

### FIND ADVERTISING FRUIT PROFITABLE

In his annual report to the members of the Ozark (Missouri) Fruit Growers' Association, Manager P. A. Rogers discussed a very important subject when he referred to the need of advertising their fruits, in seasons of large supply, to increase consumption.

Mr. Rogers told of an experience he had in St. Louis two years ago, when a little advertising in the daily papers of that city cleaned up the peach market, which had been glutted with fruit previous to the advertising. He said that it is probable in seasons of a big crop of good apples the demand will need stimulating by judicious advertising in the markets where the fruit is put on sale. He said that, as an illustration, the papers might be used to create a demand; if this advertising is properly done there can be no doubt that much greater quantities of fruit will be bought.

Mr. Rogers is unquestionably right in saying that the consumption of apples can be increased by advertising. The California orange growers who have advertised the "Sunkist" brand have certainly found that the advertising was profitable, for their appropriation for this purpose has been increased.

**Cash to Loan**  
We have cash to loan upon improved ranch property.  
HOOD RIVER BANKING & TRUST CO.

### NEW JERSEY WILL HAVE HUGE ORCHARD

At the stockholders' meeting in Wilmington, Delaware, of the Delaware Apple Company, the other day a report on the number of trees the concern has now under culture and the plans for planting was submitted. There are now 48,000 trees planted, with 12,000 more to be planted in the spring and 25,000 more in the fall. Consequently by next fall the company expects to have between 80,000 and 100,000 trees on its farm.

Arrangements have been made for green crops to be planted over all the lands of the company to be turned in for the improvement of the soil. The kinds and quantities of fertilizers to be used were settled upon, as were the new varieties of apples to be planted.

When this year's planting of trees is completed the company will possess one of the largest single apple farms in the United States. Trees will extend for one and one-half miles along the roads through the orchard.

**White Salmon Store Sold**  
S. A. Lorey, a stockholder of the Acme Orchard Company, a big concern controlled by the New York men, has purchased the general merchandise store owned by W. C. Hunter on Jewett avenue in White Salmon. This store was formerly owned by C. M. Wollard of Portland, who sold out to Mr. Hunter a year ago.

Read the News's WANT ADS.

### CALIFORNIA FRUIT MEN MAY COMBINE

For several weeks past centers have been filled with rumors regarding a new deal now being formed which is said to be a "community of interests" in the shipping and marketing of California deciduous and citrus fruits, says the Packer. The principal promoters in the proposition, it is learned, are the Di Giorgio-Fanning-Connelly interests together with the Pioneer Fruit Co., the California Fruit Growers' exchange and several other companies. What will come of the proposition or whether it will be brought to a successful head is not yet known and no one on the inside will attempt to predict.

The Connelly-Fanning people together with Di Giorgio are the dominating factors of the Earl Fruit Co., and own the Producers Fruit Co., almost exclusively. The Pioneer Fruit Co., although a member of the California Distributors, is itself an independent organization.

To work out this proposition it will be necessary to either start a long string of new auctions throughout the country or acquire a number of those already running. Such a combination means the control as far as the marketing is concerned of perhaps 75 per cent of the citrus and deciduous fruit of California.

The way matters stand now, however, there is no certainty as to whether the "community of interest" proposition will come to a successful head; there are a great many factions to be satisfied; there are numerous details to be settled upon so that everybody will be pleased. What at one moment looks like a great big combination the next moment has the appearance of a balloon 10,000 feet in the air about to tip over and sink to earth.

One thing is certain, however, the deal is being talked about continually not only on the coast, but in almost every auction center in the country and those vitally interested outsiders do not know just what to expect.

The general impression on the coast is that a cooperative plan of marketing is being sought, the expense to be shared proportionately by all concerned, but some of those said to be directly interested, say they have not yet been convinced that it is a good thing.

When her child is in danger a woman will risk her life to protect it. No great act of heroism or risk of life is necessary to protect a child from croup. Give Chamberlain's Cough Remedy and all danger is avoided. For sale by all dealers.

**When you feel discouraged, confused, nervous, tired, worried or dependent it is a sure sign you need MOTT'S NERVE-PILLS.** They renew the normal vigor and make life worth living. Be sure and ask for **Mott's Nerve-Pills** Price \$1.00 by druggists WILLIAMS MFG. CO., Props., Cleveland, Ohio For Sale by Carl A. Plath, Druggist

### MARKET FOR BOX APPLES IMPROVES

A recent dispatch from Chicago says: Holders of box apples show signs of taking renewed hope regarding the situation this season and there was a much improved feeling here this week among them. Several of them report a better movement and point to the heavy decrease in storage barrel holdings during January as a good sign.

"I don't think that the market shows a wonderful change by any means," said a large operator this week, "but there certainly has been some improvement in the situation and the tone of the market is better. I believe if prices are kept on a reasonable basis we will be able to work out the bulk of our holdings. There was a liberal movement of box apples during January, but of course there are yet a great many in storage, quite a bit more than last year. We have been keeping careful watch of our own stock and we find the apples to be keeping well; others tell us their fruit is just as satisfactory, so we believe that stocks will hold up well even if we must take a longer time to sell them this season."

Box apples sold at \$1.25 to \$1.40 for fancy fruit, depending on varieties, Spitzenburgs, Delicious and Stayman Winesaps brought the best prices.

Reports coming late in the week indicate that the eastern car shortage is about over and shipments are expected to increase from now on.

G. M. H. Wagner & Sons report an improved inquiry for fine box apples from all sections. They say the general apple condition is much improved.

### EXPERT SAYS INFECTION MAY BE SPREAD BY TOOLS

A fruit expert cautions orchardists that the tools used in cutting out pear blight should be frequently cleaned and the cut ends of all branches wiped with a sponge soaked in a solution of corrosive sublimate one part to 1000 parts of water. The disease can be carried on orchard tools, such as cultivators, as well as on pruning tools and insects.

If the disease has affected the trunk of the tree all of the diseased tissue should be thoroughly cut out, the wound disinfected with the corrosive sublimate, painted over and then allowed to heal.

**Dyed Furs.**  
Dyed furs will retain their color longer than skins which have not been dyed.

### THROWS NEW LIGHT ON FRUIT PACKING

G. Harold Powell is teaching the world how to save millions of dollars in packing and shipping fruit. "Fruit is a living organism with an allotted span of existence. Harsh handling shortens its life and renders it valueless for food." An extract from an article in the February American follows:

"Two general conclusions have been reached by Mr. Powell and his band of plant specialists with regard to the keeping qualities of fruit in storage and in transportation: first, that rough mechanical handling increases greatly the liability of all fruit to disease; and, second, that cooling as quickly as possible after picking prolongs the life of fruit by retarding the ripening process, which in warm weather goes on more rapidly off than on the tree. Simple! In one state, California, the losses from decay on oranges alone sometimes ran as high as \$1,500,000 in a single year, and by pre-cooling this loss has been practically eliminated. Another general result of the investigation is that fruit may be enhanced in flavor by longer hanging on the tree, and still be shipped over much greater geographical areas than formerly.

"Mr. Powell has punctured many popular fallacious theories—among them, that apples and some other fruits keep better and are less liable to disease when picked green; and that fruit removed from storage decays more quickly than fruit that has been unstored but is equally ripe and is held in the same temperature as the first after storage. In these matters the whole world was from Missouri, and has required to be shown by a series of the most elaborately careful experiments. Then also, in peach-growing localities, in apple-growing regions, in the land where the orange blooms, Mr. Powell heard much talk among growers with a smattering of pomology about the influence of stock, soil, water, fogs, gravity and psychic influence on the keeping qualities of fruit. They were shown conclusively that the difference lay in the efficiency of the labor, the equipment and sanitary conditions of the packing houses, and so on. Truly, it is the little foxes that spoil the vines. The nail in the barrel or box, nearby piles of decayed fruit to scatter disease, gravel or twigs in the bottom of a picking box, the use of pointed instead of blunt clippers, the puncturing stem of a neighboring fruit, the sharp finger nails of a picker, bruises from dropping, dirty, spore-infested water or a broken wire in a water tank, a protruding screw in a brush, a bolt extending into a runway, excessive speed of machinery; all these little things have power to wound and are the material causes that give opening to decay in storage and transit and may transform a fine, beautiful fruit into a diseased, moldy wreck."

A piece of flannel dampened with Chamberlain's Liniment and bound onto the affected parts is superior to any plaster. When troubled with lame back or pains in the side or chest give it a trial and you are certain to be more than pleased with the prompt relief which it affords. Sold by all dealers.

## SEEDS, PLANTS, FLOWERS

We are Growers' Representative for



### Burpees (Seeds that Grow)

All of our seeds are direct from Burpee. Sold at Burpee's prices. Make up your list from catalogue which we will gladly furnish free. Also Culture Leaflets. Books on Gardening and Flowers. This is our fourth year with Burpees...

### We Have Nothing Else

But we carry a full stock, both Garden and Flowers. About 40 varieties of Sweet Peas. PLANT NOW—You will appreciate the compliment paid us by imitators who have so long condemned this line.



Every style of Gardening Tool—the Self-Sharpening kind... No One Else Has These Yet

## STEWART HARDWARE & FURNITURE COMPANY

### Who Said Real Estate Did Not Move Last Year?

We Did Pretty Well, Thank You. FOLLOWING ARE OUR SALES

Jan. 10:	Mrs. VanAusdale to W. S. Farris	\$ 6,000
Jan. 25:	Lee Morse to W. S. Farris	15,000
Feb. 10:	Jos. Copeland to Mr. Gooch	26,000
Feb. 21:	Joe Hengst to W. S. Farris	10,500
Mar. 10:	J. W. McCready to H. P. Coburn	9,750
Apr. 18:	Mercer & Clark to Mrs. Hammond	10,500
Apr. 20:	W. S. Farris to C. B. Chapman	45,000
May 5:	Lining to W. S. Farris	10,000
May 11:	R. E. Harbison to W. S. Farris	22,000
May 13:	Radliff to Hangsman	6,450
May 20:	J. W. Shipley to E. O. Hall	15,000
June 10:	Shrum Bros. to Frank Fenwick	7,500
Aug. 5:	Clapp to Capt. McCann	17,000
Aug. 24:	Cutler Bros. to W. H. Johnson	30,000
Aug. 26:	Wilson to J. L. Carter	2,150
Sept. 2:	W. S. Nichol to F. X. Arens	14,500
Sept. 2:	Walter Austin to F. X. Arens	600
Oct. 30:	Mrs. Mortimer-Johnson to F. S. Holsteen	15,000
TOTAL		\$262,950

IF THAT IS NOT ENOUGH, TRY US THIS YEAR AND WE'LL TRY TO DO BETTER  
**W. S. NICHOL**

## ORDER YOUR PRINTING NOW!

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The News Equipped with one of the best printing plants in the state. We print everything from a dainty visiting card to the most artistic color work . . . . .



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## HOOD RIVER NEWS COMPANY

Second Street, bet. Oak and Cascade Hood River, Oregon

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If you have dizzy spells, attacks of momentary blindness, with ringing noises in the ears, it is an unfailing sign of a torpid liver, a condition which brings on some serious sickness if neglected. Herbine is a powerful liver tonic. It puts strength and activity into the liver, purifies the bowels and restores a feeling of health, vigor and cheerfulness. Price 50c. Sold by Chas. N. Clarke.\*



**HOOD RIVER POULTRY YARDS**  
J. R. NICHOLSEN, Proprietor  
Breeder of S. C. W. Leghorns, W. P. Rocks and S. C. Rhode Island Reds.  
Indian Runner Ducks  
Eggs and Day Old Chicks after Jan. 1st. Orders booked now. Poultry yards 1 1/2 miles west of city, at Frankton. Phone 3282-N.

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Farm Implements and Logging tools repaired. Plow work a specialty.

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Fresh Candies that will tickle the palate.

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### The Mt. Hood Store

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Flour, Feed, Spray Material  
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