

# The Stanley-Smith Lumber Yard

ON CASCADE AVENUE  
Is still doing business, and we wish to announce that we have on hand a fair stock of lumber.  
The opinion that seems to have prevailed in the Valley that the yard was closed is altogether erroneous. Give us a call or phone us your wants.  
Yard Phone 2171 Office Phone 4121



**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

**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



### Protect Your Machinery

The old adage "A Stitch in time saves nine" was never more applicable to anything than it is right now to your machinery. Don't let it depreciate in value by allowing it to stand out in all kinds of weather.

### Build Your Sheds Now

and protect your machinery. It means money in your pocket and the satisfaction of knowing that when you want to use a machine it will not be rusted and out of commission. Let us help you figure the cost of building a good implement shed. We have everything you'll need and at a price that means economy.

**Bridal Veil Lumbering Company**

Yard West of Freight Depot Phone 2181

## Money Talks Fruit Growers

—TO—  
Northwestern Fruit Exchange  
No. 22  
"Skookum" in 1916  
CONTINUED

TO FRUIT GROWERS:  
I have referred in an earlier talk to the success of previous SKOOKUM advertising, with small expenditure, and referred to the New York advertising organization which had been built up specially to handle fruit publicity, and which had performed for us such remarkably successful work. It was to this organization again that the execution of the 1916 campaign was entrusted, and assisting at this end the EXCHANGE had the services of a Seattle advertising concern which has a wide national reputation. For several weeks the manager of the New York advertising company was in Seattle, and before he left for the east the program for the year had been well mapped out.

The SKOOKUM advertising character had already been adopted, as mentioned in previous letter, a character now become nationally famous; and of this character Printers Ink, the leading magazine in the advertising field, said: "It makes Sunny Jim look like Gloomy Gus."

"It makes Sunny Jim look like Gloomy Gus"



One of the SKOOKUM Poster Cards for Street Cars. This is the Guessing Contest Card, called by experts the year's best poster.

cities—strong, fascinating works of art that put "SKOOKUM" on hundreds of thousands of lips, that made it a by-word in the big metropolis, and that caused a great demand for SKOOKUM apples.

As the season progressed, SKOOKUM was featured in street parades in several of the larger cities. At the



Wilson, longest legged man in the world, at Yale-Harvard Football Game.

Little Girl Had Croup  
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 to give her a few drops of Foley's Honey and Tar Compound every two or three hours, and that night she slept well, 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 Honey and Tar for lagrippe, coughs, colds and croup. A genuine cure.'" Sold everywhere.

### Don't Have Catarrh

One efficient way to remove nasal catarrh is to treat its cause which in most cases is physical weakness. The system needs more oil and easily digested liquid-food, and you should take a spoonful of

## SCOTT'S EMULSION

after each meal to enrich your blood and help heal the sensitive membranes with its pure oil-food properties. The results of this Scott's Emulsion treatment will surprise those who have used irritating snuffs and vapors.

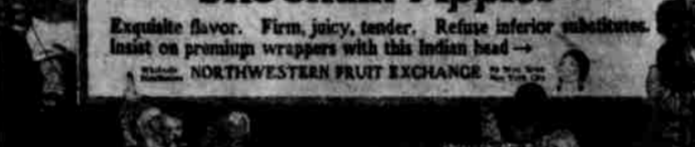
Get the Genuine SCOTT'S  
Go to Law, The Cleaner.

Then came the preparation of the SKOOKUM apple wrapper, every SKOOKUM apple wrapper was to tell the SKOOKUM message to the consumer and everybody concerned. Mark this—we were alert to get every fraction of value, to make use of every opening for publicity. Printed wrappers, too, prevent substitution. That is important. Then came the SKOOKUM mats to be put in the boxes for retail dealers to hang up in their stores—another publicity message, economical but complete. Then the orders were placed for the novelty SKOOKUM musical balloon which were to be given away by thousands, and which were to cause an endless chain of advertising talk and discussion among customers—and a very low cost advertising this novelty proved to be. There was other detail, and meanwhile there was going forward the finished art work for the magazine advertising. Then, getting ready for sales to wholesalers, the trade journal advertisements were actually released, and the BIG SKOOKUM 1916 MESSAGE, THE FIRST NATIONAL APPLE ADVERTISING CAMPAIGN was made known in detail and of a fact through the press to Wholesale Distributors and Retailers the United States over, and to those of neighbor foreign countries in which these journals had circulation. The cost of these ads, remember, was not heavy—advertising cost is based on circulation and there are not millions of readers of these trade journals as there are of the Saturday Evening Post—and we were able to put before our entire prospective clientele the SKOOKUM propaganda in an emphatic way at a very low cost. In some trade journals we were able to use "double page spreads" with full size of apples in colors, stirring up and continuing and maintaining interest among retailers in an emphatic, strong and highly effective way. These big guns paid well—they all talked about SKOOKUM. And the trade all had SKOOKUM fixed and glued into their minds. Buy SKOOKUM apples and the RESULTS I shall tell you later. For the present I wish principally to stick to the outlining of this campaign.

With a certain time in which to do certain work, with a certain schedule of "releasing" this effort and that effort, with sales to be consummated

within a certain period, a campaign of this kind requires skilled coordination, and everlasting alertness and energy. Now, I am right on the eve of the launching of the BIG MAGAZINE PUBLICITY. The crop in the Northwest looked good, general prosperity good, crops in other sections of high quality apples mostly small and in our favor, and prices promising above normal. All America knows what was done—I have intimated previously the Saturday Evening Post and other advertising that was "released." The consumer, the retailer and the wholesaler were all stirred up, stimulated, inspired by the strong, well-launched advertising. There was of first importance the full page and partial page advertisements in color and monotone in the Saturday Evening Post, Ladies' Home Journal, Life, Literary Digest, Good Housekeeping, Sunset Magazine, etc. These ads were highly educational, telling things about apples to the consumer, he or she, had never heard of before, and inviting them to send for the fine book (with twelve apples in natural colors) of SKOOKUM information and recipes—a volume which excels anything of the kind ever attempted, bar none, and which did not cost us an excessive amount either. Also exploiting guessing contests to which thousands of replies were received, and on which even now as I write we are exchanging telegrams with New York as to where (New York or Seattle) the contest shall be judged. Then, too, the premiums were exploited—silverware for wrappers. Then came the individual letters to wholesalers and retailers, and the urging and aiding of the wholesalers to write hospitals, restaurants, hotels, retailers, etc., etc., to buy SKOOKUMS by the box. All this matter was full of stiff, convincing selling argument, which covered enjoyability, health, value, sanitation of wrapped apples, the high quality, the strict inspection, etc., etc. The retail dealer and the wholesaler, also, were faced at stated intervals with convincing arguments, which covered enjoyability, health, value, sanitation of wrapped apples, the high quality, the strict inspection, etc., etc. The retail dealer and the wholesaler, also, were faced at stated intervals with convincing arguments, which covered enjoyability, health, value, sanitation of wrapped apples, the high quality, the strict inspection, etc., etc. Consumers and the trade were being worked simultaneously, now. Cards were placed in the subway, surface of and elevated cars of New York and the cars of Los Angeles and other

### \$400.00 in Prizes for Best Title for this Picture



Expeditious flavor. Firm, juicy, tender. Refuse inferior substitutes. Insist on premium wrappers with this Indian head.

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

### COURT CONSIDERING TAX APPORTIONMENT

Whether a portion of the \$12,000 tax fund to be raised this year by assessment on city property for road improvement in Hood River county will be returned to the city council for street work now rests with the Hood River county court. A committee, composed of S. A. Mitchell, E. G. Blanchard and Truman Butler, was appointed by the city council to meet with the court Thursday and urge that a portion of the fund be apportioned to the city. The court has ten days under advisement until the next term of court next month.

### Rank Foolishness

You occasionally see it stated that colds do not run in the nose. Were it so colds would be a prevalent in midsummer as in midwinter. The microbe that causes colds flourishes in damp, cold weather. To get rid of a cold take Chamberlain's Cough Remedy. It is effective and is highly recommended by people who have used it for many years as occasion required, and know its real value. Obtainable everywhere.

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## 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.

## White River Flour

Makes Bread Having the Old Bready Flavor

AT YOUR GROCERS



### 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 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

### 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.

## Hunt Paint & Wall Paper Co.

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



### Keeps Your Stove Shining Bright

Gives a brilliant glossy shine that does not rub off or dust off—lasts four times as long as any other.



Get a Can TODAY  
Butterwrappers at Glacier office.