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BRUISED APPLES NOT WANTED IN FRANCE

Edwin Smith, specialist in foreign marketing for the United States Department of Agriculture, whose reports from foreign markets have appeared in The Packer from time to time, has been in Paris and writes in an interesting way on winter fruit supplies there. Mr. Smith's articles are always well written and interesting, even to those who have no business interest in the export fruit trade. The report of his recent survey of the Paris fruit market follows:

Early in April, 1925, when the writer last visited Paris, the outstanding features of the fruit market were the very meagre supplies of fruit and its inferior quality. Oranges, grapefruit, bananas and a few withered apples were all that one commonly saw in retailers' stores with very limited stocks of American boxed apples, early strawberries and South African plums and pears in one or two wholesale establishments. These latter lines were so small as to scarcely dignify the word "stocks." The trade maintained that American apples found small demand in France because of the great quantities of homegrown apples and pears. The European aversion to refrigeration and the lateness of the season did not allow me at the time to pronounce judgment on the soundness of these reasons for the extreme scarcity of American apples in France.

Observations made in the Parisian retail and wholesale fruit markets in December, however, when stocks should display both quality and volume for Christmas and New Year's demand, do not substantiate the claim that the supply of French apples and pears completely eclipses the opportunity for American-grown fruit in French markets.

What does one see in a Parisian fruit-store at Christmas time? Mostly fruit in a liquid state, as the shelves are arranged with phalanx upon phalanx of bottles of wines, ciders, champagnes and choice liquors, while fruit in the solid state is given scant quarters, often restricted to a portion of the window or to benches and bins on the sidewalk. Most stores that sell fruits also sell other kinds of edibles and supplies of wines and liquors. In certain quarters there are push cart dealers who confine themselves solely to fruits and vegetables. Their stocks are arranged in booths or on their carts along the curb, where a number congregate to form a small market.

While the stores that do business under the heading of "Alimentation" have the choicest and most extensive wares, the fruit displays, even at Christmas, are woefully disappointing. The excuse that the supplies of French apples and pears were small and inferior this year because of a short crop did not entirely account for this, as wholesalers stated that quite sizeable stocks still existed. Even with a short crop, the Christmas supplies should be choice and well displayed.

Apples, pears and oranges were mostly shown to the public in small basket trays not much larger than the letter trays used on the office desk. The idea of volume display is not to be seen with fruit, excepting for ordinary or cooking apples. Of the countless varieties of apples grown in France, but three stood out in the choice dessert class, Calville, Canada Reinette and Rambouillet, all of yellow or russet color with flavor ranging from that of the Rhode Island Greening to that of Home Beauty or Bellefleur. In quality texture and finish the Calville easily heads the list, having a texture slightly resembling the Golden Delicious and taking a fairly good finish owing to the fact that the choice fruit matures protected from the weather in paper bags. This, however, does not make the Calville superior in finish to our Newtowns, or to the French variety, Winter Banana or Orley when grown in semi-arid districts.

The principal varieties of pears at this season were Comice and Passe Crassane. The latter has exceptional keeping quality, but is not so popular in the French market all during the winter. In only one retail shop were American boxed apples seen. Newtowns from Hood River and the only French apples seen in the hands of wholesalers were two barrels of fancy New York Baldwins.

Fruit prices during the last week in December in a popular store were equivalent to the following: Apples, Canada Reinette 14.3c per pound; Rambouillet 12.6c; Calville from 7.4 to 26c each (125 size of this variety sold for 15.8c each); ordinary cooking apples ranged from 2.7 to 13.5c per pound; Spanish oranges 2.4c each; Jamaica grapefruit 2 1/2c each; Passe Crassane pears 18 to 37c each; pineapples \$1.04 each; grapes 10 to 50c per pound; California prunes from 9.2 to 10c per pound. Other fruits to be seen were bananas, kumquats, South African peaches and plums and Algerian strawberries.

At wholesale markets cooking apples were selling for from 85c to \$2 per cwt.; choice dessert apples, such as the Canada Reinette, \$3.35 to 6.75 per cwt. Apples of intermediate quality brought from \$2.50 to \$4.20 per cwt. Comice and Doyenne d'Etiver pears \$7.50 to \$22 per cwt.; Passe Crassane pears \$8.40 to \$30 per cwt.; Algerian oranges \$3 to 4 per cwt.; Spanish oranges \$3 to 4 per cwt.

The French make great use of vegetables and in addition to the regular supplies of potatoes, onions, carrots, cabbage, cauliflower, etc., the wholesale market was offering fresh green peas and beans from the South of Spain and Algeria, tomatoes from Algeria and the Canary Islands, new potatoes from Algeria and fresh salads from the South of France. Missing from among the latter was the splendid head lettuce of our American markets. The sweet potato is another of our American white registers which was not to be found in the wholesale market. Bottled beetroots, ready for selling, an unusual article with us, find wholesale distribution in Paris. Algeria seems to be fast advancing in importance as a source of subtropical fruits for France. Algerian oranges were of the best quality on the market, and their tomatoes are said to be driving those from the Canary Islands rapidly out of the market. A small supply of strawberries had even been brought recently from Algeria by airplane. The new Algerian potato seeds on the market were excellent for this time of year.

Notwithstanding the short supplies of apples and the high apple and pear prices prevailing, very little enthusiasm could be aroused on the part of the wholesale trade toward looking to American sources. Some were interested in selling stores of French apples; others were fearful of the deplorable rate of exchange; while still

others believed it impossible to import American apples, packed as they are, without bruising and deterioration that would disqualify the fruit for the discriminating French trade. Of these three reasons for not importing American apples the last is the most important, at least from a long time viewpoint.

Apples are eaten in France as a dessert for luncheon or dinner. In all quarters dessert apples selected to require the qualification of the entire absence of bruises. Even a box-bruise is frowned upon. The two boxes of Hood River Newtowns observed were sorted and resorted to find fruits free from mechanical injury (there were few apples in the package passing the buyers' scrutiny). French dessert apples are marketed in trays, cushioned with cotton-wool or wood-wool, to protect the fruit from the trays and from one another. The requirement that dessert apples must be free from bruises is expressed so frequently that it appears that this must be taken as a buying idiosyncrasy in France, just as the requirement of an apple having a soft flesh is peculiar to some parts of England.

When American apples are shipped in small lots from New York and handled in less than cartons on French railways, the amount of bruising that they could sustain is almost beyond belief. This is particularly true with boxes where stacking "on the bulge" is apt to take place.

The exchange situation of course makes the importation of American fruit a hazardous undertaking at present. The exchange difficulty, however, will be overcome eventually and even should the present American exporters from investigating possibilities in the French market.

The retail trade, particularly in the American quarter of Paris, stated that they could use some high quality American apples, providing they were free from bruises, and some brokers felt that there were possibilities of a small outlet, providing the apples could be properly handled.

This small encouragement must not make American shippers lose sight of the fact that here is a city of 3,000,000 people with a reputed permanent American population of 28,000, which is increased during the tourist season by many thousands. The great gap between apples that are retailed for exorbitant prices and those that are ordinary cookers should leave an opening for at least a moderate quantity of high quality American apples. An outlet probably would not be found at the first trial, but it seems very probable that continuous effort would expand the outlet.

The fact that the French are used to satisfying their demand for prime dessert apples with the Calville and Canada Reinette would indicate that they would absorb yellow varieties without discrimination on the color line. The market apparently uses small and large sizes, but tests are necessary to determine what sizes, varieties and grades would be the most popular.

It is interesting to note that such varieties as York Imperials, Spitzenburg, Delicious and Winesap would be well received eventually. As previously mentioned, one of the greatest barriers to making these tests at the present time is the fluctuating rate of exchange. If it is possible to lay down boxed apples at \$3.50 per box in Paris, however, would seem probable to carry on tests during the current winter. The French tariff of approximately 10c per box is an insignificant handicap.

The difficulty in delivering fruit in a sound and unblemished condition, as indicated, is also a most important obstacle. The most reasonable suggestion toward delivering fruits without bruising is to use refrigerated cars on through-freight-cars or a direct Panama Pacific refrigerator ship. Rotterdam would be the nearest port of call of current sailings. While the re-shipping freight charges would be greater than from Southampton, or possibly London, unloading at the continental port would obviate rehandling on trans-Channel ships and by inland shipping freight charges would be less. From Rotterdam should not be greater than from that port to parts of Germany now receiving American apples in considerable volume.

It is impracticable to ship apples in carload lots from the Continental port of discharge to Paris, it is advisable that such test lots as are shipped should have three or four boxes banded together so as to make stacking on the bulge of the box impossible. With personal supervision of the handling from ship to railroad car on the amount of injury, which up to the present has made American apples present an exceedingly inferior appearance in Paris, may be greatly minimized.

The oft-repeated suggestion that American apples should be packed with padding or individual separators to prevent injury, would be practical only to those who are willing to cater to a very exclusive trade in small volume supplies. Judges as to the demands of similar exclusive fruit stores in wealthy centers of America and other European countries.

The French market is still awaiting the pioneering work of fruit concern who are willing to take risks incident to the introductory period in hopes of future reward.

Typhoid Fever
(By Frederick D. Stricker, M. D., collaborating epidemiologist of Oregon State Board of Health, in cooperation with the United States Public Health Service).

Typhoid fever has shown an apparent increase in prevalence in 1925. Typhoid fever is too common in the state of Oregon and active measures are necessary for its prevention. Much disease would be prevented if physicians would report to health authorities all cases of indelible illness among food handlers as in factories, processors, candy and ice cream makers, particularly, if symptoms point toward intestinal or lung involvement. Persons who sell foods or who prepare or handle food for sale should realize that if there is any diseased person in their employ, their customers are apt to learn of it and such careless disregard of public protection will eventually damage or destroy their business. Those who sell foods exposed to infection make themselves liable to prosecution. Every community should take active control over its milk supply. Swimming in polluted water accounted for a number of cases of typhoid. The water of all swimming pools should be sterilized during its recreation. Campers sometimes contract typhoid infection from the water or food supplies. The well or spring may be contaminated. Most streams are polluted. The only safety lies in boiling or chemical disinfection before using. Persons



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who contemplate camping should become immunized against typhoid as an added precaution.

Thoughtlessness has resulted in many cases of typhoid fever. Contact infection in typhoid families cause many cases. The family of a typhoid patient should remember that the patient, his hands, bedding and eating utensils are constantly infected with typhoid germs, and that without constant and extreme care the infection will be transmitted. No matter how careful she may be the patient's nurse should not cook nor handle foods for other persons. The careless disposal of the body discharges from typhoid cases maintains the high development rate of typhoid cases. Both the kidney and intestinal discharges should be sterilized from the beginning of the illness. Typhoid vaccine will prevent typhoid fever but not after the person is already infected. Immunization against typhoid is highly recommended. Typhoid fever was almost unknown in the army, and would be in our communities if everyone was protected against this disease. Every case of

typhoid is caused by carelessness or failure of some individual to observe the rules of common decency or cleanliness. The annual toll from typhoid in Oregon is too large, and only by taking active preventive measures can we eradicate the disease.

MANY GROWERS PUT IN STATIONARIES

Orchardists of the valley in every district are now replacing their portable power spray rigs with stationary outfits, sending the spray solution to all parts of the fruit tracts in underground pipes. One concern handling the equipment for the new system, the Hood River Garage, states that it has sold stationary equipment that will cover an aggregate of over 250 acres. The stationary system, it was stated, will eliminate the waste of time and enable growers to spray their fruit tracts more simultaneously. It is expected that it will improve the quality of fruit.

Orchardists reported by the Hood River Garage as having purchased stationary outfits include: Jaku Bros., Hood River Orchard Co., Harry Furrow, Claude Copple, James Forbes and A. W. Peters.

"Because of the keen interest in the stationary rigs," said Leon W. Bentley, "we will keep one of the rigs, assembled and ready to demonstrate under power, throughout the year."

Dog Owners
Are reminded that after March 1 the county fee for dog license will be doubled; that any keeper or owner of a dog who does not procure a license is guilty of a misdemeanor and subject to a fine of \$10.
Kent Shoemaker, Clerk.

Here's your chance—New Hallock & Watson Radio Receiver with new tubes, batteries and speaker for only \$131.00. This set has a beautiful large cabinet containing the "B" batteries. Gibbs Battery Station.

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All desirable tints in the handy 5 lb. packages, ready to mix with cold water. With our big brushes, which we loan at a small charge. You can "do" a room or two in no time and at trifling expense. Regular price 75c. Special, while they last, 40c per pkg.

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Johnson' Electric Polisher

will do it in one tenth the time and without a particle of effort. A child can use it. Weighs only 12 lbs. You may rent it for an hour or a day.

Good Seeds - Adequate Tools and intelligent planning and care will produce better results for all the Marys who think good gardens are a matter of luck.

Burpee's Seeds Always Grow

New, fresh stock for your early selection.

Wheel Hoes-Cultivators-Wheel Barrows-Spades-Rakes-Hoes-Trowels

Linoleum Remnants

A few pieces left after the onslaught of buyers on Community Sale Day will be on sale, while they last, good grade Inlaid, 2 to 8 yd. pieces, sq. yd. \$1.08

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How does your garden grow!
Weeds and thistles fairly bristle,
And not a good plant in a row.