

SAYS ADVERTISING APPLE WOULD PAY

At the Chicago Apple Shippers' Convention a paper on "Advertising the Apple" was read by U. G. Borden of Baltimore, which contained a number of good things, and from which we make the following extracts: We know of dozens of articles that, through national advertising, have made enormous fortunes. Some of these articles are not particularly meritorious—while hundreds of good things may be said and advertised truthfully about apples. In fact, an apple sale is more than half consummated before we start to advertise, for the purchaser simply has to be reminded and never argued with to convince him that apples are what he wants and what he needs. Nothing is so easily advertised as that which the public really wants and about which it believes all the statements you may make.

Next to wide and intelligent distribution, advertising is the greatest factor in solving our problems. Let us create widespread interest by offering liberal prizes for the most complete list of apple uses and for the best recipes.

Apple exhibitions and shows are doing a great work, but results are localized to an extent, and the cost falls too heavily on the few.

How much more effective these efforts would be if backed up by efficient national advertising.

Did it ever strike you how many thousands of boxes and barrels of apples could be sold during the holidays as gifts? Nothing is more appropriate or more acceptable, and the right kind of general advertising would turn the trick, benefiting grower, dealer, giver and receiver.

Four years ago an optimist induced the Hawaiian pineapple canners to contribute to a fund of \$50,000 to open up the United States market to their product. The result of that propaganda exceeded their fondest hopes. It not only sold their entire crop of that season, but has sold every crop since, and has created such a demand that Hawaii cannot supply it.

We must start today the campaign that has for its mission the creating of a consumptive demand for every apple grown in America. The cost of such a campaign would not fall unduly on anyone; in fact, it is not an expense at all, but a most profitable investment.

Please remember to post the dates of proposed public gatherings in the directory of entertainments at the public library.

Start the new year right by subscribing to the News.

FREE BOOKS FOR FARMERS READY

Many farmers are not aware that the Government publishes several valuable books for free distribution. The books are apportioned to senators and congressmen from whom they can be obtained by merely asking for them. Among the most useful of these books are the Agricultural Year Books, that for 1911, being the latest issued. The Government also publishes a practical book on "Diseases of the Horse" and another on "Diseases of Cattle," as well as a report of the Bureau of Animal Industry of special value to stock raisers.

Asking for copies of these books does not place the citizen under any obligations whatever to the senators or Congressmen, as the books are printed by the Government and paid for by the taxpayers. Many an Oregon farmer has cured sick horses and cattle by following the directions in the Government's doctor books. If you are interested, send your request to Senator Jonathan Bourne, Jr., Senator George E. Chamberlain, Congressman W. C. Hawley or Congressman A. W. Lafferty at Washington, D. C.

DELIGHTFUL RECEPTION GIVEN AT M. E. CHURCH

One of the pleasantest events in connection with the opening of the new M. E. church was the reception given Wednesday evening to the members and friends of the church. The program was opened with a solo by Miss Lena Isenberg, accompanied by Mrs. C. H. Henney. This was followed by a cordial address of welcome given by Mrs. E. O. Hall. Mrs. Kier then gave a vocal selection, accompanied by Mrs. Hinrichs. A duet by Mr. and Mrs. Phillips was followed by a recitation by Miss Alice Taylor. A musical number was then given by an orchestra composed of Mr. Newman, Dr. Sharpe and Miss Carlisle. Miss Gretchen Calkins gave a recitation which was followed by a monologue by Mrs. W. B. Young. Short addresses were made by Dr. W. S. Nichol, C. A. Turner, Professor L. B. Gibson and Arthur Canfield. Lunch was served and music by the orchestra contributed to the evening's entertainment.

Card of Thanks
We wish to sincerely thank our many friends for their kind assistance and beautiful floral tributes in our late bereavement.

M. C. HAMMACK,
FLORA E. HARTLEY,
HOWARD T. HARTLEY,
KATHRYN HARTLEY.

Apple market is improving.

LOCAL TRANSFERS OF REAL ESTATE

Charles E. Power to Alex Power, 60 acres in Upper Valley.
L. E. Phillips to Mary Phillips, his wife, tract in Upper Valley.
W. Fort Jackson to L. P. Henderson, tract in Henderson's subdivision, Belmont district.
Walter Gardner to Henry H. Hannum, 40 acres in Upper Valley, \$1600.
Melvin Hansen to V. D. Havens, lot 23, block 5, Riverview Park, subdivision west of Dee.
Hood River Orchard Land Company to Ernest Gosse, 8 acres in Belmont, \$4632.84.
Right of way deeds to Glacier Irrigating Company from Upper Valley Orchard Company, Josie D. Hannum, Anna M. Rush, Frank L. Rosebrough, Walton A. Green, Edwin P. London, Marion W. Shearer, Frank W. Power, Peter H. Mohr, Robert W. Brown, Homer A. Rogers, James W. Simmons, J. F. Pealer, George H. Munroe, P. J. Stark, Anna K. Baker, Umikiohi Sak, Lemuel B. Thomas, Lissie C. Kollshaw, J. F. Candee, William Keeling and Samuel B. Sutton.

BUSINESS WOMEN ENJOY A PLEASANT EVENING

On last Wednesday evening Dec. 11, about 25 of the business women of the city assembled at the library in response to the invitation of Miss Della Northey and spent a very pleasant hour in social converse, getting acquainted with each other and with the books that would especially appeal to the busy woman.

About nine o'clock J. P. Lucas appeared with the key to his house and with an invitation from himself and Mrs. Lucas for the entire party to come to their home at once. The key was accordingly taken in charge of by Miss Northey and the invitation accepted by the girls. On arrival at the Lucas home the spacious rooms were found ready for dancing, which was thoroughly enjoyed by all. A dainty buffet lunch was served by Mrs. Lucas and Miss Northey and a very delightful time was enjoyed until a late hour for since December 3 the curfew has not rung and all citizens are at liberty to be away from home at any time when tempted as these women were by the congenial companionship of each other and by the cordial hospitality of Mr. and Mrs. Lucas.

OBITUARY

Mrs. F. C. Sexton
While F. C. Sexton of The Dalles was here Thursday inspecting the extensive property interests which he has in this county he received word that Mrs. Sexton had been suddenly stricken with apoplexy. He at once left for The Dalles by automobile but arrived ten minutes after his wife's death.

Mrs. Sexton, who was one of the pioneer women of this section, was born in Kansas, March 7, 1860, being the second white child born in Dickinson county. She was married to F. C. Sexton in 1879. One year later, Mr. and Mrs. Sexton came to Oregon taking up their home near the present town of Kingsley, where they resided for 14 years. In 1894, they came to The Dalles, intending to return to Kansas, but the flood and railroad strike of '94 abolished traffic temporarily and they remained in that city to reside. Eleven children were born to Mr. and Mrs. Sexton, nine of whom survive. They include Newton Sexton of this place.

Advertised Letters
Advertised letters at the local post-office follow:
Mrs. Maggie Freeman, Mrs. A. E. Hattman, Mrs. Chas. Nellot, Mrs. M. Michell, Mrs. J. L. McKittrick, Mrs. Geo. Moore, Mrs. Nell Smith, Mrs. J. M. Smith, Mrs. H. A. Spiekerman (3), Abner Bacon, I. W. Blodgett, G. L. Brown, W. L. Charleston, T. F. Ellison, F. H. Flag, Fred Furter, A. J. Gossett, Evangel P. Gramatey, Carl Hagem, M. Lenton, Fred Louth, Nick Schmitt, W. G. Vanderpool, Benj. R. Willey.

Notice of Dissolution
Notice is hereby given that the partnership heretofore existing between T. J. Kinnaird and Fred Y. Larwood under the firm name and style of Kinnaird & Larwood, has this day been dissolved by mutual consent. T. J. Kinnaird continuing the business, paying all bills and collecting all accounts due the firm, and assuming its liabilities.

Dated this 10th day of December, 1912.

T. J. KINNAIRD,
FRED Y. LARWOOD

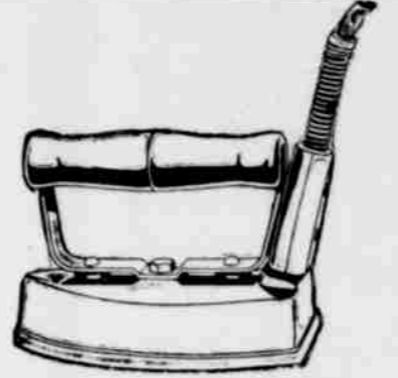
50-52c
Get a bunch of Edison Wax Records while they are cheap. Four-minute attachments for sale at Waggener's Music House.
The News for fine printing.

ELECTRICAL APPARATUS

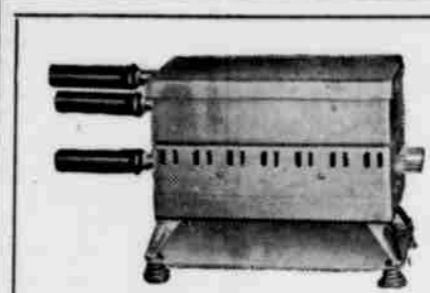
At Reduced Prices

Hot Point Irons reduced to \$3.50. All Heating and Cooking Utensils Discounted. Christmas Gifts that are both useful and handsome. During the period of Dec. 1st, 1912, 'till Dec. 25, 1912, we will give a 5% Discount to our own paid up customers on all Heating and Cooking Apparatus. See list below for...


The Six Xmas Suggestions



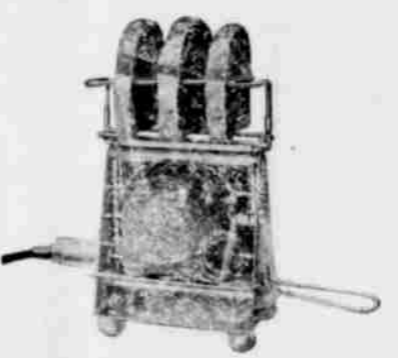
THE ELECTRIC IRON
No Hood River Home can afford to be without one... Is yours? Consult the leading periodicals for late reductions.
Hot Point (new price).....\$3.50
General Electric.....\$5.00




THE RADIANT GRILL
Adapted to cooking almost anything almost any way... Toast pancakes, eggs any style and grilled beefsteak are part of the list.
Westinghouse (without grill)...\$6.25
Hot Point.....\$6.50
General Electric.....\$8.50




THE HOT PLATE
In combination with No. 3 or No. 5 the substitute for gas, or the dangerous oil stove... Why bother with a kitchen fire?
Hot Point.....\$5.00 \$7.00
General Electric.....\$4.25, \$16.00
Hughes.....\$8.50



THE RADIANT TOASTER
You find your iron indispensable 2 or 3 times a week. Here is something to be used twice as often... Fresh, crisp toast made at the table—while you eat.
Hot Point.....\$4.00
General Electric.....\$3.50



COFFEE PERCOLATOR
Your coffee made right at the table. An excellent present for the season.
Hot Point.....\$7.50, \$11.00
General Electric.....\$14.50, \$19.00



CHAFFING DISH
What more tasteful article could Santa Claus bring the lady than this.
Hot Point.....\$12.00, \$18.00
General Electric.....\$14.00, \$22.25

Come early to our office and we will gladly show you any of these useful articles as well as the *Copeman Stove*. If the article wanted is not in stock, we will send for it. Your Xmas orders should be placed early

HOOD RIVER GAS & ELECTRIC COMPANY

'Acme of SERVICE at LOWEST COST'
PHONE 55 Third and Cascade Ave.

HOLIDAY GROCERIES

We have a fresh supply of nuts, figs, dates, raisins, cranberries and mincemeat. Order your Groceries of us and enjoy a fine dinner on Christmas day.

WOOD'S Grocery

J. M. WOOD, Proprietor

WRITE FOR OUR **SASH AND DOOR CATALOG** AND SAVE MONEY

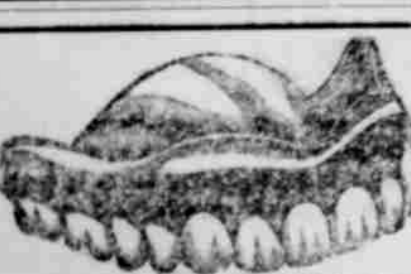
Order DIRECT from a Factory that makes a Specialty of Inspected Sash, Doors and Millwork

- 6-X PANEL DOORS—16 wide, guaranteed... \$1.40
- COTTAGE FRONT DOORS—all sizes... \$2.50 up
- 3-PLY FIN VENEER DOORS... \$2.75 up
- CONTACT FRONT WINDOWS—glass and linen... \$2.75 up
- INSIDE WINDOW TRIM—in sets, 10 pieces... 80c
- INSIDE DOOR TRIM (for one side only)... 60c
- 2-LIGHT WINDOWS—24" x 28"—cheer rail... \$1.18
- SPRUCE FLOOR BINS—do not leave a taste—size, 16" x 18" x 28" (also 18" x 24" x 28")—70-lb. capacity... \$1.50

Write for CATALOG No. 32 IT'S FREE. We also furnish estimates of freight charges. We do not sell rough lumber and shingles.

O.B. WILLIAMS CO.

SASH AND DOORS
1943 FIRST AVE. S. SEATTLE, U.S.A.



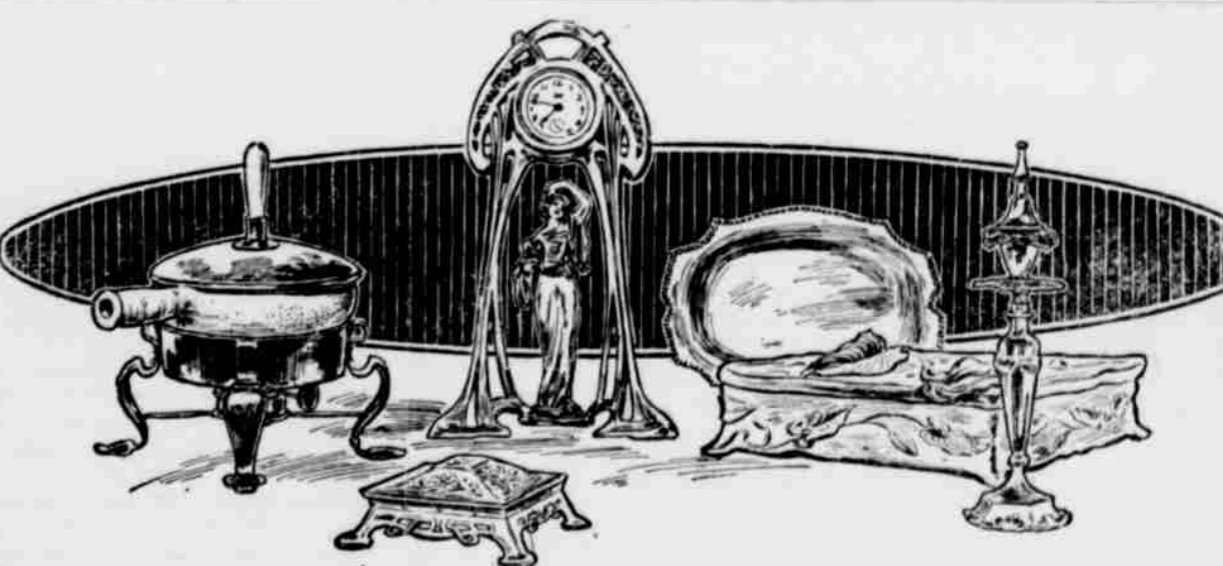
Dr. M. A. Jones
DENTIST
Formerly of Hood River, is now located at 245 1-2 Washington St., Portland, Ore.
M. S. DENTAL COMPANY

FINE FRUIT DUE TO CLIMATE HERE

"If the Middle Western fruitmen who had a train load of Oregon soil placed in their orchard could have transferred a like quantity of Oregon climate to their Mississippi Valley farm, they would have made the duplication of the Oregon apples on the other side of the Rockies much more nearly possible," said Prof. C. I. Lewis in a lecture on "Choosing an Orchard" last week before a large audience at the Oregon Agricultural College.

Climatological conditions seem to hold the key to successful fruit culture, he said, but emphasized the fact that, besides choosing a place of proper climatic conditions, the orchardman must take thought of the altitude of his orchard site, the quality of soil, the exposure and the moisture conditions.

No matter how fine and fertile a soil may be, if it is but a few inches deep, with a stratum of rock beneath, it is not orchard soil, he said, and though a soil may be eminently suited to one fruit, it might be very poor for another. It is erroneously held by some that the orchard should have a south exposure; in frost regions a north exposure is preferable, since the thawing after a freeze is more gradual, and the trees thus have more chance to recover.



The Wise Christmas Shopper

The one who always gets "just a little better" is the one who takes advantage of nice complete stocks, fresh goods and plenty of time for their selection. Our Jewelry is suitable for the masses and we invite one and all to inspect our beautiful and complete stock of...

Christmas Jewelry
Arthur Clarke, Jeweler

T. D. TWEEDY
Mutual Insurance at 60 Per Cent of Old Line Rate. Fire Insurance on Buildings in Course of Construction, Free.
NOTARY PUBLIC ON THE HEIGHTS