

STRONG ROOTS  
HEALTHY FOLIAGE  
FINE FRUITS

The Modern Method of  
Spraying Fruit Trees is with



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

Fruit Growers

Northwestern Fruit Exchange

No. 23

"Skookum" in 1916

CONTINUED

TO FRUIT GROWERS:  
I see where I am to plead guilty to a longer history of the 1916 campaign than I anticipated. I have to tell you a lot of interesting and important things. You can't go to jury without evidence, that's sure! First, I have in mind what American business men, and American advertising experts, and other Americans have said about the SKOOKUM marketing scheme—volunteer disinterested evidence that is vital, good, and as necessary for me personally as for every fruit grower to read. Then, secondly, I want to lay before you what retailers and wholesalers have actually done as aid and augmentation of our own efforts. Then, thirdly, I must show how the 1916 campaign sold SKOOKUM, and how the advertising was inseparably linked with salesmanship that means

SKOOKUM Apples preferred before any apples, ready sale, early clean-up, full and satisfactory prices and augmented prices, and so forth. Printers' Ink, well known as the first authority, and the most discriminating authority in the advertising world, devoted four pages of its highly valuable space to a review of the SKOOKUM campaign, illustrating the articles with reproductions of a SKOOKUM car card and full page advertisement of the Saturday Evening Post. In this article the Editor said:

"The campaign is well rounded out. It ramifies in many directions and connects all the factors concerned. It is probably one of the most complete drives that has ever been made in the merchandising of fruit."

In the few simple sentences is condensed a lot of comprehensive endorsement. It is in this article that Printers' Ink states that the SKOOKUM trade mark of the Indian maid making "oo-oo eyes at one or more SKOOKUM apples," would make "Sunny Jim look like Gloomy Gus."

The Literary Digest known to a lot of us, was impelled to write a very warm commendation in a letter, and under the signature of Arthur G. Mack, manager of that publication, we have the statement, referring to the color page in its November issue, that he "had never seen an advertisement of an article of food which is so effective and interest-compelling as this splendid SKOOKUM announcement. It is an ideal way to present big, intelligent publicity in an article of the highest

to give fruit growers an insight into what the EXCHANGE organization is, and what it is doing, what is thought of it by others, and that it is absolutely on the right track.

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

GARAGE OPENING  
IMPRESSIVE FEATURE

The campaign in aid of the \$6,000,000 bonding act was given new stimulus here last Friday night at an unique celebration of the formal opening of the new Hood River garage. While the display rooms of the enterprising garage company were filled with new models of automobiles, the chief interest of the evening centered in a discussion of good roads.

Geo. R. Wibler explained the provisions of the bonding act on which the people will vote on June 4. Brilliantly lighted and thronged with several hundred men and women of city and rural communities, the new garage structure presented a metropolitan appearance. The display rooms were artistically decorated with palms and other plants, and the program was rendered by Kolstad's orchestra and the opening celebration closed with a dance.

Recent out of town visitors in Hood River have characterized the new garage structure as the best in the state outside of Portland, and it is declared that none better have been erected in the latter city. Clarence E. Coffin and Otto T. Wedemeyer, both of whom are orchard owners, and Mark Cameron, formerly interested in lumber interests from the new garage company. Mr. Wedemeyer, who is director of the choir of the First Unitarian church in Portland, is well known in music circles of that city. The new garage building is located conveniently in Hood River's hotel and business district on the city extension of the Columbia Highway.

Much Extra Work in March

It's between seasons now, when few persons perceive as much as health demands. The result is double work for the kidneys, for the kidneys must throw out waste matter from the system that is eliminated in the pores when persons perspire. Overworked, weak or disordered kidneys need help now. B. H. Stone, Reading, Pa., writes: "Whenever I need a kidney remedy I rely on Foley Kidney Pills. They have been worth their weight in gold to me." Sold everywhere.

Boys Are on Probation

Ernest and Earl Babbs, two boys under age, who placed heaps of stones on the track of the Mount Hood Railroad Company's tracks near Neal creek last Monday afternoon, were given a juvenile court trial before County Judge Blowers Friday afternoon. The boys were placed on probation.

The obstruction of the railroad track was discovered by William Aldridge, driver of one of the line's rail autos, which was carrying a load of passengers. Mr. Aldridge brought his machine to a standstill at the very edge of the pile of stones.

Cut This Out—It Is Worth Money

Don't miss this. Cut out this slip and enclose with Second mail it to Foley & Co., 2835 Sheffield Ave., Chicago, Ill., writing 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.

UNSHAKEN TESTIMONY

Time is the test of truth. And Doan's Kidney Pills have stood the test in Hood River. No Hood River resident who suffers backache, or annoying urinary ills can remain unconvinced by this time tested testimony.

Wm. Boorman, retired farmer, 415 Sherman Ave., Hood River, says: "I was feeling pretty bad when I began using Doan's Kidney Pills for kidney trouble, but I am glad to say that they quickly cured me. I also had a great deal of annoyance from the kidney secretions and I am entirely free from it. My back, which had also been quite lame, is now all right and I can bend or stoop without difficulty, something I couldn't do before I used Doan's Kidney Pills." The above statement was given on December 3, 1907, and on May 4, 1916, Mr. Boorman added: "You may continue to see my recommendation for Doan's Kidney Pills publicly, as you have in the past, for I still hold a high opinion of this old, reliable, kidney medicine. Whenever necessary, I take Doan's Kidney Pills and they never fail to do me good."

Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Boorman has twice publicly recommended. Foster-Milburn Co., Props., Buffalo, New York.

Go to Law, The Cleaner.

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"

Statement of the Condition of the  
Butler Banking Company  
of Hood River, Oregon, at the Close of Business  
March 5, 1917

Resources: Loans and Discounts... \$421,386.38; Bonds, Warrants and Stocks... 14,585.13; Savings Department Loans... 95,927.49; Safe, Fixtures and Furniture... 5,000.00; Real Estate... 19,478.80; Cash on Hand and in Other Banks... 108,535.56; Total: \$664,913.36. Liabilities: Capital Stock... \$100,000.00; Earned Surplus and Undivided Profits... 25,158.64; Deposits... 539,754.72; Total: \$664,913.36.

Gain over corresponding date one year ago, \$134,376.49

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. 29

Effective 12:01 A. M. Sunday, March 11, 1917.

Table with columns for No. 5, No. 3, No. 1, No. 2, No. 4, No. 6. Rows for Daily Rail Auto, Daily Rail Auto, Daily Steam, Stations, Daily Steam, Daily Rail Auto, Daily Rail Auto.

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 2nd Green Stamps