

CHAMBER PROGRAM GIVEN IN DETAIL

(By Ted Baker, secretary of the Chamber of Commerce).

The proposed program of work for the local Chamber of Commerce for the coming year, as submitted by the program committee, composed of H. E. Scott, A. E. R. Steele and Van W. Glendon, has been approved by the board of directors of the chamber, and will be presented to the membership for their final approval at the annual meeting of the chamber, to be held the second Monday of February, 1925.

The program was formed from a careful survey of the needs of the community, as brought out in a questionnaire submitted to the entire membership early in October, and many of the suggestions received were immensely valuable in its formulation. The work of the chamber in 1925 must necessarily be in very close touch with that of 1924, as a great many of the projects launched during the last year have not yet been completed.

One of the greatest needs of the Hood River valley is to secure adequate hotel accommodations on Mount Hood, in order to fully develop the tourist possibilities of the district. A committee from the Portland Chamber of Commerce, of which L. R. Wheeler is chairman, is cooperating with the Hood River committee in working on this project. The next meeting will be held in Portland January 7, just before the annual meeting of the state chamber January 8 and H. Kent Shoemaker is chairman of the Hood River committee. The present plan is to give the present holders of the lease at Cloud Cap every opportunity to develop their facilities, but falling this, inducements will be offered to secure outside capital.

The tourist bureau which was fostered by the chamber last year will be carried on during the coming year. This is believed to be one of the most effective means of "selling" the Hood River tourist, as the information booth on the corner of Second and Oak streets attracts many of the tourists who would not otherwise stop in our city, and once they have stopped it requires very little effort to induce them to take a short trip into the valley, and a great many of them remain here for periods varying from a day to a week.

The tourist bureau of the chamber also plans to take the registry of foreign cars, which has heretofore been done at the sheriff's office. This will give the chamber the opportunity to get in touch with a larger number of the out-of-state motorists, with a consequent increase of the number of cars which will see our valley. It is conservatively estimated that each day a car remains in a community it spends from \$5 to \$10, and it will be easily seen that this will provide a source of revenue to our merchants and others which cannot be disregarded.

The Hood River-White Salmon interstate bridge has already been opened to traffic, but it has not been extensively advertised. This will be one of the big jobs of the chamber in 1925. The culmination of an advertising campaign will be the formal dedication of the span, possibly some time in the latter part of May, if possible in conjunction with the opening of the Mount Hood Loop highway and the annual blossom festival.

It is planned to make this celebration one of the most festive ever held in the Northwest. Caravans from Portland, Yakima, Spokane, Seattle and Tacoma will be here to participate in the affair, and the advertising which Hood River and the Hood River valley will receive through this source cannot be estimated in terms of dollars and cents. Leslie Butler is chairman of the committee which will have charge of the affair.

In connection with the work on the opening of the bridge must necessarily come the construction of an adequate approach to the bridge. The present approach is known by all who have crossed the span to be entirely inadequate, which was shown by the congestion on the day of the opening. Several plans for an approach have been submitted, and it will be the duty of the chamber to get behind what seems to be the most feasible of these plans, and push it to a successful consummation.

Other items which appear on the chamber program are: Work toward the paving of the entrances to the city, and erect suitable signs at each entrance; encourage the establishment of worth while and adaptable industries in Hood River, this activity to be in the hands of an industrial committee; continue the work of the Traffic Association as a branch of the chamber; make a survey and study the possibilities of the establishment of a credit rating bureau in

connection with the chamber; establish a seat iron control of the solicitation of funds from business houses. Solicitors to be honored only when carrying the written endorsement of a Chamber of Commerce officer.

The annual election of directors and officers of the chamber will be held at the February meeting, and a membership and refinancing campaign will be held soon after the selection of the new officers. It is estimated that, owing to the greatly reduced overhead of the chamber it will be possible to reduce the service fund budget from 25% to 30% this year. Memberships in the Chamber are perpetual, unless revoked in writing or the member leaves the city. Service fund pledges are all signed up to March 1.

Directors of the chamber who will retire in February and whose places will be filled at the annual election are C. H. Castner, H. O. Kresse and F. S. Kelly. The other four directors are Geo. R. Wilbur, F. A. Olmsted, A. P. Steele and Leroy Childs, will be carried over another year.

THIS IS STORY OF INTERSTATE BRIDGE

(By Leslie Butler, chairman of the board of directors of the company).

October 13, 1922, three engineers crossed the Hood River ferry on a pleasure jaunt, being Hilmar Pappst, manager of the Portland Gas Company; Henry L. Gray, consulting engineer of Seattle, and Elbert M. Chandler, who had just returned to his home at Olympia after serving as acting secretary of the American Society of Civil Engineers in New York city. Mr. Pappst, who had crossed the river frequently, said to the other two: "Here is a good place to build a bridge." From this casual remark grew the present structure that was completed less than 20 months after the idea first germinated.

The Act of Congress was signed by President Harding February 15, 1923, granting the right to the Oregon-Washington Bridge Company to construct and operate this bridge. Actual work was started September 13, 1923. Before starting, Messrs. Gray and Chandler raised the total sum of \$475,000 in the remarkably short time of less than six months. Of this sum, the principal part arose from the sale of \$300,000 in bonds secured by the bridge and its earnings to Wm. P. Harper & Son, of Seattle. Paul C. Harper, president of this banking house, deserves great credit for his vision and courage in underwriting an issue of securities entirely new to the investor.

It is now an old story how Hood River and White Salmon finally got behind the bridge 100 per cent strong when they subscribed to \$80,000 of the preferred stock of the bridge company, how Meler & Frank took \$25,000 to help the good work along, and finally the contractor and the engineers, Gray and Chandler, closed the gap by taking the balance themselves.

The bridge consists of 11 reinforced concrete piers, 10 steel spans aggregating 2,134 feet in length, one wood span 112.5 feet in length, and timber approaches. Two of the concrete piers are over 140 feet in height, three of them rest on solid rock and the balance rest on piles going to solid rock. In one case the piles are 70 feet long and the tops are 50 feet above the low water surface of the river. It is planned to replace the wooden approaches with steel spans ultimately, probably in 15 years' time, and substitute a permanent deck or roadway over the present steel spans when the present deck becomes worn.

The bridge is designed to carry unrestricted traffic and the trusses were proportioned on the basis of two 20-ton trucks passing over the bridge abreast. The opening set at rest all doubt as to the strength of the structure when people were massed on the channel span as thick as they could stand and afterwards a large truck loaded with green ties followed by a procession of cars passed over the bridge without inducing the slightest vibration. It is believed to be the first bridge built with piers having the cylinders tipped or battered for additional stability, a design that is very effective and economical and likely to be largely adopted in general bridge practice in the future. The steel was fabricated by the American Bridge Company.

Gray & Chandler had the contract to furnish the necessary engineering services. C. M. Harburt represented them as resident engineer on the ground. The Pittsburgh Testing Laboratory represented them at the steel mill inspections and the Northwest Testing Laboratory tested all the cement, sand, gravel and other materials entering into the bridge. The bridge was designed by Mr. Chandler, the steel work was detailed by C. H.

Eldridge, of Seattle, and the plans were reviewed and approved by C. B. Wing, of Stanford University, prior to construction on behalf of Wm. P. Harper & Son, the bond underwriters. The contractor was Gilpin Construction Company; J. A. McEachern, president, and C. N. McDonald, as superintendent in active charge of the work.

The board of trustees of the company in charge of the operation of the bridge are Leslie Butler, chairman; E. O. Blanchard; D. C. Henry, of Portland; Elbert M. Chandler, of Olympia; Paul C. Harper, of Seattle, and J. A. McEachern, of Seattle. The officers of the company are: Elbert M. Chandler, president and treasurer; Hilmar Pappst, of Portland, vice president; H. S. Hildner, of Seattle, secretary, and J. H. Brown, of Olympia, assistant secretary. The first nine days of operation showed receipts of \$137 per day.

MAYOR ELECT PROPOSES NEW CHARTER

(By A. B. Bennett, mayor-elect)

You have kindly asked me to make a forward looking statement concerning the administration of affairs during my term of office as mayor of the city of Hood River, to which I have been elected, and the duties of which begin January 6, 1925.

Promises are made to be kept and should not be volunteered lightly. Frankly, I would much rather make a statement after my term of office has expired than to attempt before it begins, to say what I shall or shall not do as mayor of the city of Hood River. If I do not make any advance promises I shall have nothing to retract when my term is over and that time not far distant. I will be needed from me, as my administration will speak for itself, for good or for bad.

The honor to which I have been elected is sincerely appreciated by me. It is also, indeed, very satisfactory to be able to enter upon my duties at a time when the general outlook is as promising for the entire Hood River valley as it is at the present time. Conditions are rapidly improving for the entire country. In my opinion, the entire Pacific coast is about to experience an unusual development and perhaps the Pacific Northwest will enjoy a greater prosperity during the next 10 years than in any like length of time in its history. We, however, must not be carried away by our enthusiasm or a belief in this seemingly safe prophecy and indulge in projects for expansion beyond our needs and desires. Neither should we do anything to hinder our participation in the many good things that are due us if we help ourselves. However, there will come with this increasing prosperity many demands for more public service. With each demand we must remember that no enterprise of a public nature, however beneficial, can be carried on without the expenditure of money, and that all debts of the present and promises to pay in the future must some time be met, and the day of reckoning is usually close at our heels. There will be many times, therefore, when it will be necessary to decide between doing nothing, or at least doing only what is essential to prosperity and progress and undertaking those things which we can, for the time being, get along without.

There is one subject to which I should like to have our citizens give their thoughtful attention. We have been working under the present city charter for about 24 years and many of its provisions for procedure have been long since obsolete. Complications have arisen which caused much inconvenience and often times unnecessary expense. Is it not time that we should consider the adoption of a new charter? I find that over 200 cities of this size and larger have adopted a charter which is a plan of executive procedure. Greater efficiency and economy result from that plan. Scarcely a city that has once adopted this form of business administration has ever gone back to the older system.

The administration of the affairs of a modern city and the carrying on of its work have become so complicated that it has become necessary to employ men who are especially trained and familiar with the duties which they are called upon to perform. Such an official can give us better service and more economical administration, although, as I have suggested above, it does not mean that we may enlarge the scope of service given our citizens and to think we can do so without expense or additional revenue.

The proper policy for a city administration is to give the best possible service to its citizens, each and all alike, and service, whether in public or private business, costs money. The cost of additional service in private business can be covered by an increase in the sales price, and few of those who buy when this additional service is given or appreciate how much of an indirect tax has been added to the cost of the merchandise which they have purchased. They, however, are educated to enjoy the additional service, and they are willing to pay for its continuance. In the case of a city's affairs the extra service results in additional taxation, and everyone, sooner or later knows when his taxes are increased and seldom stops to reason the why or the wherefor.

If we are to keep Hood River on the map after the manner of all progressive communities, there is no better way to advertise the community spirit of Hood River than by an efficiently administered tourist camp. The city now has the land for a sufficient investment in tourist camp equipment and conveniences to be a credit to a community of this size. But, as our location is so near to a coast terminal point and within an easy ride of several large metropolitan centers, we cannot expect to have the patronage nor operate our camp as profitably as our more fortunate competitors. We should, however, do what we can do right and adopt a liberal policy toward our tourist visitors as it is wise. But while we must give some service free we must not let ourselves be carried away by too great an enthusiasm for this sort of thing. We can be guided by the policy that the worthy tourist will willingly pay for what he gets if we give him the full measure of what he pays for.

My fellow members of the city council want the citizens to understand the fact that we have the interest of the community in our hearts. We are most anxious to do our best in the discharge of the necessary duties of our positions and to lead whenever the citizens express their

Franz's January Sale Starts Friday Morning, January 2nd. Embracing practically every line of Home Furnishings: Furniture, Rugs, Linoleum, Shades, Draperies, Wall Paper. You can buy for less in Hood River.

A careful analysis of all the big city ads discloses no "bargains"--no values better than you can get at Franz's every day in the year. Now, during the pre-inventory clean-up, the opportunity for saving cannot be equalled anywhere (and we don't mean maybe). Look around in Hood River, Portland, or anywhere, then come and compare quality and prices and let your good judgment decide. Space will not permit enumerating the scores and hundreds of articles included in this event. No matter what you may need, come and see if it is marked with one of the big Special January Sale Tags--that all may enjoy

A Happy New Year Is the Wish of each Member and Employee of the E. A. FRANZ CO.

Association Has Remarkable Year (By A. F. S. Steele, general manager) The Apple Growers Association is going into the New Year leaving behind it an enviable record of achievement in so far as the 1924 crop is concerned. It has just made the largest single distribution ever made in its history, totalling approximately \$400,000. It does not owe the banks anything. All the money borrowed for harvesting this crop has been returned. All of its supply bills are paid, totalling about \$750,000. It has recently closed the largest boxed apple deal ever made. The members and officers of the Association feel that this is but the beginning of placing the apple industry of the Hood River valley on a real business basis. They hope another year to be able to dispose of the export apples of the Association on an f. o. b. basis instead of sending them abroad on a consignment basis. They feel that

this will go a long way toward establishing that market on an f. o. b. basis also. Most of the Association's apples were on that basis this year on the domestic market. The three active and live salesmen the Association had in the field this year not only sold apples in new markets but laid the foundation for more business in the years to come in those same markets. They made sales which could not have been made by letter or telegram. There were fewer boxed apples this year than usual, but still there was an adequate supply for those who wanted them, and were willing to pay for them, and they won't sell themselves. The Association has received up to date 1,950,000 boxes of apples on the 1924 crop, which is nearly 500,000 boxes more than the 1923 crop. This fruit was handled at a less cost per unit, that is, per box, this year than ever before. There should be a good sized refund coming back to the growers at the end of the year on this year's operations, despite the fact that our budget was 1c less than last year and 3c less than the 1922 crop. This year the budget being 19c; 1923, 28c; and 1922, 22c. Despite the fact that this was a very clean crop the growers produced it more economically than any other crop they have ever grown.

Nothing worth while is ever believed without effort. The members of the Apple Growers Association should realize and be proud of the fact that they have produced the largest crop ever harvested in this valley at a less cost per unit. They should continue to strive to produce as nearly a perfect crop of apples as is humanly possible at the lowest possible cost consistent with the quality

of the Blue Diamond apple. The members of the Association should be proud of the fact that Oregon is best known throughout the world by the Blue Diamond trademark. Their apples go to all corners of the globe--to the British Isles, Scandinavia, to the continent of Europe, to Egypt, India, China and the islands of the sea. They should be proud of the fact that it was possible for a manufacturer of box shooks to tell a convention of lumbermen in Seattle recently that the largest single consumer of box shooks on the Pacific coast, where domestic corporations are taken into consideration, was the Apple Growers Association of Hood River. They should be proud of the fact that it takes nearly 40 carloads of paper, as it did this past year, to properly protect their apples. Portland business men to whom this information comes from time to time are astonished at the size and solidity of this organization. The members have a right to be proud of it. And no one, least of all the members of the organization, should do anything to sully its fair name.

The New Year will bring its problems. The writer hopes it will be a happy one to the growers of this valley and that their ranches again will have a solid, substantial basis of valuation, and that raising and marketing apples will be a business and not just a gamble.

Selohs Camp Fire News Sunday, December 21, the Camp Fire met at the home of Lucille McKercher, where they practiced carols and made Christmas tree ornaments. December 23 the girls went to many places in Hood River and sang carols. Mrs. Lois Grey's Camp Fire assisted.

Gifts were given to children whose Christmas was to be very limited. Also two baskets were supplied to other families in need. Christmas eve the girls gave each patient of the Hood River hospital a small tree. This year each girl sacrificed 50 cents from other activities as a Christmas charitable fund.

STANDARD OIL NOTES Mr. and Mrs. J. C. Edwards motored to Portland Wednesday afternoon. Mrs. Edwards boarded the train for Vancouver, B. C., where she expected to spend Christmas and the holidays. Mr. Edwards spent Christmas with friends and relatives in Portland. On account of snow and ice, it has been a task to make deliveries the last few days. L. W. Burnworth and family have moved to 703 Sherman avenue. Mr. Woody is trying to induce the Standard Oil Company to equip his truck with skids. All Standard Oil men and their families report having had a good Christmas. Lew Foote motored up from Standford University to spend the holidays with Mr. and Mrs. L. M. Nickelsen.

Wait and See the Bull Fight Hood River will have a real bull fight Thursday evening, January 8. Manager Koistad has not yet announced who will be the bull. Punch Isenberg will be the matador, and Curly Thornton will play the part of the picador. The show will be one of the series of advertising entertainments staged by Isenberg & Thornton. It will be entitled, "In Old Mexico."

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THE DEATH RAY Actual motion pictures showing laboratory tests of Grindell Mathews "Diabolical Death Ray" at work. The most fiendish engine of destruction ever known. SEE THE RAY EXPLODE GUNPOWDER KILL MICE AND RATS STOP GASOLINE ENGINES THINK OF ITS POSSIBILITIES - 4 GREAT COUNTRIES BIDDING FOR ITS CONTROL ACTUAL - AWFUL AUTHENTIC YOU HAVE READ ABOUT IT - NOW SEE IT IN OPERATION - AND Thomas Meighan in "TONGUES OF FLAME" Meighan in a dramatic masterpiece RIALTO Mon. THEATRE Tues. Jan. 5, 6 and 7 3 DAYS 3 Wed. Prices - Mats-10-35; Eves-10-35-50