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W. H. WALTON, PRESIDENT
 E. F. MICHELL, VICE PRESIDENT
 C. P. SONNICHSEN, SECRETARY-TREASURER

W. H. WALTON, EDITOR
 C. P. SONNICHSEN, MANAGER

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Selling Apples

The object of the meeting of fruitgrowers recently held in Portland—namely, to organize a central apple selling association—is a laudable one, and a close organization of the various districts affected would no doubt be beneficial. The association, as we understand it, is to be organized along the lines of the big citrus fruit-handling association in California, which controls the output of oranges. The latter is successfully handling the markets for this fruit, but it must be borne in mind that there are only two districts in the United States in which it is possible to grow oranges, California and Florida, and that the fruit of these two districts does not come into strong competition.

The territory for growing apples is practically unlimited, and in variety they differ as the sun from the night. A cheap apple and an inferior keeper could not be expected to be lumped in a pot with that of a high-priced and long-keeping variety. The orange is sold largely according to its size and freedom from blemish—it is simply an orange. As far as color and flavor go, there is scarcely any preference left the buyer. An attempt to establish a scale on prices for the different varieties of apples for the different districts would fail, for no district would be willing to admit that its fruit was inferior to any other. Into this contention would also come the claim of superior pack, grading, etc. A strong organization for covering many points in the marketing of apples would help a lot, but we doubt if an association of this kind can be formed that will successfully market the apple crop, aside from the possibility of controlling its output. The problem of prices will have to be solved otherwise.

Publicity Appropriation

A hundred thousand dollars for publicity—that's what President L. W. Hill, of the Great Northern Railway, wants the state of Washington to appropriate. He points to the liberal expenditures of the Canadian provinces for printers' ink, as a result of which they are recruiting many new settlers from the United States. By judicious advertising, President Hill is confident Washington can play an important part in stemming the tide and keeping American citizens under the Stars and Stripes. All the railroads are spending large sums of money to attract settlers to the Northwest. The Evergreen state's population more than doubled in the last decade. To duplicate this showing in the next year will require active exploitation work. To urge a substantial appropriation for publicity, President Hill appeared before the legislature at Olympia, where he presented his views in a forceful manner.

Prosperity for Northwest

That eastern capital is casting fond glances at the Northwest is the message brought from New York by M. J. Morton, one of the foremost advertising men of Gotham. With the settling of money markets, Mr. Morton declares there are large sums looking for investment. Through the Alaska-Yukon-Pacific Exposition, the Northwest made itself favorably known, so that results can be looked for in the near future. Mr. Morton predicts an era of prosperity for the whole Pacific coast and he looks for this section to get the benefit

of the greater share of the coming activity.

In this connection, "The Record of Progress Made by Pacific Coast Cities as Told by Their Commercial Statistics" is the headline over a table of interesting figures in the February issue of the Pacific Northwest Commerce, the official journal of the Seattle Chamber of Commerce. It shows just what has been done by Los Angeles, Oakland, Portland, San Diego, San Francisco, Seattle, Spokane and Tacoma, which cities are allied in the Associated Chamber of Commerce of the Pacific Coast. Their records for 1907 and 1910 are given in figures where all cities meet on a common ground. All exhibit a healthy condition. The magazine also contains an interesting resume of the results achieved by the leading commercial organizations active in the state of Washington.

NORTHWEST NOTES

A Lebanon woman is making chickens pay. During last year her 56 hens laid 4804 eggs. One of her pullets laid 220 eggs and another 257. Her total net profit for the year from the flock of chickens was \$154.80 and she has 40 hens left.

The very wide extent of the work of the Oregon Agricultural College is shown in the report just submitted by President Kerr, touching the activity of the college during the two-year period of 1908-1910. He shows that during the past biennium, more than 88,000 persons have actually participated in the work carried on by the college or under its direction. Many thousands more have been supplied with bulletins issued by the college, circulars and personal correspondence. This shows what a great factor this institution is in advancing the agricultural, horticultural and livestock interests of the state.

The Portland Commercial Club, representing the Oregon Development League, prepared and forwarded during the past week a memorial to the secretary of the interior, asking for the reconsideration of his action in deferring apportionment of available reclamation funds for the West Unit of the Umatilla Irrigation Project. The memorial contains a comprehensive argument covering the facts of the case and was forwarded to the Oregon delegation in both houses of Congress for presentation by them to Secretary Ballinger of the Department of the Interior.

Friends of the Oregon State Horticultural Society are urging the passage of a bill now pending before the legislature, asking for the appropriation of \$5000 every two years for necessary expenses of the society, such as prizes for exhibits made at the annual show, services of exhibits committee, judges, salary of secretary, printing, postage, etc. It is pointed out in the arguments advanced for the bill that Eastern states, with very much less prominence than Oregon in the fruit growing business, appropriate large sums annually to promote the growth of the industry.

Fruit growers of the Pacific Northwest met in Portland during the past week to attempt to form a central selling agency for the output of their orchards. The project was not entirely successful, for the convention found itself without the necessary authority to represent the fruit growing associations of the Northwest, the growers coming as individuals rather than official representatives of these organizations. On this account, adjournment was taken until February 28, when a second meeting will be held at Walla Walla. At that time each fruit growers' association is expected to send one authorized delegate, and the con-

vention, thus having power to act, may proceed with the organization. At the Portland meeting, which was called by President Atwell of the Oregon State Horticultural Society, considerable progress was made, for all agreed to the value of the proposed organization, and a number of disputed points will be harmonized by the time the Walla Walla meeting is held.

ST. VALENTINE'S FETE TO BE INTERESTING EVENT

The members and friends of St. Mark's Episcopal church are planning an original fete to be given in Odd Fellows' hall on February fourteenth. The motive of the evening's entertainment is the proper celebration of St. Valentine's day—the buying and sending of valentines. A real old village will present itself as the visitor arrives, with its hotel, bank, post office and stores arranged as in the time of George Washington. Ye Bank of St. Valentine with its worthy president and well known cashiers, tellers, etc., also Ye Poste Office with its familiar postmaster, clerks and delivery boys will be of great service in providing amusement for everyone. Everybody will be in colonial dress and look out for a lovely scene of color and old time frills. The village street will lead one to the Green, where all may enjoy the pump, the gypsies and the various shows in evidence there. The village choir will sing, a wandering minstrel will furnish some music, an old time peddler will try to dispose of his wares, the village stream with its magic fish will delight the children, and best of all some old time darkies will perform.

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E. H. HARTWIG
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Smith Block, over First National Bank. Phone 168. Hood River, Oregon.

JOHN LELAND HENDERSON
 Attorney at Law

Hood River, Oregon.

JAYNE & WATSON
 Lawyers

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J. W. MORTON
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