

# New Prices on Titan and International Tractors

## Now Lowest Ever Quoted

EFFECTIVE immediately, we make another big reduction in the prices of Titan and International tractors. These reductions wipe out all former advances and place Titan and International tractors at the lowest prices at which they have ever been sold.

**International 8-16  
\$900**

This price is about one-fourth less than the price at which the 8-16 sold prior to March of this year. The new figure is the lowest at which it was ever sold. The new price includes all the necessary equipment—platform, fenders, governor, belt pulley—features which must be paid for extra on some tractors.

The **International 15-30** has been reduced to **\$1,750**—lower than it has ever been before. The man who needs a 4-pow tractor cannot find a better investment than the 15-30 at this price. (All prices f. o. b. Chicago.)

Considering quality, power, equipment, and the service which follows every machine, **Titan and International tractors at these new low prices are unquestionably the best buy in the tractor market.**

As these prices have been made regardless of manufacturing costs, we do not guarantee to maintain them.

These prices certainly justify the immediate purchase of a tractor. Put it at the horse-killing work of hot weather plowing, and your fall and winter belt work.

See our tractor dealer for full information on deliveries and terms.

### INTERNATIONAL HARVESTER COMPANY

CHICAGO OF AMERICA U. S. A.  
(Incorporated)

92 Branch Houses and 15,000 Dealers in the United States

### RURAL SERVICE IN COUNTRY WEEKLIES

(By C. J. McIntosh, Agriculture Press Editor, Oregon Agricultural College in Oregon Voter)

A one-half-49 per cent—rural service was paired with a near three-fourths-70 per cent—advertising business as the average ratios in the eight newspapers winning in the Oregon weekly rural service contest just concluded by the department of industrial journalism at the Oregon Agricultural College. The one-fourth-24 per cent—rural service of the 72 non-winners was paired with a one-half-49 per cent—advertising business as the average ratios.

It is not necessary to deny the existence of other factors in determining the relation of rural service to advertising in order to accept the inference that it pays best to advertise in papers carrying a type of material that makes them in largest numbers to the prospects that must depend upon this advertising for their information on goods, qualities and prices.

Of course there are other important factors, but even so that some of them are closely connected with the policy that develops and uses a great deal of country news. Community prosperity is one of these factors, and community prosperity in farm and home life, progressive activities and a substantial agricultural background for urban support, naturally and logically follows newspaper cooperation in community building.

Is it not significant of this truth that the first two places in the contest were taken by Hood River papers—Hood River made world famous by its wonderful products and wonderful methods of putting information of them across? Of course the newspapers helped—doubtless made it all possible. And now they reap the reward of their community building work in such generous advertising business for their own columns that the judges laughing-ly remarked that if the editors did not own the banks it is only because they need the rest of the valley and don't need the banks.

"Bread on the waters"—that's what country service has been to the Hood River press. Scarcely less marked are the results on their own business of constructive work done for their communities by the other eight. Indeed the same quality marked the best of the papers in the 72 list, and the same evidence of country service and business reward showed unmistakably in the three papers that all but won a place among the leaders in use of country service.

In computing number of rural stories a "story" was defined as an article under head lines, a paragraph in local or editorial columns, or a group of items under a single head such as country correspondence from one center. Most of the stories were short, but not too short to be reasonably complete.

Rural news was chiefly in the form of country correspondence; accounts of personal and social happenings; farm and farm home reports; articles and items on crop outlook, condition, harvest and sale; church, school and other rural organization affairs; agricultural and home-making information from the state college experiment station, and extension service, federal department of agriculture, county agents, fruit inspectors and cooperative growers' association; with a liberal sprinkling of editorials on important rural problems. County road measures in closing the highway construction had good space in most of the winners.

On the other hand the best papers carried but little general news of the world, nation and state, evidently recognizing the greater efficiency of the city and town dailies for that type of news. Long technical articles even on agricultural and domestic topics were left for the farm press, which handles them much better and more cheaply. Although many country editors find, or think they have found, that fiction in serial form is a good circulation builder, none of the winning papers carried any fiction, leaving that to the books and magazines. It is not merely the high cost of production that makes it expensive to load the local paper with such general matter, but the high value of the space for advertising purposes. The winners recognized the limits as well as the splendid opportunities of their fields, and made every inch count either for paid advertising or for material that their readers could not get anywhere else. That is the key to their success as it appeared to the judges.

The judges themselves were practical business men selected with a view to their talent for the job and the broad composite view they would take as a body. The chairman was C. E. Ingals, editor of the Corvallis Gazette-Times, daily, and president of the Oregon Editorial Association. Col. E. E. Faville, editor of the Western Farmer and Cattleman, and a member of the committee of the Portland Chamber of Commerce, was able to contribute the "farm slant" to the rural matter. W. F. Kennedy is an advertising specialist who looked after those phases of the entries that go to make their messages credible and impressive.

That two of the judges represent periodical publishing sometimes thought to be more or less competitive with the country papers is nothing strange. The field of the country weekly is clearly delimited from that of the daily on the one hand and of the farm magazine on the other. Extension and betterment of rural service in the country weekly will stimulate both the dailies and magazines, and the advance can best be made three-abreast.

Indeed an enlarged and improved country service, will benefit the publisher, the merchant or other advertiser, the daily and magazine publishers, and most of all the farmer and active exponents of rural life at its best.

#### Mrs. Rogers Passes

The funeral services of Mrs. Edith Irene Rogers, wife of William H. Rogers, who died last Thursday, were held at the Seventh Day Adventist church Saturday, Rev. F. F. Oster officiating. Interment followed at Hillsdale cemetery. Mrs. Rogers, aged 40 and a native of Springfield, Ia., had resided in Hood River 14 years. A former husband, A. M. Kellogg, was a victim of the influenza epidemic of 1918. Mrs. Rogers is survived by a brother, W. B. North, and a sister, Mrs. J. P. Wandling. The funeral was conducted by C. C. Anderson.

#### Transportation Bids Wanted

The Board of School District No. 11, the Oak Grove district, will open bids on motor truck transportation of from six to 10 high school students from the Oak Grove school to the Hood River High School and return throughout the school year, on Monday, August 8, at 2 p. m. at the Oak Grove store. The board reserves the right to reject any or all bids. By order of the School Board, J. J. 21-25 F. Fenwick, Clerk.

# CHAS. CHAPLIN

—has taken a partner in the fun business. It's Jackie Coogan, the Kid. They're the greatest combination of mirth-makers who ever got together; and the laughs that Charlie maybe overlooks come fresh and snappy from the kid. And would you believe us if we told you that here and there, through the six great reels of the biggest comedy the world has ever seen, there's a sob? It's a fact—and that's what makes the laughter bigger still.



## "THE KID"

6 --- REELS OF JOY --- 6

### Two Big Days

# The LIBERTY

MONDAY and TUESDAY August 1-2

Owing to the tremendous cost of "The Kid" we are forced to charge

ADULTS	War Tax, 45c	CHILDREN	War Tax, 27c
	Total, 50¢		Total, 30¢

### LOCAL PHONE CO. LAUDED AT HEARING

The Oregon-Washington Telephone Company's service received some gratifying recognition at the state telephone hearing, now under way at Salem. The following appeared in the Portland Telegram Saturday evening:

Asked if the semi-automatic or selective ringing system would be feasible in Portland, Major Babcock recently replied that it would "be absolutely feasible."

"Would it be feasible in other cities in Oregon," was asked.

"Yes. The smallest city where I would recommend its use would be a city of the size of Hood River."

He explained that the system in its earlier stages of development is now used in Hood River which is considered to have about the most satisfactory service of all cities of that class in the west.

"But Hood River's plant was one of the first in the state to ask for an increase in rates," interrupted Commissioner Corey.

"That is explained," replied Mr. Babcock, "by the fact that the Hood River territory is the most difficult to serve in that the service is to five and ten-acre farms and not to fifty-foot lots. While it stands unique for its service, Hood River could never be an example of low rates."

Insist on genuine Ford parts when having your car repaired. Dickson-Marsh Motor Co. n251f

### SOUTH IS ACTIVE, SAYS C. O. HUELAT

"Although I wasn't out to talk business," says C. O. Huelat, who is just back from four weeks spent in southern California, "from the surface it appears that the business interests of Los Angeles and other southern California points do not know that any period of depression is under way. Business seems good in all lines." Mr. Huelat while away had the unique experience of witnessing an oil gusher being brought in near Long Beach. He visited his wife's nephew, Kenneth Montee, officer in charge of the Roger's Air Port at Los Angeles, and made several journeys by airplane over the district.

## MR. APPLE GROWER

If you are thinking of buying a GRADER, let us put before you the following facts:

1. The CUTLER GRADER was developed in Hood River by Hood River orchardists and has long ago passed the experimental stage.
2. The CUTLER GRADER has been tested by eight years use in the hands of growers all over the world.
3. There are more CUTLER GRADERS in use than all other makes put together.
4. The Sorting Table on any grader is the most important part. The 1921 "Two-Method" Sorting Table is the most efficient device for sorting fruit yet devised. It will enable you to grade your fruit to the best advantage, no matter how your grades run.
5. The CUTLER MANUFACTURING CO. are in the business to stay and will give you repairs and service whenever you need them.

Don't invest your money in machines which have not been thoroughly tested and proved and backed by a firm in the business to stay.

See or phone C. M. SHEPPARD, Odell 16 X

OR WRITE US

### CUTLER MFG. CO.,

353 E. TENTH STREET, PORTLAND, OREGON

**HOWELL BROS.**  
Woodworking and  
Blacksmithing  
Tel. 2551 Fourth and Columbia Sts.

**J. R. WATKINS CO.**  
Represented by  
GEO. WILDE,  
1312 13th Street, Hood River, Ore.  
Telephone 1923

**THE STUDEBAKER LINE**  
CAMERON MOTOR CO.  
Tel. 2431

Have you ever thought of the work the Telephone eliminates during apple harvest?  
**Oregon-Washington Telephone Co.**

**Hood River Abstract Co.**  
Real Estate and Insurance  
Accurate abstracting of land titles.

Our Customers will find us endeavoring to make our regular prices in line with the new market levels.  
**PINE GROVE STORE**  
A. F. HICKFORD, Prop.

## NASH

### Passenger Car Prices Reduced From \$150 to \$200

NEW PRICES

#### Nash Six

5 Passenger Touring	\$1835	4 Passenger Coupe	\$2730
7 " "	1990	2 " Roadster	1815
7 " Sedan	3045	4 " Sport	1990

#### Nash Four

5 Passenger Touring	\$1440	3 Passenger Coupe	\$1995
2 " Roadster	1420	5 " Sedan	2215

Above Prices are F. O. B. Hood River

## MT. HOOD MOTOR CO., Inc.

2nd and Oak Sts.

Phone 4242