

WORLD'S
LARGEST
CHAIN
DEPARTMENT
STORE
ORGANIZATION

J. C. Penney Co.
A NATION-WIDE INSTITUTION
Incorporated
571 DEPARTMENT STORES

HOOD RIVER, OREGON

RELIABLE
QUALITY
GOODS
ALWAYS
AT LOWER
PRICES

You'll Enjoy
Our Week of White
With Its Banks of Snowy
Fabrics and Order and Under-
Wear - at Pleasing Prices!

We Have Made Extensive Arrangements for This Important Event!
Our Great Buying Power Brings These Unusual Savings to You by Keeping the Factories Busy at a Time When Ordinarily They Are Idle.

Quality "Honor" Muslin
Made Exclusively for Us



"Honor" Muslin has an ever increasing number of enthusiastic users. It leads other high grade muslins in quality, but is way behind them in price.

Sold Only By Us

When you feel of "Honor" Muslin, you see that it is woven of fine, soft yarn. The finish is splendid. It is made for the J. C. Penney Co. in such huge quantities that we can sell it to you at surprisingly low prices.

- "Honor" Unbleached, woven 39 inches wide, now sells at, only, the yard..... **17c**
- "Honor" Bleached, shrunk to 36 inches wide, pure, soft finish, the yard..... **19c**

White Dress Fabrics
Values Which Speak for Themselves

When the prices in the New York markets were at low tide, our buyers obtained these fine fabrics. Quantity buying made the prices even lower. The quality, too, is what you want.

- Long Cloths, rare values, 36 inches wide, 36-inch Cloth, finely finished, yd..... **12 1/2c**
- Long Cloth of selected fine yarn, yd..... **19c**
- Sheer French Nainsook, for underwear, infants' dresses, etc., yd..... **23c and 29c**
- Japanese Nainsook, lustrously mercerized, yd..... **29c and 33c**
- Plisse Crepe, ever popular, 29 to 30 inches wide, yd..... **23c**
- Plain Flaxon, beautifully finished, 39 in. wide, yd..... **19c**
- 39 in. wide, yd..... **29c**
- Mercerized Batiste, two attractive qualities, yd..... **29c and 39c**
- Extra Quality Mercerized Batiste, yd..... **49c**
- Pajama Checks, 36 in., ideal for underwear, foot yard..... **17c**
- Nurses' Uniform Cloth, 36 in. wide, permanent finish, yard..... **19c**
- Mercerized Voile, We want you to see this! 39 in. wide, yard..... **29c**
- Imported Voile, fine spun, mercerized, 39 in. wide, yard..... **49c**

Penco—The Best Sheeting
Reasonably Priced, Too

Women who use the finest Sheet- ing and Tubing recommend the J. C. Penney Co. Penco Brand for both the texture and price.

- 9/4 Unbleached or 8/4 Bleached Sheeting, yd., **59c**
- 10/4 Unbleached or 9/4 Bleached Sheeting, yd., **65c**



- 72x90 Sheets, torn size, ea..... **\$1.59**
- 61x90 Sheets, torn size, ea..... **1.69**
- 42x36 Penco Pillow Cases, ea..... **.39**

- Linen Finish Pillow Tubings**
- 48 inch Penco Pillow Tubing, yd..... **39c**
 - 36 inch Penco Pillow Tubing, yd..... **42c**
 - Also 36 and 45 inch Tubings, proportionately priced.

Lady-Lyke Corsets
For a Stylish Figure



The new dresses, with the indefinite waistlines—the long svelte modes—require well corseted figures. Lady-Lyke Corsets are made to insure the maximum of comfort as well as style.

Front or Back Lace
Made especially for us of splendid materials, light or heavy in weight. These are made in several styles to suit all types of figures. You will like a Lady-Lyke Corset!

98c to \$3.98

You will be well pleased with our
New Assortment of Fine Laces

- Val. Lace..... **\$.05** Camisole Lace..... **\$.29**
- Edgings..... **.05** Venise Lace..... **.49**

SCHOOL NEWS

(Miriam Grow)

Harmon Chapman, of Portland, who substituted last week for Victor Follenius in the high school, left Friday evening to accept a permanent position in the Klamath Falls County high school. His place in the Hood River high school was taken by W. L. Schilder, of Seattle, who will

teach science and physical education in the Pendleton high school after two weeks' substituting here.

The opening basketball game for the high school last week was very commendable. Coach Garrigus took his squad to Stevenson last Friday night and defeated the high school there by 40 to 3. Saturday night the strong Odell town team was defeated by the high school gymnasium by a

score of 14 to 11. The next game will be with the Washington high school team, of Portland, on the local floor Friday night. The team will probably go to Goldendale for a game Saturday night.

Next Tuesday afternoon at 2:30 o'clock the preliminary high school debate for this section of the North Central Oregon district will be held in the high school auditorium, when the affirmative team from Cascade Locks will debate the negative team of Hood River. At the same time the Hood River affirmative team will debate the negative team at Cascade Locks. This was originally a triangular debate including Odell, but the Odell team has withdrawn. The winner of this debate will meet the winners of Wasco county and the winners of Central Oregon in February. Last year the high school debating team, under the direction of Miss Esther Hestinger, won all debates in the North Central Oregon district, and then won from Pendleton, which was the winner of everything in the Unatilla district. Later our team was defeated by the team from the Union high school, which was the winner of Northeastern Oregon, and that team lost the state championship to Salem high school. Our team has its eye on the state championship this year.

The school reports for the month of December, which actually closed the day before Christmas, showed a large number of pupils dropped from the roll because of the scarlet fever epidemic, being 114 fever in attendance than for the month of November.

Dr. J. E. Else, of Portland, gave lectures in high school and junior high last Friday morning, illustrated with slides, on the subject of golfer.

He was introduced by Miss Juliet Whitaker, county nurse. After the lectures clinics were held in each building, when a large number of pupils, boys and girls, were examined. Dr. Else was assisted in the work by his wife and by the county nurse and the city nurse, Mrs. C. O. Studt. His services and recommendations were gratis.

Junior High Notes

(Ray Steubing)

At an assembly held Friday at 11:15, Dr. J. E. Else, a noted golfer specialist, gave a talk on golfe, its cause, prevention and cure. This was followed by a clinic for those who wished to attend.

Frankton's first team defeated the junior high's second team 21 to 4 Friday night. Billie Loomis was high point man for Frankton, while Ray Hathorne made the most points for junior high. "Nib" Olsen was elected captain of the first team.

The 1925 Creed

I will vote at every public election, trying first to inform myself on the candidates and questions to be voted upon.

I will try to buy stock in some local industry or utility serving my own locality, and help it to build up payrolls and values and sobriety in my home town.

I will obey the laws as they are written; it may be as offensive to my neighbor for me to dodge taxes or make booze or exceed the speed laws, as it is to me for him to rob or burn or violate my home.

I will work at my job as though I believed in it.

I will try to make my street the best street in town.

I will practice the belief that pro-

perity and good government and neighborly love are here now, and to stay, if I will but accept and live it.—The Manufacturer.

CHEVROLET HAS BEEN HARD TESTED

Evolution of the new Chevrolet, which made its initial bow at the New York automobile show this month, and which is being displayed at the Mt. Hood Motor Co., was marked by an exacting yet interesting labor extending over a period of more than a year.

As far back as 1923 automotive and metallurgical experts started drawing plans for the new automobile. Skunk cars were made, containing the 40-odd new improvements, including clutch, springs, axles, manifold, etc., and these cars were turned over to selected drivers working directly under the engineering staff for the hardest tests hitherto generally could devise. Every detail in the new car was forced to prove itself more than adequate for any demands it might be called upon to fulfill.

The new semi-elliptic springs underwent harder usage than any car of its class could give in five years. Day and night drivers tore over bumpy roads, taking railroad crossings, ruts and inequalities at high speed. The drivers were working under orders to "bust those springs if you can."

The new axles, front and rear, were subjected to similar trials. Every strain expert drivers could think of was placed on the axles, which have already withstood severe laboratory tests. Stresses that ordinary driving never would cause were placed on the new channel steel frame and its five sturdy cross members.

In fact every detail that is incorporated into the new Chevrolet was tested, improved and re-tested until it scored 100 per cent before it was adopted. In this way it was possible for the Chevrolet company to get into quantity production at once, secure in the knowledge that its new line would more than meet any requirements car owners would place on it.

Conservation of Human Life

(By Frederick D. Stricker, M. D., collaborating epidemiologist, Oregon State Board of Health, in cooperation with the United States Public Health Service.)

In order to prevent the waste of the tremendous resources of this great country it has been found necessary to adopt the doctrine of conservation. This doctrine has been applied to mines, forests, water power and our natural resources. It has been extended to hogs, cattle, buffalo and wild animals generally and now we are proposing to apply it to human life. Man is far below a reasonable standard of animal excellence and his period of usefulness is brief compared with the number of his years. Restricting marriage to the fit, and more intelligent care of the body are two measures that are needed to conserve the health of the people. Over 90 per cent of the population are continuously ill.—Sickness at the age of 35 to 44 is nearly double the rate at 15 to 24. The economic loss from disease and ill health is appalling. The loss from disease and disability in Oregon is estimated to be over \$40,000,000 annually, at least 40 per cent of which is needless.

We must give consideration to any known type of infection that tends to shorten human life or to produce disability. Heredity is responsible for a certain proportion of physical deficiency and susceptibility to disease. A family history of tuberculosis is important, not that this disease is directly transmitted, but a certain inferior, light-weight type of physique appears to be frequent in those with a tuberculosis family history and offers a low resistance to this infection. Life insurance investigations have shown that among insured men who were at least 25 pounds under weight and had a brother or sister die of tuberculosis, of every 10 deaths five were due to tuberculosis. The draft examinations show that mental and nervous deficiency and instability are as prevalent as tuberculosis and as well worthy of being combated in an organized way. About two per cent of the general population are definitely mentally defective, one-half of whom are in need of institutional care. There are in the state of Oregon at least 6,000 persons who are definitely mentally defective and there are over 3,000 in our state institutions.

The high proportion of people coming under the classification of mentally deficient may well give us concern and is a factor to be considered in relation to eugenics as well as to the introduction of low grade mental stock into this state by immigration. Statistics show that the insane, paupers, prostitutes, drunkards and criminals come largely from the ranks of the mentally abnormal and unfortunately they are increasing at twice the rate of the general population. It is plainly evident that a big burden is imposed on the state by mental deficiency and it is important to eradicate the root of crime and indigency. Segregation and sterilization are the only solutions to the problem. A decided step must be taken to prevent the ever increasing amount of poverty, degeneracy, immorality, insanity and crime.

Internal Revenue News Bulletin

Blank forms for the use of individuals in reporting income for the year 1924 of \$5,000, and less, derived from wages, salaries and commissions, have been mailed by Clyde G. Huntley, collector of internal revenue, to every person who files a return from the same sources a year ago. Envelopes were addressed to 47,000 taxpayers. Persons, any part of whose income for 1924 was derived from business or profession, farming, sale of property or rents, regardless of the amount, will be required to use a different blank. The use of this larger form will be required, also, in cases where the net income was in excess of \$5,000, whether from salary, business, profession, or other taxable sources.

Forms for this class of taxpayers, also for corporations, partnerships and fiduciaries will be mailed as soon as a delayed shipment is received from Washington. Collector Huntley expects to complete the distribution of all income tax blanks within the next few days. In view of the fact that every individual, firm and corporation that filed a return last year will be mailed blanks this year, he asks taxpayers to be patient for a few days pending the receipt of their blanks.

NEW BEAN SPRAYER HAS FORD SYSTEM

The Ford motor with its special oiling, cooling and ignition system, as put out by the Bean Spray Pump Co., is proving quite a popular. The Hood River Garage has made several installations on other makes of sprayers. In speaking of the motor, Earl Franz says:

"It has abundance of power, and with the Bean pressure regulator and pressure control you use only the amount of horse power required to keep up the pressure you are using. Experience has taught us that where motors are worked to capacity they are short lived, while motors which have an over power give long years of satisfaction."

"This year is going to be one of the largest years we have ever had in the sale of Bean sprayers. Orders are coming in early and the demand for catalogues has been three times as great as any previous year. There is going to be a real shortage on sprayers at least for a time. Every sprayer manufacturer is far behind in production at this early date, and late orders are not going to be filled until too late for the early sprays. We are endeavoring to persuade all of our prospective purchasers to buy early as it looks very much as if the first spray application this season is to be a very important one. Every section of the country reports very heavy sales. Factories are working on a night and day schedule."

A letter from the Bean Spray Pump Co. covering the situation was received by the garage this week, in which the sales manager says: "We are forced at this early date to go out in the open market and buy more raw material. However, there will be no price raise in our line as you know we start in with the pig iron and build our outfit complete with the exception of magneto and in a few other small items. At this time, Mr. Franz, I want to call your attention to the red super-spray hose. Sprayer pressures in Hood River seem to be higher than used in other sections. However, hose in the past has not gone up in quality and construction as fast as high pressure spraying. Our super-hose will, I am sure, fill your Hood River needs. Built of the finest material and construction, it will give three times the wear of ordinary spray hose at but a small additional cost. Sell it to your most exacting orchardists. It will cure their hose troubles."

Many Forest Roads Built

More than 1,800 miles of roads and nearly 5,000 miles of trails were constructed within or adjacent to the 147 national forests during the fiscal year ending June 30, 1924, according to the chief forester's annual report, copies of which have been received by C. M. Grainger, district forester, in Portland. In addition, maintenance work was performed on 7,423 miles of roads and 32,105 miles of trails.

Including the construction work completed within the last year the total mileage of national forest roads constructed by June 30, 1924, stood at 8,707 and the total mileage of trails at 15,855.

During 1924, on the national forests of Oregon and Washington, a total of 390 miles of forest highways were completed, the work consisting of new construction, repair and betterment. On secondary or forest development roads in the two states 225 miles were either built or repaired.

The sum of \$9,351,142 was expended on the road and trail work of the forest service on all of the national forests during the last fiscal year, the report says. This sum was augmented by funds from cooperative agencies such as states, counties, and local organizations.

Thirty-one states and Alaska share in the pro rata distribution of funds made each year by the forest service to those states and territories containing national forest lands.

An Optimist's Prayer

Now I lay me down to sleep—
I pray, O Lord, that You may keep
My constitution free from bile
So I may wake up with a smile.

That pleasantly I may proceed
To spread the happy, hopeful creed
That whatsoever may befall
Has somewhere got its brighter side.

That worry never did prevent
The coming of some fall event;
Or, if perchance, we miss the pain,
We've had the worry all in vain.

Endow me, therefore, with the grace
To ever wear a smiling face;
And if misfortune comes along,
O, let me meet it with a song.

Let not Suspicion's poison find
A breeding place within my mind,
To make me wonder if old friends
Are merely serving selfish ends.

If I, unjustly am abused,
Or if otherwise denied my dues,
Or made the butt of falsehoods vile,
Still let me "carry on" and smile.

If in return for good deeds done,
Ingratitude is all I've won,
Let me not harbor bitterness,
But keep on doing none the less.

To keep me human, now and then,
Please let me sin like other men,
So I may not presume to pass
In judgment on some fellow ass.

I'd hate it, but I shall not whine,
If Time enlarges much the line
That marks my waist; and though I
Care,

I shall not mourn the loss of hair;
My teeth, 'tis true, I greatly prize,
And, most of all, of course, my eyes;
But one thing more I'd keep—this
then:

My sense of humor, Lord, Amen!
—Maurice Switzer

The prophecy of Prof. Sears of the Massachusetts Agricultural College that ten years of better times for New England apple growers are coming is not only interesting but cheering. What he says, however, about conditions in the apple belts of Washington and Oregon are astounding. Mr. Sears is quoted as stating that there is discouragement and lack of interest in the aforementioned states, that there has been no increase in the production of apples there during the past five years and no new plantings made, and that growers have lost confidence and are taking less care of their orchards than formerly. In the long run Prof. Sears thinks the worst days of competition from boxed apples are over. But living in the barrel every year the naturally dreamy farmer in terms of barrels and cost in terms of growing better fruit and careful and honest grading and packing less consideration than they deserve. —Fruit Trade Journal.

BEAN

Achieves Another
Success!

Four years ago Bean brought to Sprayer Construction the first motor ever built for sprayer work exclusive a motor that is.

DUST PROOF
TROUBLE PROOF
FOOL PROOF

This motor is in the hands of over seventy-five Valley Orchardists who are its best boosters.

AGAIN to the front

This time with a

FORD MOTOR on our SUPER GIANT BEAN

This motor is equipped with the necessary essentials for sprayer work, such as

- BEAN PRESSURE GOVERNOR
- SPECIAL CRANK CASE and OIL PUMP
- BOSCH MAGNETO
- COUNTER BALANCED FLY WHEEL
- SIX BLADE FAN
- HEAVY COPPER COOLED RADIATOR

Remember these features when comparing BEAN with others.

- SOLID I BEAM FRAME
- PRESSURE REGULATOR
- UNDERSLUNG STEEL AXLES
- SUPER SPRAY HOSE
- REDWOOD TANK
- PORCELAIN CYLINDERS
- ECCENTRIC DRIVEN
- THREADLESS BALL CAGES
- ROCKING FRONT BOLSTER
- UNDERNEATH SUCTION
- EXTRA LARGE WHEELS
- EASY DRAFT
- LOW HUNG TANK
- DOUBLE CUT-OFFS
- THREE-BLADE AGITATOR
- No Stuffing Boxes on Cylinders

HOOD RIVER GARAGE