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KELLY BROS. CO.

(INCORPORATED)

THE MAGNAVOX RADIO FRANCHISE

(and what it means)
(to us and to you)

Approximately a year ago the Magnavox Co. selected our radio company, then operating as the "More & Hackett Radio Co.," as being best fitted to represent them in this territory. The Magnavox Co. has some very high ideals for their dealers to follow in regard to reliable service and sound merchandising and only a limited number of dealers were able to qualify. More than 2,000 radio dealers on the Pacific coast who applied for the Magnavox franchise were turned down last year. We feel very proud indeed that last year through sales volume, high quality of service to our customers, and sound business practices, we qualified as the star small town Magnavox dealer of the entire Northwest.

Acting for the Magnavox Co. as their exclusive representatives in this territory, we are now ready to announce wonderful improvements in the Magnavox radio line of sets, speakers and tubes. We could use all of this page and not tell you half of what is new and interesting about these products.

The new Magnavox receiving sets are moderately priced and are not excelled in any way by any other receivers selling at any price. We have recently conducted some very thorough comparative tests and we can truthfully say that the new Magnavox is superior to the finest radio sets that have ever come into Hood River previously. This new set comes in four cabinet models with and without built-in loud speakers, priced at \$85 up. New Magnavox speakers give slightly more volume, rounder, truer, more perfect tones, and are available in a number of models, including a beautiful cabinet speaker. The new Magnavox radio tube will do wonders in eliminating static and other noises from your present set and will improve its tone quality. All Magnavox tubes are guaranteed to give satisfactory service and are subject to replacement if they do not.

You are especially invited to visit our fine new store in the new Moore Electric Building, near the end of Oak street, and inspect the new Magnavox products. Our stock of Radio goods is the largest and most complete in the mid-Columbia district and our service satisfactory.

Magnavox and other radio sets sold on easy payments. Pay for your radio out of income.

"The Air Unlocks To Magnavox"

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T. A. HACKETT, MGR.

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GORGEOUS STREET PARADE NOON TUESDAY

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Gen'l Adm., 50c. Prices include tax. Seats now on sale

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WORMS TAKE TOLL OF APPLE CROP

That the codling moth, or apple worm, will cost north central Washington fruit growers between \$2,500,000 and \$3,000,000 this year is the opinion of many growers and others who have studied the situation, according to a survey completed Saturday. Estimating 30,000 acres of full-bearing apple orchard in the district, it is estimated that the moth will take a toll equal to \$100 an acre. If the average orchard is 10 acres in area, every one of the 3,000 orchardists will suffer a loss of \$1,000, or more than the total bill for taxes, water charges, pumping and irrigating expenses annually, it was said.

The average cost of spraying, labor and material was estimated at around \$10 an acre for the season. The spraying cost was much higher than before, as from six to eight applications were made during the season, an increase of three over other years. When worms appeared late in the season, many growers thinned their trees to eliminate worm infested apples. Many growers say that the total worm loss will amount to 10 per cent of the crop, while the horticultural office places the loss at 7 per cent. Using the latter figure, this would mean fully 1,000 cars of apples lost.

Horticultural Inspector Harter, of Wenatchee district, said that never before had such persistent and efficient spraying been done as this year but, despite this, the worms made much headway.

CLOUD CAP PLANS MAKING PROGRESS

Leslie Butler and E. O. Blanchard were in Portland to attend an organization meeting of the men of Portland and this city who have joined hands to construct a new tourist hotel at the site of Cloud Cap Inn on Mount Hood. The next steps are to begin the immediate initiation of construction work on a first unit of the proposed hotel.

J. B. Doggett, member of the firm of Doggett & Cooper, who are surveying the Cooper Spur lateral of the Loop highway, was here Monday in conference with Mr. Butler.

"You folk who are promoting the hotel," said Mr. Doggett, "may rest assured that you will have our full cooperation in getting the road ready and in helping you in every way."

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

Any act often repeated forms a habit and habits allowed steadily gain in strength. At first it may be but as the spider's web easily broken through, but if not resisted it soon binds with chains of steel.

Good health habits are dependent on the power to show control over the common-place and ordinary situations of life. Habits may become assets or liabilities. Good health habits are assets that contribute to the well being of the individual. Good habits in regard to the care of the body—eating, sleeping, eliminating, bathing, are easily acquired and build up a wealth of health. Good health habits usually spell good health. Habits that are detrimental to health are also easily acquired and constitute a growing liability which sooner or later reduces the efficiency of the individual. Many failures are due to bad habits. Good training makes difficult tasks easy while bad training makes a simple task difficult. Health habits affect the whole life of the individual. Habits determine the active control of the whole human mechanism.

Good health habits begin with the habit of right thinking. It is fundamental that right habits be formed in early life. Everyone should be trained to meet the small problems of living and in this way power will be developed to meet the more weighty problems of life. Good health is dependent on regular habits of muscular exercise.

The regular bathing and stimulating habit of regular bathing assists in maintaining a healthy body. Deep breathing, out door living, moderate eating, moderate exercise and regular hours of sleep are the fundamental habits necessary to insure good health. The only difficulty lies in overcoming the inertia of acquiring good habits. After one has changed his habits, it is just as easy to live rightly as to live wrongly. Good health habits are simply a means of emancipating ourselves from our real limitations.

For Mail Insurance, see R. E. Scott.

A TYPICAL PARIS REVUE TO SHOW

Probably the most famous theatre devoted to the lighter forms of entertainment in the world is the Parisian Folies Bergere. From this stage have been elicited the ideas that were elaborated into Ziegfeld's Follies, Carroll's Vanities, White's Scandals and others of the extravaganzas with which Broadway is regaled. The latest opus of French ancestry and Yankee environment is "Flashes of the Great White Way," now on a brief road tour, prior to inaugurating a metropolitan run at a Broadway theatre four weeks hence.

If newspaper comment from other cities are to be credited this most youthful of the perennial harlequinades is the most startling of the modern school of girl and song shows. An entourage of 52 is employed. Among the foremost of the players is Carl D. Francis, who last season was featured in Henry W. Savage's production of "The Clinging Vine." Margild Serenaders, and their 10-piece jazz orchestra also come in for large type on the play bills. Lucille Barton, late of Dorothy Charles, whose talent and dynamism was last season visible in Greenwich Village Follies, will oblige with numerous terpsichorean diversions of exotic conception and graceful fulfillment. Lucille Barton, late of George M. Cohan's "Little Nellie Kelly," is chief of the lady humorists.

Great stress is laid on the pulchritude of the decorative femininity and the prodigality with which they display their charms. The production embraces two acts and 29 scenes of considerable opulence.

"Flashes of the Great White Way" will appear at the Rialto theatre Monday, October 5.

TROUT LAKE

The farmers here are generally pleased with their grain crop.

The committee which went to Goldendale to support the petition asking for a herd law district here has no criticism to make against the county commissioners because their decision was against the petition. Circumstances were such that it was impossible to bring out the full merits of the case. We are satisfied when that is done they will grant us a herd law district. The herd law was created for just such conditions as exist in the Trout Lake valley, and there is hardly a place in this county where it is needed more than it is here in this valley. We have no grudge against the stockmen, although old settlers can point to many instances where their interests have been entirely ignored by stockmen. However, this petition was not aimed at the stockmen, but at the public in general which wishes to use the public highways for public grazing grounds. And when a stock district is formed it will work no hardship upon those who try to take care of their stock. We propose to stay right here and fight the question out upon its merits, in a gentlemanly and courteous manner.

Some of the local labor is preparing to leave for the fruit orchards. Rev. Good was a White Salmon visitor Wednesday of last week, and is driving a new Ford.

The subject discussed during the lecture hour at the last grange meeting was, "Cooperation." It was generally conceded that it has not helped the farmer a great deal. It was also pointed out that as the average farmer's income is not over \$1,000 a year, a 10 per cent increase through cooperation in selling would be of no great benefit.

The reception held at the school house for our school teachers was well attended and was a very pleasant affair. There was a nice program of music and talks followed by introductions and refreshments.

It is rumored that there will soon be a petition circulated asking that a national park be established in the Mt. Adams district. Such a park would be an asset to the Trout Lake valley. It would probably result in there being a large hotel built there, and the building of a state road around the mountain, thus making a scenic drive from Portland via Trout Lake and Yakima to Seattle.

Apple Increase Not Asked
Chairman Steele, of the Northwest Regional Advisory Board, has received word that the rail lines of the country have extended apples from the list of commodities on which increased freight is being asked.

Highest cash price paid for your used furniture, stoves and rugs. Call McClain at E. A. Franz Co. 4204

Rural Oregon Journal agent, phone 4795.

MORTENSEN WINS OVER FARMER VANCE

Fred Mortensen, who is located here now as a carpenter, light heavyweight champion wrestler of Denmark, Wednesday night of last week was awarded a victory over Farmer Vance, of Portland, when the latter, after being knocked out in a fall, forfeited the match. Vance had won a fall 17 minutes after the start of the match, which was scheduled for a finish, the best two out of three. The men had wrestled for seven minutes in the second try, when Mortensen grasped the ropes. Vance, instead of calling the referee, Jack Davis, of Texas, to put the men back on the mat, grasped Mortensen about the middle and began tugging. Vance gave a mighty surge, and Mortensen turned loose, falling backward on his opponent. Vance hit the mat, catching the full force of the backward plunge of the two men at the back of his neck. He was knocked out.

Vance's manager protested the decision, claiming that Davis should not have given the match to Mortensen but should have ruled that a return match be called to settle the event.

Cyclone Smith, of Helena, Mont., defeated Harry Sonniksen, local wrestler, in two straight falls. The feature of the evening was the exhibition of physical culture exercises and wrestling between Leo, aged 10, and Claire, aged 8, two children of Mortensen.

Apple and Pear Statistics

The commercial portion of the apple crop this year is now forecast at 91,182,000 bushels, (equivalent to 30,394,000 barrels), compared with 86,103,000 bushels (or 28,701,000 barrels) in 1924; 107,808,000 bushels (or 35,936,000 barrels) in 1923, and 95,835,000 bushels (or 31,945,000 barrels) in 1922. These 1924 figures differ slightly from those previously reported, owing to a recent revision in the estimates. The total apple crop in 1925 is expected to be considerably smaller than a year ago, owing to a much poorer condition of non-commercial orchards. The total apple crop in 1925 is expected to be considerably smaller than a year ago, owing to the much poorer condition of

non-commercial orchards. The 1925 crop is expected to amount to 162,188,000 bushels, compared with 179,101,000 in 1924; 202,842,000 in 1923, and 202,702,000 in 1922.

In the west there was an increase in both commercial and total apple production this year over 1924; six of the leading western states are expected to produce this year a commercial crop of 30,450,000 bushels, compared with 34,200,000 in 1924. Eleven of the central and eastern states have a commercial crop now forecast at 39,945,000 bushels, compared with 37,875,000 last year; and in the remaining 31 states this year's crop (commercial) is forecast at 11,757,000 bushels, compared with 13,908,000 in 1924.

BETTER COWS NEED BUTTER FOLK SAY

Not more cows, but better cows, is the need of the creamery industry, along with education that shall wean the American people away from eating oleomargarine, because butter is a health builder to a degree that oleomargarine cannot in any way rival—these were dominant notes struck last week at the convention of the National Creamery Buttermakers' association at the Multnomah hotel, Portland.

"Instead of an exporter of butter and cheese, the United States has become an importer within 20 years," said Dr. C. W. Larson, chief of the bureau of dairying, Washington, D. C. "The average consumption of milk is 1000 pounds for every one of the population. The population has increased at the rate of 1,500,000 a year for the past 25 years. Every time four babies are born the nation needs another cow, for the average cow produces 4,000 pounds of milk a year.

"To keep up, 375,000 cows should be added to our dairy herds every year. Only two years in the past ten have seen such an increase. There has been an increase in per capita consumption of butter since the war from 14 to 17 pounds annually. We need ten times as many cows as there are in Oregon to meet this butter increase alone.

"But the need is not for more cows, but rather for better cows. The average cow in this country gives a gross product of \$100. Of course many cows

produce more than that, but many less produce less. That is the main thing. That is not a good foundation for the butter industry.

The average production of 375 pounds of butter from a cow in this country is too low; it can be easily increased. In Denmark the average production of the cow is 100 pounds of butter a year more than here. With the active help and cooperation of the creameries, production to the cow in the United States can be brought up to 100 pounds through a pure-bred bull on every farm and an enlightened feeding program."

Mr. Larson said he first attended a buttermakers' meeting in Portland 30 years ago. The natural advantage for dairying in Oregon, he said, were such that it was a matter of wonder that dairying had not advanced further here than it has.

Professor M. Mortensen, of the Iowa State College, gave figures to show the extent of the butter-making industry. If the animal product of this country were loaded into 20,000-pound cars, he said, it would form a train 514 miles long. If the butter were placed in one-pound cartons, put one to each, he added, a chain of butter would be formed long enough to encircle the world four times.

"Abraham," he said, "was the first to engage in dairying, and it has become the world's second industry, since horticulture, as the story of Adam and Eve disclosed, was the first. Dairying developed slowly, methods of 100 years ago being primitive."

Portland's leading newspaper has re-elected Lilly Sunday to the sport page. When Rev. Sunday first came to town and opened his meetings, all the papers gave large space and lavish illustrations to the news about him. As the meetings wore on the news about them was cut down somewhat, in accordance with the various news editors' judgment as to its reader-interest. Then one of Rev. Sunday's lieutenants made public protest, declaring the newspapers were not doing the subject justice. The making of that protest was a badly judged action, whose author ought to have known better. Instead of convincing the newspapers that they were not doing enough, it made them think that what they had done was not appreciated. The result was further subordination of revival news to other news.—Eugene Guard.

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Roadster	2 Pass.	1345
Touring	5 Pass.	1375
Coupe	2 Pass.	1415
4-Door Sedan	5 Pass.	1530
Coupe	4 Pass.	1510

MASTER SIX

2-Door Sedan	5 Pass.	\$1660
Roadster	2 Pass.	1490
Touring	5 Pass.	1545
4-Door Sedan	5 Pass.	1770
Coupe	4 Pass.	2000
4-Door Sedan	7 Pass.	2300
Brougham	5 Pass.	2220
Sport Roadster	3 Pass.	1760
Club Special	3 Pass.	2045
Sport Touring	4 Pass.	1795



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