

Shoes, Shoes, Shoes

We have purchased at Bankrupt Sale a \$2,000 stock of Men's, Women's and Children's Shoes and as we were fortunate enough to secure these goods at about

Fifty Cents on the Dollar

we are in a position to meet any and all competition. Most of these shoes are of the well known SMITH, WALLACE & CO. make, a line that has been sold in this town for the past ten years, and is well and favorably known. When you want anything in the Shoe or Clothing lines call on us. IT WILL PAY YOU

BLOWERS BROS.

NEWSPAPER ADVERTISING

Newspaper advertising has a twofold benefit. It helps the man who thus gives publicity to the advantages he offers the buyers, and it creates a favorable impression of a city by showing to all readers of the paper the live, wide-awake character of its business men. Ben Hampton, a very observing New York business man, has the following interesting observations about newspapers and the practical effects they produce in a community:

"Can you imagine for a minute what life would be without the newspaper? It goes into the home, the office, the factory, the shop, on the cars, on trains—wherever you find human beings there will you find newspapers."

"More than that, you will find the newspaper is read carefully, not only for the news of people and events that it gives each day, but for the interesting news of stores."

"I have made many interesting experiments to satisfy myself as to just how a newspaper is read. I have found that other people have done this and I am pretty sure that the experience of every man who makes any investigations along this line will prove that the first thing that is read in a paper published in a small city is the news of a personal and purely local character. I am speaking now of the women readers. They are the ones who buy the goods and they are the ones that we are particularly interested in."

"After the personal information and local news are read, a woman may glance through to see what the big news events of the day are about—that is just about as far as her interest goes. Then she reads the ads; if, indeed, she hasn't read them before. The ads are to her just as interesting as any other part of the newspaper, and I suspect many times they are more interesting than most of the columns of the average daily newspaper."

"The store news as given in the advertising columns is not only of interest to the thrifty, intelligent housewife, but it is absolutely an important part of her daily business. She wants to keep posted on the new and things; also, she must keep informed as to the best places to buy the articles of merchandise that she needs in conducting her household. All this information she gets from the advertising columns of the newspaper. 'No one needs ever question the ability of the advertisement to get its self read. That's the easiest thing in the world. Every advertisement of fair size is sure to attract some attention. If the ad is well put together, typographical and the headlines are properly written and properly displayed, and if the text matter is prepared with thought and attention; if—in other words—it is made interesting news, the ad itself will be read with all the care that is needed."

"After that everything depends on the message that the ad carries. If that message is one of interest to the woman, if it promises her a good piece of merchandise at a fair price, the chances are that she will buy that merchandise if she needs it."

"There has been such an atmosphere of mystery and romance thrown around advertising that I think many people are often confused by what is after all one of the simplest propositions in business."

"A good store with good merchandise can build up a good business without advertising. If it adds to its other things good advertising, it is sure to build up a bigger business, to build it on a more solid foundation and to place it beyond the reach of competition."

A Substitute for Cedar Posts.

A cattlemen named George Wright, who has a ranch near Holly, Ponsie county, tells how he cuts in half a big item in fence building by making his posts of concrete. "The cheapest fence post we can get in Eastern Colorado," he says, "costs us sixteen cents even when bought in cartons lots, which makes fencing an expensive luxury in the conduct of a cattle ranch. Cement is comparatively cheap and we have sand in unlimited quantities. About a year ago I hit upon the idea of making fence posts of cement. I tried it and have found by actual test that fence posts capable of lasting an age, which will withstand the destructive prairie fires, may be made for eight cents each."

"My men are now putting in all their spare time making concrete fence posts. The molds are of very simple construction. A level plot of ground is selected on which a floor is built of inch lumber, laid on stringers. This section of floor is as wide as the posts are long and both sides and ends are nailed strips of inch lumber making a big, flat, shallow trough. Then crosswise are fastened other inch strips five inches high or as the posts are to be wide. They are placed slightly diagonal that the posts may taper from eight inches at the bottom to four inches at the top."

"Large spikes are then fixed along the molds at intervals to make holes for the wire fastenings and then the molds are ready to receive the concrete. In mixing the concrete for fence posts no crushed rock or gravel is used but only screened sand in proportions of about five parts of sand to one of cement. It is mixed dry at first and then enough water is added to make a slightly fluid substance. Pieces of barbed wire, cut the length of the post, are then placed in the

mold and the concrete is poured over them and firmly tamped.

"This wire serves to reinforce the concrete and gives it greater resisting power. After lying about twelve hours the concrete is set and the posts are ready to be taken out while the molds can be used for a second batch. Owing to the scarcity of timber in all parts of the country concrete is quite generally used for building purposes, but so far as I know I am the first person to use it in making fence posts. I am very well satisfied with my experiments and intend to keep up the manufacture.—Field and Farm."

Hayward Makes a Find.

C. E. Hayward, an employe of the Sexton-Walther Co., made quite an important discovery yesterday. In the alley between the store and the warehouse there had been an old gunny sack, rolled up and wrapped around with cord, for nearly a week. He supposed it had been thrown aside by some farmer and paid no attention to it until yesterday, when he thought he would examine the contents of the dirty parcel. On opening the gunny sack, he found it to contain a 30-30 Savage rifle, Luger automatic revolver and a gold watch of the Waltham manufacture. About two weeks ago two houses at Duror had been burglarized, and these articles had been taken from them, as they agreed exactly with the descriptions given Marshal Sexton over the phone at that time. Another pistol was taken at the same time and place but this is missing. The watch and pistol belong to George Covey of Duror, and the rifle to Roy Peabody. It is supposed that the burglars, not desiring to purchase ammunition and thus expose themselves to arrest, had attempted to enter the store from the rear and help themselves to the abundance carried in stock. Being disturbed they had fled and left the gunny sack behind. There may be further developments in the case in the near future.—Chronicle.

Court to Decide an Important Point.

Albany, August 25.—A test case of one phase of the liquor question which is important to the drinking public in the counties which went "dry" under the local option law, and also to the liquor dealers in all the "wet" counties of the state, and particularly Multnomah county, is to be made in the state circuit court for Benton county. James Gully, of Albany, is charged with selling intoxicants to H. McFadden in Benton county, May 11. At that time Gully was running a saloon in Albany, and shipped the liquid refreshments to McFadden at Corvallis.

The defendant waived examination in the justice court, no bonds being required.

The case will be taken to the supreme court before it is finished, there being nothing but legal questions to decide. Should the supreme court determine that a shipment of liquor into a dry county is a violation of the local option liquor law, the liquor shipments will be ended. At the same time, the thousands of dollars sent into the wet counties in payment for the liquor will be lopped off from the income of the sales-people.

Facts Worth Knowing.

Our little daughter Gladys, suffered for some time for causes unknown to us until we had to keep her out of school. We finally took her to our physician who recommended nervous treatment of the eyes. So we took her to Dr. W. F. Laraway and had glasses fitted. Soon after she had one slight attack and now we consider her perfectly well.

Mr. and Mrs. J. R. Crosby.

The intense itching characteristic of salt rheum and eczema is instantly allayed by applying Chamberlain's Salve. As a cure for skin disease this salve is unequalled. For sale by Keir & Cass.

THE MOST VALUABLE IRRIGATED FRUIT LANDS

Yet offered for sale are now open for settlement near ATTALIA, a new town located at the junction of three railroads, namely: The Washington & Columbia River, the Northern Pacific and Oregon Railway & Navigation Company. These lands are in the Columbia River Valley in the western part of Walla Walla County, Wash., opposite the Klaskanin Irrigation canal, and are abundantly watered by gravity—NO PUMPING.

A certain tract lying immediately under the canal will be offered for sale until SEPTEMBER 15, 1920, at \$150 per acre, including PERPETUAL WATER RIGHTS, upon the very favorable terms of 25% down, no payments at the end of the first year except interest and maintenance fee, and the balance in two, three and four years. AFTER SEPT. 15th, 1920, THE PRICE WILL BE ADVANCED.

THE EARLIEST BERRIES, FRUITS and VEGETABLES in the state, which, taken together with the fact that there are three railroads over which to market this produce, making it possible to ship as late as 7 p. m. and have the shipments arrive in Portland, Seattle, Spokane, Tacoma and intermediate points in the morning, traveling in the cool of the night, means that the largest income from produce in the Northwest is received from these lands. If being possible to clear from \$200 to \$700 per acre per year; therefore with ordinary diligence the balance due on the lands can be earned from them after the first payment has been made.

Wouldn't "Waco" Jar You?

The Oregon City Enterprise says, in speaking of the fruit from Dodge, a nearby town. "It is equal to if not superior to the best in the famed Hood River valley."

We are not from Missouri, but the Enterprise will have to show us, for we do not believe Clackamas can hold a candle to Waco, when it comes to fruit. And, by the way, we wish our exchanges would add "Waco" when speaking of Hood River. It sounds better and saves confusion, besides pleasing the people of that little place. And they are such fine people that we always like to please them.—Optimist.

If you need screen doors, window screens or meat safes, don't forget F. G. COE, Carpentering, Phone 571.

Don't drag along with a dull, bilious, heavy feeling. You need a pill. Use Dr. Witt's Little Early Risers, the little pills. Do not sicken or gripe, but results are sure. Sold by Williams' Pharmacy.

For sale by Emporium. Twenty acres on Methodist lane, four miles southwest from Hood River, small house, some land cleared. Only \$200.

Ironing Board.

I have just made up an assortment of these necessary articles, also have the material to make them to order. Experience has taught what kind give the best service, also what to make them of to prevent warping, checking or extracting pitch.

Yours for anything in the carpentering line.
F. G. COE,
Opposite O. B. Hartley's Res.
Phone 571.

PACIFIC TELEGRAPH INSTITUTE

Study telegraphy and fit yourself for salaried position, with unlimited opportunity for advancement. Railroad construction now under way makes great demand for trained operators. Takes only 3 to 5 months to complete. Tuition, 2 mos., \$60. See catalog, Pacific Telephone Bldg., 2nd floor, Cor. 5th and 1st, Portland, Ore.

BANKING BY MAIL

We pay 4% on time deposits, current rates on savings accounts, receive deposits subject to check, and do a general banking business.

You can have the advantages of a strong bank at your very door by using the mails.

Send us your deposits. Acknowledgment will be sent you by return mail. Savings accounts received from one dollar up.

Open an account with us and note how rapidly it will grow.

J. FRANK WATSON, President
R. L. DURHAM, Vice President
W. H. FEAR, Secretary
S. C. CATCHINGS, Asst. Secretary

Merchants Investment Trust Company

247 WASH. ST. PORTLAND, ORE.
CAPITAL STOCK \$1,000,000

Hotel Waucoma

A First-Class House
Moderate Rates Good Service
Farmer's Dinner 25 cts
Hood River
P. F. FOUTS, Prop.

J. E. NICHOLS, UNDERTAKER AND FUNERAL DIRECTOR



Lady Assistant

I hold license from the State Board of Oregon and Washington, and am qualified to ship bodies to any point. Prompt service either day or night. Hearse furnished on all occasions.

Parlor Phone Main 1513
Schiffler Building,
Residence Main 1511
Hood River, Ore.

PURE CRYSTAL ICE

DAVIDSON FRUIT COMPANY
MANUFACTURERS
DELIVERY DAYS: Mondays, Wednesdays and Friday Mornings and Saturday Afternoons

Order Direct from Factory
Phone Main 71.

U. S. Commissioner Notary Public

GEO. T. PRATHER

The Oldest Insurance and Real Estate Agent in town
Insurance Loans Abstracting
Hood River, Oregon

The Dalles, Portland & Astoria Navigation Company

"REGULATOR LINE"
Steamers leave Portland and The Dalles daily, except Sunday, at 7 o'clock a. m., calling at Hood River, eastbound, at about 4 p. m.; westbound at about 8:30, p. m. Direct connection at Logansport with the C. R. & N. Railway to and from Goldendale and Klickitat valley points. For any further information address any agent of the company or
M. TALBOT, V. P. & G. M.,
Portland, Oregon

L. M. WILSON

PINE GROVE, ORE.
...General Merchandise...
FLOUR, FEED, GROCERIES,
WORK SHIRTS, OVERALLS,
NOTIONS, CIGARS, TOBACCO
DRUGS AND PATENT MEDICINES
MY GOODS ARE RIGHT,
MY PRICES ARE RIGHT

CHOICE RESIDENCE LOTS FOR SALE IN

Riverview Park and Idlewilde Additions

Easy Grades, Fine View and Good Water
ALSO MANUFACTURING SITES FRONTING ON O. R. & N. TRACK WITH DEVELOPED WATER POWER

Cheap lots for building Small Houses near Flour Mill

FRUIT LAND FOR SALE IN TRACTS TO SUIT

HOOD RIVER DEVELOPMENT CO.

Office next to Waucoma Hotel HOOD RIVER

Square Deal Store

"Honest Goods and Square Deal for Every Man" IS MY MOTTO

I carry a full line of Groceries, Flour and Feed and our prices are right. The best tools that money can buy are none too good for Hood River orchards, and I am in a position to supply you

Mitchell Wagons and Buggies a Specialty

Acme Harrows, Disc and Peg-Tooth Harrows,
Chilled and Steel Plows, Planet Jr. Cultivators, and Seeders,
Meyers Spray Pumps and the Best 7-Ply Rose in the Market.
De Level Cream Separators, Guns, Amunition and Fishing Tackle
JUST RECEIVED A CAR LOAD STUMPING POWDER, CAPS AND FUSE.
100,000 BRICK IN LOTS TO SUIT
Yours for Business
Phone 741 D. McDONALD
3rd and River Street. Hood River, Ore.

Buy Your Fruit Boxes AT THE Hood River Box Factory

and Patronize Home Industry.
Best Quality Lowest Price Home Made
Phone Main 71

F. S. STANLEY, Pres. E. O. BLANCHAR, Cashier
E. L. SMITH, Vice-Pres. V. C. BROCK, Asst. Cashier

The First National Bank OF HOOD RIVER

Capital and Surplus \$61,000.00

We offer you the facilities of a well managed and well equipped bank. The interests of patrons receive our careful attention.

This Bank Free

What our men and women of fifty years hence will be depends on the children of today. Is it not worth our while, even at the cost of considerable effort, if necessary to teach our boy or girl the value of money, the habits of thrift, economy and savings. Herbert Spencer says "Education is the preparation for complete living." One of our Home Savings Banks which you can have FREE upon opening an account with one dollar or more, if in your home, is a constant appealing educator, teaching the habit of saving silently, forcefully, and not to be denied.

Savings Department
First National Bank

SUMMER SCHOOL - Monmouth State Normal School

June 27 to August 7, and August 13 to Sept. 7.

First six weeks devoted to special preparation for County and State Examinations. Regular Normal subjects and methods also. Last four weeks a continuation of Normal instruction and special attention to Primary Methods with model pupil classes.

Faculty of Over Twenty Instructors. Regular Normal faculty, assisted by noted college and public educators.

Terms: First Term, \$7.50; Second term, \$5. For catalogue, summer school circular or other information write to
Pres. E. D. RESSLER, Monmouth, Oregon.

Bartmess' Furniture Store ON A CASH BASIS

A REDUCTION OF TEN PER CENT ON ALMOST ALL HOUSEHOLD GOODS

A Large Line of New Spring Goods
MATTINGS and CARPETS
At prices never before quoted

Malleable Iron Beds, guaranteed against breaks by the factory for 25 years, and yet cheaper than the cast beds. We get them direct from the East. Call and look them over.

S. E. BARTMESS

Building Material, Carpets, Paints, etc.
Undertaker and Embalmer.
New Location.

We are now located in the Smith Building, in the room formerly occupied by J. E. Rand, where we will be pleased to see all of our old customers as well as new ones.

This large and well-lighted store has been fitted up with the best and most complete stock of

Staple and Fancy Groceries, Flour and Feed

ever displayed in the City. Fresh Vegetables received daily. Call and inspect our stock.

SPOT CASH GROCERY

WOOD & SMITH BROS., Proprietors.