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THE reports you hear every day about the remarkable service of U. S. Royal Cords indicate how well they are doing the job.

Their Latex-treated Web Cord construction gives them wear-fighting quality that stands up under the hardest kind of service over all kinds of roads.

For heavy service in all sizes choose the U. S. Royal Cord; for extra heavy service on larger cars, buses and light trucks—the U. S. Bus-Truck Tire; for specially severe service on light cars the U. S. Royal Cord Extra Heavy in 30 x 3 1/2 Clincher and 32 x 4 Straight Side.



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### WHAT U. P. MAGAZINE DOES FOR OREGON

(An address to the Sunday Lunch club at the Columbia George hotel, July 14 by Howard Sproul, editor of the Union Pacific magazine, president of the Oregon Pacific System, Clatsop, Multnomah and Washington counties.)

I bring greetings from President O. R. Gray who, I know, would like to be with us today, but because of the large amount of territory that he has to cover, cannot visit Oregon nearly as often as he would like.

Just several of being on the same program with your distinguished fellow citizens, Billy Sunday, I have been at the old Pacific Garden Mission, in Chicago, where he was converted, and I have heard him preach. When the Reporting Angel writes the names of those who have loved the fellow men, the name of Billy Sunday, like that of Abner Ben Adham, will lead the rest.

The Union Pacific magazine is distinctive for several reasons:

It is the first and only official publication of the entire Union Pacific System. None of the persons connected with the magazine had any previous technical publication experience. The chief clerk was a grade broker; the artist and editor of the home department was a clerk in a furniture store. The editor's secretary was secretary to the president of a bank. One of the associate editors is a historian and the other a former preacher. The editor was supervisor of transportation of what was then the L.A.S.L. unit of the Union Pacific System. We have had to make up in enthusiasm what we lack in experience.

The scope of the Union Pacific magazine is wider than that of the ordinary company publication in that nearly every article carries an appeal to the general reader. One lady writes me that she found the Union Pacific magazine the most interesting periodical in the observation car.

Another distinctive feature of the Union Pacific magazine is that it is not filled up with propaganda. This publication is not suspended from the top. It is built from the bottom. The magazine is not a glorified office paper that does not exploit the officers of the railroad. How often we pick up a company publication and find it filled, to a substantial degree, with fulsome articles about the president and vice president and other officers. Our policy, which has the president's entire approval, is to exploit the man lower down, the man who may imagine that his abilities are not recognized and his chances for promotion remote.

Another feature of the magazine which is distinctive is that we use it to boost our cities, national parks and points of interest along the line. In developing that policy I have been greatly aided by Wm. McMurray, general passenger agent of the Union Pacific System at Portland, whom we all know and love. It may interest you to know that I saw Mr. McMurray the other day, and while he is in the city he has had a very dangerous time of it, he is now getting well and looks to the future with courage and confidence. Mr. McMurray fell in with this idea of boosting our cities, chiefly because 15 years ago he and Paul Shoop, now the executive vice president of the Southern Pacific, were the originators of the Sunset magazine, in connection with which they issued a series of community booklets, some of which, I understand, are still being distributed.

Several of these I read, while I was at Globe, Ariz. in 1909 and 1910, as a result of which I came to Portland and the Pacific Northwest and have been coming here ever since as an opportunity afforded. These were cooperative enterprises, the cities and the railroads each paying one-half the expense. It differed from the Union Pacific magazine policy in that the publicity of the magazine is given absolutely free. It was in January, 1922, that I first talked to Mr. McMurray and from that day to this we have featured in every issue of the Union Pacific magazine some point of interest along the line. The first place in Oregon to be featured was Hood River in our issue July 1922.

Especially for this meeting, and one held under the auspices of the Progressive Business Men's club, of Portland, we have prepared the leaflet which you have before you, entitled, "What the Union Pacific magazine is doing for Oregon." When you consider that the Union Pacific magazine is only three and one-half years old and that the Union Pacific enters 11 states and that in all fairness we should give each of those states representation, we think the list of articles on Oregon will be impressive.

Since this was published we have had a Grater Lake edition and other Oregon editions are being arranged for, while still others are in contemplation. Will you read the magazine? you ask. In addition to its distribution among the 50,000 employees of the Union Pacific system, and an estimated additional 150,000 members of employees' families, the magazine is on the observation cars for our passengers to read; it is on sale at the Union Pacific news stands; it is on the reading tables of doctors' and lawyers' offices, at chambers of commerce, libraries, schools, colleges, historical societies and clubs. Six hundred newspapers receive it and frequently quote or copy from it. We estimate that every issue is seen by at least a quarter of a million people.

These booster articles, like the one on Hood River, are read by our employees and others who get the magazine. I am convinced that many libraries include Oregon because of the publicity put out by the railroad. Our employees and their families travel on passes and nearly all of them take vacations once each year. Our ticket agents are in an excellent position to influence travel and they, too, find the magazine a source of useful information which they pass on to prospective tourists. Florida is booming. Thousands of people are going to Europe. The people of the Northwest must give up their idea if they are to hold their own in this race of various recreational areas for supremacy.

I need not sell the people of Hood River on the value of advertising and publicity. You believe in it and you have asked me to come here today because you believe that the Union Pacific magazine is doing something for Hood River and that it will do yet more. Denver tourist business estimates that the average tourist in Colorado spends \$30 per day. Our communities are appreciative of what we are doing for them. One secretary of the Chamber of Commerce wrote me that the publicity business and the community is so busy that its citizens did not realize what

wonderful advantages their home cities had until they were set forth in an attractive way in the pages of the Union Pacific magazine. A letter of appreciation from the city of Hood River was recently read by me before a large Portland audience.

The magazine is used by chambers of commerce to answer inquiries. Mine or ten civic bodies borrowed the cut of the double page spread of the issue which featured their cities and have made it into a four-page letter-head; the first page reserved for the letter, the second and third containing the magazine double page spread and the fourth containing a list of salient facts in regard to their city or district.

The Union Pacific magazine is only one of several ways in which the Union Pacific System spends its money to boost the west. We engaged this year in a stupendous newspaper advertising campaign extending from Maine to Colorado, but featuring the west and northwest. There was appropriated for newspaper and magazine advertising for this year alone \$500,000 and a substantial part of it was devoted specifically to Oregon and Washington. Practically all of it helped Oregon, because of its arrangements which feature California. The suggestion was made to prospective passengers that they go at least one way through Portland, or the northwest.

Fifty hundred thousand post cards are sent out annually featuring the west and northwest. A large number of them are devoted especially to Oregon and Washington. Attractive booklets, with illustrations in natural colors, are being issued from time to time. Especially helpful to Oregon and Washington was our recent booklet entitled, "The Pacific Northwest and Alaska." The success attending the booklet put out by our agricultural department, entitled "100 Apple Recipes," has exceeded our fondest hopes. Inquiries poured in from all parts of the world and several extra editions have already been printed. This sort of publicity naturally benefits our agricultural sections.

We have in Oregon the land settlement committee of the Portland Chamber of Commerce, of which A. B. Edmonds, our assistant traffic manager, is a member. It was my privilege to go with the committee and wonderers to the world. And it has been at tremendous cost. Probably it is no overstatement of fact that most of the early knowledge that the world gained of the Oregon country was through the instrumentality of this committee.

This present year that energy will be devoted to the Columbia gorge and Mt. Hood in the faith that those two wonderful features have no superior in kind in the nation, and that in years to come they will be the center of the pleasure loving world. That Mt. Hood will some day be dotted with huge caravansaries cannot be doubted. How soon is now merely speculation, but when it is realized that Rocky Mountain national park, Yellowstone, Glacier national park, southern Utah, Grand canyon, Yosemite and other famed features, none of which is superior to the natural charm of this ice-crowned monarch, have been given to man's wild within our time, who shall doubt that Mt. Hood will in a few years rival them all in interest and fame?

"As in the past the Union Pacific is planning but it cheerfully acknowledges and welcomes the cooperation of other constructive agencies."

I have today arranged with Mr. Thomson, editor of the Hood River Glacier, for some special publicity in the Union Pacific magazine on the Mount Hood Loop. I don't know whether it has been considered but it just struck me that a good slogan would be "Loop the Loop," but there may be some objection to which I am not familiar with, and perhaps it has already been considered and turned down.

Mr. Bradley, our agent at Hood River, took me over part of the Loop before it was completed and I share your enthusiasm over this wonderful piece of engineering which will undoubtedly be an added feature to attract tourists.

The Union Pacific magazine is young. I hope it will endure as long as the railroad endures. As long as I am editor we shall continue the present practice of using its pages to boost our places which need and deserve boosting. Hood River will get its share.

If there should ever be any tendency on the part of the editor of the Union Pacific magazine to fall to give Oregon and Washington the lion's share of the space in the magazine, you may be sure that the magazine's regional representative, Frank H. Gill, will be alive to the situation and will bring pressure to bear to insure a more than fair allotment of the available space.

I am very glad indeed to extend to you the facilities, talents and resources of the Union Pacific magazine to tell the world about Hood River and Oregon.

Many men dig their graves with their teeth. Constipation is a terrible curse. Eloquent, decayed matter in the stomach and bowels may cause serious trouble. Take HOLLISTER'S GOLDEN RUGGET TABLETS for Constipation before it is too late. Results guaranteed.—A. B. Keir, 3500

Notice of Sale of Real Property

In the County Court of the State of Oregon for Hood River County. In the matter of the Estate of James S. Blumstein, deceased. Pursuant to an order of the County Court of Hood River County, made and entered on the 20th day of May, 1925, notice is hereby given that the undersigned executor of said estate will sell the private sale, on and after the 23rd day of July, 1925, the following described real property belonging to said estate:

The east 75 feet of Lot 1 in Block 9 of Parkhurst Addition to the City of Hood River, Oregon.

Bids will be received at the office of A. W. Outhank in the First National Bank Building, Hood River, Oregon, the sale to be made on the following terms: One-half or more in cash, balance on promissory note payable in 12 months, with interest at 6% per annum, starting interest at 6% per cent per annum, payable on or before 30 days, interest payable semi-annually.

Dated and first published June 25, 1925. James S. Blumstein, Executor.

THE SHOW TEAM OF THE

# BARNES

## BIG 4 RING CIRCUS

& THE ALL NEW SHOW

### POCAHONTAS

AT THE COURT OF CHARLES

#### JOE MARTIN

THE GIANT GORILLA MAN

150 HORSES IN ONE GREAT ACT

ENHANCING SIZE OF SHOW THIS YEAR COMPELS US TO ARRANGE NO STREET PARADE ON SHOW GROUNDS IN HOOD RIVER OR ANY CITY PERFORMANCES RAIN OR SHINE

FREE EXHIBITION ON SHOW GROUNDS

## THE DALLES, Tuesday, August 4

## SOMETHING FOR NOTHING!

Hard to believe but true! Starting Thursday, July 23, the Rialto will have an entirely new idea in

### COUNTRY STORES

Loads of Goods given away FREE Every Thursday—No advertising talks No waits—Just Lots of Free Merchandise

We will entertain you with a wonderful picture program and give away the goods as fast as possible.

FREE—FREE—FREE—A very useful article given to every lady attending theatre Thursday evening, July 22. A great picture program, free merchandise and regular prices, 10 and 35c.

N. B. Each week we intend to increase amount of premiums according to attendance, so the more that come, the more goods given. They will be sent by the express, on account of weight. This show is staged entirely by the Rialto. We will do no advertising, only GIVE AWAY GOODS.

The RIALTO Every Thursday Eve. Starting Thursday, July 22nd

## ICE CREAM DELIVERED FREE

When you order two quarts or more.

We have the following flavors—

Strawberry, Vanilla, Chocolate Orange Cream, Orange Sherbet Maple Nut and Fruit Salad

Frozen Suckers and Equimaux Pia

## HEIGHTS CONFECTIONERY

J. L. STEWART, Prop. Tel. 2374

## PICNIC SUNDRIES

All of them. When you get ready to go tell us your wants. We'll provide them.

If in doubt—just ask for our Suggestion Department

### TAKE A VACATION

## 2121 FRASIER GROCERY CO.

For Sale—A genuine 12-plate W.D. Ward battery in hard rubber case for only \$17.50. Globe Battery Station.

Trench, Bags, Baskets, Large assortment, reasonably priced. Globe Co.

## MAYNARD & CHILD

FOREIGN—DOMESTIC COMMISSION MERCHANTS SINCE 1899

OFFICES New York—Boston Portland, Oregon

# Boxed Apples

Starting our 36th year. A service that is broadened and improved to meet new conditions in the industry, but based always on the proven principles of successful marketing. A friendly, helpful service.

P. FRED CLARK Western Representative Railway Exchange Building PORTLAND, ORE.

O. B. NYE Local Representative HOOD RIVER

# Paint Varnish

The chair you forgot to bring in

Did it have a lustrous look in the morning? Was the varnish all discolored—white in spots—peeled off and cracked? Not if it had been finished with

### Pitcairn WATER SPAR

It is protected with a hardy, long-wearing water-proof surface. It will not deteriorate even when soaked in water for months.

Hood River Fruit Co.

Send ten cents for a copy of "What to do and How to do it" to Pittsburgh Plate Glass Co., Box 1575, Pittsburgh, Pa., Wm. Dept. M. A guide to better houses.

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## FLY-DI

kills flies, bugs, roaches, ants, mosquitoes, and moths.

FLY-DI is non-poisonous, will not stain, and has a pleasant and refreshing odor. You need FLY-DI all the year round—always keep a bottle on hand.

HOOD RIVER SPRAY COMPANY Hood River, Oregon

I have just received from the East the most wonderful line of

Suit Cases, Ladies' Hat Boxes and Under the Arm Bags

that has been shown in Hood River—the very latest at moderate prices.

## WM. WEBER

## THE FASHION STABLES

### Parkdale Auto Stage

Phone 1201

Leaves Hood River daily at 4.30 p. m.

Leaves Parkdale daily at 6 a. m. (except Sunday).

Every Saturday it leaves Parkdale at 6 p. m.

## DANIELS HOME LAUNDRY

Fully equipped with the latest electrical apparatus.

Operated by L. J. Daniels, a man who has had 23 years experience in laundry work.

Tel. 2648 and we will call and deliver.

L. J. DANIELS 1100 Wilson St. Hood River

Ice Cream for young and old—and rich—in Keir's Fridge—1000

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When you want real service on Shoe Repairing, call 1014 or leave at the Champion Shoe Repair Shop, next to Richards' Cigar Store.

Your shoes will have the careful attention that only the best repair men can give.

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