

## MARKETING TALKS

Talk No. 1. The Label on the Box.

The first Northwest box apples started the Eastern markets. Quality, grade and pack did the trick. Labels were not used at first. They are indispensable now. For some time the mere name of the district was the best advertiser for the apples. Today the label is.

The perfected grade and pack was rigidly followed for a long period. There are all sorts and conditions of grade and pack now. All sorts of labels. The labels have all sorts of reputation. As Kipling wrote: "There's sad decline in son of man since Adam was of earth."

There's been some decline too in the apple packs since the industry was in its infancy. The best known labels top the market today. Always did, always will. What the trade expects is quality plus correct observance of the pack and grade rules. Nothing more is necessary, nothing less. The "thou shalt not's" of the grade rules must govern. That commandment brings the price when followed.

**Our "BAR-NONE" label will be limited to A1 quality, grade and pack.**

**MALBOEUF-KIMBALL CO.**

Oak Street opposite First National Bank

We offer

**QUALITY, SERVICE and GOOD WILL**

Our meats and groceries are of the best

Phone your orders to

**SANITARY MARKET & GROCERY**

HOLMAN & SAMUEL

Phone 1811

Vote Yes 302—Soldiers Loan and Bonus Bill



**When We Weigh Out**

Coffee, tea, sugar or other groceries we don't care if the customer re-weighs it when she gets home. For correct weight is just as much a specialty with us as high class things for the table at low quality prices. We don't cut prices at the expense of either quantity or quality.

**N. H. MacMILLAN**

On The Heights

**Ford**  
THE UNIVERSAL CAR

Ford Parts prices have been reduced 25%. Genu-parts are the best. We carry a complete line.

**Dickson-Marsh Motor Co.**

HOOD RIVER, OREGON

Phone 1111

**"Here's Real Tobacco"**

says the Good Judge

That gives a man more genuine chewing satisfaction than he ever got out of the ordinary kind.

Smaller chew, lasts longer—so it costs less to chew this class of tobacco.

And the good, rich tobacco taste gives a world of satisfaction.

Any man who uses the Real Tobacco Chew will tell you that.

Put up in two styles

W-B CUT is a long fine-cut tobacco

RIGHT CUT is a short-cut tobacco

Weyman-Bruton Company, 1107 Broadway, New York City



## ANTHRACNOSE IS FURTHER DISCUSSED

(By M. D. Armstrong)

The cankers which are seen on the tree and the spots which appear on the apples in the winter are started by a spore too small to be seen by the naked eye. These begin to be given off by the old cankers shortly after the rains start in the fall and continue to come from these old cankers in abundance for two or three months and to a certain extent all winter when the weather is warm and moist. Some of these spores are washed and spattered about by the rain and blown around in the wind. If these spores chance to light on an apple or on a limb where the bark is not too tough and dry and the weather remains damp and moist the spore commences to grow in the same way as a grain of wheat, and its roots, called mycelium, penetrate the bark or skin of the apple and thrive in the inner bark or tissues of the apple. The growth of this root system destroys the cells of life in that spot and usually by March a small spot to be seen on the tree. This spot grows quite rapidly in the inner bark during the late winter and early spring; is of a dark brown color and of a soft mushy texture.

After the tree growth is well started in the spring the spot seems unable to grow farther and the bark in the diseased portion gradually dries up and cracks away from the healthy bark which commences at once to grow back over the wound. As a rule these cankers reach their full size the first year but a new canker may start right beside the old one and appear to be a part of the original canker. The bark in these spots appears dead but the disease is really much alive and is maturing its fruiting system under the bark. After the bark of the trees becomes softened by the rains in the fall the fruiting bodies are pushed up through the skin of the bark and then burst and discharge the spores which are then free to be blown or washed about.

One of the unfortunate things about this disease is that the old cankers, though they do not enlarge, continue for three successive fall to give off spores. Thus it is that an absolute control of the disease by spraying one year will not prevent many new cankers from coming the next year if not sprayed. Spraying does not kill the old cankers but simply coats the bark of the tree with copper sulfate which destroys the tender spore when it lodges on the bark. It is entirely possible to clean up a seriously infected orchard in three years by thorough spraying. At the end of his time the old cankers will be dead. Because the cankers are active for so long it is easier to be rid of the source of infection by cutting out the cankered wood where there is not too much of it in an orchard. These cankers remain alive on dead branches even when cut off, and unless put under cover or destroyed will continue giving off spores when wet.

From this it is seen that if there are cankers in an orchard which are three years old or less that there will be many spores present which will surely infect the tree and if the apples are not all picked before the rains there will be many infections there also. Someone is going to take a loss from these infected apples. They may have to be re-packed in the warehouse here or they may be shipped and then rot but wherever it occurs the growers of Hood River are going to take the loss eventually.

If it was only a loss to individual growers the condition would not be so serious, but the loss is the loss of reputation of Hood River apples among the buyers of our fruit which results in a reduced demand for the apples of all. As Hood River is the only large apple producing district in the Northwest effected with this disease, we can realize our position in the eyes of the buyers of Northwest apples unless we keep our fruit free from this disease.

Next week I shall attempt to bring to your attention the value of the summer Bordeaux, time of application and possible damage from its use. It will be generally recommended for use in the Willamette valley this year and also by your own Experiment Station here for orchards seriously infected.

### Camp Ground Sanitation

Sanitation of camping grounds is a problem now being considered by the people of Oregon. With the opening of many new highways has come the problem of accommodating the scores of campers and tourists who wish to spend their vacations out of doors. Many cities have made attractive camping grounds, but aside from this the responsibility is left to the individual.

Carelessness in camp sanitation is the cause of most of the typhoid epidemics. The old saying, "an ounce of prevention is worth a pound of cure," proves its worth in a case like this. Care in the selection of food and water supply and in disposing of garbage and sewage is the best safeguard.

Pure water is often difficult to find so it is usually best to treat all drinking water, suggest specialists at the agricultural college. Boiling is a safe and sure method. Chlorine tablets, which can be bought at any drug store will kill most germs.

### School Fair Outlook Promising

County School Superintendent Gibson, who has charge of the event, says that practically every school in the county is taking an interest in the approaching industrial school fair, to be held in September. Children of the rural sections have neat garden tracts, where they are raising vegetables for exhibit. Two boys and two girls will win free trips to the state fair on agricultural exhibits. A free trip will also be given to members of the canning team awarded first prize at the fair.

### Yates Gets Bend Position

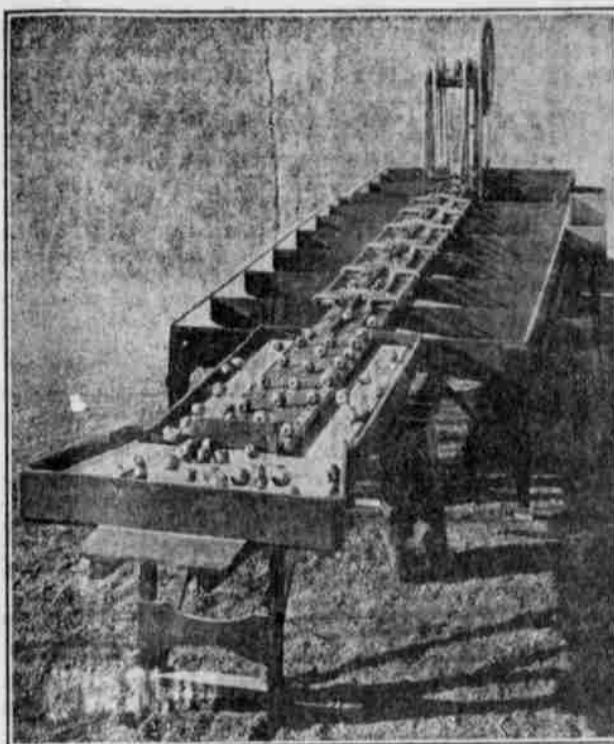
Richard B. Yates, who for the past two years has been with the Hood River Creamery, will leave the latter part of the week for Bend, where he will take charge of the plant of the Central Oregon Farmers' Creamery Association.

Mr. Yates, a graduate of the Oregon Agricultural College, is the son of Mr. and Mrs. William Yates, of Corvallis.

### Biliousness and Constipation

"For years I was troubled with biliousness and constipation, which made life miserable for me. My appetite failed me. I lost my usual force and vitality. Pepsin preparations and cathartics only made matters worse. I do not know where I should have been today had I not tried Chamberlain's Tablets. The tablets relieve the ill feeling at once, strengthen the digestive functions, helping the system to do its work naturally," writes Mrs. Rosa Potts, Birmingham, Ala.

## The Ideal Grader



We have been marketing Ideal Graders for the past six years. They have grown more popular each year.

Our machines are a favorite in all Northwestern fruit sections. We have shipped them in numbers to foreign apple districts.

The 1921 model of Ideal Grader is ready for distribution. It will carry a number of improvements. We mention at random some of them: The machine can be adjusted for sizing while in operation. Two adjusting screws do the work. Our new sorting table is a feature that will be noticed at once.

We hope to place as many as possible of the machines we manufacture in Hood River and for this reason would urge that local growers give us their order at once, in order that we may include them before we are booked to the limit of our capacity.

**IDEAL FRUIT & NURSERY CO.**

Tel. 5832



Clean, Friendly Place

Clean, Friendly Game

**COOL**

**The Blue Diamond Bowling Alleys**

is the coolest place in town in the summer months. And our new electric ventilation absolutely does away with the smoke nuisance.

Have you yet won one of our prizes? Four standing prizes for men, four for women.

**SPECIAL** Till further notice we will sell our \$6 bowling ticket books for \$4.50.

Hood River Alleys for Hood River People

E. E. HOUSE, Sole Manager

**FOR SALE**

BUY A

**NEWELL GRADER**

and have the best sizing and least trouble in operating.

ALSO HAVE THE FOLLOWING SECOND-HAND MACHINES FOR SALE:

1920 Three-Grade Cutler, roller table and motor complete..... **\$325**

1919 Three-Grade Cutler, roller table and motor complete..... **\$350**

Three-Grade Cutler Belt Table..... **\$200**

1917 Three-Grade Ideal..... **\$75**

**TIMOTHY NEWELL**

Or see Mr. Hartshorne, Hood River Garage.

## The Housewife's Ready Storehouse

You wouldn't expect one order to do it, now honest would you? There is always something for any meal or for any sudden occasion if you keep your pantry stocked with groceries from Kaesser's.

**E. E. KAESSER**

"GROCERIES OF QUALITY"

We carry a complete line of **GARDEN TOOLS**

as well as

**Builders' Hardware, Carpenters' Tools Ranges, Etc.**

We have recently added to our stock a line of **PAINTS and FRUIT JARS.**

Prices and quality always right.

**BLOWERS' HARDWARE CO.**

Don't Pass The Buck, Pass The Bonus Bill

QUALITY

QUANTITY

**Ask for**

**BUTTER-NUT**

Delivered Daily to Your Grocers

IS OUR

SUCCESS

**Remember**

We have the largest stock of lumber in Hood River County to select from.

You will save money by letting us quote on your requirements. —Yours for prompt service.



**OREGON LUMBER COMPANY**

DEE, OREGON

**The Ophthalmic Challenge**  
Established 1830  
CHICAGO  
A School for the Practical Study of Ophthalmology in the Human Eye and Methods for their Correction.  
Be all to believe these records may come something  
Have you that William F. Karaway  
fully prepared the original course of study, attended diligently the lectures and classes of this college and upon examination proved worthy of the degree which was conferred  
Doctor of Ophthalmology  
In testimony whereof we have hereunto set our hand and seal  
this 10th day of July 1921  
Chas. H. ...  
Wm. ...

## The Valley's Development

The progress of the Hood River Valley the past few years has been closely linked with advancement of the Hood River Creamery. The party on the fair board tour Saturday expressed gratifying surprise at the many orchardists who practice profitable dairying.

A visit to our plant any day of the week will show how deliveries of cream and the checks that follow are aiding Hood River.

**HOOD RIVER CREAMERY**



**ARE YOU A CONNOISSEUR OF CIGARS?**

If you are you will be quick to recognize quality in our cigars. They truly are "real smokes"—every one. No matter what brand you have been smoking we have a better one for the same money. Try one. If you don't say it is good, we are licked.

**THE ELECTRIC KITCHEN**  
H. S. GEORGE, Prop.