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NICK GIBSON ORATES ON MARKETING APPLES

Nick Gibson, the well known apple man of Chicago, delivered himself of another oration on the apple last week, which appears in the Packer. This time Mr. Gibson talked about marketing apples, a subject that he ought to be familiar with. He says: "Selling apples is a 'pipe,' to use a curb-stone expression, provided, of course, you have the apples and they are what your customer wants and you can deliver them when he wants them and in the quantity he wants. Provided, also, that the customer has the wherewithal to buy and is willing to be separated from his money at the price you ask, which presupposes that 'the other fellow' does not go you one better and sell the same stock you offer, or something he has convinced your customer is just as good or even better value than you are offering. "Yes, sir, if all these conditions are fulfilled, it is like 'shooting fish in a barrel' to sell apples. "It is the conditions or the circumstances that make for successful apple sales. It is only another way of saying that supply and demand with their subsidiary factors are ever present and will make themselves felt 'wily nilly.' "It makes little difference from what angle we view the proposition, we come back to the basic fact that no man or set of men makes the apple market. Whoever doubts the correctness of this statement will have an awakening if he will try to even get uniform action of the various interests involved in the apple business, so far as relates to any important matter regarding the packing, shipping, storing or selling of apples. He will quickly decide it seems to be a case of every fellow for himself and the devil take the hindmost, for it will happen, as it often does, that the very man at your elbow upon whom you rely for your staunchest support and encouragement will fall you at the critical moment and do the very thing you had his promise he would not do and which you had depended upon him not to do. "Am I too blunt in my statement when I say that most people are in the apple deal simply for the filthy lucre? Would you believe it if I should say that some apple men appear to be so hypnotized by a few dollars they hope to make on a certain deal that they wouldn't stop short of the 'stunts' of a circus clown if it would help to garner a few extra shekels? Furthermore, would it be surprising if I should declare that the ethics practiced by some apple men—let us say in the remote past—would hardly be tolerated by a band of toughs in a mining camp? "I know that I am talking plainly, but my subject demands it. It does little good to sugar coat a nauseous fotton, nor can we change a bad practice by calling it a good name. The thing I am driving at is unfair, dishonest and unbusinesslike competition. It is truly the bane of the apple business. "Now I fancy some one will say I am making a bugaboo of competition. I am not. It is a necessity and possibly a good thing, even when it seems to be the keenest, provided it is fair and honest. I don't fear it, but rather welcome it, for we don't know what we can do except by comparison, and comparison is another form of competition. Let's have all the competition we can get without its bad features, and he who doubts its bad features are sometimes in evidence in the marketing of apples, hasn't yet cut his eye teeth. "Good Position For You I want a man or woman who is a "live wire" to take exclusive agency for Hood River county to sell "Rex-Oil." "Rex Oil" is the wonderful new self-shining waterproof shoe dressing—the only dressing ever put on the market that will give a brilliant polish and at the same time have a preservative effect upon the leather. Every bottle you sell will sell another. You can make big money. Drop in at the Bragg Mercantile Co. and get a free sample shine. E. POWELL, Distributor, 250 Washington St., Portland, Or.

BAOSTING TRIP TO NEW ORLEANS MARDI GRAS

Every year Phil Bates, publisher of the Pacific Northwest, at Portland, takes a car load of young ladies back east to advertise the state and he is now trying to complete a party that is to leave Portland on February 15th. He writes us stating that if any of our readers desire to go with him they will be welcome. The party will be gone three weeks, going east over the Canadian Pacific Railway to Minneapolis and St. Paul, Madison, Wis., Cincinnati, Louisville, Birmingham and arriving at New Orleans in time to enjoy the three best days of the Mardi Gras, the finest pageant of its kind in the world. Stops of a day each will be made on the return at Los Angeles and San Francisco. At all the cities above mentioned sight seeing car trips will be taken to all points of interest and a continual round of pleasure is promised. This is not a subscription scheme, but a trip which Mr. Bates makes every year to advertise Oregon. The cost is \$300, which covers every expense from start to finish in a private car. Mr. Bates states that if any one would like to go from this county he will expect them to bring as much descriptive literature of our resources as our commercial organizations will furnish for distribution, as the main purpose of the trip is to advertise our resources and on former trips he has obtained thousands of dollars worth of publicity for Oregon which has resulted in hundreds of homeseekers locating in the state.

APPLE DEMAND LAST WEEK BRISK IN NEW YORK

According to the Produce News apples were in brisk demand during the week in spite of the fact that most outside dealers had obtained their supplies for the holidays two weeks ago. Good sized shipments were made to New York, Chicago, Philadelphia, Boston, Pittsburg, and several southern cities. For cold storage fruit the highest prices of the season were obtained. Fancy Baldwins sold for \$3.50@3.75, while Greenings commanded \$4@4.50, and Kings sold at \$4.50@5. The market ruled strong, indicating consumption is increasing. Whether buyers will follow the market any higher, remains to be seen. Most local dealers believe that consumption will not be materially diminished by a further advance. Holdings in cold storage show a shrinkage compared with last year. It is estimated that they are fully 400,000 barrels less than they were at the end of Dec., 1909. But this decrease is offset by a material increase in the stocks of boxed apples. The large supplies of boxed apples will tend to prevent any great advance in the price of barreled fruit.

ENTIRE NATION HONOR HORACE GREELY IN 1911

The Horace Greeley memorial fund committee has sent out the following announcement: The entire nation will celebrate the Horace Greeley centenary on Feb. 3, 1911, is the present outlook. Schools in every part of the United States have been asked to take part, and favorable responses have been received from many states. President Taft has been invited to speak at Chappaqua. It is expected that the city of New York will have an impressive gathering. The City club has set aside the luncheon of Feb. 4 for a press luncheon in commemoration of the life and services of Horace Greeley. President James T. Toole, of Typographical Union No. 6, informs the Greeley memorial committee that the union is working upon the matter of properly celebrating the centenary of its first president, Horace Greeley.

Will They Lose Their Latchkeys?

The suffragists have carried Washington, and the men must stand firm or they may lose their night latchkeys.—Norwalk (O.) Republican.

BOWLING TEAM QUALIFYING FOR SPOKANE CONTEST

Bowling enthusiasts are taking far greater interest in this game this winter than ever before, and now nightly they can be seen at the alleys of Richards & Company participating in this healthful game. Many of the bowlers are becoming expert and it is the intention to pick out a team later to represent Hood River at the bowling tournament which will be held in Spokane this winter. The new alleys put in by Richards & Company are the finest that could be procured. They cost over \$1,000 and were installed by the Brunswick-Balke Company, who are admitted to be the manufacturers of the finest alleys and fittings in the world. The Brunswick-Balke alleys have been declared by the National Bowling Association to be the only ones from which official records will be accepted. The scores made by the local team which will qualify for the tournament are improving rapidly and it is expected that it will show a high proficiency before it leaves for the contest.

PLENTY OF APPLES IN HOME MARKET

The Portland Telegram says that an accurate statement regarding the unsold apple stock in the hands of dealers in the city and in growers' hands in the country tributary to Portland is at this time impossible, but if the views of local dealers are anywhere near correct, there are at least 50 carloads yet available for the Portland market. Some of the jobbers place the total at a higher figure. It is conceded in all quarters that despite the heavy marketing operations in the east this year, the unsold stock at this time is a good deal greater than that in evidence at this stage of the season a year ago, and for that reason there is every reason for the belief that prices from now on to the end of the apple season, some time in May, will hold at a lower level than the average for some years back. The apples now remaining in growers' and dealers' hands are of all varieties and grades. Among the most important are Spitzenburgs, Newtown Pippins, Ortleys, Rome Beauties, Red Cheek Pippins, Arkansas Blacks, Baldwins and Northern Spys. These are now selling in the local wholesale market at an extreme range of 50 cents to \$2 a box, according to quality, and dealers say the trade is in a large way confined to the grades that go at \$1 to \$1.25, the demand for the cheapest as well as for the best being rather limited. "We look for no material improvement in apple prices in the near future," said a jobber today, "and the chances are that low prices will rule to the end of the season. At the same time there is good reason for the belief that the end of the season will find the market well cleaned up. The prices now prevailing are such as to move the fruit, and it is moving."

POSTOFFICE DEPARTMENT KNOCKS OUT POSTAL DUNS

The postoffice department has just issued a new ruling that in the future no "dunning" postal cards shall be sent through the mail by public service corporations and delinquent tax collectors. The word "dunning" is defined to cover any postal card that refers directly or indirectly to any bill owing to the sender or in any way containing a threat as to what will happen in the event of the bill not being paid by a stipulated time. This ruling means that no statement of taxes may be sent on postal card and that no second notice or final notices may be sent on postal cards. In addition it is declared that postal card notices calling attention to over-due bills cannot be sent out by gas companies or other public service corporations.

WENATCHEE MAN PATENTS APPLE PICKING BASKET

Theodore F. Melxner, an expert apple packer of the Wenatchee valley, has patented a basket to be used for the purpose of harvesting apples. The principle of the fruit-gathering device is that it has a beveled bottom which is opened or closed by means of the handle. In this manner when the basket is full it may be placed in a box and by means of the handle the bottom will open in two parts, allowing the apples to be deposited in the box without bruising them. The basket may then be closed by use of the handle, making the operation very easy and quick. A Lundgren will undertake the task of manufacturing the baskets here and they will be made in two sizes. One size will hold a box of apples and the other size will hold half a box.—Wenatchee Republic.

EXPECTS GREAT ACTIVITY IN OREGON RAILROAD BUILDING

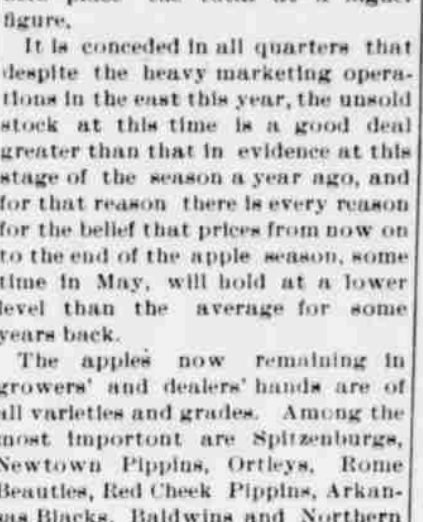
Oscar Sunveen, a railroad contractor on the Deschutes railroad, located at Celilo, recently returned from a trip, during which he made the circle of five states, Idaho, Colorado, New Mexico, Nevada and California. He states that in his opinion Oregon will undoubtedly see more railroad building during the next few years than any two of these states through which he passed.

Flying Machine in War

The continued demonstrations of what can be done with flying machines makes navies look like thirty cents. Wars between nations separated by seas look like ancient history. To sell out their stock of armor plate and guns the steel trusts and naval contractors will keep up the game; but the first test of war will scatter the whole bunch to other forms of imposition.

Water Works on the Farm

Yes, that's just what we mean—real water works: running water in the kitchen, the bathroom, the laundry, the barn—in fact, all over the place. And it's all done by that tank you see in the lower left hand corner of this picture—the Leader System. It's vastly different from the old-fashioned elevated tank which worked by gravity. For the Leader Water Supply System is operated by compressed air—reliable, safe and clean. Your windmill pumps water into the tank (which is already full of air). The air, being elastic, is compressed into upper part of the tank, and forces the water out through the pipes. This gives you a pressure, so that a powerful stream of water is on tap at every faucet, no matter where it is located. And this means absolute fire-protection, for the pressure is always on and always ready. Now, the old style gravity tanks were either put in the attic or situated on a high tower out of doors. In the former case, their weight when full, cracked the plastering; or they overflowed or leaked, flooding the rooms below. In the case of the outside tanks, the water often froze solid in winter, necessitating expensive plumbing bills; or it became hot and stagnant during the summer and unfit for use. The Leader System avoids all this, because the airtight tank is either in the basement or buried underground below the frost line. Every outfit is complete, with full directions, and is easily installed. The Leader System needs no repairs, is suited to small buildings or large, and is moderate in price. Let us send you our free booklet, "How I Saved the Water Supply Problem," the story of a man who successfully equipped his country home with modern water works. Write for it today, before you forget.



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