was a gift of his daughter, Dr. Elizabeth Schetky, of Boston. It is triangular in shape and instead of Roman numerals, the hours are designated by Masonic emblems. Other children of the dean of Oregon Masons are Mrs. Scott F. Aitken, with whom he resides, and Mrs. Carol Turvey, of Portland. The local Masons presented Capt. Schetky with a handsome banquet.

Capt. Schetky ran away to sea at the age of 15, shipping on the Venice bound to Sidney, China and Oriental ports. The youngest of eight boys aboard the old sailing vessel, he was out for 17 months with a captain notorious along the Atlantic coast as a hard taskmaster. In spite of the hardships and brutal treatment, he went on another voyage. For 21 years he was in the merchant service, going through many strange and exciting experiences with storms, shipwrecks, mutinies and piracy. Some of the trips across the Atlantic in those days required 80 days. The ships carried no doctors, and Capt. Schetky, following a natural gift, was medical man for the crews of all ships on which he sailed. He accomplished some remarkable surgical operations and medical cures. He was also a keen and skillful navigator and saved his vessel from disaster many times.

In 1843 Capt. Schetky volunteered for service in the United States Navy. Until the end of the Civil war he was on gunboat duty on the Mississippi, serving on the New Era, a converted merchantman. He took part in the engagement at the massacre of Fort Pillow, when the New Era, at the end of the fight, had only eight rounds left to serve its four guns.

In 1875 Captain Schetky went down with the Tuscarora, commanded by Captain Erben, to sea King Matileon on the throne of Samoa. The Germans, who had a colony there, desiring to run things had created some dissent as to his regency. They had made heavy financial demands on the country and the Samoans had appealed for relief from this oppression to the United States. Following a treaty between the United States, Great Britain and Germany the United States secured the only harbor of any importance in Samoa.

Captain Schetky has noted with interest a recent discussion of the reconsideration of the Nicaragua canal. In 1872 he was sent as executive officer to survey Nicaragua with a view of constructing a canal there instead of at Panama. The proposed canal had several points of superiority, he says, as the topography of the locality made it less liable to slides. It was in higher ground, and though longer it had the advantage of including the San Juan river and Lake Nicaragua.

In 1873 Captain Schetky was ordered, as navigator, to survey the east coast of Mexico, which had not been charted for 200 years. The Spanish having mapped it. He found many errors, discrepancies in distances in cases being as much as 40 miles. Captain Schetky's charts of this coast are in use today.

It was during the Nicaraguan survey that Captain Schetky went suddenly blind, due to the blazing sun on the dazzling white sand and because of the close observation work he had to do. He was blind for many months and was ordered home on sick leave. He has never fully recovered his eye sight.

On two occasions Captain Schetky has received thanks for saving vessels on which he sailed. In the first case he brought the bark Texas from Bordeaux to New Orleans. The merchantman carried a cargo valued at \$170,000.

"We carried 87 passengers and 14 'jacks and jannies,'" says Captain Schetky, recalling with a smile the incident of long ago. "I was the only navigator aboard, with only a green second mate to relieve me. But we landed the cargo and all hands under extraordinary circumstances. Upon our arrival I received a letter of thanks signed by everyone on board."

The second occasion was when he saved the City of Houston (New York to Galveston) in a hurricane, landing her safe with all passengers. Later he was sent by the Navy with a draft of 38 men and two junior officers to Key West, Fla. After a narrow escape from foundering he made port at Fernandina, Fla. For this work he received official thanks and \$500 from the department for a new uniform. The achievement was incorporated in the naval records.

Captain Schetky has served in the Navy in all parts of the world. In 1888 he was retired from active service on the age limit of 62 years. He is now the oldest officer of the United States Navy.

Mr. and Mrs. H. F. Goodlander, of Parkdale, after attending the Padgett concert in Portland, returned to their Parkdale home the latter part of last week.

## MUSCOVITES ARE COMING

### BIG CEREMONIAL SATURDAY

Guests Present Will Reach 250, and Candidates Will Number 40 to 60

Hood River will entertain an anticipated 250 members of the Muscovites, high social branch of Odd Fellows, will be played, as Earl H. Shank and here Saturday night, when a prelude Geo. W. Thomson, members of the local committee state, to the annual convention of the grand lodge of the order and the grand assembly of the electorals to be held here in late May. Most of the visitors will be from Portland.

In the early evening the formalities will begin with a monster parade, in which will be featured the famed Portland police drill team. These members of Portland "troop" will appear in full dress of police officers, except their head dress. Muscovite faces will replace their caps. The Portland police team has a national fame. It will go to Jacksonville, Fla., this fall and aid in extending an invitation to the Muscovites to hold their sovereign grand lodge in Portland next year.

Two uniform bands and Muscovites in full regalia will participate in the parade. The ceremonial will include activities of the Lady Muscovites. "Band Back" the Muscovite song, "Hail," the Lady Muscovite song, both full of pep, according to local officers, will be frequently in the limelight.

Local Odd Fellows have arranged for the main assembly places of the city for the evening. At 9:30 p. m. a banquet to the Muscovites and some 50 candidates will be held at the Odd Fellows' hall. The initiatory ceremony will follow immediately at the Pythian temple.

## SCHOOL BOARD IS GIVEN AUTHORITY

At a mass meeting of citizens at the Hood River high school Monday night the school board of District No. 3, composed of the city and suburban rural sections, was elected by unanimous vote to proceed with plans for supervised recreation of the children. The chief speech of the evening was delivered by County School Supt. Gibson, who declared that proposals for some form of supervised recreation for children, including plans for a gymnasium, was hatched here 16 years ago.

"Since then," said Mr. Gibson, "Hood River has gone ahead spending sums that have run into the millions for automobiles, highways, streets, sidewalks, new school buildings, a golf club and automobile park, and yet we have no gymnasium, no supervised recreation for children."

Prof. Gibson declared that the time had arrived for some definite action on the part of the municipality or school board for plans that will be carried to materialization. The motion, vesting the school board with authority was made by Leslie Butler, C. H. Vaughan, Chas. H. Mastner, Karl Buehler, Rev. L. H. Miller, Dr. L. L. Murphy and Mrs. Brune made talks. F. H. L. Von Lubken expressed the opinion that the matter should be limited to the municipality. Mrs. Joe Hackett told how plans for supervised recreation in a California city where she was employed in such work. Mrs. Victor Follenius told of playground work in St. Louis.

John Koberg again offered the city the use of his bathing beach, where, he declared, he could furnish this form of recreation in a safe form, for less than Portland is paying. L. R. Acheson, chairman of the school board, presided.

## JOHNSON ONLY ONE ON POSTOFFICE LIST

A telegram was received by The Hood River Glacier Friday from Representative N. J. Sinnott confirming press dispatches which stated that Thomas F. Johnson was the only one of seven applicants for the Hood River postoffice to make the eligible list under examination of the Civil Service Commission. The action of the Civil Service Commission created surprise among the supporters of other applicants, who are: Roy D. Smith, Geo. I. Slocom, Frank R. Riggs, C. E. Graves, J. W. Morton and Mrs. W. W. Rodwell.

Mr. Johnson has been sheriff of the county continuously for the past 14 years. A native of Kentucky, he is owner of a West Side orchard place. He will resign from the sheriff's office, to take effect as soon as he receives notice of his formal appointment, and his successor must be appointed by the county court.

Sheriff Johnson, on receipt of his commission, will resign. His successor will be appointed by the county court.

## EDICK FIRST COUNTY CANDIDATE TO FILE

Wm. H. Edick, for seven years deputy county assessor and the past three years deputy sheriff, Monday announced his candidacy for Republican nomination for sheriff. Mr. Edick will also apply to succeed Sheriff Johnson, just declared the only eligible among seven applicants for the local postmastership, as soon as the latter receives notification of formal appointment.

Although five vacancies in county offices must be filled this year, Mr. Edick is the first candidate to file. W. F. McIlwraith, former Mt. Hood orchardist, who is now in charge of a commercial art business in Portland, was here the latter part of last week calling on old friends.