Northwestern Fruit Exchange

No. 20

"Skookum" in 1916

The first step in the 1916 SKOOKUM

campaign was a general conference. We asked the boards of directors of

the local growers' associations to meet me in Wenatchee to discuss and deter-

is taken to see that the entire output

is composed of the growers, organized

as a mutual non-profit association, and

certain rules and regulations designe

to protect the quality and pack of the fruit premitted to bear the SKOOKUM PACK-ERS ASSOCIATION agreement with the EXCHANGE, the growers' equities in the SKOOKUM brand have per-

petual protection, and the ASSOCIA-TION has the benefit of close coopera-tion with the EXCHANGE in sales and advertising. As a part of its working scheme, the SKOOKUM PACKERS ASSOCIATION has adopt-

ed a system for expansion of its mem-

Here then was accomplished at

to membership, and for the purpose of protecting them in their interests in

the value—and the growing accumulating value—of the brand SKOOKUM

TO FRUIT GROWERS:

OUR LUNGS ARE DELICATE

Overwork, lack of fresh air, mental strain or any sickness disturbs their functions. Stubborn coughs tear and wear the sensitive lung tissues.

taken promptly for hard coughs, unyielding colds or when strength is lowered from any cause. Its high nutritive value creates resistive force to ward off sickness. The rich cod liver oil improves the quality of the blood to relieve the cold and the glycerine is soothing and healing to the lung tissues. befuse Alcoholic Substitutes Which Exclude the Oil.



For Goodness Sake eat Blue Ribbon BREAD

Made from Unbleached Flour

LUMBER FOR SALE!

I have only a limited amount of timber which I will cut in March and April. Anyone who contemplates the purchase of lumber and to whom delivery at Belmont would be beneficial had better communicate with me at once regarding their requirements.

A. A. LAUSMANN, Telephone 5419

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

Phone 2611

Fourth Street

The Purity Dairy Co.

Yours for prompt service and Good Milk

THOS. D. CALKINS

Anderson Undertaking Co.

Licensed Embalmer and Funeral Director 312 CASCADE AVE.



THE young fellows teach the old ones and the old THE young tellows teach the old ones and the old ones teach the young—that's the way it is with W-B CUT chewing right along. Less chewing for feeble jaws, less chewing for husky jaws—but the big point is satisfaction. Never before has there been so much satisfaction in so little a chew. It's rich tobacco, W-B CUT is. It makes you feel sorry for the fellows who chew so much of the old kind for so little benefit. Made by WEYMAN-BRUTON COMPANY, 50 Union Square, New York City

Money Talks Money Talks Money Talks Money Talks Money Talks This accomplishment was highly gratifying to the EXCHANGE, and has, at the date of this writing, January 1917, been eminently so (we have reason to believe) to the growers. These two matters being disposed of, I am now at the threshold of the sales and advertising campaign. The plans discussed and formulated at that Wenatchee preparedness conference

Northwestern Fruit Exchange

No. 19 More About "Skookum" in 1915

TO FRUIT GROWERS

The EXCHANGE office at New York sent us a menu of the McFADDEN PHYSICAL CULTURE RESTAURANTS, of which there are seven in New York and one each in CLEVELAND, TORONTO, NEWARK, DETROIT, PHILADELPHIA, PITTS-BURG, and CHICAGO. This menu is dated Tuesday, March 14, 1916, and contains this item:

"BAKED 'SKOOKUM' APPLE 5c; with whipped cream 10c".

"The leading Hotel Stewards and Chefs of the World USE and RECOM-

German, Hebrew, Russian and several other languages and was eagerly read. More work of this kind is needed, and

the EXCHANGE intends greatly to enlarge the scope of this educational campaign, as the output grovs and a larger working fund becomes available.

A triumph scored by SKOOKUM, and what seems to me to be one of the most significant of any yet recorded, was the appearance in the Woman's Home Companion for May 1916, of a full page in the art section, showing a beautiful picture of apple trees in blossom and at the bottom this statement.

THE OLD APPLE TREE We ought to make a festival of apple blossom time as they used to do in rustic England, when all the village danced in the orchards and sang: "Hail to thee, old apple tree!" It might go a little hard with our National self-consciousness at first, but that isn't fatal. Why don't the Oregon orchardists start the fashion? It would make those Skookum apples a little more skookum than ever.

Now this is editorial writing, not an advertisement. We had nothing whatever to do with this and it was a whatever to do with this and it was a complete survivies to us of the skook o Why don't the Oregon orchardists start the fashion? It would make

whatever to do with this and it was a complete surprise to us. If you will read this article carefully it will grow more and more significant. In the first instance the COMPANION capitalizes the word Skockum, indicating that they acknowledge that it is a copyrighted brand name, but in the second mention, the word is used as an English ADJECTIVE, which is the tacit admission that, as ROGERS PEET expressed it, "the enterprising apple growers of the Northwest' have made "an addition to our slang vocab ulary." Remember, that while this word Skookum is common-place out in the Northwest, it was brand new to the Northwest, it was brand new to the Eastern ear when we started our campaign four years ago.

Recently one of the employes of our that a contract should be entered into

Seattle head office brought in and laid on my desk a big pound can of smoking tobacco. This can was in the form of a lunch box and is put up by an old tobacco house: J. J. BAGLEY & CO. and FREELY assented. A committee of Detroit, Mich. The label on both

of Detroit, Mich. The label on both of five growers was appointed to cooperate with representatives of the EXCHANGE in drafting this agreement, and GENERAL COUNSEL WORDED went to Wenatchee for several days to consult with the Chairman of the Growers' Committee. MR. WORRALL WILSON by the way is heavily into the consult with the Chairman of the Growers' Committee. MR. WORRALL WILSON by the way is heavily into the consult with the Chairman of the Growers' Committee. copyrighted name but there is no ob- WILSON, by the way, is heavily inter copyrighted name but there is no objection to these tobacco people using it; in fact, it is a compliment and helps our game rather than hurts it.

All these illustrations simply go to show how SKOOKUM has made good and "gotten across" and how far its fame has penetrated from New York, where the advertising had been concentrated.

WILSON, by the way, is heavily interested in the business of fruit growing, as he is an officer and important stockholder in the well known and very choice properties of the WENATCHEE ORCHARD - BONDS COMPANY of Cashmere; therefore, in this matter and in other matters connected with the EXCHANGE he naturally would look at matters and ame has penetrated from New York, in this matter and in other matters connected with the EXCHANGE he naturally would look at matters, and does look at matters, from the standentrated.

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

Rank Foolishness

You occasionally see it stated that which has taken over control of the colds de not result from cold weather. brand "SKOOKUM," and has adopted That is rank foolishness. Were it true colds would be as prevalent in midsummer as in midwinter. The microbe that causes solds flourishes in damp, cold weather. To get rid of a cold take Chamberlain's Cough Remedy. It is effectual and is highly recommended by people who have used it for many yearas occasion required, and know its value. Obtainable everywhere.

Total Snowfall 56 Inches

The total snowfall in the Lower Valley for the winter now closing, according to E. W. Birge. local weather observer, has been 56 inches. Last winter a total of 133\(\frac{3}{4}\) inches fell. Rains for the winter have been lighter than usual, and the Hood River valley is still lacking by over an inch in the average winter's precipitation up to this date.

mittee to pass upon the eligibility of any district or association applying for the privilege of using SKOOKUM la-When to take Chamberlain's Tablets the Wenatchee meeting a greater unifying of the growers and the adoption of a code by them as a body which might well be called important; bringing them closer together, better organizing them, in a word, for action, for expansion as to sales, for expansion as to membership, and for the purpose of

When you feel dull and stupid after eating.
When constipated or bilious. When you have a sick headache. When you have a sour stomach. When your belch after eating. When you have indigestion.
When pervous or desponnent.
When you have no relish for meals. When your liver is torpid. Obtainable everywhere

plans discussed and formulated at that Wenatchee preparedness conference were the basis of what was to prove the sensation of 1916 in the fruit marketing and advertising world.

After the past record and the future prospects of the SKOOKUM deal had been thoroughly discussed by the meeting, the following was unanimously passed: (The EXCHANGE, of course, having no vote) — It was purely a growers' action:

"Resolved That we realize the

"Resolved, That we realize the necessity of an aggressive and up to date advertising campaign and that this meeting go on record as supporting the EXTENSION and NATION ALIZATION of the SKONIM BRAND."

the policy for the year. The date set for the meeting was well ahead of the season, so that we might appear that, in 1916, the entire output hand suggestion that might crop up.

To this end it was unanimously agreed that, in 1916, the entire output hand suggestion that might crop up.

BAKED 'SKOOKUM APPLE 5c;
Do you catch the significance of this? Not 'baked apple' as formerly, but baked SKOOKUM apple. These New York restaurant men realize that public knows this brand and will understand it stands for CHARACTER Not long ago, the INTERNATION.

AL COOKS AND PASTRY COOKS ASSOCIATION, an organization whose membership consists of nearly all the chefs, cooks and stewards of the hotels, cafes, restaurants, clubs and wealthy families, awarded a diploma to SKOOKUM APPLES, and in their official magazine put SKOOKUM on the roll of honor, which is headed with this statement:

"The leading Hotel Stewards and MEND the content of the World USE and December of the details that the company of the plans suggested for the skookum amandation on the details that the company of the plans suggested for the skookum amandation of SKOOKUM and the preceding years, and in discussion and wealthy families, awarded a diploma to SKOOKUM on the roll of honor, which is headed with this statement:

"The leading Hotel Stewards and Menny the preceding the plans to the details that the provided plans and the preceding years, and in discussion and was formally recorded, and the FIRST NATIONAL APPLE ADVERTISING that the provided plans suggested for the future.

The leading Hotel Stewards and Menny the plans suggested for the skookum amandation of SKOOKUM associations of a fund subscribed on the hast of SKOOKUM associations of a fund subscribed on the hast of SKOOKUM associations of a fund subscribed on the hast of the plans suggested for the future.

The leading Hotel Stewards and Menny the plans suggested for the future.

The leading Hotel Stewards and Menny the plans suggested for the future.

The leading Hotel Stewards and Menny the plans suggeste Commercial Club on Wednesday, April 5th, 1916, and the entire day was spent in reviewing the results of the SKOOKUM campaign for the three preceding years, and in discussion and analysis of the plans suggested for the future.

This meeting surely resulted in thorough preparedness resolutions, but before beginning on the details that were outlined for the 1916 advertising and sales campaign, I wish to divert to two important decisions reached at this conference; first, by which the growers would accept the residue and the prediction that the growers would accept the residue and the growers would accept Chefs of the World USE and RECOM.

MEND these products:"

Then follows the list, HEADED by SKOOKUM APPLES and including such nationally famous articles as ROY-AL BAKING POWDER, HUYLER'S COCOA, WELCH'S GRAPE JUICE, etc. Truly, SKOOKUM travels in first-class company:

In one of my previous talks, I mentioned the need for the education of retailers as to the seasonability of different apple varieties and said that a large per cent of the retail vendors are foreigners. During the season of 1915, the EXCHANGE got out a booklet, descriptive of the different varieties and their seasons and uses, and printed this booklet in Italian, Greek, German, Hebrew, Russian and several with the regular extra fancy. It is shall explain the sales campaign, I wish to divert to two important decisions reached at this two important decisions reached at this two important decisions reached at this conference to two important decisions reached at this two important decisions reached at this conference to two important decisions reached at this conference to two important decisions reached at this two important decisions reached at this conference; first, by which the grow-stance of the sanched at this conference; first, by which the grow-stance of the sanched at this conference; first, by which the grow-stance of the sanched at this conference; first, by which the grow-stance of the sanched at this conference to be perpetually safeguarded, and second, the decision to pack of uncertainty, to make its plans to any feature of uncertainty, to make its plans to any feature of uncertainty, to make its plans to any feature of uncertainty, to make its plans to any feature of uncertainty, to make its plans to any feature of uncertainty, to make its plans to any feature of uncertainty, to make its plans to any feature of uncertainty, to make its plans to any feature of uncertainty, to make its plans to any feature of uncertainty, to make its plans to any feature of uncertainty, to make its plans to any feature of uncertainty, to make its plans to

Little Girl Had Croup

as careful observation of the deal had convinced us that these mats were not valuable in proportion to their cost. This change in the packing method makes the SKOOKUM pack identical with the regular extra fancy. It is astonishing how many mistaken ideas have gotten out among the growers in regard to the SKOOKUM pack. I heard of a grower who, happening to Every mother knows and fears croup.
Mrs. R. M. Raney, R. F. D. 2, Stanford,
Ky., writes: "My little girl had been
having croup every few nights. I began heard of a grower who, happening to meet a prominent EXCHANGE memto give her a few drops of Foley's Honey and Tar Compound every two or three hours, and that night she slept well, ber on the road, fell to discussing the SKOOKUM plan. The first grower al-lowed that SKOOKUM was all right and had made good, but said that he never coughed any, and the next day her cold was gone. To all of my friends I am saying, 'Get a bottle of Foley's Hon-ev and Tar for lagrippe, coughs, colds and croup. A genuine cure.'" Sold everywhere. and had made good, but said that he didn't want to pack it "as it only includes the large sizes down to 113s, and leaves the small sizes on my hands!" Now, how on earth that grower got any such idea is too much for me. The facts are that SKOO-KUM includes ALL SIZES PERMIT TED IN EXTRA FANCY under the standard rules, WITHOUT RESTRICTION. In other words, the pack is IDENTICAL with extra fancy, the difference being that UNUSUAL care is taken to see that the entire output

MISS HOLLENBECK SEES APPLES IN SOUTH

In a letter to her friend, Miss Aldine artmess, Miss Hazel Hollenbeck, formerly a teacher in the domestic sci-INALLY EXTRA FANCY. Another distinction is that unusual effort is ence department of the high school who is now attending the University of California at Berkeley, declares that Hood River apples have created a sensation in the markets of cities around San Francisco Bay, Miss Hollenbeck who says she has taken an interest in studying the California fruit markets because her father owns a local orchard

ract, writes:
"Hood River apples are highly advertised here. Most of the stores make nore or less of a specialty of them. One sees them everywhere on Market street in San Francisco. One day I stopped at one of the largest grocery stores in Oakland, and there the Hood River fruit was specialized in, selling for 40 cents per dozen. The grocer said the Hood River fruit was in greatest demand, that in fact it was in greatest demand, that in fact it was the only desirable fruit. Yesterday we were in a market in Berkeley,. I asked the grocer if he considered Hood River apples good fruit. 'Why, certainly,' he replied, 'everyone knows that Hood River apples are the best.' I take an interest in stopping and reading the nterest in stopping and reading the names on the boxes. I have seen fruit grown by J. R. Nunamaker, W. H. Furrow, J. C. Porter and a number of

"The Columbia River Highway is the next topic of interest here. It seems that it is considered the scenic spot of the United States by the native Californian. This was indeed quite a surprise to me, as I thought they would place their own state first."

Sign of Good Digestion

When you see a cheerful and happy old lady you may know that she has good digestion. If your digestion is im-paired or if you do not relish your meals take a dose of Chamberlain's Tablets. They strengthen the stomach, improve the indigestion and cause a gentle movement of the bowels. Obtainable every

point of an interested grower. Well, the result of this was a very important determination, namely, the formation and incorporation of the SKOOKUM PACKERS ASSOCIATION. THE SKOOKUM PACKERS ASSOCIATION W. L. Clark was a business visitor in Portland last week.

An inspection will convince you that the service of the Palace Hotel, Portland Oregon, Washington and Twelfth streets, is second to none. Convenient to shopping and theatre districts, cleanest rooms in city for 50 cents and up.



Black Silk **Stove Polish**

Black Silk Stove Polish Works
Sterling, Illinois
to Black Silk Air-Drying from Enamel

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

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



They Always Come Back

Here whenever they have been induced to stray by big promises, and once they return our customers stray no more.

When you decide to buy shoes, don't part with your money until you have seen what inducements this store offers. Compare carefully and you will be indifferent to economy indeed if we do not get your order.

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 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

Jack Bagley, Agent, Phone 3514

Hunt Paint & Wall Paper Co. of PAINTS, OILS, BRUSHES, Etc.



Heath & Milligan Mixed Paints Glidden's Varnishes Room Mouldings Bulk Calcimine Mixed to Order Plate and Card Rail Dry Paste