

**STRONG ROOTS
HEALTHY FOLIAGE
FINE FRUITS**

The Modern Method of
Spraying Fruit Trees is with

LILLY'S

Soluble Sulphur
(Compound)

A dry powder, easily dissolved in cold or hot water. Makes a perfect solution. Use 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. Economical and 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.



Seattle, Portland, Ellensburg and Wapato

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

ACES

Shadows have come falling on the ages for the soldier of fortune who would have sold his prospective chances in Heaven for four aces. The stock of accessories, apparatus and supplies kept on hand by the Apple City Electrical Supply Co. have a value to the Hood River buying public relatively as high as those four cards would have had to a participant in a poker game. The goods we carry are time-tested, are nationally advertised and bear the guarantee of known labels. They are Ace high.

Let us supply your needs and do your electrical wiring.

E. S. COLBY.

Money Talks

—TO—
Fruit Growers
—BY—

Northwestern Fruit Exchange
No. 21
"Skookum" in 1916
CONTINUED

TO FRUIT GROWERS:

There is an old French proverb that says, "Each is the workman of his own success." That is a good proverb, for it spurs you on to do things, tells you all not to trust too much to luck; and if there is anything in the world the success of which does depend on a workman working, and which has the least relation to "luck," it is surely this business of fruit marketing.

As we got down to the actual engineering of the 1916 campaign in the weeks preceding the actual launching of our plans, I found I had never been so busy in my life. The main steps in these plans were already marked out before the SKOOKUM PACKERS ASSOCIATION members voted that resolution for a NATIONAL ADVERTISING CAMPAIGN appropriation for SKOOKUM apples, but the details required the closest attention, and I made up my mind that we would consider

every viewpoint, investigate every suggestion, and finally eliminate until we had left only what was safe and good. Now, as I have said before, advertising is DYNAMITE; a power for great accomplishment if used rightly; a power for great destruction if used wrongly or blunderingly. Advertising is a science, and an art that requires all there is in human skill or ability. It was not long ago that the advertising manager of the National Cash Register Company and all his highly paid staff were four days composing only seven hundred words, writing and criticizing and re-writing them, those words to be the important statement in several carloads of literature which was mailed in one campaign effort. I realized that this SKOOKUM fund must make and would make Northwest apples known in every corner of America, to be demanded by millions of consumers, and it must be handled with the utmost care and skill.

I should tell you that during those weeks of planning, the best experts in advertising in the United States called at the EXCHANGE offices, including even special representatives of the great CURTIS organization; the discussions with these experts were invaluable. Meanwhile, the tentative advertising ideas were being worked out, and subjected to review and criticism both in ideas for advertising text, the medium of its placing, and the pictorial matter. Before the final trade mark of SKOOKUM, the Indian maiden on face of the covetous and merry smile, was accepted, it is no exaggeration to say that fifty sketches by leading artists of New York were submitted, and the trade mark as it stands today is a composite of a number of these sketches, and is acclaimed the equal, if not the superior, of any national or world advertising character or figure.



"SKOOKUM" Trade-mark design finally accepted after being developed and criticized until perfected by America's greatest advertising experts

Knowing that our advertising would cause a profound demand for SKOOKUM, what to do now to reap all possible profit for the growers? The f. o. b. sales system to wholesalers exactly dovetailed in with an advertising sales campaign. We knew that advertising would sell SKOOKUMS by carloads in 1916 where a Northwest apple had never been seen in previous years. That meant some big things to the growers. We argued: SKOOKUM will take hold of the progressive wholesaler; he will want it, and he will push it; it is a new quality, an advertised, splendid apple that he should have—so SKOOKUM in 1916 will have a WIDE DISTRIBUTION THAT IS THE CREAM. In plain words, SKOOKUM WOULD HAVE THE PICK OF THE 1916 DEMAND.

The EXCHANGE intimated to the growers that everything else being normal there was a prospect, under our plan, of placing a good part of the crop while the apples were still on the trees. With this in view we prepared a portfolio to show to wholesalers showing sketches of full-page and other advertisements of SKOOKUM which it was proposed to publish in the Saturday Evening Post, Ladies Home Journal, Good Housekeeping, Literary Digest, Life, Sunset Magazine etc., etc. The portfolio also showed sketches of SKOOKUM colored cards to appear in street cars, and the pictures of the SKOOKUM wrappers, the apple novelty balloon, pictures of the SKOOKUM mats to hang in stores, and other helps to retailers to sell their stock of SKOOKUMS; also a description of the SKOOKUM recipe book. In fact, this portfolio was a prospectus of the SKOOKUM campaign.



Every Skookum Apple is Perfect
No Bruises, Decayed Spots or Worm Holes

From skin to core Skookum Apples are without a flaw or blemish. They are all apple. No waste.

That's why "Skookum" Apples are more economical than "just apples." And that is why they keep longer.

Skookum Apples have a delicious flavor of rare excellence. This is because they are selected from the top outside lines of trees in the great Northwest where they get an abundance of clear air and sunshine.

Clean white gloved hands carefully pick Skookum Apples, then enclose them in tissue wrappers which protect the apples from dirt, insects and germs.

Buy them by the box—they're cheaper and fresher.



"Electro for Retailers to use in newspapers locally, modeled after the full-page adv. in the Saturday Evening Post, and shown in portfolio referred to in article. The blank space is for the local dealer's name."

With this portfolio, then, and with the plans and appeal of the SKOOKUM campaign well in hand, representatives of the EXCHANGE started out early in June to make a personal canvass of a large number of the wholesale and retail dealers. We figured that by doing this we would kill two birds with one stone, for this canvass was both a tour of investigation and a tour of selling SKOOKUM—we would book orders or prepare the way closely for actual sales, and we could investigate and discover how we should trim ship, just how our own ideas of the details of the campaign would require modification to suit the trade. We found no need to modify our plans. We found general approval and an eagerness to cooperate, both by retailers and wholesalers. Our representatives in some instances were invited to address the retailers' associations as a body. Willingness to cooperate and assist in the marketing of the SKOOKUM crop was freely expressed. In fact, it became so that the trade anxiously awaited the appearance of the first advertising and the appearance of the first car of SKOOKUM. A number of merchants

carefully formulated their plan in advance, and before this preliminary canvass was completed several hundred cars of SKOOKUM apples had been booked at open prices, which prices were to be agreed upon before the fruit was ready for harvest.

I don't want to give a too gushing impression of this success. There are always squareheads and soreheads and those who hang back, and there is always opposition anywhere you go and to anything you do. We all know that—at least, those of us who have a gray hair or a furrow or two beginning to show. But and nevertheless we met principally with an unstinted welcome. These merchants much preferred to handle apples of dependable quality, grade and pack, even though they expected to pay more for such fruit than for the usual pack. Also, they knew that the consumers would insist on having the advertised brand of dependable quality, properly handled. In this respect our representatives on their preliminary canvass were to have a wide distribution and to secure top market values even in the larger and more congested centers.

Break Up That Cold

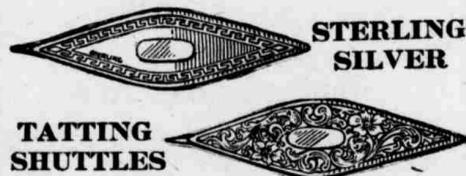
A box of K-C Cold Tablets will get rid of that "grippy cold" that makes you chill and ache. For your cough—a bottle of K-C White Pine and Tar, Mentholated is "the best ever". Make our store your place to come for remedies for such ailments and you'll never be sorry.

Yours to serve,

A. S. KEIR,
Reliable Druggist.

Agent for famous "New Edison Phonograph"

Can You Make Tatting?
—Everybody Is Doing It



Every woman who admires this beautiful form of lace can easily learn to make it. It is just like learning a new stitch. Once learned, you can make all manner of dainty trifles, during your spare moments. Our illustrations do scant justice to the beauty of these shuttles.

Won't you come in and inspect them?
W. F. LARAWAY
Jeweler Hood River, Oregon

COAL AND WOOD

Rock Springs and Utah Coal—Best Grades Only. Wood of all kinds—special quotations on carload lots. Crushed Rock add Sand and Gravel.

STORAGE

Remember we are always at your service for any of the above items or for the transfer of your trunk or any other hauling.

Transfer & Livery Co.
TELEPHONE 4111

MT. HOOD RAILROAD COMPANY

Time Table No. 28

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

SOUTH BOUND			NORTH BOUND		
No. 3	No. 1	Stations	No. 2	No. 4	No. 6
Daily Rail Auto	Daily Steam		Daily Steam	By. ex Sun Sat. only Rail Auto Rail Auto	By. ex Sun Sat. only Rail Auto 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
3:33	8:40	Odell	1:20	8:17	5:00
3:38	8:45	Summit	1:15	8:11	4:53
3:43	8:50	Bloncher	1:10	8:06	4:50
3:47	9:00	Holstein	1:00	8:01	4:46
3:50	9:05	Winans	12:55	7:58	4:43
3:55	9:20	Dee	12:50	7:55	4:40
4:00	9:25	Front Creek	12:30	7:50	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

Go to Law, The Cleaner.