

COUNTRY CORRESPONDENCE

CENTRAL VALE

Miss Cecil VanOstlin spent most of last week in Hood River.

The snow has partly checked the clearing going on in our vicinity.

Mr. and Mrs. Durham entertained quite a crowd at their home Sunday.

Lloyd Moss and Zena Miller spent Sunday afternoon with Gertrude and Arthur Hansen.

E. C. Mayberry has finished clearing eleven acres which will be set to trees for Mr. Warner.

Another piano in the neighborhood. Miss Della Cameron is the fortunate girl this time.

Mr. Warner's new bungalow is nearing completion. This is one of Central Vale's many nice homes.

A few young people from here attended the social at the home of G. E. Bowerman in Odell last Friday evening and report a splendid time.

A large number of our citizens attended the apple fair in Hood River Saturday. 'Tisn't everybody that stays at home because of a storm.

S. D. Cameron, a former teacher of the school, has consented to give a talk on the night of the 25th on the importance of having an encyclopedia in our school.

Harry Luther left for Medford, Or., Sunday, where he expects to spend the winter, but he will be seen in Central Vale again next spring.

Calvin and Cloyd Martz from Woodburn, Ore., were visiting here the latter part of last week. They intend to return to their home soon.

A large crowd was at Sunday school last Sunday in spite of the fast falling snow. Most of them were young folks, and of course did not mind the hard walking.

The Bruce Hoffman place, on which Frank Norberg lives, has been purchased by Mr. Neahan of Pine Grove. Mr. Norberg expects to move onto his own place on the flat next spring.

Sumner D. Cameron spent Saturday and Sunday at the home of J. D. Cameron and rode back to Mount Hood Monday morning. He has announced, to the delight of the young folks, that he might spend the winter in Central Vale.

The girls are all busy making or planning baskets and their contents for the social. The boys will do well to bring their month's wages with the expectation of not being burdened with it on their homeward trip. The committees have prepared numerous kinds of highway robbery but don't let that frighten you.

PINE GROVE

Miss Maggie Cochran spent Sunday with the John Mohr family.

Henry Lage spent Sunday in Portland visiting his daughter Dimple.

Miss Anna Godberson spent the week end with the home folks at Mosier.

Gus Guam of Winlock, Wash., is visiting at the home of August Paasch.

Frank Middleswart and Will Marsh spent Sunday at their homes in Mosier.

The Ladies' Aid will meet at the home of Mrs. Ed Lage Friday afternoon of this week.

Several Pine Groveites attended the University Club banquet in Hood River Saturday night.

Grandpa Davis left Friday for Milton, Ore., where he expects to spend the winter with a brother.

Hans Lage went to The Dalles Friday, attending the dedication of the Elks' temple at that place. He returned Sunday evening.

Mrs. Thos. Avery has just returned from Eugene, where she was visiting her daughter Florence, who is a student in the state university.

Mr. and Mrs. Vaughn and Mr. Carson were elected delegates to attend the District Sunday School Convention to be held in Hood River next Saturday and Sunday.

The ladies' aid had quite a cold day for their open air dinner Saturday, but nevertheless, made quite a little and received many compliments on the excellent dinner they served.

Rally day at Pine Grove Sunday school next Sunday morning. Regular Sunday school at 10 a. m. Special rally exercises at 11 o'clock. Mr. Carsons will preach at Odell in the morning, but the usual services here in the evening.

The people of Pine Grove are expecting another treat next Thursday evening. The Columbian Quartette, the second number on the Lyceum Bureau, will be here at that time. Many are anxious to hear the famous blind musicians.

The Ladies' Aid gave a chicken supper and social evening in the grange hall last Monday evening. A very pleasant time was had by the many present. The general wish is that many more such evenings will be enjoyed this winter.

A Hood River gentleman last Saturday made the statement that on looking up the street the day before he had seen a big smile coming. On drawing nearer he discovered that it enveloped Ben Lage. Inquiring the cause he found that Ben is the proud father of a bouncing boy who came Thursday night.

The teachers and pupils of the Pine Grove school are to have an entertainment on Saturday evening, Nov. 25th. Keep this date clear for this occasion, as the proceeds are to go into the piano fund and everyone who has children in school, or ever expect to have, are immediately concerned in this measure, hence the hearty support of the entire neighborhood is expected.

HUSUM

The longest electric light pole ever taken around Bald Mountain was hauled Wednesday from the Cozy Nook ranch of H. M. Thompson to the residence of Geo. L. Aggers, on the Columbia river bluffs, to be used as a high light post. A large electric light will be seen from the bluffs on the Columbia river for a distance of several miles up and down the stream. The pole is 64 feet long.

The Northwestern Electric Company has closed the deal with J. J. Conger, four miles south of Husum, for one and one-half acres of frontage on the White Salmon river, for \$700. This company is again active on the White Salmon river, after once giving up the attempt to place a high dam in the stream at the "Narrows," and have one of Jim Hill's engineers surveying their right of way. It is now alleged that Hill is behind the Fleischacker interests in attempting to monopolize the water-powers of the principal streams of Southern Washington.

Thursday night the scream of a cougar was heard by ranchers living within one mile north and west of here. Emerson Hughes, a newcomer from Iowa, not being familiar with the peculiar cry of these wild animals, got up in the night and rushed to the public highway, where he imagined he had heard the cry of a woman in distress. William Campbell tells of a hunting party that discovered the tracks of four cougars near old Camp 5, seven miles up the river from here. Procuring dogs, the party tracked the wild animals as far west in the mountains as the head of the Little White Salmon river, where deep canyons put a stop to the pursuit. Old-timers assert that the appearance of big game in the lowlands at this time of the year is indicative of a cold winter.

UNDERWOOD

There is being planned a course of studies in social reform, for Sunday mornings, at the school house at 10:30. The course, running through a period of two years or more, is the admirable one edited by Dr. Josiah Strong, so widely used in men's classes. The studies include such modern topics as: Dangerous and Unsanitary Occupations and Diseases, The Church and The Working man, Immigration, The Home and The Family, Crime and the Criminal, Woman and the Community. Of necessity only part of the course may be used, and the program must be subject to change. Some of the leading men of the community are to have charge of the discussion at different times and occasionally some man from outside the community will speak. Leslie Butler of Hood River is to address the class some time in November or December. Everybody is invited. Cordially, THE UNION COMMITTEE.

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.

PARKDALE

Jim Clark was in Parkdale last week.

Mr. and Mrs. Bentley returned from Hood River Wednesday.

George Dresser of Portland is visiting his brother Ed and Bob O'Reilly.

Mr. and Mrs. Thompson made a visit with Mrs. Earl Newman last week.

Ralph Davies has returned home after a few days of business at Pine Grove.

Michael Mohr of Pine Grove visited Miss Susie Mohr at her homestead last week.

Heights Literary Society Elects
The Heights Literary Society had their opening meeting last Wednesday evening at Taylor's hall and elected officers for the coming year as follows: Frank Davenport, Jr., president; Gilbert Edgington, vice president; Mrs. S. B. Shumton, secretary; W. H. Shrum, treasurer; Allan Hart, sergeant-at-arms; Herman Struck, critic; Miss Vena Shrum, organist; W. L. Carson, reporter. Everybody is invited to attend meetings every Wednesday night.

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THE TURNING POINT

FOR SOME TIME it has been apparent that it was becoming necessary to change the manner of conducting our credit business. The old and time honored "owe-you-forever-rather-than-beat-you-out-of-it" plan of extending credit has been given a faithful trial, and we are frank to confess that it has proven a failure. We were content to carry a good part of our profits on our books, but when the accounts commence to increase at a far greater rate than the profits, it becomes necessary that a radical change be made if we would continue in business on the lines which we have set out to follow.

Of course we could, like a great many other merchants, go behind with our bills to the wholesalers and lose the cash discount on our goods and pay interest besides. This would be burning the candle at both ends, and we have fully resolved that when we cannot discount our bills that we will discontinue business.

We are still in a position where we can discount our bills, but we do not need to place our ear to the ground to be able to tell that the time is fast approaching when we cannot continue doing so under the present system. Our credit is of the best, both with the banks and wholesale houses, and we could get unlimited credit to carry us through any period of depression, but by so doing we would be tied up in such a manner that we would have to take what goods they had to offer and at such prices as they cared to charge us. We would not care to do business under such conditions. Under the old "hit or miss" plan of credit, the burden is all placed on the merchant, the strictly cash customer and the customer who pays his bill promptly each month. This is not as it should be, and it has the effect of driving the cash customer to the cash store, leaving the credit store with nothing but credit customers, upon which a business cannot live alone. In order to equalize conditions and place the burden where it belongs, we are going to reverse the proposition and give the customer the same terms as we get, or as nearly so as practicable.

While we realize that a strictly cash store in the country could not succeed, we are going to get as close to it as possible, and are going to give you all the advantages of a cash store combined with all the credit a person could reasonably expect. We have heretofore been chiefly concerned in doing a large volume of business, but hereafter we are going to pay more attention to the quality of our business rather than the quantity. In other words, we are going to get the money, and we are going to get it on our terms, not on the customers'.

Commencing with Dec. 1st we will put into effect the following plan, and the conditions will be enforced to the letter

THE PLAN—All purchases, cash with order, will be given cash checks showing amount of purchase. These checks will be redeemed in amounts of \$5 or more at rate of 2 per cent.

All monthly accounts of \$5 or more settled in full on or before 10th of month, discounted 1 percent.

Accounts under \$5 due not later than 10th of month following purchase, no discount.

No open account will be allowed to run longer than sixty days.

Open accounts which have run sixty days, can by paying first thirty days account, run thirty days longer and can be continued in same manner.

Accounts which have run sixty days without payment as above, shall be taken up by note for not longer than ninety days and bearing 10 per cent interest. These notes will be put in the bank and drawn against and we cannot be expected to take them up when they fall due, it will be up to you.

No credit account will be opened with parties who are financially irresponsible, or who would not be acceptable at the bank for small loans.

If you feel that you cannot comply with these terms, DO NOT BUY THE GOODS, as there will positively be no deviation.

Sixty days free credit is all that could possibly be expected, and if you need longer credit you should arrange to get the money rather than ask the merchant to carry you indefinitely.

If we are to carry this plan through successfully, and give the discounts and prices which we propose, we must have our money at the end of sixty days. We have sufficient capital to give you this much credit if you are worthy and need it, but when we have done this we have gone the limit.

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