

Would You Save \$300 to \$400 ?

THEN RIDE IN THE
ESSEX SIX

\$1070.⁰⁰

IN HOOD RIVER

BALLOON TIRES Standard Equipment

It provides every comfort—every driving satisfaction. Its vibrationless motor, built on the famous Super-Six principle, means longer car life and greater riding comfort. Thousands of former larger car owners recognize the wisdom of driving today's Essex Six. It saves \$300 to \$400 in purchase cost.

Hudson Builds the Essex
SHAY'S SERVICE SHOP

Phones: Shop 1422.
Res. 3721.

CALL ANY TIME FOR A DEMONSTRATION!

DICK MERCER BUYS WEST SIDE RANCH

Dick Mercer, member of the pioneer family which figured prominently in the settling of Seattle, arrived here Monday from Yakima with his wife and three sons to take possession of the 25-acre A. Butts ranch on the West Side, which he recently purchased.

Mr. Mercer, who came west with his parents from Ohio, first passed through Hood River in 1852. It was known as Dog River then. Mr. Mercer is a son of A. Mercer. Two of his uncles figured prominently in early

day affairs in Seattle. Dexter Horton brought two cargoes of new settlers to the new city around the Horn. Another uncle built his home, one of the first there, on Queen Anne's Hill.

F. J. COMPANY RE-ELECTS DIRECTORS

At the annual meeting of the Farmers Irrigating Co. Saturday, the following board of directors was re-elected: David Pyles, August Guignard, J. T. Downing, C. W. Reed and A. Canfield. The ditch company the past year expended \$15,000 on permanent improvements. Another \$5,000

was put into the construction of laterals. The annual report showed that the company had reduced its net indebtedness, now \$20,000, an approximate \$3,000 in the past year.

The ditch company will endeavor during the coming year to secure a change in its rules, which now require that a majority of the stock be represented at the annual meetings before a quorum is present.

Cherry Growers Organize

Returning from a trip through Washington cherry growing districts, L. D. Beard, manager of The Dalles Cooperative Growers' association, announced Monday that plans were being laid for a general conference of representative cherry growers of the

Pacific coast, to be held in Portland at some near future date. Demands for a permanent protective tariff against cherries imported in bulk for marketing use are expected to be made at this conference in connection with the gathering of data for a hearing before the tariff commission some time this year.

SHAY TAKES OVER THE ESSEX LINE

Walter W. Shay, who has moved his Service Shop to the old Hood River Market quarters opposite the Glacier office, has taken over the Essex line of cars and is now displaying a new Essex coach, which sells here for \$1070.

The Essex Six line, built by the Hudson Motor Co., is making a strong appeal to those who have given a demonstration in the new coach displayed at the Shay shop. It is a powerful car, and it is so constructed that it negotiates the roughest roads with an ease and grace that is surprising to the passenger. The car rides most comfortably.

Before this car was decided upon, a study was made of requirements which motorists are demanding in the light of the every-day use of the automobile. A car was then designed with these specific needs in mind. Essex is the car of today.

Especially with balloon tires, the Essex yields a comfort and ease of riding which has previously been unknown in its price field. To economy it adds easy control, smoothness and quick pick-up. It is designed for useful and satisfactory every-day service. The value which it offers must appeal to the motorist who does not wish to compromise on satisfaction but who does wish to obtain genuine economy.

NATIONAL STORAGE HOLDINGS MUCH LESS

The national storage of apples, as was revealed in a message received Monday by I. H. Cederwall, local manager of the Northwestern Fruit Exchange and American Fruitgrowers, Incorporated, are much reduced as compared with the same date last year. The comparative figures as received by Mr. Cederwall were as follows:

Stated in barrels, 7,932,143; decrease December, 1,688,316; actual barrels on hand, 4,009,082; decrease December, actual barrels, 722,824; actual boxes on hand, 11,767,384; decrease December, 2,586,611; decrease from last year, stated in barrels, 4,801,200; actual barrel decrease from last year, 1,586,214; actual box decrease from last year, 9,614,967.

Esocene Coal Oil stops smoking and smelling oil stoves. In bulk at Fram Co. m29f

FREDRICKY PRAISED AT GAME MEETING

J. H. Fredricky, who for many years has been a leader in the work of game and fish propagation and conservation in Hood River county, was the recipient of high praise from his fellow members of the Hood River Game Protective Association at the annual meeting of that body at the Hood River club Wednesday evening of last week. Following an eulogy from E. O. Blancher, the club membership gave Mr. Fredricky a vote of thanks.

All officers of the association were re-elected for the ensuing year. The annual report of Mr. Fredricky was given as follows:

It has been the custom for several years for the officers of this organization to render a detailed report at the annual meeting each year of the activities of the organization. I am therefore glad to report to you tonight that splendid progress has been made with respect to propagation, protection and improved conditions.

There was propagated in the Hood River trout hatchery the past year 500,000 steelheads, 600,000 casters brook trout and approximately 2,000,000 rainbow trout, all of which were liberated last fall in the waters of Hood River county. The steelheads were placed in West Fork at Sandy Flat and West Fork bridge, also in the East Fork between the Trout creek bridge and the Mt. Hood bridge. Three hundred thousand casters brook trout were liberated in Lost Lake, 40,000 in North lake, 90,000 in West Fork and Lake Fork, 30,000 in East Fork, 20,000 in Falls creek, 6,000 in Odell creek, 6,000 in Indian creek, 6,000 in Phelps creek and 2,000 in Cedar creek. The rainbows were distributed as follows: West Fork at Sandy Flat, 210,000; at West Fork bridge, 210,000; West Fork above Punch Bowl, 200,000; East Fork above Trout creek bridge, 320,000; East Fork at Frey bridge, 110,000; East Fork above Sand creek, 110,000; Sand creek, 10,000; Middle Fork, 220,000; Lake Fork, 200,000; lower river points, 300,000; Odell creek, 6,000; Indian creek, 6,000; and Neal creek, 10,000.

Your organization secured from the State Game Commission 48 pairs of plumed or valley quail early last spring. These birds were scattered throughout the valley and I am pleased to note quite an increase later in the summer. Protect these birds for the next three years and you will have an abundance of them. We received from the state game farm early last fall 664 pairs of young Chinamen, 200 pairs of young river otters from a point just south of the city on the East Side all along the road to Parkdale and north and south of Parkdale; also through the entire west side of the valley. These birds were brought from Corvallis by Gen. Simpson on state trucks arriving in Hood River at noon and birds were in the field shortly afterward. All birds were in splendid condition, took wing immediately and flew strong. Reports coming to me from various sections of the valley during the severe weather indicate that there is now a great number of Chinamen in the valley for next year's hatching period. Right here let me warn those interested in wild birds that the prowling house cat is the worst enemy of our birds. It captures the young birds before they are able to fly and devours them. I appeal to you to get rid of the prowling house cats as a matter of protection to your game birds.

A new state game farm is being constructed at or near Pendleton, which will more than double the output of game birds and I am informed by the master game warden that we will receive double the amount of birds this year that we received last year. I am also promised a planting of Bobwhite quail next spring without fail. I have been worrying the commission about these birds for a number of years, and it seems that my wish to hear the call "Bobwhite" in Hood River valley is about to be realized. Just recently Mr. Burgess duff informed me that he also intended giving us another planting of Hungarian partridges. These are a wonderful game bird, very hardy and should do well in our valley and hills. Our trout hatchery is in splendid condition and turning out fish in the very best condition. Warden Craig informed me that the Hood River hatch was as fine a lot of fish as he ever handled and was very much pleased with the result obtained at our hatchery.

The grounds at the hatchery are being gradually improved; Warden Webster and in the very near future will be one of the show spots of the Hood River valley. If anyone has a surplus of flowering bulbs or seeds have the kindness to give them to Mr. Webster, Mr. Day or me. We will see that they are planted at the hatchery to beautify the grounds.

The fishing dam near the mouth of Hood river was greatly improved jointly by the city and game commission, thus giving to the migratory fish more ready access to Hood river. These results have all been obtained through close cooperation between your county game protective association and the state game commission between whom there has existed for a number of years the warmest feeling of confidence and good will.

Before closing I wish to commend Alva Day for his service in hauling fish eggs to the hatchery, two trips being made late at night; also for his service in helping distribute trout fry at Lost Lake and other places. I also wish to commend R. E. Johnson, Orville Hatch and C. W. Loughery for assistance rendered in distributing trout fry. I wish to commend Stanley Walters and the men of the forestry department for their able assistance in planting the fish in Lost Lake and for the use of the pack horses to carry the fish in to Cold Springs creek, commonly known as Falls creek. I wish to commend M. B. Webster, warden in charge of our hatchery, for his very valuable services in the conduct of the hatchery, which produced such splendid results, and for his energy and endeavor to beautify the hatchery grounds. We are proud of his accomplishments.

In conclusion I wish to highly commend our county game warden, Mr. Loughery, for his efficiency in policing the county and his constant attention to the duties of his office. I wish to commend those residents of the Oak Grove district who so willingly donated their personal services and the services of their horses for an entire day in packing trout fry in to North lake. It was a splendid exhibition of cooperation. I wish to highly commend the Pacific Power & Light Co. for their immediate response to every reasonable request made by the

organization and the game warden in improving the entrance to the fish way at the new dam, by blowing out boulders that obstructed the stream from the fish ladder; also for regulating the flow of water through the ladder so that there would be ample water to permit fish to pass through at any time.

A \$1,000,000 MOTOR EMPLOYED BY STAR

Making power, as well as economical operation, among the predominant features of the new 1925 Star cars, the "million dollar motor," one of the latest developments in automotive engineering and proven by successful tests to be a still greater advancement by the Durant Motor company of California.

The new power plant is said to place the 1925 Star cars among the leaders in four-cylinder motor manufacture today. According to factory engineers, the uninitiated will have a hard time distinguishing its operation from that of a multi-cylinder power plant, because of the many refinements that have been made to greatly increase the power.

Brought about by gradual development rather than any sudden change in manufacture, the new Star cars, which have been tested in thousands of miles of actual operation, will win ever higher favor for Star cars among light car owners; it was said yesterday by Herbert S. Field, local dealer who is featuring a display of the new cars.

That the power of the new motor will be forcibly brought before the motoring public during the next few months, factory engineers are devising tests that will be held by them and by dealers all over the western territory. Several informal tests, under the supervision of newspapermen in Oakland, Calif., have revealed the "million dollar motor" as having remarkable qualities for power and acceleration built into it.

In one of these tests, an actual timing of acceleration showed a pick-up of from 5 to 25 miles per hour, in second gear, in four seconds, a record that is believed never before equaled by a light four-cylinder motor.

New low prices are announced simultaneously by the factory, affecting all models of the 1925 Star motor cars. The new price range of delivery prices is from \$670 on the standard touring car to \$1,095 for the sport sedan.

All models are equipped with four-wheel brakes, of the locomotive type, which have already proven successful on thousands of Durant produced cars. Balloon tires are standard equipment on some models, and optional on others.

The need for four-wheel brake equipment is becoming more and more evident in the light car field, according to Mr. Field. This, it is stated, is because of the fact that in light cars the utmost in braking is necessary because there is but a minimum of weight inherent in the car to hold it on the road with a severe application of the service brake. This is not the case with heavier cars, which are pointed to as bearing out Star's contention, even with the additional weight of the larger cars, and which have joined the ranks of four-wheel brake users in great numbers.

Announcements of other 1925 models show that Star is still the only light car in its class to have standard equipment of four-wheel brakes.

The refinements are announced by factory executives as illustrating the "progress that has been made in automotive engineering, as well as the possibilities in volume production, in so reducing manufacturing costs as to permit the use of materials and workmanship formerly found only in cars of higher price classes."

TELEPHONE COMPANY PLANS WORK
At the annual meeting Monday of stockholders of the Oregon Washington Telephone Co., directors for the ensuing year were named as follows: E. O. Blancher, W. H. Dean, C. E. Copple, W. L. Marshall and J. E. Smithson. Officers named are: Mr. Blancher, secretary-treasurer; Mr. Dean, vice president, and Mr. Smithson, president and manager.

W. C. T. U. NOTES
The W. C. T. U. will hold its regular meeting at the home of Mrs. A. B. Bennett, 912 Fourth street, Tuesday, January 20, at 2 p. m. This meeting is in the nature of a parcel shower or exchange. Members are asked to bring any article valued at 25 cents. These articles will be put up for sale after the meeting and will be sold for 25 cents. Any further information can be obtained from Mrs. A. B. Bennett. The proceeds will go to the Children's Farm Home.

AT THE RIALTO THEATRE HOOD RIVER

Fri. and Sat., Jan. 16 and 17
Another Scoop for The Rialto. State Premier, supposed to have opened Portland, Sat., Jan. 10th. Now opens Portland, Sat., Jan. 17. Opens here at Rialto, Jan. 16

MARION DAVIES
IN

"YOLANDA"

You saw her in "Little Old New York"—be sure and see her in "Yolanda." From the novel by Charles Major.

ALSO
MACK SENNETT COMEDY
"THE LION AND THE SOUSE"

Fri. Mat. 10-35. Ev'ng. 10-35-50
Saturday All Day 10-35-50

Don't forget the K. P. Band's Minstrels.

Sunday Only, Jan. 18

"The Meanest Man in the World"

WITH
Bert Lytell, Blanche Sweet and Bryant Washburn.

Here are the opinions of some well-known screen artists on "the meanest man in the world":

Bert Lytell:
The man who punched his wife's cheek to make it the same size as the one swollen from a toothache.

Blanche Sweet:
The man who takes money out of the bird man's cup.

Bryant Washburn:
The man who chaps up the wooden leg of a friend for kindling.

Helen Lynch:
The man who drinks the last bottle of wine you have and fills it up with ink.

Marion Aye:
The man who persists in reading the newspaper you are holding in a crowded street car.

Frances Raymond:
The man who tells his kiddies there is no Santa Claus.

See this Picture Sunday and figure which one is right.

For the Comedy we are offering:
Sid Smith in "Flats"

Two Reels of Fun!
Continuous Show 2 to 10 p. m.
Prices, all day, 10c, 35c and 50c.

Let's go! Where? To the K. P. Band's Minstrel.

Mon. and Tues., Jan. 19-20
Glorious Gloria Swanson

"WAGES OF VIRTUE"

The most dazzling love story in which Gloria has yet appeared. The story of a poor Italian girl who becomes the toast of the regiment.

The wages of sin are death; The wages of Virtue are what?

ALSO A GOOD COMEDY
STAN LAUREL

"WIDE OPEN SPACES"

Everybody will be there to help boost the K. P. Band

Wed. and Thurs., Jan. 21-22
Richard Barthelmess

"The Enchanted Cottage"

The year's big surprise film—something in this you'll never forget!

May McAvoy supports the Star. What a wonderful combination and a WOW of a Comedy featuring that eccentric comedian, Clyde Cook!

"The Broncho Express"

ALSO
The K. P. Band's Minstrel Show. 10c and 50c

VERA KOLSTAD AT THE RIALTO WURLITZ DAILY



Four years ago Shell introduced Quick Starting Shell Gasoline and gave Quick Starting its meaning to the motorist. Quick Starting Shell Gasoline is unique; there is no substitute.

SHELL COMPANY OF CALIFORNIA

Quick Starting Quality originated by SHELL maintained by SHELL sold everywhere by SHELL