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(Internist, Physician)
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Residence 2812

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Physician and Surgeon
Office at home, 212 1/2
Office Phone 2911. Home Phone 2742

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arises above the
horizon and sees
our determination to fur-
nish better shoes at lower
prices than we have done
in the past. The success
which attended our ef-
forts is a splendid spur
to even better service.
We thank all our friends
and wish them joy and
prosperity.

J. C. JOHNSON

**The New Year
Is At Hand!**

CHRISTMAS is over—the year 1926
is at hand.
It is our hope that our patrons
of the Hood River Valley and all
the Mid-Columbia may find a basis for
renewed progress on the happenings of
1925.
We wish all of you a year of joy and
a reward for all earnest efforts.

W. F. LARAWAY

IT IS OUR WISH
FOR EVERY ONE OF THE MID-COLUMBIA
THAT A BENEFICENT PROVIDENCE
MAY BE AS GOOD TO ALL OF US
DURING 1926 AS IN 1925

Happy New Year!

HOLMAN & SAMUEL
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A good many people are coming to THE
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**INTERSTATE BRIDGE
BOON TO TRAFFIC**

(By Leslie Butler, Chairman of the Board.)
Of all the enterprises which Hood River has fostered, none has been more fruitful of results than the bridge. A year ago, December 6, 1924, we opened the bridge for traffic and over 5,000 cars crossed during a six-hour period. Since that time a year has elapsed and we offer a report of our stewardship during that period.
The total toll collections for the first actual year of operation amounted to \$68,271. It was made up of 22,268 pedestrians, 1,065 livestock, 63,722 autos, 6 buses, 257 motorcycles, 8,830 trucks and 424 vehicles.
Judging from what many people say Harry Conaway, there is a general impression it is a great money maker. The expenses are indicated by the following distribution of every dollar paid as toll:
Direct operating expense, toll collection, minor repairs .06
Insurance for fire, flood, ice, earthquake, etc. .05
Taxes .11
Administration and general expenses .08
Depreciation .22
Interest on borrowed money .22
Remaining for distribution to stockholders .08
Total \$1.00

The annual receipts are distributed throughout the year about as follows by months, the figures showing the percentage of the total for each month:
January, February and December. 4%
March and November. 7%
April. 8%
October. 9%
May. 10%
June and September. 11%
August. 12%
July. 13%

During the months of November, December, January, February and March, the bridge did not pay actual expenses, but the remaining months showed enough gain to offset the losses of the winter months and leave a small margin in addition for distribution to the preferred stockholders. Looking at it in another way, the return on the total capital invested, after deducting operating expenses and depreciation, was 5.5%. If the bridge were never to do any better than it would be a good commercial proposition, but experience with all other bridges shows a steady gain year by year, and in a few years the return should be 8 or 10%.

The effect of the bridge upon Hood River has been very pronounced and much more important than whether the bridge would pay or not. It has opened up a vast trade territory in Klickitat and Skamania counties whose possibilities have hardly been touched. It is the plan of the bridge company to eliminate the timber approaches by substituting steel spans and concrete piers as soon as possible. This will result in an increase in the investment, four additional spans being required on the Oregon side alone, and three with a high viaduct crossing the rail road on the Washington side, and cannot be financed or carried out until the earnings have been considerably increased. In three or four years it should be possible.
Last year was a moderate high water, yet if the river had raised one foot more, the road between the bridge and town would have been under water. At the time the bridge was financed, the county promised the company to have a first class road built to the bridge by the time the bridge was finished. There having been some disagreement as to where and how this should be done, the promise has never been fulfilled. This matter should be attended to before the next high water by all means.
The board of the company authorized an initial dividend on its preferred stock July 1st and a second one January 1, 1926. We not only hope to keep up paying regularly every six months but to gradually get caught up with the back dividends.

**CHAMBER OF COM-
MERCE IS BUSY BODY**

(By C. T. Baker, Secretary)
The Hood River Chamber of Commerce started off the year 1925 with the election of officers and directors at the annual meeting February 9, 1925. A. F. S. Steele, manager of the Apple Growers Association, was elected president; W. S. Dowd, vice president; R. E. Scott, treasurer, and H. L. Shoemaker, F. A. Olmstead, G. R. Wilbur and LeRoy Childs, directors. Col. Dowd left the valley soon after the election and Hermann O. Krossen was elected vice president to fill this vacancy.
The principal speaker at the annual meeting was Irving E. Vining, president of the Oregon State Chamber of Commerce, and the 150 business men present were thrilled with his message on the prospects of Oregon. At this meeting the program of work for 1925 and the year's budget were adopted and the standing committees appointed.
Early in April the membership and refinancing campaigns were put on with Truman Butler in charge. Mr. Butler, with his very efficient committee, succeeded in raising the \$8,500 budget for carrying on the chamber's work, and consequently, the chamber has had plenty of funds for the past year.
Emanating partly from a suggestion given in Mr. Vining's address at the annual meeting, and partly from the enthusiasm manifested by the Chamber of Commerce Booster Club committee and the Mt. Hood Climbing committee of the American Legion, the Hood River valley's booster club, the Hood River Glaciers, was organized early in the spring. The full active membership was signed up almost immediately, unique and natty uniforms were secured and the club worked with a great deal of enthusiasm. This body represented Hood River at the Rose Festival, accompanied by the drum and bugle corps of the American Legion, and were awarded first prize for hospitality club.
One of the most beneficial measures instituted by the chamber during the past year has been the control of solicitation of funds from business houses. In the past one of the most irritating practices, to the business and professional men, was that of being asked to contribute to outside charities, false advertising schemes, etc. It was in order to control this evil that the chamber appointed a committee on solicitation, composed of three business men, the personnel of which committee is known only to the president and the secretary, and who pass on all prospective solicitors. It is conservatively estimated that the work of this committee has saved at least \$5,000 to the people of Hood River by

discouraging all solicitation which was not for the good of the community.
The bridge road committee, under the leadership of E. O. Blanchard, has worked unceasingly for the early completion of the road to the Interstate bridge. This committee is composed of representatives from all the county granges and the Chamber of Commerce. It has appeared before the county court a number of times, but so far has been unable to obtain any decision from that body in regard to the bridge road. The court did, however, order a survey of the present route, which was made by Engineer Hurlburt, who made an estimate of cost in the neighborhood of \$30,000.
The work of the publicity committee, composed of C. N. Ravin, H. G. Ball and J. D. Thomson, has been excellent. Their first work was the publication of a pamphlet, "The Lure of the Hood River Valley," which has enjoyed a wide circulation, mainly through the tourist bureau of the chamber. This committee also erected signs throughout the city and on the highways approaching the city, urging the tourists to "See Mount Hood at Hood River," which have brought the desired results.
The tourist information booth was opened early in May, in charge of Miss Cecile Mowers, and enjoyed a wide patronage throughout the tourist season. During the time the booth was open from May until the middle of October, over 16,000 pieces of literature were distributed; information given to 12,320 parties, over 9,000 of which were induced to make the trip into the valley, and well over 700 out-of-state motor cars registered. The local information booth is being copied by a number of other cities in the state, and is recognized as one of the most efficient in the state, from the standpoint of easy accessibility and service.
The chamber cooperated with the K. of P. band and the Hood River fire department in staging a joint celebration for the Fourth of July and the formal opening of the Hood River-White Salmon bridge. The chamber took charge of the advertising and publicity for the Fourth of July, which there were about 10,000 present.
The traffic bureau of the chamber, with R. W. Kelly as its president, has worked throughout the year on its own program, mainly those pertaining to the apple industry. This bureau has been behind the movement for the Pacific Northwest Regional Advisory board from its inception, a little over a year ago, and is extremely gratified that the project has been carried through and also that a Hood River man, A. F. S. Steele, is the first general chairman of the Northwest board. The traffic bureau has also been active in alleviating the car shortage during the recent shipping season. National apple week was conducted by the traffic bureau, locally, and contributions were made to carry on the celebration in Portland and other localities.
The latest activity of the chamber has been the organization of a retail merchants' bureau with the committee composed of W. A. Hackett, I. D. Parkins, E. H. Shank, R. L. Bartol and R. C. Samuel. This committee has started a trade extension campaign, using the Neosho plan of community sales days, the first of which was held December 9 and the results were very gratifying. It is the plan of the retail merchants' bureau to hold one of these sales days at least every month that the people of the mid-Columbia may become educated to the fact that Hood River is the logical shopping center for this district.
It is also the plan of this bureau, should the business and professional men so desire, to organize a credit rating bureau, but this activity is as yet undeveloped.
Considered as a whole, the chamber has been very busy during the past year and has accomplished considerable, but the ground of community betterment is as yet unutilized. There is opportunity for a great deal more work along the lines mentioned in the foregoing paragraphs and along other lines as well. It will be the earnest wish and desire of the board of directors of the Chamber of Commerce to go ahead with this community work along the lines which promise the most and best results during 1926.

It is hoped that the splendid support, both personally and financially, given the chamber by the business and professional men of this community will be continued through the next year, for it is only by the united cooperation of the business community that this work can go ahead. Your ideas in regard to the kind and extent of this work are earnestly solicited, that the Chamber of Commerce may more accurately represent a cross section of business opinion.

Notice of Meeting
The annual meeting of the Stockholders of the Farmers Irrigating Company will be held Saturday, January 3, 1926, at 10 o'clock a. m. in the County Library hall, Hood River, Oregon.
The object of the meeting is to elect five directors to serve one year, and have the Secretary's and the Treasurer's reports read and transact such other business as may legally come before the meeting.
By order of the Board of Directors.
Albert C. Lohr, Secretary.

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Joyous one and may
the New Year see you
amply blessed with
Health, Wealth and Happiness

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Happy New Year?**

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