

DISTRESSING RHEUMATISM

How many people, crippled and lame from rheumatism, owe their condition to neglected or incorrect treatment! It is the exact combination of pure Norwegian Cod Liver Oil with glycerine and hypophosphites as contained in

SCOTT'S EMULSION



that has made Scott's famous for relieving rheumatism when other treatments have utterly failed. If you are a rheumatism sufferer, or feel its first symptoms, start on Scott's Emulsion at once. IT MAY BE EXACTLY WHAT YOU NEED.

PERFUMERY

LADIES! LADIES! We have just received a new lot of Country Club Toilet Preparations. Come in & let us show them to you. Chas. N. Clarke, YOUR Druggist.

Butler Banking Company

ESTABLISHED 1900. Savings Department. Safe Deposit Boxes. OFFICERS AND DIRECTORS: LESLIE BUTLER, President; F. MCKERCHER, Director; E. H. FRENCH, Director; TRUMAN BUTLER, Vice President; C. H. VAUGHAN, Cashier; HAROLD HERSHNER, Asst. Cashier; I. R. ACHESON, Asst. Cashier. Capital, Surplus and Profits over \$125,000.

An Orchard Necessity

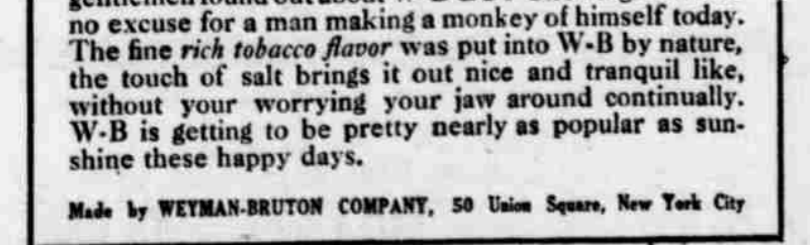
The Hood River Box Nailing Press

Do you know that no time saving contrivance for orchardists has ever become so universally popular as this box nailing press? These presses have been shipped to Siberian orchardists, all over the United States and to the far away fruit districts of Australia. The reasons are simple. The cost of the box is but normal when compared with the saving made by the efficient service it renders.

W. G. SNOW

The Purity Dairy Co.

Yours for prompt service and Good Milk. THOS. D. CALKINS. Anderson Undertaking Co. G. C. ANDERSON, Sole Proprietor. Licensed Embalmer and Funeral Director. 312 CASCADE AVE. PHONE 1394.



JUDGE, THERE'S THE BIGGEST TOBACCO HOG ON EARTH, ALWAYS ASKING FOR A CHEW OF W-B CUT AND PUTS HALF A POUCH IN HIS FACE— THEN SAYS 'IT'S TOO STRONG.' WHY MANY THAT A WASTE OF GOOD TOBACCO. W-B IS RICH TOBACCO AND A SMALL CHEW IS ENOUGH FOR ANY MAN. DON'T HAVE PEOPLE CALLING YOU A HOG.

SOME call these face-stuffers hogs, some call them gophers. But they are getting scarcer and scarcer since gentlemen found out about W-B CUT Chewing. There is no excuse for a man making a monkey of himself today. The fine rich tobacco flavor was put into W-B by nature, without your worrying your jaw around continually. W-B is getting to be pretty nearly as popular as sunshine these happy days.

Made by WEYMAN-BRUTON COMPANY, 50 Union Square, New York City

Money Talks

Fruit Growers

No. 13--Advertising Our Apples--"Skookum"

TO FRUIT GROWERS: Many and many a time I have heard and you too have heard of criticism coming from eastern people to this effect: "Oh, yes, you people in the Northwest can grow apples that are good to LOOK at but not to eat." Did you ever stop to analyze the WHY of this criticism? We have, and are convinced that it arises from the fact that consumers are sold such apples as Gano, Arkansas Black or Ben Davis, in November, at which time we in the Northwest will admit that the apples MAY be good to look at but certainly "not good to eat." Now, our analysis should not stop here. If it does, it will probably result in condemning the retailers who sell to consumers the varieties of apples they analyze to its conclusion and inquire "Why does the retailer sell the wrong varieties at the wrong time, and whose fault is it that he does so?" In my judgment the answer is that the retailer doesn't know any better. Just remember, if you please, that a surprising percentage of all the fruit that is retailed in this country, especially in the larger cities, is sold by foreigners: Greeks, Italians, Russian Jews and others. Most of these vendors are ignorant; many of them speak English very poorly if at all. Practically all of them are EAGER TO LEARN, but nobody has taken the time or trouble to teach them. Very few of these men know one variety of apple from another, though they are excellent judges of COLOR and APPEARANCE, and their experience has taught them that the average consumer knows even less than he does about QUALITY, CHARACTER or SEASONABILITY of the different varieties. So, he continues to buy on appearance, and the consumer does likewise, with the result that the business of the apple growers of the Northwest is injured through curtailment of consumption due primarily to IGNORANCE. This ignorance is by no means confined to the foreign elements in the trade; it is appalling to what extent it prevails amongst every branch of the trade; even amongst the jobbers. Only a very few of the leading jobbers have any real understanding of varieties, their treatment in storage, which varieties are shipped under refrigeration invariably and which may be shipped under ventilation, which are best for baking, for pies, for sauce, etc. So, right down the line from jobber to consumer, and most of all, with the consumer—the most important of all factors—there is almost complete IGNORANCE on the subject of apples. How can we expect discriminating consumers to be displayed under such circumstances? And now, my friends, WHOSE FAULT IS IT THAT THIS IGNORANCE PREVAILS? Just face that question impartially, will you. Whose business is it to educate the trade and the consumer as to the merits of our merchandise? Why, there can be only one answer: It is the business of the PRODUCERS of the merchandise, and nobody's else. Do you, perhaps, use IVORY SOAP in your home? Do you use it sometimes for cleansing laces and other delicate fabrics and for other special purposes? WHY? Because the retail grocer told you? Or because the manufacturer, through their advertising, have TAUGHT you the uses of their article? Just stop and think how many articles you use in your homes and on the ranches that you are using intelligently because the MANUFACTURER has educated you to use them. This education of yourself by the manufacturer's has cost them money, and a great deal of it, but every manufacturer recognizes the necessity of spending money for this purpose. It isn't the retailer's business to educate the consumer; it isn't the jobber's business to educate the retailer. It is their business to pass on the merchandise from the PRODUCER to the CONSUMER.

If then, you will admit that it is the business of PRODUCERS to educate the trade and the public concerning the merits and uses of their products, you will have gotten the viewpoint that will enable you to proceed to the question of ways and means. Manifestly, apple growers throughout the country have not been equal to their opportunities. In the past few years the consumption of bananas has grown from almost nothing to 125,000 carloads annually in this country alone; the consumption of oranges exceeds 75,000 carloads. The consumer who eats for breakfast a banana, an orange, doesn't as a rule, eat an apple too. So then, the battle is on for the coveted prize—the consumer's appetite. While apple growers have been resting on their oars and following lines of least resistance, banana importers have built up a great, aggressive organization, and captured a large share of the public appetite; orange producers both in California and Florida have spent hundreds of thousands of dollars in advertising the public favor. It is high time that apple growers were taking steps to exploit the merits and many uses of the King of Fruits. There is little doubt that nearly everybody connected with the industry in the Northwest, more or less clearly recognizes these principles, and for several years there has been a growing demand: "Our apples should be advertised."

Meanwhile, the EXCHANGE, which believes that an ounce of DOING is worth a pound of TALKING, has, for FOUR YEARS been steadily, though CONSERVATIVELY and CAUTIOUSLY, exploring the advertising field, testing and experimenting, correcting here, improving there, and all the time MAKING THE WORK PAY FOR ITSELF AS IT WENT ALONG. And not only pay for itself, but pay a premium in addition.

In my next article I am going to tell you how the SKOOKUM plan originated, and something of its results. Faithfully yours, W. F. GWIN, Vice-President and General Manager, Northwestern Fruit Exchange.

Something Good

Those who hate nasty medicine should try Chamberlain's Tablets for constipation. They are pleasant to take and their effect is so agreeable and so natural that you will not realize that it has been produced by a medicine. Obtainable everywhere.

COL. TUCKER WRITES OF MANILA TRIP

The letter following was written the editor of the Glacier by Col. W. F. Tucker, U. S. A., retired, who with Mrs. Tucker left El Corregidor, their Upper Valley home, on their trip from where Col. Tucker was formerly stationed as paymaster of the Islands Department of the United States Army. If word is to be mailed, 'tis time for the best of sailors were in evidence. I said from somewhere during our travel, I would write you a letter. It may be because of our rather unusual trip that this proved to be of interest to you. We had a pleasant trip from Portland to San Francisco via Flavel and the big steamer Northern Pacific, a very luxurious ship. For those who like the sea as we do this is a very good route. We had ten days in San Francisco, very pleasant in meeting with old friends, those in service and civil life. Sailed on December 5 at noon. With the exception of 17 days, have been aboard this transport, now our 42nd day at sea. Am really sorry to realize the end of the trip is a matter of say 12 or 13 days more at sea. We had in the eight days en route to Honolulu, very rough weather; for several days only the best of sailors were in evidence. Very fortunately I was ready for meals at all times—a good test. On board were many officers, their families and some civil officers bound for Oriental stations. Several officers I had not met in 10 to 20 years; we had gone through our active service in the meantime. Needless to say there was much to talk over.

December 13 we arrived off harbor at Honolulu and were at the dock by 8:30 p. m. We had only the 14th and until noon the 15th to see the sights and to meet as many friends as possible in this short time. In the ten years since my last visit there, Honolulu has more than kept up with the rapid growth and civic progress of the Orient, always indicative of prosperity. The auto has done wonders. Roads very perfect. Now the tourist can, in a brief time, see so much that is of interest, that he has the desire for a longer visit. In fact, when we arrive in Honolulu on the 4th, if our mail tells us all is well at home, we shall try to arrange for a month there, or until the transport due March 4 sails for San Francisco.

COL. TUCKER WRITES OF MANILA TRIP

Our route to Guam (lat. 14 deg. N) usually takes 14 days. We arrived at the island during the night of the 12th day, having been helped along by a strong wind which kept us to the westward along the 20th degree of latitude on the edge of the tropical waters. The temperature of air and water taken each four hours would be very nearly equal; the day 80 degrees, at night just right to sit out on deck. Ladies in their pretty gowns, men in white cotton or duck, the nights in tropical waters are very enjoyable. When one retires the windows and cabin doors are left open. Air is pure and delightful.

During this part of the trip new faces began to appear on deck to receive hearty greetings on their arrival on board. (Poor People all this time were in the cabin.) We could get up a dance when the sea was quiet enough; sometimes when it was not, much to the joy of the young folks who had a laugh at the confusion that would come with a big wave. If you can be content with fine rest, good people, cards, books, no worry and good food, nothing to do, no duties of any kind, then a long voyage by sea is commended; for those who are poor sailors, I would say "No" unless there is something to compensate for discomfort at the end of the voyage.

Guam is an island we took in 1898. Now its best known use is for a cable station; one line going to Manila, the other to Japan, both working to the east on one cable. A small harbor has been cut out of the coral shell and sand so one can come within two miles of the landing; small boats plying the water to the shore. The surface all around. From the landing to the naval station some five miles we used to go in cars. Now 30 or more (not autos) but something they call "Ford's" with natives at the wheel, took us very good roads, through a jungle of tropical growth, a very interesting drive.

Here Mrs. Tucker and I found friends of many years ago. Surgeon and Mrs. Clark, who came to Manila, the other Japanese, both working to the east on one cable. A small harbor has been cut out of the coral shell and sand so one can come within two miles of the landing; small boats plying the water to the shore. The surface all around. From the landing to the naval station some five miles we used to go in cars. Now 30 or more (not autos) but something they call "Ford's" with natives at the wheel, took us very good roads, through a jungle of tropical growth, a very interesting drive.

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At 4 p. m. the 27th of December we were on our way to Manila. Of course our Christmas was passed at sea. We had aboard some 400 men who were en route to the first stations. The good people aboard, arranged with Santa Claus to come in his submarine and bring cheer from the realm of those good things we all have loved. Santa, true to his promise, arrived aboard after midnight, saying "24th, saying he had to come early because of so many other visits to make. He brought to each child, soldier and sailor, at least some candy or toy, and for the older ones a happy chat in verse.

This has been my first voyage at sea when the wireless kept us in touch with land and the other ships. So one does not feel that he is out of touch with his people. We could be reached any day. Any trouble on our ship would be known in a brief time. One of the greatest of the many wonders of the electrical age. Our friends at Guam finding we were aboard, sent a radiogram to come right to them. The Governor General in same way invited some 30 of us to a formal luncheon, after which a naval band started the informal dance. My, how sweet the ladies looked in their tropical dresses. We danced until 3 p. m., then hurried to catch the transport for Manila. Our voyage from Guam to Manila was pleasant. We arrived there ahead of time, being only five days en route.

Manila has been so wonderfully improved—broad streets, new and beautiful hotel and splendid auto service. We found many old time friends there and our days were filled with visits and sight seeing. I made a formal visit to the Governor General, Mr. Harrison, and found him interesting and cordial. On January 10th, I was invited to attend a formal dinner at the Palace, given in honor of Admiral Winterhalter, who had just arrived in Manila Bay in command of the Asiatic fleet. The evening was a delightful one for me, as I met many of the distinguished officers of the army and navy, as well as many civil officials. We enjoyed seeing Ft. Wm. McKinley, and the new Army and Navy club. The stay was all too brief, and it was with real sorrow that we bade farewell to Manila and old time friends. The Sheridan left the wharf amid showers of flowers, the band playing and the friends crowding the dock, waving their "bon voyage."

We arrived at Nagasaki, Japan, after a five-day trip. All were lined up for a long and careful inspection by Japanese doctors, for Japan has suffered recently from cholera brought from some Asiatic port. We were pronounced O. K. and went ashore. The stores are ever attractive there and we found the rickshaw riding quaint and good as ever. Nagasaki has gone down during the last 10 years; the old comfortable Nagasaki hotel is closed, the stores complain of hard times and the people seem poor. Light snow had fallen on the heights and wintry chill hung over all.

GRANGE AND CLUB COMMITTEE DISAGREES

The unanimity of action that has characterized the deliberation of the joint legislative committee of the Hood River Commercial club and the Oregon Grangers during the past several weeks, when bills before the legislature were under discussion, was brought to an end Thursday by the bill, which provides a bond issue of \$6,000,000 for road construction, the bonds to be refunded by a special tax on automobiles.

The Commercial Club committee forwarded endorsements of the proposed measure, while the Grange committee adopted a resolution, urging that the legislature refer the bill to the people.

Victor McCone, Portland socialist, addressed the Grangers of Hood River county assembled at the regular Potomac meeting at Pine Grove Wednesday, creating a hostility against the proposed road bond issue. Mr. McCone asserted that the bill had been drawn at the instance of attorneys for organized road contracting interests. He made reference to California's last legislative session, when the construction of roads and implied by his remarks that road contractors had carried out of the neighboring state \$28,000,000 of this sum. Although R. E. Scott, secretary of the Commercial club, who is also a granger, challenged this statement, the resolution of the rural body, asking for the referendum on the bill, was adopted following Mr. McCone's address.

Except for a talk by Rev. E. C. Newham, pastor of the Methodist church of Pine Grove, the road bond issue formed the sole topic of discussion at the Commercial club's last legislative luncheon, held at the Hotel Oregon. Red hot debates took place between the representatives of the grange and the club.

The Pine Grove minister appeared before the legislative committee to raise his voice against the bill and ask the committee to act in such a way as might prevent a spread of the contagion of the war feeling. Rev. Mr. Newham denounced the trend toward universal training for America's young men, declaring that such a law would reduce to ineffectiveness the conscientious views of many against participation in such service. He declared that the regulations in force at the Oregon Agricultural College, making compulsory military drill on all students in attendance at the institution was unjust.

Severe Cold Quickly Cured

"On December first I had a very severe cold or attack of the grip as it may be, and was nearly down sick in bed," writes O. J. Metcalf, Weatherby, Mo. "I bought two bottles of Chamberlain's Cough Remedy and it was only a few days until I was completely restored to health. I firmly believe that Chamberlain's Cough Remedy is one of the best medicines and will know what to do when I have another cold." Obtainable everywhere.

Crause Heads Growers' Committee

Members of the Dee and Parkdale granges have appointed a joint committee of fruit growers, whose duty it will be to settle possible differences that may arise between growers and the fruit sales organizations with which they are affiliated. The committee is composed of the following: H. C. Crause, chairman, and H. H. Hann, of Parkdale, and J. R. Edgar, F. L. Park and W. F. Shannon, of Dee.

The Best Recommendation

The strongest recommendation any article may receive is a favorable word from the user. It is the recommendation of those who have used it that makes Chamberlain's Cough Remedy so popular. Mrs. Amanda Gierhart, Waynesfield, Ohio, writes: "Chamberlain's Cough Remedy has been used in my family off and on for many years and it has never failed to cure a cold or cough." Obtainable everywhere.



Garden Making Time Is Near

Our new Spring stock of garden tools is now ready; Rakes, Shovels, Hoes, Spading Forks, Trowels, Grass Hooks, etc. Each tool thoroughly tested and guaranteed to be free from defects.

GARDEN HOSE

In anticipation of present high cost of materials we placed our orders many months ago, and have just received our new stock, which we can sell at prices no higher than last year's, while this shipment lasts

Blowers Hardware Co

The Firm That "Makes Good" Phone 1691 Oak and 1st Sts.

When In Portland Stop at the Palace Hotel

One of the best hostelries of the Rose City. Washington Street at Twelfth

The cleanest rooms in the city, first class service, fireproof, strictly modern, free phones, large ground floor lobby, steam heated rooms, with or without bath, hot and cold water, in shopping and theatre district, 50 cents per day and up, and special weekly rates. An inspection will convince you.



We Have No Quarrel

With the habit of comparing our shoes with others before deciding where to purchase. The more you compare our shoes the surer we are you will finally come here when you are ready to buy. Many people know this so well from experience they never waste time comparing.

J. C. Johnsen, The Hood River Shoe Man

Building Plaster, Cement, Lime

—Feeds for— The Dairyman and Poultryman Warehouse at foot of 5th Street W. L. CLARK

S. E. BARTMESS FUNERAL DIRECTOR AND LICENSED EMBALMER

Licensed with Oregon's first class of Embalmers. Phone 1381, 3821 HOOD RIVER, OREGON

PEOPLES NAVIGATION COMPANY

Steamer Tahoma Down Sundays, Tuesdays, Thursdays Up Mondays, Wednesdays, Saturdays All kinds of freight and passengers handled. Horses and automobiles given special attention. Jack Bagley, Agent, Phone 3514

Hunt Paint & Wall Paper Co.

Complete line of PAINTS, OILS, BRUSHES, Etc. JAPALAC Heath & Milligan Mixed Paints Glidden's Varnishes Room & Mouldings Bulk Calcimine Mixed to Order Plate and Card Rail Dry Paste