

Break Up That Cold

A box of K-C Cold Tablets will get rid of that "grippy cold" that makes you chill and ache.

For your cough—a bottle of K-C White Pine and Tar, Mentholated is "the best ever".

Make our store your place to come for remedies for such ailments and you'll never be sorry.

Yours to serve,

A. S. KEIR
Reliable Druggist.

Agent for famous "New Edison Phonograph"

One of the J. C. Penny Co. Inc.

Golden Rule Stores

will open with a complete line of Dry Goods, Clothing and Shoes in Stewart Building at 3rd & State streets about the 1st of April

Now Operating 125 Busy Stores
Opening from 40 to 50 this Spring

Watch for the Opening---April 1st

Golden Rule Store

THE COLUMBIA MILL

E. V. SCHILLER

All Kinds Building Material, Dimensions
Shiplap, Timbers and Boards

Mill at Fir, Oregon. Telephone Odell 302
Address Hood River, Oregon, R. F. D. Number 1

Oregon Lumber Co.

Dee, Oregon

ALL KINDS OF LUMBER, SHINGLES
SLAB WOOD, ETC. CAN FURNISH
CEDAR SHIP LAP, ANY QUANTITY

Both Phones

Estimates Furnished

NOTICE!

We have just installed a planer and this with our rip and cut-off saws will enable us to give you any odd material that you may require. See our stock and what we can do for you.

Bridal Veil Lumbering Co.

Yards west of freight depot

Phone 2181

CROWN FLOUR FOR SALE

Taft Transfer Company

Money Talks

Fruit Growers

Northwestern Fruit Exchange
No. 10
Sales Dept. Continued

TO FRUIT GROWERS:

In my last two talks I explained the operation of the SALES DEPARTMENT. I will tell you something of its policy and practice. The EXCHANGE has pursued certain very definite policies right from the start; policies that it believed in because they are known to win the majority of times. One of these policies is to adhere strictly to the system of outright sales at firm prices. Another is to sell around 75 per cent of the entire output at best obtainable prices at or before time of harvest. The EXCHANGE'S record for the past six and one-half years shows that this policy has been actually carried out. The storage of fruit for sale on future markets is speculation. No man can afford to speculate who can not afford to lose. When a grower has an opportunity to sell his fruit at a fair price at harvest time, and refuses the offer in order to hold that fruit for a future hoped-for rise in the market, he ought to charge that fruit to a speculative account with himself. Then, if he eventually loses, the loss should appear where it belongs—in his SPECULATIVE account—and not as evidence of the wisdom of fruit growing is unprofitable. If every grower would keep books with himself in this manner, he would get a lot of light on his own business. Those of you who have had experience in the wheat business know that a rule to the wheat farmer who makes it a rule to sell his grain crop year after year at the market at the time of harvest is the one who has money in the bank, while a good many who have been ruined by playing futures and speculating with their own product. Of course, I know that speculation sometimes wins; so does the 100-to-1 shot in a horse race sometimes win; but few bankers would loan money to a gambler. Now, in a general way, we believe that the general principles hold good in the fruit and produce business, and, because we believe that the sale at the time of harvest, at best obtainable prices, is the safe, sane and conservative policy which will win a majority of times, we believe it the one to pursue. Hence, the EXCHANGE has always discouraged its friends from speculating with their own produce. As a matter of fact, I believe that this whole Northwest crop could, nine years out of ten perhaps, be sold outright at harvest time. Remember, as I have already said, that we produce apples in the Northwest only about 10 per cent of the national total. So that if we make up our minds to meet the market at the psychological time, we can prevail upon the buyers in many cases to invest their money in boxes instead of barrels, and the trick is turned. However, this sort of policy takes courage and backbone. Also, it takes marketing facilities and salesmanship to execute it, and we can never hope that the buyers will come out here to take our whole crop or even one-quarter of it. We have got to go to them, and be Johnny-on-the-spot at the right time, when they are in a humor to buy. The heavy trading in the apple deal usually occurs in a very few short weeks in the fall, and those weeks are the critical period of the operation, and during those weeks, a large force of salesmen are necessary to work the whole of the market, and every corner of it, fully and thoroughly. I am going to tell you a little bit of history that will illustrate all this mighty well. It was at the end of August or the first of September, 1912, that you all remember, 1912. It was the first severe blizzard the Northwest had had. Well, the EXCHANGE, following its established custom, had been working hard all summer surveying the apple crops of the world, as well as asking the figures of one fruit crop and also studying and weighing the demand possibilities—financial conditions of the country, employment of labor, etc. The result of the calculation showed as plainly as the nose on your face that we were in for a much lower range of values than had prevailed in previous years. However, we mobilized our salesmen and instructed them to canvass the trade all over the country thoroughly and to try and sell them on the basis of the previous year's prices, which was \$1.35 for extra Jonathans, others proportionately. Report began to come in and inside of ten days from the time we started the campaign, we had reports from every market in the country and knew to what what price would be required to move boxed apples. I sent a telegram to the heads of several of the largest associations that were selling through the EXCHANGE, asking them to come to Portland—where our headquarters—their were—that a crisis existed. They came; I laid the data before them and said: "Gentlemen, there is no guess work about this; it is nearly an axiom in the fruit business that once you have canvassed the WHOLE market (not a part of it, mind you, but the whole market) and used real salesmanship, the best obtainable price is value. It's almost as conclusive as weighing a pound of sugar on good scales. Now, we have canvassed the WHOLE market and can predict with assurance that the market is going to be a declining one and that this is a season when the best generalship is to sell freely at the best obtainable price. We can, we feel sure, turn your holdings into early cash on a basis of around \$1.00 to \$1.10 per box for extra Jonathans, other varieties and grades proportionately. BUT, instant action is necessary, and this is a case of 'He who hesitates is lost.' What is your instruction?" Well, these men were put in a very hard position. They felt pretty sure they would be "damed if they did and damed if they didn't" by their constituents. They protested that we must be mistaken; that others were quoting \$1.35 on Jonathans. We told them, yes, that WE were also QUOTING that price, and were enclosing a buyer here and there for a car or two, but that we had a CROP to move and KNEW that we would have to meet the trade and face the situation if we were going to move it. We pointed out that the trade were on the verge of investing in apples, that many of them would buy boxes on a basis of \$1.10 to \$1.00, but would otherwise buy barrels. That if we waited until they had stocked up and invested what they had to invest, in barrels, it would be TOO LATE. These men sweat blood that day and finally said: "We don't dare; if we go back to our growers and tell them we have authorized a sale of Jonathans at \$1.00 to \$1.10 when they are expecting

\$1.35 and when other agencies are quoting \$1.35, they will ostracize us if they don't mob us. Hang on for another two weeks. W. of Odell. "Very well, we will hang on, but we warn you we shall MISS THE MARKET." Well all of you know what happened in 1912. The EXCHANGE averaged \$0.68 per box NET CASH for the entire output, all grades and sizes of the Cashmere Union output, and \$0.70 for the Peshastin association. These figures net after deducting all marketing charges. While, so far as we know, these are easily the highest figures received by any shippers for the entire outputs that season, the pity of it is they might easily have been 25c per box or more higher, had the situation been met at the psychological moment.

However, you can't blame those men; they would have been most severely criticised had they taken the bull by the horns—now wouldn't they? This marketing game takes courage and also the keenest sort of judgment. In my talk No. 1, I remarked that "Judgment not based on knowledge (information) is worthless." It is just as dangerous for a man to pass judgment on a fine point of his business as it is without reliable up-to-the-minute information, as it is to "monkey with a buzz saw." BUT, when he has the information if he does not act on it, it's like the man who has gangrene in the toe and can not muster up the courage to amputate the toe and so delays. Pretty soon the gangrene is up to the knee and if he doesn't amputate then, after awhile he will have to amputate at the hip to save his life.

When 1914 came along, and a more adverse set of conditions than 1912 prevailed, the employers of the EXCHANGE, having learned a lesson, met the situation much more promptly, with the result that a great majority of their holdings were sold at the market, at harvest time, with results that lead the entire Northwest, and showed the growers a profit over the cost of production.

I shall tell you more about these matters in my next talk, which will appear in the next issue of this paper.

Faithfully yours,
W. F. GWIN,
Vice President and General Manager,
Northwestern Fruit Exchange.

HIGHWAY CONTRACT SOURCE OF WORRY

A section of the Highway "right of way" contract, executed by Hood River county sutherly, O. W. R. N. Co. officials in 1914, has bobbed up to create worry for several private individuals and to puzzle county officials. The contract provides for a relinquishment by the county of all rights of way for county roads crossing the railroad company's tracks or lying within railroad property between the O. W. R. N. right of way and the south bank of the Columbia river. The concession was made by the county in consideration of the railroad company permitting sections of the scenic highway being built on the south side of it right of way.

J. W. Morton, who owns a ranch west of the city, and J. H. Koberg, the truck gardener just east of town, declare that they will be seriously affected, inasmuch as the outlets from their places are county roads crossing the railroad tracks, which must be vacated according to the terms of the contract, when the Columbia Highway is completed.

The interpretation placed on the contract by the ranchers is confirmed by County Commissioner Hawkes, who protested the execution of the document when it was submitted to the county court. "Through the terms of the contract," says Mr. Hawkes, "Mr. Morton and Mr. Koberg must necessarily make some private arrangement with the railroad company about crossing their tracks. For as soon as the Highway is completed, the county, under the contract, must vacate the crossings that connect their ranches with other county public roads. Because of this section of the right of way contract, Mr. Morton is refraining from giving the county a right of way for the Columbia Highway as surveyed across his place.

"But the Highway right of way contract goes even farther. It is specified in its terms that we were to vacate in 1916 grade crossings at Ruthton and Herman creek just this side of Cascade Locks. By the ultimate route of the highway, as surveyed, these two crossings will be eliminated. But at present the county has not sufficient funds to construct the expensive sections of road necessary for this elimination, and tourists are crossing the railroad tracks merely on sufferance. "It is true that the Ruthton crossing will be done away with the coming summer, provided the proposed construction of the new section of road over Ruthton hill is completed. "Condemnation proceedings may be necessary to secure a right of way through the ranch owned by Mr. Morton.

Possible Curtailment Causes Protest
The following telegram was received Saturday from Oregon Experiment Station authorities at Corvallis by Leonard Childs, superintendent of the local branch of the station: "Grave danger present continuing appropriations for branch experiment stations and extension work, including county roads, may be qualified or repealed."
A flood of telegrams from merchants, orchardists and bankers was rushed to the Hood River-Wasco County delegation asking that no cut be made in such appropriations.
"To take away this protection of one of Oregon's biggest industries," declared E. H. Shepard, "is a grave menace to the industry."

48th Anniversary Celebrated
"Mr. and Mrs. John A. Wilson, pioneer residents of this city, left Saturday for Portland, where with the family of their daughter, Mrs. George Hinshaw, they celebrated their 48th wedding anniversary Sunday. Their wedding occurred at Ancona, Ill.
Mr. Wilson is a member of Canby Post, G. A. R., of this city, while his bride of 48 years is prominent in the work of Canby Relief Corps.
Cut This Out—It Is Worth Money
Don't miss this. Cut out this slip and enclose with 5c and mail it to Foley & Co., 2835 Sheffield Ave., Chicago, Ill., giving your name and address clearly. You'll receive in return a trial package containing Foley's Honey and Tar Compound for bronchial coughs, colds and croup; Foley Kidney Pills for pain in sides and back, rheumatism, backache, kidney and bladder; and Foley Cathartic Tablets a wholesome and thoroughly cleansing cathartic, especially comforting to stout persons. Sold everywhere.
Searches of records and reliable abstracts made by Oregon Abstract Company, A. W. Onthank, Manager, 305 Oak Street. Phone 1521. jy20-17

Be Up-to-date

Don't handicap your efficiency and your profits. Spray your fruit trees the modern way with

LILLY'S Soluble Sulphur

(Compound)

Soluble Sulphur is the Sulphur Spray with the water left out.

A dry powder, easily dissolved in cold or hot water.

Makes a perfect solution; used in the same way as lime-sulphur.

No sediment; no grit to wear out pumps and clog nozzles.

No freezing—no crystallization—no leakage—no loss.

No barrel, with its leaky, sloppy muss, trouble and expense.

It is very economical to use and for your convenience put up in 1-lb. cans, 10-lb. cans and 100-lb. drums.

Send for Soluble Sulphur Bulletin. It tells you how to spray. Write

Lilly Seattle and Portland



What Time Is It?



Everyone asks this question many times daily

But you can't keep good time if your watch is in poor repair.

You are beginning a new year.

Begin right by having your watch thoroughly cleaned and adjusted.

Our repair department gives splendid service at a reasonable charge, and will prove worthy of your patronage.

W. F. Laraway, Jeweler

If a Man Doesn't Insist that He Is Right, Maybe He's Not We insist that we have the best

SLABWOOD

for sale in or out of the city. "You're from Missouri!" Well, come down and look at it on the car, or watch it go by on the wagon.

Transfer & Livery Co.
Phone 4111

M.T. HOOD RAILROAD COMPANY

Time Table No. 28

Effective 12:01 A. M. Monday, January 1, 1917.

SOUTHBOUND			NORTHBOUND		
No. 3	No. 1	Stations	No. 2	No. 4	No. 6
Daily Rail Auto	Daily Steam		Daily Rail Auto	By, ex Sun Sat, only	Daily Rail Auto
P. M.	A. M.		P. M.	A. M.	P. M.
3:00	8:00	Lv. Hood River Ar.	2:00	8:45	5:30
3:03	8:05	Powerdale	1:50	8:43	5:27
3:10	8:15	Switchback	1:40	8:37	5:20
3:25	8:25	Van Horn	1:30	8:27	5:10
3:28	8:30	Mohr	1:25	8:22	5:05
3:34	8:40	Odell	1:20	8:17	5:00
3:38	8:45	Summit	1:15	8:11	4:53
3:43	8:50	Blouher	1:10	8:06	4:50
3:47	9:00	Holstein	1:00	8:01	4:46
3:50	9:05	Winans	1:00	7:58	4:43
3:55	9:20	Dee	12:50	7:56	4:40
4:00	9:25	Trout Creek	12:30	7:40	4:35
4:10	9:35	Woodworth	12:20	7:40	4:25
4:15	10:00	Ar. Parkdale Lv.	12:15	7:35	4:20
P. M.	A. M.		P. M.	A. M.	P. M.

Owing to limited space on Rail Auto all trunks and heavy baggage will be handled on the steam trains, either in advance of or following the passengers.

Whenever possible we buy home products in preference to all others. As a Hood River business man who buys at home, I solicit the patronage of Hood River people.

W. J. Filz Meat Market

We Give 2¢ Green Stamps

Hay, Grain, Mill Feed, Flour and Corn Meal

CORN MEAL

Made from corn grown in Hood River Valley, milled and sacked by Kelly Bros. No better, fresher meal than this. Get it from your grocer—KELLY BROS. CORN MEAL.