

The Hood River Courier.

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No. 4

Your Home May Be Next On The List

Friend Burglar may have your home next on his list of those to be called upon. Make sure that if this unwelcome visitor does come he will go away without your valuables. Store them in a safe deposit box in this institution's vault. The rentals are moderate.



The First National Bank

HOOD RIVER, OREGON

Where Security, Prompt and Complete Service and Real Helpfulness Rule

WATERGLASS!

Eggs are now 20c a dozen. Last winter they were 60c a dozen. Put them down in Waterglass and save the difference.

Pints 25c; Quarts 40c

HOOD RIVER DRUG CO.

WE SERVE A MERCHANTS' LUNCH

Phone 1551 Squibb Chemicals Ladies' Rest Room

"We are as near to you as your telephone"



Spring Suits

You may have your preference as to color—or a choice as to fabric, but when the occasion calls for a good appearance—there's one store—

Overweight Worsteds at \$35.00

J. G. VOGT

J. G. VOGT

THE HOOD RIVER MARKET

The old reliable market, where the dollar or any multiple of it does its full duty. A full line of all the staples for your table, and as well the special articles of food that you so often desire.

TRY SOME OF OUR Kipped Salmon and Smoked Salmon THESE LENTEN DAYS

DAVENPORT, BRYANT & DU ROSS

Telephone 4311

What will it cost?

Know before the work starts what it's going to cost you. I'll give a flat price and a guarantee on any job you may bring in, whether it is a small adjustment or a complete overhaul.

Satisfaction Always Shay's SERVICE Shop

Shop 1281 FASHION GARAGE Res. 3721

WATERGLASS AT LOWER PRICES

Pints.....25c; without container.....20c
Quarts.....40c; " ".....30c
½ gal.....75c; " ".....60c
Gals.....\$1.15; " ".....90c

KRESSE DRUG COMPANY

The Rexall Store

"A purchase here carries that pleasure of satisfaction"



Achievement and Recognition

Every time some good friend of the bank comes in to tell us he reads all of our Ads, we realize the responsibility we have assumed in endeavoring to make the copy readable.

Not long ago we read an eastern bank advertisement in which this sentence was used:

"This Institution Has Achieved the Recognition of Leadership."

That, of course, is an achievement worthy of emulation and one to which we naturally aspire, and while we are thus aspiring one of our slogans will be—

"We Ourselves The Better Serve By Serving Others Best."

BUTLER BANKING COMPANY

Member Federal Reserve System



Efficient Drainage

is conceded to be one of the most important features of fruit growing. You can install temporary wooden drains and effect a small saving, but wood soon rots and the job must be done over. For only a little more you can put in concrete tile and have a permanent job. We have them in all sizes ready to deliver.



EMRY LUMBER & FUEL CO.

CONCRETE FACTORY

ESTABLISHED 1900

TRUE-TO-NAME NURSERY

H. S. GALLIGAN, Proprietor

Cherries are profitable to grow in Hood River. Galligan has a good stock of all leading varieties, Hood River grown and guaranteed, and the price is attractive.

Also full line of other fruit trees.

TRUE-TO-NAME NURSERY

Phone 4734

SCENIC ASSET GETS BOOST

CUTHBERT AROUSES ENTHUSIASM Portland Chamber Publicity Manager Commands City Council for Buying Bachelor Park Property

Herbert Cuthbert, formerly executive secretary of the Pacific Northwest Tourist Association and now publicity manager of the Portland Chamber of Commerce, in two addresses here, one to members of the Chamber of Commerce and the other to members of the Tuesday Lunch Club, enthused local folk over the value of scenic assets. In his address at the lunch club Mr. Cuthbert praised the city council for its action in proceeding with the purchase of the 37½-acre tract west of the city for automobile park purposes. He declared that he was the initial exponent of the 50-cent per day charge for motor tourists at municipal automobile parks. He declared that the city had made a magnificent buy; that the park would pay for itself in the course of time.

Mr. Cuthbert declared that the city would have a decided need for the automobile park for the next five years; that afterward private enterprise would carry on the development of auto parks.

"God has been good to you folks in the Hood River valley," declared the publicity man in the course of his Lunch Club address. "You have everything that one might wish here in your valley. You approach as closely as possible to the Garden of Eden. You have sports, scenery and healthful recreation."

He praised the public spirit of the city and valley. He said he was always glad to come to Hood River because of Leslie Butler, who was for seven years a director of the Pacific Northwest Tourist Association. "In those seven years," said Mr. Cuthbert, "we learned to love Mr. Butler and the Hood River valley because of the wonderful stories he told of it."

Mr. Cuthbert praised the spirit of cooperation that exists between the Chamber of Commerce and Lunch Club. He declared that the local chamber is unique in that it has one of the largest per capita financial supports in the country. It derives, he said, an approximate \$3 per head from the "valuation. Mr. Cuthbert commended the Ways and Means work it has accomplished in the exploitation of Mount Hood scenery. He gave the highest praise to Kent Shoemaker and the American Legion for the unique annual chamber meeting, which he cited resulted in a record number ascending a glacial snow peak last summer.

Mr. Cuthbert at the chamber meeting Monday night outlined the plans of the Portland Chamber of Commerce to expend \$300,000 in bringing tourists to Oregon. He declared that no effort will be made to bring the eastern and middle western chamber members away from their homes as prospective land settlers, but said that many of them will remain as residents of the land of their desire. For that reason he urged on the local chamber members the advisability of tying in on the campaign for bringing in tourists with a land settlement committee. The chamber, too, was urged to pay attention to methods of attracting the tourists on their arrival. Mr. Cuthbert estimated that 1,000,000 tourists will visit Oregon this year. In the year 1923, he predicted, the tourists will be increased another 20 to 25 per cent. Last year, when more than 500,000 tourists came here, Mr. Cuthbert said, they left \$18,500,000 in the state of Oregon.

"This money does not all go to the hotels," said Mr. Cuthbert, "as some folks think. I have found that the hotel man gets only about 15 cents of each dollar. The rest goes for labor, for furniture, crockery, garden truck, poultry and such items. It gets a wide distribution throughout the community."

Mr. Cuthbert touched on the spirit of depression that has permeated Oregon districts to a large extent; the assertion that one cannot make a living on Oregon land. He declared that he had not yet been in any place where one could not make a good living. He urged Oregonians, however, to pattern to a larger degree in their enthusiasm after Californians.

"If we, as Oregonians, will enthrone our assets as Californians do over theirs," said Mr. Cuthbert, "we will force ahead. And we can excel over California. There is not one single thing that grows in California and that also can be grown here that will not yield a higher quality of product in this state. And here in Oregon let us not make fun of our rain. We have less than the rest of the world thinks, but it is golden rain. California would like to have some of our rain."

At the Lunch Club address Mr. Cuthbert declared that Hood River had just started to cash in on her scenic assets. He cited that Mount Hood would be to this city what Mount Rainier has been to Tacoma. He cited how a material portion of the Portland chamber's \$300,000 fund would go toward the exploitation of the Columbia River highway and Mount Hood, thus giving Hood River the privilege of great benefits. At the close of the Lunch Club meeting Mr. Butler eulogized Mr. Cuthbert, declaring that he was one of the best known advertising men in the United States.

CHAMBER DISCUSSES TOURIST APPEALS

At the Chamber of Commerce meeting Monday night methods of appealing to tourists formed a chief topic. As a feature of the annual spring clean up here, M. E. McCarty has suggested that every merchant and place of business in the business sections of the city, paint their buildings within a period of a month or six weeks.

MASS MEETING IS CALLED

RECREATION WILL BE CONSIDERED City School Board Calls Citizens to Gather at High School Monday Night Full Discussion Sought

The school board of District No. 3, comprised of the city and surrounding suburban areas, has called a mass meeting of citizens at the high school auditorium for next Monday night for discussion of a proposal that the school district take charge of and finance supervised recreation for children of the community.

"The members of the board will carry out the wishes of the people of the community in the matter," said Supt. Cannon. The following statement was presented to the press by the school board:

As published in your paper two weeks ago the communication of the general committee signed by Rev. Lindley H. Miller, chairman; C. H. Vaughan, Fred H. Bell, C. H. Caster and Albert T. Case, was taken up by the school board at their last regular meeting. As your readers will recall, the last two paragraphs of that communication were the following suggestions:

"That the school board of Hood River initiate and sponsor a movement for the provision and supervision of organized recreation for the young people of this district. That a full time recreational director be employed for the development and supervision of such recreation. After carefully considering the entire communication and especially the above suggestions, the school board appointed a committee consisting of Mrs. Sybil C. Lewis, chairman, C. A. Reed and A. M. Cannon to bring in some plan for the consideration of the school board. Their committee reported to the school board at a special meeting called by Chairman L. R. Aheson Saturday morning, March 15. The report of the special committee follows:

"In response to a petition from the Safety First committee requesting: 'That the school board of Hood River initiate and sponsor a movement for the provision and supervision of organized recreation for the young people of the district.' The committee appointed by the school board of District No. 3 respectfully submits the following recommendations:

"First: That a mass meeting of patrons of School District No. 3 be called at the high school auditorium at an early date to determine whether they wish the school board to undertake this work.

"Second: That if the sentiment of the patrons is found to be favorable the school board will proceed to procure a director of physical education for the schools, who will also supervise the recreational work in this district.

"Third: That said director shall be employed by the year under the direction of the school board and the supervision of the city superintendent. "Fourth: That this director shall be in charge of recreational work of the district during vacation periods as well as through the school year. "Respectfully submitted, Mrs. Sybil C. Lewis, C. A. Reed, A. M. Cannon."

Upon motion the report of the committee was received and adopted. The chairman of the board immediately called a mass meeting of the citizens of School District No. 3 to be held in the high school auditorium Monday night, March 24, at 7:30 p. m. The purpose of this meeting is to get the sentiment of the community and to instruct the school board whether they shall or shall not take over the responsibility of supervised recreation in this community.

It is hoped that a large number will assemble and that they will express themselves freely and fully in order that the school board may be advised. I. R. Aheson, Chairman, Board of Directors, School Dist. No. 3.

JAPANESE VISITORS HAVE HIGH PRAISE

First Secretary Saburi, of the American Japanese embassy at Washington, D. C., and Mrs. Saburi, accompanying Portland Japanese officials here on a tour of the Columbia River highway Sunday, returned expressing in superlative language their praise of the scenic grandeur of the gorge. The visitors were greeted here by M. Yasui, who entertained them at dinner at the Hotel Oregon. They proceeded as far east as Rowena lope.

"I have never in all my travels seen any scenery that was more appealing to me," declared Mr. Saburi, who with his wife has visited every country in Europe. Mrs. Saburi smiled a confirmation of her husband's enthusiastic praise.

The Portland Japanese here were: Consul Y. Takada and Mrs. Takada, Mr. and Mrs. H. Okamoto and Y. Oyama. Mr. Okamoto is secretary of the Portland Japanese consulate, while Mr. Oyama is secretary of the Oregon Japanese Association.

The Japanese visitors motored to the Upper Valley to see the fruit ranch of their countryman, T. Sato, who has one of the largest acreages of any Japanese of the section.

Dr. Mills Urges 14 Points Dr. Edward Laird Mills, editor of the Pacific Christian Advocate, returning from New York city to Portland and stop-over here for a Sunday night at the Asbury Methodist church. Dr. Mills declared that the treaty of Versailles should be undone, as it was causing untold hardships to all nations of the world. "Until the 14 points, or some substitute, are applied to international affairs, the world will still have chaos," Dr. Mills declared.

Muscovite Ceremony March 29 Although there has been considerable talk about the Muscovite ceremony being called off, nevertheless they are coming. All who have signed up are requested to be present for the big street parade, big feed and big initiation.

Robert McClungtham, who formerly resided here, passed through the city last week enroute from Longview, Wash., to eastern Oregon points, where he will be engaged in the interest of the Long-Bell Lumber Co.