

The Heilbronner Building

Will be ready for occupancy after January 1st, 1911.

The second floor offices are now open for inspection. All outside rooms. Steam Heated. Modern

J. H. Heilbronner, Owner

White :: River :: Flour

Makes Whiter, Lighter Bread

ASK YOUR GROCER

HOOD RIVER ABSTRACT CO.
J. M. SCHMELTZER, Secretary

Abstracts, Insurance, Conveyancing and Surety Bonds

We have the only complete set of Abstract Books in Hood River County and are in position to execute all work with promptness and accuracy.

We represent some of the best old line Fire Insurance Companies doing business in Oregon, and can give the fire insurance obtainable for the money.

Our reputation as conveyancers is known to all. All of our work is guaranteed.

Come to us when you want Surety Bonds of any description.

Office in the DAVIDSON BUILDING, N. E. Corner Cascade Avenue and Third Street

Home Phone **HOOD RIVER, OREGON**

To the discriminating Housewife:

We have installed some new machinery and

CUPID FLOUR

will now make the whitest, lightest bread of any flour on Hood River market if handled rightly. It does not require as stiff working as others. Next time ask your grocer for CUPID and if he will not furnish it, trade with someone who will.

It is made in Hood River

Hood River Milling Company

SMITH BROS.
Successors to JACKSON & JACKSON

We have just put on our shelves complete new stocks of

Canned and Bottled Goods,
Teas and Coffees

and are prepared to give prompt attention to orders.

PHONE 47 FREE DELIVERY

**BOXES! BOXES!!
BOXES!**

Apple and Pear Boxes

**Stanley-Smith Lumber
COMPANY**

The News Would Be Glad to Do Your Job of Printing

**Is There Any Reason
For a
Pessimistic View
Of The
Box Apple Situation?**

By N. G. Gibson

We have asked ourselves this question several times lately and after looking at the matter from every possible angle have concluded that the only answer is an emphatic, NO!

Taking in the entire country, there are about 3,000,000 boxes of apples in storage. We are absolutely certain that this figure is approximately correct.

Fully 1,750,000 boxes are in territory west of Chicago and practically none of them will come to Chicago or east of here for the Western territory has been a good consumer of apples all season and there is every reason to believe the demand will continue. Prices in the West today are better than in the East. The West had practically no barrel apples this year, which, of course, has made it necessary for them to take a great many more box apples than the Western trade has ever used before.

Chicago, which is the largest storing point in the country, has nearly 500,000 boxes, while all territory east of Chicago, taken together, hasn't over 750,000 boxes.

Chicago and surrounding territory will easily consume 500,000 boxes during the balance of the season. Now, the entire East with about 750,000 boxes or the equivalent of 250,000 barrels the first week in January, presents a situation that by no means should cause an experienced apple man any loss of sleep.

The dear old American public has consumed fully 10,000,000 boxes of apples during October, November and December. No one can doubt or deny this statement, for the shipping records as well as the statements of different dealers throughout the country prove that it is true.

Now, doesn't it seem reasonable with all lines of business enjoying a fair measure of prosperity and with the same lingering taste in the mouth of the public for a good eating apple that during the next five months at least 50 per cent as many apples will be sold and used up as were during the past three months. Isn't that a reasonable proposition?

Isn't it also reasonable that all the great Eastern markets with their tremendous consumptive demands as proved by the big trade during the last 90 days should be able to take care of their holdings, which amount to about one-fifteenth as many as they have already used, and what is more important still, dispose of them at a fair price.

Now Mr. Box Apple Dealer, what are you driving at. Is to call your attention to the fact that a number of you are spending your good, hard-earned money for advertising space in certain fruit trade papers—some pink and some otherwise—which seem to be persistently knocking the great box apple industry and attacking a legitimate line of business without rhyme or reason. Now, if some of these "pencil pushers" who are earning the munificent salary of probably 15 or 20 boozahs a week can demonstrate to us that they can figure out 3 or 4 months or even six weeks ahead what is going to happen in the apple market, we want to get them on our staff quick in a minute, provided they can show that none of them have been in jail and were never run out of a respectable community for behavior that would not pass even in the Ancient and Honorable Order of Horse Thieves.

Can it be possible that some of these papers whose intentions may be honest have been misinformed on the subject when nearly all of them claim to spend so much money collecting reliable information? At least, that is what most of them claim when their solicitors come to us soliciting ads. Or can it be that some of these newspaper men have been bamboozled into becoming a tool in the hands of a certain bunch of dealers who own no apples and for obvious reasons are trying to bear the market?

But at any rate, it seems to be poor policy to spend money with some of these newspapers of a certain stripe for ads and then have them turn around and knock your business, which is part and parcel of the biggest branch of the fruit trade today.

Don't believe all these bear reports and mis-statements you see thrown together so loosely as to indicate between the lines that their authors don't know what they are talking about. With a total supply of nearly 1,000,000 barrels of apples less than a year ago and with business conditions generally very favorable, with a good apple demand both in a domestic and export way, it is perfectly silly to predict that box apples will not show quite a satisfactory profit on a basis of cost prices.

We repeat, don't worry. Good apples are all right. As Ink says, "Join the Booster's Club." Stop paying your money to papers for ads that will turn around and knock your business when there is no reason for doing so. The intelligent dealers and growers will soon come to realize what this policy means and will put their foot down good and hard in the right spot.

**SHIVELY DEFEATS
STATE CHAMPION**

The pool match at the Monroe theatre Wednesday night between Peter Shively, of this city, and W. H. Reynolds, of Portland, the state champion, demonstrated that Shively has lost little of his old time form, as he defeated Reynolds by 39 points. The final score showed that the Portland man had 161 points to his opponent's 200.

In opening the match Reynolds drew the burst and Shively cleaned the table. His opponent had to break again and the Hood River man repeated the performance, getting a lead at the start of 39 points. Up to 100 points Shively had a big lead when Reynolds got an opening and closed some of the gap. The result of the match, however, after the first three set-ups, was never in doubt and the good sized audience which watched the progress of the contest expressed its approval in loud applause. It is stated that the next game will be played in Portland and if Reynolds wins; the deciding contest will be held here.

**HOOD RIVER COUNTY
RICHEST IN OREGON**

A statement just issued by the State Board of Equalization gives some figures of interest in connection with the tax apportionment. It shows that the tax commission has reduced the valuation on which the state tax will be levied in Hood River county from \$11,040,389 to \$9,302,618. It raised the valuation in Wasco county about \$2,500,000. The statement also shows that the valuation in this county is greater than that in Wheeler, Wasco, Sherman, Malheur, Lake, Lincoln, Josephine, Harney, Grant, Curry, Crook, Clatsop or Benton counties. In fact, for its area, Hood River county, with the exception of Multnomah, in assessed valuation, is the richest county in the state.

**ARMSTRONG SITE
FOR CHAPTER HOUSE**

The regular meeting of the American Woman's League was held at the home of Mrs. Flora Hartley January 11th. A large and enthusiastic crowd of Leaguers were present to vote on the chapter house site donated by Mrs. Leroy Armstrong.

The vote was unanimous in favor of the lot, and, despite the inclement weather, forty votes were polled. A rising vote of thanks was tendered Mrs. Armstrong in appreciation of the gift.

Mrs. Rigby received a telegram from Mr. Lewis giving important information to every member. This necessitates the calling of a special all-day meeting in the form of a Rally Day, which will be held at her home, 704 Oak street, next Thursday, January 19th, from 9 a. m. to 9 p. m. All who desire to help in this work are requested to bring in any parties who are in sympathy with a desire to know the league plan, which will be fully explained to those desiring to know.

We desire our active members to make a house to house canvass to find parties who may be interested. At noon these members will have lunch at the Rigby home, which will be thrown open for this occasion.

The telegram states that the Founder's chapter will close by Saturday, January 21st, without doubt. Will not our friends and neighbors join us in this last rally? Forty more new members would add one thousand dollars more to the price or valuation of our chapter house. We want something beautiful for Hood River—something in keeping with the other new buildings—and now is the time to lend a helping hand for your own sake, as well as for all concerned.

The classes are doing excellent work and this feature is worth more in one year than the price of membership, besides the many financial features. We desire every member to

report for duty.

The first chapter in the state to qualify will receive extra all necessary silver for their kitchen. We are in for this prize and desire to be first. Hood River never likes to be beaten and we mean to win.

Mrs. RIGBY,
Press Correspondent.

Christian Science services are held in Reading Room, No. 6, Davidson building, Sunday at 11 a. m. and Wednesday at 8 p. m. Sunday school at 10 a. m.

**HOOD RIVER BANKS
ELECT NEW OFFICERS**

At the annual bank elections which were held last week directors and officers were elected as follows:

Butler Banking Co.—Leslie Butler, president; J. F. McKercher, vice-president; Truman Butler, cashier; Harold Hershner, assistant cashier; R. T. Cox, director, E. H. French, director. Mr. Cox and Mr. McKercher were present at the meeting.

First National Bank—Directors, F. S. Stanley, J. W. Hinrichs, D. McDonald, A. D. Moe and C. Dethman. President, F. S. Stanley; vice-president, J. W. Hinrichs; cashier, E. O. Blanchard; assistant cashier, V. C. Brock; teller, C. D. Hinrichs.

Hood River Banking & Trust Co.—Directors and officers, C. G. Pratt, president; J. H. Osborne, vice-president; R. W. Pratt, cashier; C. H. Stranahan, M. M. Hill, Wilson Fike, directors.

Subscribe for the News.

SHIP YOUR APPLES

WITH THE

**DAVIDSON
FRUIT
COMPANY**

and get the benefit of SEVENTEEN YEARS SUCCESSFUL EXPERIENCE IN HANDLING THIS FRUIT. Our careful attention and experience shows in the promptness and amount of the returns.

SHIPPING WAREHOUSE

Foot of Third Street Phone No. 65

HEATING STOVES

Clearance Sale of Heaters now on. We can save you money on these goods.

Blowers Hardware Co.

Phone 99. First and Oak

The **Walk-Over Shoe**

Look at Our Windows

We are proud of our windows just now. They are worth going out of your way to see, because they display

The First Showing of

Walk-Over Shoes for Spring

and because a full run of sizes and widths are on our shelves.

J. G. Vogt