

# Only The Rich Can Afford to Buy Poor Hardware and Furniture

Cheap, flashy goods, made to sell at a "price" will not wear long. One customer expressed the idea in a good way when he selected a Sealy Mattress and DeLux Spring the other day: "I can't buy often, but I always try to get the best. It lasts longer, and I'm never disappointed." People are learning the truth and logic of that principle more each day. The store that stresses quality rather than price is a pretty safe place to trade. But good merchandise need not be high priced. Careful buying in large quantities, for cash, and a reasonable mark-up or profit have always kept the level of Franz's prices below that of others. This policy coupled with a friendly and helpful atmosphere in the store, has built up the largest business of its kind in the mid-Columbia.

## Have you seen the DOLLAR WINDOW?

It's a knock-out. Recent inventory disclosed odd lots of all sorts of things. Some items marked to sell as high as \$6.00; nothing worth less than \$1.50. While they last, your choice for \$1.00. Here are a few of them - don't miss these bargains.

Aluminum Roaster	\$1.00	China Mayonaise Set	\$1.00
" Dish Pan	\$1.00	" Cake Plate	\$1.00
" Percolator	\$1.00	" Tea Pot	\$1.00
" Omelet Pan	\$1.00	Serving Trays	\$1.00
Granite Tea Kettle	\$1.00	Jardenieres	\$1.00
Electric Curler	\$1.00	Baskets	\$1.00

## E. A. FRANZ CO.

### Get Behind Me, Satan!

Let that be your reply to the high powered salesmen of unknown stocks with an alluring tale of exceedingly high earnings. The mid-Columbia prosperity is known throughout the Northwest and the man with "wildcat" stocks has marked this Valley for a harvest.

Don't Speculate! But Make Your Money Earn a Reasonable Return. Ask Your Banker.

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\$36.00 per month, \$1.00 per day,	for 120 months
\$16.75 per month, .50 per day,	for 180 months
\$10.00 per month, .35 per day,	for 240 months

1. SAFETY—
2. INTEREST EARNING—We have never paid less than 7 per cent to our members.
3. AVAILABILITY—Liberal withdrawals on all accounts.
4. DEFINITE PROGRAM VALUE—Some of Oregon's best people have pledged to accumulate \$1 million with

### Benefit Savings & Loan Association

Portland, Oregon  
ALLEN C. BUTTON, Local Representative Phone 4242

## AMERICAN APPLE MARKET IN GERMANY

(By Edwin Smith, specialist in foreign marketing, Bureau of Agricultural Economics, United States Department of Agriculture.)

For 20 years Hamburg has been one of the primary export markets for American apples. In the minds of many apple shippers there at once arises the question, "What consuming territory or territories give Hamburg its importance as an apple market?" Hamburg is a great shipping port, not alone because it is a seaport for a large share of Germany, but also because it is a free port and is a convenient and economical focusing point for shipping and reshipping between much of northern Europe.

It was through Hamburg that our now respectable export business in apples with the Scandinavian countries first got its start. A German broker at Hamburg several years before the war consigned a shipment of American apples to Scandinavia, and it proved to be a very profitable venture, thus starting a thriving apple business between Hamburg and the cities in Denmark, Norway and Sweden. Business was also extended to Russia. Before the war Hamburg became the apple capital of the Baltic states. The enterprise of Scandinavian fruit dealers and a ten-year retirement of Hamburg, because of the war, however, has changed all of this, and today with the Scandinavian countries getting most of their supplies direct, and with Russia out of consideration, Hamburg stands largely dependent upon the German population as a claimant to her position as a major apple market.

Looking to the German territory suggests itself as the logical market in which to study conditions relative to consumptive power and to observe the steps in the distribution of American apples. Berlin with its population of over 3,000,000 people is easily comparable in size to Hamburg, and ordinary conditions it would be a city of good buying power, but at the present time it is too soon after the hardships of deflation to say that the people have a strong buying power.

In certain respects Berlin presents the appearance of a poor fruit customer. In no section does one see large, fine displays of fruits in retail stores. There is a decided lack of specialized fruit shops and the stocks offered in the mixed retail stores were not especially attractive. In this respect Berlin is in contrast even with British cities, without considering the splendid displays seen in American cities. This is not especially due to the present day conditions because in all of its misery Berlin has maintained as many beautiful floral shops as one will see in any city and the displays of flowers on sale are magnificent. Notwithstanding this situation, Berlin uses large quantities of apples from one source or another.

The fruit trade in Berlin is centered at Alexander Platz in the old part of the city only a few blocks from its very heart. Here in 1890 and later in 1904 the city built the Central Markthalle, a large brick skylight structure covering about three blocks and designed to serve the wholesale and retail trade with its 1,000 stalls. However, when the whole sale and retail trade of dairy products, fish, fruits and vegetables is centralized it requires a great deal of space to serve a city the size of Berlin and several years before the war the trade was becoming crowded so steps were taken to move the market bodily to a point where more space would be available and where a harbor was projected to accommodate 5,000 ton ships which would reach Berlin by a new canal from Hamburg. The war stopped this for 10 years so today the trade is going along in the old quarters, awaiting the time

when the city will have funds to go through with the project. It is understood that the canal and harbor are under construction.

One noticeable feature about the Central Markthalle is that trading, which starts at an early hour in the morning stops at 10 o'clock. By noon the gates are closed and all of the goods are fenced off or covered up like a Saturday night. At this hour no business man can be found about the place. At 5 p. m. the gates are again opened and from then till seven the retail stalls do a thriving business.

The retail trade comes to the Central Markthalle early in the morning, bringing their carts, barrows, and other vehicles and carrying their supplies away with them for the day's trading. For the most part fruit and vegetable retailing is done through small shops and hawkers.

During and after the war the city government appointed six large wholesale merchants as a reputable trade to which country shippers could consign their shipments of produce with safety and get an honest deal. These six firms together with a few other larger wholesale merchants constitute the units that bring American apples into Berlin, buying them for the most part in Hamburg. Occasionally they are able to buy advantageously in Rotterdam, Copenhagen, and London as well. The small wholesalers look to these larger houses for their supplies of foreign fruits.

Of those bringing foreign fruits into Berlin, several have their business houses in Hamburg. In some instances the "branch" takes the form of a working arrangement with a Hamburg wholesale firm. When buying in large quantities this becomes advantageous on account of the necessity of paying a buying brokerage commission to a Hamburg buyer as only resident Hamburg firms can become members of the Verein von Hamburg Sudfrucht-grosshändler and members only are allowed to buy at the Hamburg auction.

Firms not having affiliations in Hamburg necessarily have to employ a Hamburg buyer. The latter charges a commission, which ranges from three to six per cent, depending on the nature of the service which includes inspecting the fruit before the auction sale; buying the fruit; seeing that the fruit delivered is the same as purchased; forwarding the fruit from the quay to the railway and the extension of credit pending shipment. In case the fruit is in bad condition the Hamburg buyer has facilities at the quay for reconditioning, although this entails additional expense to the Berlin client.

Ordinarily the Berlin firm buys supplies only large enough to last a week or two. However, when prices look good he is not averse to speculating and sometimes buys ahead to an extent that has a supply for a month. In this case common storage is nearly always used for the fruit.

In years of good crops Berlin receives vast supplies of European apples from southern Germany (Baden and Bavaria), from Czechoslovakia, Austria, Switzerland, Italy, Holland, Jugoslavia, and Roumania, the first four countries being the most important foreign sources. After these supplies from the latter countries have been shipped up the city then receives from the United States, Canada, and later during the spring and summer, from Tasmania and Australia. Between 1915 and 1923 supplies from the latter countries have been shipped up the city then receives from the United States, Canada, and later during the spring and summer, from Tasmania and Australia.

In considering the markets back of Hamburg and Rotterdam, American growers and shippers have not appreciated much enthusiasm over the city becoming a primary market for Spanish and Italian citrus fruits. The harbor are flushed ships of 5,000 tons will bring Mediterranean fruits direct.

Prices asked for American apples and for fruits competitive with American apples in Berlin markets December 29 indicate the competition which must be met in this market at this time of the year. The retail prices of American apples were high. Jonathans and Spitzenburgs retailed at 70¢ to 75¢ per German pound. This is equivalent to 11 cents to 15.5 cents per American pound. Although all apples sell by weight the Germans do not seem so particular about the small sizes as do the British.

Domestic apples were selling for from 5m. (\$1.20) to 32m. (7.65) per 100 kilos (220 pounds). The usual run of sales was from 8m. (\$1.90) to 15m. (\$3.50) per 100 kilos, which would range from \$17.50 to about \$33 per ton in terms of American equivalents. This allowed them to retail very cheaply.

Switzerland and from other more distant sections are shipped by rail in bulk and are carefully transferred from the freight cars into the bins of the barges for storage during the winter months. The water maintains an even temperature below the water line and during the severe weather straw and other material is used to protect the top of the load from freezing.

It must not be believed that this method of handling apples leads to a small quantity of apples and is here described because of its unusual features. Vast quantities of apples go through these channels. One of the leading wholesale merchants stated that the last purchase was 500 carloads of about 10,000 kilos (22,000 pounds) each, equivalent to 175 American carloads, for storage in the canal boats to meet his winter trade. Christmas week a big fleet of barges lay tied up on the River Spree, fairly within the shadow of the Schloss, (made memorable by the Kaiser's declaration of war from its balcony) and of the nearby St. Nikolae church. All these barges were filled with apples and were there for the winter.

Berlin merchants maintain that this is the very best way to store apples. One large dealer stated that before the war he invested in several thousand boxes of Hood River Newtowns. Of these 3,000 were stored in the canal boats and kept two months longer than those placed in cold storage. After the middle of the winter the domestic apples lose in condition and are not in great demand although they are stored in the barges until April.

When apples are sold to the Berlin wholesale merchant at the auction they accumulate costs of about \$1 per box before they reach the Berlin retailer. The following items enter into this account: Commission to the Hamburg buyer, three to six per cent; state tax at 10m. per 100 kilos, about 53 cents per box and \$1.75 per barrel; state San Jose inspection charge per box (2.4 cents); 20¢ per barrel (4.8 cents); railway freight at 3.5m per 100 kilos, about 19 cents per box and 63 cents per barrel; cartage at one end, 50¢ per 100 kilos, about 2 cents per box and 9 cents per barrel; the whole seller's margin of about 1m. or 23.9 cents per box.

Before the fruit reaches the consumer there is a turnover sales tax which must be recognized as a consideration. This is assessed after the fruit sale within the country and amounts to 1.5 per cent.

When it is considered that American apples stand an auction broker's commission of six per cent at Hamburg and a buyer's commission of about four per cent before the fruit reaches distribution by the wholesaler, immediately the thought arises as to why Berlin with its 3,000,000 population, consumes a primary market for American apples, with consignments direct to the wholesaler who charges a commission of eight per cent when handling consignments.

Several German wholesalers were questioned on this point, but those who had had experience stated that it had not proven satisfactory, mainly on account of difficulty in getting dependable reports on apples in Berlin. When it comes to buyers, i. e. b. American shipping point, like the British wholesalers, they state that they prefer to see what they are buying, and that it has proven in the past that buying in Hamburg is cheaper than buying in New York. There does not seem to be a possibility of Berlin becoming a primary market as long as there is not a major factor in the American apple deal with sufficient means to give a steady supply of desired sorts.

Berlin merchants, however, showed much enthusiasm over the city becoming a primary market for Spanish and Italian citrus fruits. The harbor are flushed ships of 5,000 tons will bring Mediterranean fruits direct.

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Good oranges were also retailed at reasonable prices. Very good ones could be bought for 1.5m. or 36 cents per dozen.

California Valencia oranges find a place in this market during the summer months, but during the season of Spanish and Italian citrus fruits American oranges do not have a chance. Wholesale prices are very much the same as in Great Britain and on account of the greater costs in having American fruits come the additional distance, competition is just that much more difficult.

## ORIGIN OF THE NAME, DOG RIVER

Mrs. Isabella Underwood, of Underwood, Wash., while here last Thursday to have W. F. Laraway reft her with glasses, stated:

"I recently saw a piece in the Glacier that told how Hood River was first named Dog River. It was erroneous, and I was going to write you about it, but my glasses got broken and I didn't get around to it.

"The river got its name from a peculiar incident. A way back in the early days, before any settlement was here, some white men, traveling from the east by boat, stopped on the flat. They saw some Indians and asked for a nice, healthy dog that was with them. Indian Charley, whose dog it was, declined to give it up, but the men gave him a 50-cent piece and he let them have the dog. They then killed it, dressed it and ate it. The men were almost starved. They had run out of supplies and the dog and a few things the Indians gave them were all they had had to eat for several days. After that the Indians called this river Dog river, and Charley was known thereafter as Dog River Charley."

## WAGONS ALLOWED ON THE NEW BRIDGE

The other day as Harry Conway, superintendent of the new interstate bridge, and a friend were talking at the toll house they noticed that a wagon was halted at the old ferry landing. The wagon remained at the landing for an hour or more, and finally Mr. Conway sent someone to investigate.

The vehicle was occupied by a couple from the Oregon hinterland, bound for a visit with relatives in Kilkitt county, Washington. They were asked why they were waiting. The man replied that he was hoping that the ferry would soon make its appearance. It was explained that the ferry had been out of business since the opening of the bridge, that he would have to negotiate the new span if he expected to cross the river here.

"Well, I declare," replied the old farmer, "I didn't know that was a wagon bridge. I thought you only allowed automobiles on it."

## MRS. A. LEROUX BURIED SATURDAY

Mrs. Levenie Collin Leroux, wife of A. Leroux, a native of France, died at her home Wednesday night of last week. It was her 83rd birthday. Mr. and Mrs. Leroux came to New York City in 1890, remaining there for a year. Later they went to Colorado, where they spent a time on a large cattle ranch. Thence they went to Butte, Mont., and later to San Francisco.

On coming to Oregon Mr. Leroux was for a time the head chef at the Imperial hotel in Portland. They came to Hood River valley in 1890, settling on a homestead in the Upper Valley. They retired from ranching several years ago, moving to the city.

Funeral services were held at 9 a. m. Saturday at St. Mary's church, interment following at the Catholic cemetery.

Mrs. Leroux is survived by a son, who lives in France.

## W. C. T. U. NOTES

The drive for new members is progressing nicely. The team captains are Mrs. Fred Barnes, Mrs. Atkinson, Mrs. Ellis Burns and Mrs. William Foss. All send a good report.

The L. T. L. meets next Saturday afternoon at 2:30 in the Christian church basement.

## Bill Posting on Telephone and Power Poles Prohibited

The public is hereby notified that a city ordinance prohibits the tacking of handbills, placards or posters on telephone or power poles within the city limits. The ordinance provides a penalty, and a failure to obey this instruction will result in prosecution and fines assessed against guilty parties.

William Hart,  
Chief of Police.

## Eccentric Burglar in Town

Local police fear they may have to contend with a burglar with eccentricities. Last week the burglar entered the home of Rev. W. O. Livingston through an open window. He ransacked every room in the house, apparently searching for money. Not a single article of jewelry or silverware was missing.

Monday night the same man, apparently, entered the home of B. E. Cobb, entrance again being made through an open window. The house, just as at the minister's residence, was left in disorder but nothing was stolen.

## Ad Produced Results

Lyle, Wash., January 27, 1925.

Editor Glacier: You can cut out my ad as I have made a deal for a sprayer. I must say that the ad sure increased my mail. I had telephone calls and letters regarding 15 machines. They keep on coming.

W. J. Havener.

## Read's Radio Shop, the Radio Shop of Hood River, Ghee, Atwater Kent and Radiola.

Howard's Aces, Rockford, Feb. 18.

## LEGION, AUXILIARY MEETING SUCCESS

The best attended and most peppy meeting of many a year was the verdict of the large number of legionnaires and their wives, mothers and sisters who attended the meeting of the local post Monday night. The features of the evening's program was the address of State Commander Geo. Griffith, of Salem, which was supplemented by a few remarks by State Adjutant Moser, of Portland.

Mr. Griffith told of the aims and working program of the state Legion, as well as of the national unit. Legion work, he said, is divided into three phases: first, hospitalization and rehabilitation; second, legislation and third, Americanization. He told of how these different parts of the Legion's program were being carried on, and urged the local post to cooperate with the national and state authorities.

Commander Griffith cited several instances of the functioning of the Legion in legislative matters. He pointed to the Adjusted Compensation act and the Reed-Johnson bill, both of which were put across by efforts of the Legion. Another very important phase of Legion work, which Mr. Griffith stressed, was that of child labor work.

## C. RANLEY'S BODY TAKEN TO PENDLETON

Following a private service at the home Tuesday, the body of Christian Ranley, a picturesque northwestern pioneer, who had resided in Hood River for the past 20 years, was forwarded to Pendleton Tuesday night. Mr. Ranley, who was 83 years old, lived in Pendleton for 20 years before coming here. His death occurred Monday morning. He won a wide note for his interesting stories of frontier life. Mr. Ranley was associated with crews that pushed the Union Pacific railway through the Indian-infested prairie districts.

Mr. Ranley was a native of Germany. During his residence here he followed the trade of a shoemaker. He is survived by his wife. His health had been poor for some years, and he had been confined to his bed for the past year. Funeral services were conducted at Pendleton at the Catholic church.

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We have Plans of every Description of HOUSES, BARNs, SILOS AND APPLE HOUSES, ETC.

Everything that would need a plan, we have it. The man that builds without a plan builds without a thought. The modern up-to-date professional man uses a plan either on paper or in the mind. The physician or surgeon must have a plan or map of the human anatomy to properly diagnose the case of his patient. The lawyer in his plea points out to his jurors a picture of the plan by which he expects to win his case. The preacher paints a picture in your mind's eye of that house not built by hands toward which we are all journeying, and so we come to you with our plans, studied out by expert architects and contractors after years of experience. Come and inspect our Free Plan Book.

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Phone 4121 — that's our self starter.

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LUMBER BILL, Manager.

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