WOMEN'S NERVES

Women, more than men, have excitable nerves, because tiring work and physical strain tax their more delicate nervous systems and bring premature age and chronic weakness—unless treated intelligently.

Drug-laden pills and alcoholic concoctions cannot build up a woman's strength, but the concentrated medicinal food properties in

build strength from its very source and are helping thousands of women to gain control of their nerve power—overcome tiredness, nervousness, impatience and irritability. SCOTT'S is a liquid-food free from alcohol.



Safe Deposit Boxes

Effective January 1st, 1917, we reduced the rate on standard size safe deposit boxes to \$2.00 per year. This gives our customers the benefit of the double key system in our steel chest at a much lower rate than is charged for similar service in larger towns.

We invite you to call and let us show you the advantages of having your papers all together in a steel chest within a fire-proof vault.

Butler Banking Company.

An Orchard Necessity

The Hood River Box Nailing Press

Do you know that no time saving contrivance for or-chardists 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

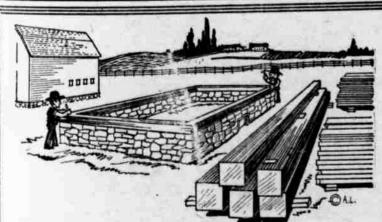
Phone 2611

Fourth Street

The Purity Dairy Co.

Yours for prompt service and Good Milk

THOS. D. CALKINS



The Secret of Lasting Construction

No matter whether it's a house, barn or shed lies not alone in your choice of siding material and shingles, but largely in the material that must support the building—that is

GOOD TIMBERS FOR DIMENSION

The kind we handle are the product of one of the best saw mills in the country and will support your building for years. Come in and let's talk it over.

WE HANDLE CEMENT

Bridal Veil Lumbering Company

Yard West of Freight Depot

Phone 2181

"Skookum" in 1916

CONTINUED

The SKOOKUM advertising fund, I have previously told you, was augmented by thousands of dollars as a consequence of volunteer cooperation by wholesalers and retailers. This is one of the most gratifying things about the SKOOKUM campaign. Newspaper ads, billboards, contests, food show booth displays special store displays, circulars to customers, banners, all these mediums of advertising SKOOKUM were undertaken by retailers and wholesalers at their own cost, not a dollar coming out of the growers pockets. At Springfied, Mass., the SKOOKUM distributors, the Henry J. Perkins Company, together with three retailers, took an entire page in a Sunday edition of the Springfield Union, which was principally devoted to SKOOKUM. The Boston local campaign with Wilson, "the longest legged man," already briefly mentioned, was largely the expense of John B. Drake & Co., wholesale distributors, who wrote us that this live wire advertising accessory to the national campaign resulted in a marked stimulation of the sign accessory to the national campaign resulted in a marked stimulation of the sign accessory to the national campaign resulted in a marked stimulation of the sign accessory to the national campaign resulted in a marked stimulation of the sign accessory to the national campaign resulted in a marked stimulation of the sign accessory to the national campaign resulted in a marked stimulation of the sign accessory to the national campaign resulted in a marked stimulation of the sign accessory to the national campaign resulted in a marked stimulation of the sign accessory to the national campaign resulted in a marked stimulation of the sign accessory to the national campaign resulted in a marked stimulation of the sign accessory to the national campaign resulted in a marked stimulation of the sign accessory to the national campaign accessory to the nat ing accessory to the national campaign resulted in a marked stimulation of

One of the most striking cooperative efforts was that of the Jos. Chalona

Be as rosy and sweet
As the apples they ate?"

by consumers for SKOOKUM and they would take no other.

It is an exceptional, a peculiar fact about SKOOKUM, that when the apple lover has heard of SKOOKUM you cannot switch him or her. SKOOKUM they'll have. No substitutes for them! They want to taste those SKOOKUMS. They want to take them home and say: "These are the SKOOKUM apples advertised." They want to tell their friends they bought "those SKOOKUM" apples.

Sioux City, Iowa, received its show-

Money Talks

Company, of New Orelans. This concern did an amount of local advertising work, and in one Sunday edition of the New Orleans Item SKOOKUM all these ads., by the way, the striking was given a very witty send-off in connection with a ticket contest for the comedy "Very Good Eddie," the SKOOKUM adv., which occupied a foll column, containing a jingle well worth quoting:

Northwestern Fruit Exchange

No. 24

"If SKOOKUM is Indian For 'bully' you know, And 'VERY GOOD EDDIE' Is Broadway for 'great,' Will the peaches they'll show In the chorus front row, Be as rosy and sweet As the applies they ate?"

Skookum' in 1916

"Skookum' in 1916

"Every Good Eddie," the SKOOKUM all these ads., by the way, the striking thrade mark loomed up, and made the consumer take notice," It was a fortunate thing that the EXCHANGE persisted in having sketch after sketch submitted, until the right idea was found, for unquetsionably this striking trade mark has done great things in calling the attention of the public to SKOOKUM apples. The Greenhut Department Store of New York city, made special displays of SKOOKUM apples, and devoted special panels in its metropolitan press advertising to SKOOKUM, listing the varieties and pricing them.

Be as rosy and sweet
As the apples they ate?"

The Chalona Company also addressed exceptionally clever letters to the trade. "For health's sake eat SKOO-KUM" says the letter, and it winds up: "For the sake of humanity, we remain, Yours truly, etc."

Another booster for SKOOKUM is the Omaha distributor, Trimble Bros. They have spent considerable sums in local advertising and put forth a special effort at the recent Omaha food show, with a fine booth and SKOO-KUM float in the parade, manned by Omaha braves in full war paint. This exhibit was all supported by billboard and newspaper advertising and Trim-exemples. SKOOKUM, listing the varieties and pricing them.

These examples, which could be multiplied many times over, give you growers a clean-cut picture of the way in which wholesalers and dealers have been handling the American consuming public for you. This augmentation of the EXCHANGE'S direct effort demonstrates that an endless chain of activity has been set to work, in which there has been plenty of enthusiasm and the maximum of practical sales strated beyond any question, also that a nationally advertised brand of apples could be marketed at a price sufficiently higher than unadvertised brands to more than equalize the cost of the admore than equalize the cost of the advertising up to date. SKOOKUM advertising has not cost the growers ONE CENT! On the other hand, they

The <u>perfect</u> apple Grown in the sparkling sunshine and clear air of the Great Northwest, producing perfect quality, flavor and color. A Skookum a day keeps the Doctor away. NORTHWESTERN FRUIT EXCHANGE

Typical Street Car Card in Colors, appearing in New York, Chicago, Boston, Pittsburgh, New Orleans and Los Angeles

"We wish to congratulate the "We wish to congratulate the management of the Wenatchee Growers Exchange that shipped this car to the Bigalow Fruit Co. We never saw such color displayed in Delicious and the texture was silky and the pack par-excellent."

Another report form Columbus, Ohio, says with reference to a car of Brewster Unit SKOOKUM: "We wish to compliment you on the very fine delivery you are making on Amicon's order." Drake, of Boston, stated that the quality in car GN51686 (Entiat League Romes) was perfect. Growers must face the inexorable law of marketing, recognized today as never before in the history of the world, that goods must be as represented. That fact is a SKOOKUM anchor-hold you cannot budge. It was one of New York's biggest dailies that devoted some two columns of its space to tell-Another report form Columbus, Ohio, some two columns of its space to telling its readers that SKOOKUM apples were all they were advertised to be and this was the disinterested, voluntary of the food editor of and this was the disinterested, volun-teer expression of the food editor of that paper, for no influence has any appeal with the Evening Mail, and its only object was to illustrate modern principles of marketing. In much the same way the Western Fruit Jobber in an important, radical article headed "The Fruit Industry Through National Advertising Campaign Being Brought to the Attention of the Consuming Public," analyzed the SKOOKUM

campaign and commended it. Again, and this is a noteworthy incident, the Virginia State Horticultural Society was addressed by one of the best fruit experts of the South, and his theme was strictly confined to the SKOO-KUM campaign, which he lauded in detail as an example which our rivals of Virginia would have to follow. The QUALITY QUESTION was specially

"What do the people of this great country know about our fruit? Absolutely nothing! And why not? Simply because we have been giving all of our attention to the producing end of the business and none to the distributing end. * * * Take any one of the big manufacturing concerns: They all advertise their

products nationally. They don't leave it to purchaser of the goods one. It will behove the producers of Michigan fruit to get be-hind and provide means for a national advertising campaign. Right now Sunkist Oranges are attracting attention all over the United States, and the SKOOKUM Apple is gain-

pass on to other matters. In my next letter I shall tell you of the operation of a very little-talked-of but MIGHTY IMPORTANT phase of the EX-CHANGE'S SERVICE—the TRANS-PORTATION DEPARTMENT.

Faithfully yours, W. F. GWIN.

Vice President and General Manager, Northwestern Fruit Exchange.

J. B. CASTNER TELLS

"Until one has lived in Canada," says John B. Castner, inspector for the Okanogan United Fruit Growers, CASTNER WILL GO of Vernon, B. C., who was called here to attend the funeral of his mother, the late Mrs. Geo. R. Castner, "he has no conception of the sacrifices pro-vincial residents have made to aid in waging the great over-seas war. While Vernon is no larger than Hood River, 1,200 of the able bodied men of that place have joined the Canadian army to do their bit.' Just before I came here I saw the honor roll of Kelowna men. Although Kelowna is a small community this list contained 1,100 names. Some of those who answered the first call have returned to their

homes hopeless invalids."

Mr. Castner, who was formerly a local fruit man, says that he has been busy the past summer teaching girls and women how to pack apples and other fruits. The work, he declares, will have to be done this season almost

ment, and the demonstration fruit is purchased with provincial funds.

"Yet with all these men gone," says Mr. Castner, "I am told that a larger force will be gathered this year. A large mobilization camp has been maintained at Vernon. We had 6,500 men there in training last year. It is expected that the number will be larger this year. At the Vernon interment camp 650 citizens of the countries with which the Allies are at war are held in camp 650 citizens of the countries with which the Allies are at war are held in dentention. Still a large population of these aliens are allowed to proceed with their business affairs unmolested. They are simply forced to make reports at frequent intervals. The provincial authorities do not molest them unless they show by their actions or their talk to be a possible menace. "It is pitiful to hear the talk of some

"It is pitiful to hear the talk of some of the boys who have returned home, hopeless invalids, perhaps, from the effects of suffocating gas fumes or suffering from terrible wounds. These men are imbued with but one thought, that of getting in such physical shape that they may return."

Mr. Castner says that the Okonogan

Laited Growers is an organization sim-

United Growers is an organization similar to the North Pacific Fruit Distributors. The concern is the selling and purchasing agent for nine community \$15,000 has already been paid by Hood utors. The concern is the selling and purchasing agent for nine community associations. Last season the tonnage in apples, apricots, vegetables and small fruits reached 1,850 carloads. Planting, according to the inspector, has about stopped except for apricots, which are grown very successfully in

CASTNER TELLS

OF WAR INTEREST

the provincial fruit districts.

Mr. Castner says that times for merchants are fairly good in British Columbia because of the funds distributed by the government among the families the heads of which have en-

WITH NEW COMPANY

Chas. H. Castner, who since 1912, when the Association was organized, has been in charge of the storage plants of the Apple Growers Association, has tendered his resignation to the board of directors. Mr. Castner, it is announced, as soon as the Associ-ation appoints his successor, will be-come associated as resident manager with the newly organized Hood River Fruit Co., which, with H. F. David-son, who has been export representa-tive of the Association, at its head, will participate in the local apple deal

next season.

Mr. Castner, before the Apple Growers Association was organized and when the Davidson Fruit Co., entirely by women. The packing schools are operated by the governance of local fruit and of which H. F. ment, and the demonstration fruit is ment, and the demonstration fruit is Davidson was president, was in charge

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

Although the sheriff's office here has

LAUDED BY SHIPPER

The Fruit Growers' Exchange plans on a material expansion the coming season. The Exchange has made arrangements for the construction of a commodious new warehouse at the Odell station of the Mount Hood road, and tentative plans for a similar plant at the Van Horn station have been

Kenneth McKay pays the highest tribute to the Mount Hood Railroad Company because of its willingness to cooperate with growers and to give them better service and work toward constructive improvements for the lo-

constructive improvements for the lo-cal fruit business.

"The Mount Hood Company," says Mr. McKay, "deserves unstinted praise for what it has done the past several yeas. We would be better off in this valley if we had a few more such men as Chas. T. Early. Mr. Early, as I have observed, is always ready to meet the Hood River apple growers more than half way."



Stove Polish



Get a Can TODAY

Daters, Pads and Rubber Stamps of

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.

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

The Dairyman and Poultryman Warehouse at foot of 5th Street

W. L. CLARK

S. E. BARTMESS 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.



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

Dry Paste