

Fruit Growers

Northwestern Fruit Exchange

No. 23 "Skookum" in 1916

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 is 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 fid 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 TO FRUIT GROWERS:

hrst 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 merchandis-

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"

One of the J.C. Penny Co. Inc. **Golden Rule Stores**

cans and 100-lb. drums. Send for Soluble Sulphur Bulletin. It tells you how to

[11173 Seattle, Portland, Ellensburg and Wapato

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.

possible grade, and I believe that the results will be proportionate to the excellence of the methods employed. The most critical members of our staff are all agreed that we never had a finer color advertisement in The Literary

The editor of The Fruitman's Guide, in its issue of October 7th, under a caption, "SEALDSWEET—SUNKIST—SKOOKUM," devoting a page to an rticle on publicity, said :

"Trademark and advertising are the two most valuable public ser-vants in business today. Their whole tendency is to raise qualities and standardize them while reducing prices and stabilizing them."

SKOOKUM placed in com pany with the biggest advertised things of the year, and capping this compliment a statement, and an expert statement, that goes right home to the fruit grower for it.

ray Digest, for I had almost over-ed that in a special grocers' num-of this publication the editor SKOORUM apples in company with such articles as Kellogg's Corn Flakes, Dromedary Dates and Cocoanut, Libby's Olives, etc. SKOOKUM again recognized as one of the "upper ten" among those scarce few who have climbed to the summit of Mount Top-

I can show you now a compliment, true a left-handed one, but a fine compliment just the same, the way I look at it. The Bigalow Fruit Company of The Bigalow Fruit Company of Cleveland, Ohio, in its letter of November 16, 1916, shows up to a nicety that the SKOOKUM plan is absolutely a strong, paying, necessary plan.

"We note all that you say regarding the SKOOKUM deal," writes the Bigalow Company. Then refering to the fact that they had not bought SKOOKUMS very heavily this year, and also to local advertizing plans, they continue: "We figure that as far as we are concerned SKOOKUM advertising in our local daily papers is what would help us out most. OF COURSE, IF WE HAD ONLY KNOWN EARLY ENOUGH JUST HOW THE BOX APPLE DEAL WAS GOING TO COME ALONG, OR TURN OUT, WE COULD HAVE TAKEN ON A GREAT MANY CARS OF YOUR BRAND, which a for her your arts. which so far have been very satisfactory. We believe that you are on the right track in this deal and certainly hope you will keep boost-ing this brand and that we shall have the pleasure of handling it right along in the future."

This letter tells us, too, how important it is to survey the field and be wise as to the future, as to what the market is "going to do." If the Bigalow Company "had only known early enough"—there is a lot to that! But enough —there is a lot to that! But it is very satisfactory to us to know that this important concern endorses our plan, and inferentially intimates it will get in it bigger next time.

In the following letter from the superintendent of dining cars of the Atlantic Coast Line R. R. Co., whose headquarters are at Washington, D. C. is evidence which anyone might

C., is evidence which anyone might classify under "quality evidence." "Referring to your letter of November 25, it gives me pleasure to advise that we are listing Deli-cious table apples on our menu cards, and that we also use the Winesap at present for cooking purposes. They are proving ex-cellent and are giving us satisfac-tory results."

The following is a letter from the Superintendent of Dining cars of the Deleware-Lackawanna & Western R. R. ("Phoebe Snow") with headquarters at Hoboken, N. J.:

"Replying to your communication of the 10th inst., relative to use of SKOOKUM apples on the various Eastern Railroad systems, would advise you that we have featured them on our menus for several weeks past, as you will note from menu attached."

The following is a letter from F. W. Getty, Superintendent of Sleeping, Dining and Parlor Car Bept., C. M. & St. P. R. R., Nov. 14th:

"This will serve to acknowledge yours of the 10th instant and in reply thereto, beg to advise that we have been and will continue to feature SKOOKUM apples on the menu cards of this company's din-

The manager of the restaurant de-partment, Pennsylvania R. R. Co., Pennsylvania Station, New York City, writes our New York office:

"We are now using SKOOKUM Jonathan, Spitzenburg, Stayman and Rome Beauty, and dispose of about three to five boxes daily. These apples have always given us satisfaction, particularly the Rome Beauties, which we use altogether for betting and cooking purposes." for baking and cooking purposes.'

These excerpts are evidence of augmented advertising by menu publicity, and also of influence of the SKOOKUM fruit grower, for it is written right under the very bottom foundation of the SKOOKUM propaganda. Wise words, these, that growers will do well to think over!

Right here, too, I must revert to the

sity! It not only persuades but it often compels consumption.

Considerable publicity has been given to the fact that the Hotel Belleclaire, the famous apple pie hotel of the world, has announced that SKOO-KUM apples would be used in these pies in the future. This hotel gets patronage by its famous apple pies, which it advertises all over in the press. SKOOKUM advertising both persuaded and compelled here, and we are all agreed that the Hotel Belle-claire has paid SKOOKUM a big com-pliment indeed.

Now, we come to some evidence more particularly from the trade. Mr. A. R. Rule, general manager of the North American Fruit Exchange, was present at the Philadelphia Convention of the National League of Commission

'Standing in the lobby of the Bellevue-Stratford during the convention," writes Mr. Rule, "I was naturally bumping into members of the trade from all sections.

One of Alfred Rush & Sons' representatives an energy in sentatives opened a telegram in my presence and in a moment or two showed it to me. It was a report of profits made on a car of SKOOKUM apples, and he naturally expressed pleasure and satisfaction with the SKOOKUM deal as a whole, asking Lif we were sat-isfied with the increased business being developed in Detroit. He said we could look for bigger

things next season.
"John Amicon a bit later volunteered the information that his SKOOKUM deal had been very satisfactory; that his firm felt the benefit of the advertising through the inquiries that came from various sources. He said, being the only advertised brand, we naturally get preference calls for it and are able to get a higher price.' When I suggested that we want to work with him another year and increase the volume, he assented

to such a prospect.
"Spooner, of John B. Drake &
Co., Boston, was also in attendance at the Convention, and from conversation regarding SKOOKUM we developed the fact that these people are making some money, though so far the margin has been mighty slim. They are satisfied with SKOOKUM and no complaints on the advertising. Also met Henry J. Perkins, of Springfield, and also understand a similar condition exists with him.

"The most enthusiastic com-ments" heard on the quality of SKOOKUM came from L. A. Bockstahler, the Cleveland broker who is, as you know, a competitor of ours. As we were going into the banquet hall (NOT COMING OUT!) he voluntered the statement that SKOOKUM apples had certainly made a big hit in Cleveland. He said that he had been using them for his own family, buying them by the box from Bigalow, and that he was still using Jonathans. He said they were the finest apple he had ever eaten and that they are top-notch as to pack and grade. He said of the several packed boxes he used up in his home, he had used every apple, not a single one lost or in any way defective. I believe you have previously had an expression from Bigalow concerning his satisfaction with the deal." Bockstahler, the Cleveland broker

It is quite impossible to include all the evidence we have received. It would take up too much space. But the above few are enough, no doubt,

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 abso-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 gargae. While the display rooms of the enterprising garage company were filled with new modof the evening centered in a discussion

of good roads.

Geo. R. Wiblur explained the provisions of the bonding act on which the people will vote on June 4. Brilliantly lighted and thronged with everal hundred men and women of city and rural communities, the new garage structure presented a metropolitan ap-

The display rooms were artistically decorated with palms and other potted plants. A program was rendered by Kolstad's orchestra and the opening celebration closed with a

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. Clarace P. C. T. Otto T. Wedemeyer, both of whom are orchard owners, and Mark Cameron, formerly interested in lumber interests form 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 Co-lumbia Highway.

Much Extra Work in March It's between seasons now, when few persons perspire as much as health de-mands. The result is double work for

the kidneys, for the kidneys must throw out waste matter from the system that is eliminated through 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 ompany's tracks near Neal creek last Monday afternoon, were given a juven-ile court trial before County Judge Blowers Friday afternoon. The boys

were placed on probation.

The obstruction on the railroad track was discovered by William Aldridge, driver of one of the line's rail autos. which was carrying a load of passen-gers. Mr. Aldridge brought his ma-chine 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 5c and 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 Com-pound for bronchial coughs, colds and croup; Foley Kidney Pills for pain in sides and back, rheumatism, backache, kidney and bladder; and Foley Carthartic Tablets a wholesome and thoroughly cleansing cathartic, especially comfort-ing to stout persons. Sold everywhere,

UNSHAKEN TESTIMONY

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

nary ills can remain unconvinced by this twice told 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 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 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 use 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.

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..... Real Estate..... Cash on Hand and in Other Banks...... 108,535.56 \$664,913.36

Liabilities: Capital Stock.....\$100,000.00 Earned Surplus and Undivided Profits. 25,158.64

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 an, other hauling.

Transfer & Livery Co. **TELEPHONE 4111**

MT. HOOD RAILROAD COMPANY

Time Table No. 29

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

SOUTHBOUND					NORTHBOUND		
No. 5	No. 3	No. 1		No. 2	No. 4	No. 6	
Baily Rail Auto	Daily Rail Auto	Daily Steam	Stations	Daily Steam	Daily Rail Auto	Daily Rail Auto	
P. M. 5.00 5.03 5.10 5.20 5.28 5.38 5.36 5.41 5.45 5.50 5.55 6.05 6.10 P. M.	A. M. 10.45 10.48 10.55 11.05 11.08 11.13 11.18 11.26 11.30 11.35 11.40 11.55 A. M.	A. M. 8.00 8.03 8.12 8.25 8.30 8.45 8.50 9.00 9.05 9.20 9.25 9.35 10.00	Lv. Hood River Ar. Powerdale. Switchback. Van Horn Mohr Odell Summit Bloucher Holstein Winans Dee P.M. Trout Creek Woodworth Ar. Parkdale Lv.	11.05	A. M. 8.50 8.47 8.40 8.30 8.20 8.20 8.13 8.08 8.01 8.08 8.01 8.00 8.01 7.55 7.50 7.40 7.40 7.35	P. M. 2.15 2.12 2.05 1.53 510 2.12 2.05 1.45 2.38 1.33 1.26 1.15 1.05 1.00	

Owing to limited space on Rail Auto all trunks and heavy baggage will be andled 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