

The Hood River Glacier.

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FOR CHRISTMAS

ORTHOPHONIC VICTROLAS—We have the Size and Style you want. RADIOLAS—"Cabinet Style"

SHARI - KARESS - FIANCEE - THREE FLOWERS AND COTY'S TOILET SETS
DE VILBISS PERFUMIZERS AND PERFUME LIGHTS

MANICURE TOILET SETS - FLASH LIGHTS - GENTLEMEN'S PURSES

PLAYING CARD SETS - ARMSWORTH WRITING PORTFOLIO - SAFETY RAZORS

EASTMAN KODAKS - EASTMAN CINE-MOVING PICTURE KODAKS AND PROJECTORS

JOHNSTON'S AND LIGGETT'S CHOCOLATES—1 - 2 - 3 and 5-pound Boxes.

CIGARS IN CHRISTMAS PACK - 10's and 25's.

We will mail or reserve any item for you

Christmas Cards—We have a wonderful assortment at 5 and 10c.

Kresse Drug Co.—The Rexall Store

NEW VICTOR RECORDS EVERY FRIDAY

The Nation is Turning To Dairy Foods

PEOPLE are avoiding more and more the over-consumption of too heavy foods, while there has been an enormous increase in the healthful eating of dairy products.

For instance, since 1917 the consumption of meat has decreased almost half, 45%, while whole milk has increased 62%, malted milk 63%, ice cream 70%, cheese 40%.

Dairying surely is coming into its own. The farmer who takes advantage of it is bound to reap a steady, year round substantial income. We are anxious to see the farmers of Hood River County share in the profits of meeting this steadily increasing demand for milk and milk products and will gladly cooperate in every way possible. Stop in at your convenience and talk it over.

FIRST NATIONAL BANK

Photographs for Christmas!

MOST POPULAR AND ECONOMICAL-GIFT OF THEM ALL!

Only 20 Days

TIME FOR YOUR APPOINTMENT.

CALL 6171—NOW

The Artcraft Studio

BROSIOUS BUILDING—ROOM 1

(Second door east from J. C. Penney Co. Store)

Open Evenings 7:30 to 9:00

Open Sundays 10:00 a. m. to 4:00 p. m.



KATHLEEN MOORE SHOP
DISPLAYING A BEAUTIFUL LINE OF CHRISTMAS WRAPPING PAPERS AND TAPE
UNUSUAL GIFTS FOR ALL OCCASIONS
311 OAK STREET
TELEPHONE 701

One of the Very Best!

Our Cashier insists that we don't tell the public enough about our

SAFE DEPOSIT VAULT.

He says we have been so modest about it, that many of our customers do not realize that right here in Hood River is

ONE OF THE VERY BEST SAFE DEPOSIT VAULTS IN OREGON

Within the walls of this burglar proof vault, protected by the six ton door with its alternating layers of non-drillable and non-burnable steel, your valuables are SAFE.

BUTLER BANKING COMPANY

Member Federal Reserve System

WE WILL BE SHIPPING APPLES AND PEARS

Out of this and other Districts all through the season.

If you have Fruit still unsold either here or in storage, let us sell it for you.

DOMESTIC AND EXPORT

DUCKWALL BROS.

CASH BUYERS APPLES and PEARS

FRANZ BUILDING

Second Floor

Phone 3531

TRUE-TO-NAME NURSERY

H. S. GALLIGAN, PROPRIETOR

Phone 4796

HOOD RIVER, OREGON

All trees are French roots.

Guaranteed True to Name.

Your Own Greetings

HANDSOME ENGRAVED CHRISTMAS CARDS

CARRYING THE NEATLY PRINTED NAME

OF YOURSELF AND FAMILY



See the Glacier Office now!

MR. SCHENCK GIVES A TALK

PIONEER RAILROAD MAN AT FORUM

High Taxes Burden to Local Orchardists—Pioneer Incidents Recalled

By Visitor

In an interesting reminiscence mood at the Tuesday luncheon forum of the chamber of commerce at the Hotel Waucoma, A. A. Schenck, pioneer engineer of the O. R. & N. Co., declared that citizens of the Hood River Valley brought their lit upon themselves by inordinate boasting in early days of profits from their fruit product and a boasting of land values by real estate men. Mr. Schenck, who several years ago retired while maintaining charge of the Chicago & North Western railroad and who now spends his winters in Washington, D. C., and the summers in Connecticut, said he had compared the tax burden of land owners with that of orchardists in the New York commercial growing sections and other eastern markets.

The visiting railroad man said that the heavy freight charges and the burden of taxes will have difficulty to keep up with the eastern apple grower. Mr. Schenck recalled some interesting pioneer history. He recalled that he had been sent here in 1888 by Henry Villard to make a survey for reconstruction of the rail line from The Dalles to Portland, a task of eliminating curves and making new grades. Then Hood River had but one small store, operated by the late L. E. Bartles, whose only assistant was the late Newton Clark.

"H. C. Coe," said Mr. Schenck, "was then plotting city lots, selling them at exorbitant prices. I paid \$70 for a lot of the block where the Butler Banking company home now stands. Some time later I sold it for \$300 to S. E. Bartmes. I do not know how he profited before he let go. I purchased a lot on State street for \$100."

Mr. Schenck recalled that he had 25 in his engineering party. He ran new lines for the rail line all the way to Portland. Before he left his engineering task the general manager of the line had him investigate the Hood River valley, as a line up the Hood river was contemplated. After his report on the pine and fir trees found there, it was decided not worth while to run the branch line, he said. Newton Clark was engaged by Mr. Schenck to run the government section lines down and connect them up with the railroad survey.

"E. L. Smith" said Mr. Schenck, "was great on selling scenery. As a result of his sales, he secured 75 acres in the Belmont district, where a tenant one year produced 1500 bushels of potatoes and a lot of cabbage. They all rotted because I couldn't sell them. That was my first experience in ranching. Later I bought 40 acres across Hood river, the place extending down to the river. I sold a part of this to the Pacific Power & Light Co. for \$4,000, but that didn't include the scenery. I bought 100 acres of the Hood river valley, because of the superb view discovered of Mount Hood from there by a noted artist."

While discussing the tax problem, Mr. Schenck said:

"You must persuade your tax assessors to take the boom prices out of your land valuations."

Mr. Schenck said he got started in the apple business when he saw supposedly authentic figures, compiled by the fruit-folk to show how much money they were making on their orchards. He says he concluded the industry might be profitable after he had divided those figures by 4. Mr. Schenck said the early apple millionaires were not satisfied with letting their orchards alone, but began through the chamber of commerce and real estate men to tell all the world about their dividends, with the result that Yakima and Wenatchee began crowding them. They took brought in the competition of younger men. Hood River, in the opinion of Mr. Schenck, started the apple industry. He recalled that he sold his first crop of Spitzenburgs for \$3.25 per box to E. P. Davidson.

"The greatest injury done you," concluded Mr. Schenck, "was by the real estate men. They were not like manufacturing interests, who never reveal the source of their profits to their competitors. My advice to Hood River is, 'To Stop Talking.'"

J. R. Brown, Pacific coast manager for the Friend Manufacturing Co., here to call on A. E. Bennett and F. A. O'Connell of the Hood River Spray Co., was a guest Tuesday.

FORD STORY WILL BE TOLD FRIDAY

The full story of the new Ford automobile, described by Henry Ford as being "superior in design and performance to any now available in the low price, light car field," will be told first in Hood River Friday, December 2, according to announcement by the local dealer, N. C. Coulter.

A public reception is to be held here simultaneously with similar gatherings at every Ford dealer in the United States, thus constituting a part of the greatest automobile show in the history of the industry.

While no detailed descriptions have yet been given out by the local dealer, the Ford Motor company, from its headquarters in Detroit, has announced that the new Ford car will be as far in advance of present public demand for speed, flexibility, control in traffic and economy of operation as the famous Model T was in advance of public demand when it was introduced in 1908.

Dealers have not yet been advised as to the prices at which the new Ford line will sell, but definite assurance has come from Detroit that the prices will be entirely in accord with the policy of the Ford Motor company to provide the best possible automobile at the lowest possible price.

Elaborate arrangements are being made for the public reception here. City officials and prominent business men of Hood River and vicinity have been invited and preparations have been made to give every caller at the show a thorough understanding of this

car which is expected to make a new chapter in automobile history.

Four-wheel brakes, standard selective gear transmission, extraordinary acceleration, a speed of sixty miles an hour and more, a practically vibrationless engine, and unusual beauty in line and color are among the outstanding features of the new Ford cars, the first of which will be shown in many parts of the country Friday, tomorrow. The generator, oiling system, steering gear and rear axle are of new Ford design, it is announced. And its 40-horsepower engine has been so designed that it runs 20 to 30 miles an hour on a gallon of gasoline.

This car, which is to succeed the famous Model T line, will be shown on Friday by Ford dealers in many of the larger cities of the country. In Hood River photographs and descriptive charts of the new cars will be on display at Coulter Motor Co. showrooms, where the public will be given the complete story of the new Ford car. Later various models of the new Ford line will be on display here.

So far the new cars have been examined only by those who will have charge of the first showings and demonstrations. Salesmen and demonstrators are studying charts and diagrams which will be used in explaining the various details of design, appearance and performance.

For months factory models of the new car have been undergoing severe performance tests in and around Detroit. One of these factory models recently made a road run of 120 miles in 124 minutes. This run, it is said, was made on an ordinary paved highway near Detroit.

Mr. Coulter, in commenting on the forthcoming show, said his view of the new Ford car had substantiated Henry Ford's statements that "there is nothing quite like it in quality and price." "Mr. Ford's statement had prepared us for a surprise," said Mr. Coulter, "but the new Ford is better even than we had hoped for. It is certain to make history in the automotive industry, just as its predecessor, the famous Model T, has made history for twenty years. We are proud of the new car and feel certain that its appearance and performance will attract unprecedented attention among automobile owners."

After six months of "raving nothing, but saying good," Henry Ford yesterday announced the specifications of the new Ford which succeeds his famous Model T. A bare listing of these specifications presents a picture of an automobile that in performance, appearance and mechanical features has heretofore been associated with a considerably higher price class.

Unusual speed and acceleration are among the outstanding features of the new car. It is announced as being able to make 55 to 60 miles an hour, with ease. In recent tests it has made even more without difficulty. What is more important, it is stated that when traveling at such speeds, it holds the road easily and with comfort to driver and passengers. It is also stated with equal emphasis, however, that its speed is not at the expense of safety. The new car has had roads. In its design, Mr. Ford has held to his original idea of a car which can meet all conditions and types of roads.

Appreciating the constantly increasing importance of acceleration the Ford Motor company has given a great deal of study to this feature of the new car. In high gear tests with two passengers in a Tudor sedan it has shown an acceleration of from 5 to 25 miles an hour in 8 1/2 seconds.

The new Ford car also introduces a new type of four-wheel brakes. An exclusive Ford development, they are of the mechanical, shoe-expanding type and are self-centering. The brake pedal and the hand brake each operates all four brakes. It is stated that this is the most reliable and simplest type of four-wheel brake, and also the easiest to adjust, all adjustments being made from the outside without removing any parts.

An engine that is practically vibrationless develops 40 horsepower at 2,500 revolutions per minute in a compact, low revolution ratio to the high horsepower is illustrative of the unusual efficiency of the engine. Also, it means longer life, the lower engine speed insuring less wear on engine parts. The low revolution speed is also a substantial factor in lessening vibration. The bore is 3 1/2 inches, stroke 4 1/2 inches. The unusually large crankshaft, which is both statically and dynamically balanced, weighs 28 pounds. This balance, combined with the lightness of aluminum alloy pistons, further combine to reduce vibration and increase riding and driving comfort and safety.

In addition to freedom from vibration, it is announced that the car is unusually quiet. A great deal of attention having been paid to this feature by the Ford engineers. In the engine, the timing gears are made of bakelized fabric, which is much quieter than metal. The gears on the crankshaft have been so designed as to prevent valve clicking.

The coachwork of the car is as distinctive as its performance. There is a noticeable European touch in its contour. It is not only designed for exterior beauty, but has as well the interior roominess, convenience and luxurious appointments to be found in

GROWERS TO TALK SPEAK

FREIGHT RATE DECREASE

Annual Oregon State Horticultural Convention Will Meet Here December 13, 14 and 15

The spray residue problem, the need for a lower freight rate on apples and perennial canker, it is expected, will form chief topics at the annual convention of the Oregon Horticultural Society, tentatively set for December 13, 14 and 15. C. A. Reed, East Side grower, president of the society, who is ill this week, suffering from an attack of tonsillitis, is collaborating with Prof. Long, of Oregon State Agricultural College, in making final preparations for the meeting.

The convention will be held at the K. P. hall, and it is anticipated that the big room will be filled by local growers and those from Foster and Washington fruit districts.

It is anticipated that one of the outstanding addresses will be delivered by J. A. Meade, president of the Snoboy Fruit Distributors, who has given a great deal of time to the study of the need for lowered freight on apples. In a recent letter to Bert L. Baker, secretary of the Wenatchee Valley Traffic association, Mr. Meade shows how vast and complex a problem this one of going about the task of securing a lowered freight rate is. Portions of the letter follow:

I am still firmly of the opinion that our case should cover other deciduous fruits as well as apples for reasons heretofore given you in detail.

I also noted in the press that the Commission had reaffirmed its findings in the California deciduous case. I believe there is little likelihood of the Supreme Court reversing the Commission and preventing the reduction going into effect. I do not believe there is a single case on record where the Commission has been reversed when the lower has been so thoroughly presented as in this case. After all, the Supreme Court is a court of appeal and must take the facts largely as they are found in the record.

You ask that I give the outline some study and return it with any suggestions at my earliest convenience. It is so comprehensive that if fully carried out it should be sufficient. Indeed its very comprehensiveness and scope makes me wonder who is going to read it. I will do it offhand a few comments which may or may not be useful to those in charge of the preparation of the case.

Under section 4 "Importance of production. Depending upon the apple industry," I would suggest that the value of the carriage of the inbound tonnage into the apple districts be mentioned and emphasized. This feature is incidentally mentioned in the outline on page 3, last paragraph, from the standpoint of the apple tonnage itself, but of course as you appreciate, failure of the apple industry would affect the carriers as well as the other standpoint of tonnage it produces and moves transcontinentally but also from the standpoint of the inbound tonnage to support the apple communities.

Under section 5 I believe should be included reference to the number of apple trees pulled out following the disastrous marketing season of 1922, and testimony should be submitted showing that ever since that time there has been a constant program of tree removal of the less desirable varieties. This in effect is the destruction of capital and much of it could be avoided under a lower freight rate. In this connection also the Livingston report should be importantly emphasized. Livingston undertook to prophesy what would happen to the industry if conditions were not improved and since he admitted the necessity for a reduction in the freight rate his findings should be conspicuously valuable in this instance.

This same subject might very well include in showing of the decreased revenue that would result from the carriers if the apple industry were replaced in whole or in part by wheat, hay, potatoes or other of the commodities paying less revenue per acre to the carriers.

Under section 7, "The Marketing of Pacific Northwest Apples," should be featured the investment made in cold storages of late years, which shows that the industry is alive to the necessities of the marketing situation and is taking steps to solve the difficulties within its own purview.

Under section 8, should be set forth statements from someone of national authority who can be depended upon to testify as to the contrast between the Northwest and the other apple producing sections of the country. Someone with the familiarity that Mr. Crutchfield has with production in the Northwest is compared with western New York, the Appalachian, etc., should be drafted for this feature. The large holdings of the American Fruit Growers in the Northwest suggests the wisdom of getting Mr. Crutchfield to do this.

Under section 9, which refers to the economic depression in the apple industry of the Northwest, I believe the Hoch-Smith Resolution and the direct connection between the situation existing here and that in the minds of congress when this resolution was passed.

Under section 10 should be included a comparison of the freight rates and f. o. b. prices as between the wartime peak and the post-war average. For instance we might be able to show that the wartime peak prices f. o. b. were

SCOUT AND GIRL CAMPAIGN IS ON

A campaign to raise funds for the Boy Scouts of the valley and the troops of Camp Fire Girls and Girl Scouts, was launched yesterday. Horace O. Kresse is general chairman, and every district will be solicited for participation in the work.

Final plans for the campaign were worked out at a dinner held at the Hotel Waucoma last Saturday evening. The committee are seeking to raise a total of \$2500. The men visiting here yesterday reported that the campaign was being assembled without delay.