The Greatest Banking Achievement of the Century

This is how the Federal Reserve System is known throughout the world.

Every Member Bank is a stockholder in this Great System, deriving all. of the benefits of such membership.

As a Member of the Federal Reserve System, the First National Bank passes on to its patrons the privileges and security resulting from this affiliation.

HOOD RIVER, OREGON

People Have Clothes Cleaned By Us

Because We make them LOOK BETTER; KEEP their SHAPE; and SAVE them MONEY!

> The best garments lose their freshness after being worn a little while-OUR BUSINESS IS TO MAKE THEM LOOK AS FRESH

> Clothes lose that well tailored shape-OUR BUSINESS IS TO RESTORE THAT

Phone 1014

And - naturally, clothes don't last forever; but our Business is to make them last fonger - THEREFORE WE SAVE YOU MONEY!

MEYER @ CMITH

CITY TAILORS—SHOE REPAIRERS

WE CALL AND DELIVER

The Portland Chapter Red Cross Volunteer Life Saving Corps deserves the thanks of the patrons of Koberg Beach for their splendid exhibition of real honest work and wholesone innocent fun. They not not only proved themselves skillful swimmers and life savers but also were there with the goods on the funny side of life as acrobats and comedians of no mean caliber, and we vouch that many persons will think of old Maud

To put on such an entertainment is a credit to any place, more so for a community the size of Hood River and it can only be put on successfully in cooperation with organizations that are willing to make sacrifices to make their home town better. For it's in your own community in which you live, that such investments pay the biggest dividends.

KOBERG BEACH

CASH PRICES ON APPLES AND PEARS

We are now making sales of Winter Nellis, Anjous and other varieties of late pears, and are prepared to pay good prices.

We are also in the market for late varieties of apples. Please call at our Hood River office.

DUCKWALL BROS.

CASH BUYERS APPLES AND PEARS Phone 3531

Let's All Swat That Fly

SWAT HIM with FLY-DI Fly Tox—Cenol—Black Flag

El Vampiro

-0-

GET THEM AT KRESSE DRUG CO.

The Rexall Store

NEW VICTOR RECORDS EVERY FRIDAY

SALARY -AND

BUSINESS

The average wage earner does not realize that in a very real way he is in business for himself.

The way one manages his salary is an indication of the way he would manage a business of his own if he had one.

There are several ways in which a good bank can help the wage earner to get his business on a sound basis.

If you are not getting ahead in a way that is satisfactory to you, let us talk to you.



BUTLER BANKING COMPANY

Member Federal Reserve Bank

JESUS ADVISES YOU:-

Enter ye in at the strait gate; for wide is that gate and broad is that way that leadeth to destruction: and many there are thereon.

"But strait is that gate and narrow is that way, which leadeth unto Life, and few there be that find it!"

ARE YOU ONE OF THE FEW?

The narrow way is just wide enough for two; THE LORD JESUS AND YOU!

Come this Sunday, Aug. 22, to THE CHRISTIAN AND MISSIONARY ALLIANCE

11 a. m. Sermon: "What Time Is It?"

8 p. m. Subject; "The Great White Throne And Its Meaning"

COME AND BRING A FRIEND Singing you'll enjoy!

Real fellowship!

WEDDINGS

HOOD RIVER MEN RESCUE LOST BOY

CRAG RATS

Jackie Strong, 7, After 3 Nights in Wilds Discovered by L. M. Baldwin, P. Bucklin and J. Puddy

Hood River's three "Crag Rats,"
L. M. Baldwin, Percy Bucklin and
Jesse Puddy, who Sunday found little
7-year-old Jackle Strong in the wild
region on the southwest slopes of
Mount Hood, returned home at 11
o'clock Sunday returned home at 11
o'clock Sunday inght. All of the men,
shout their usual tasks Monday morn-

lated on their exploit.

No incident of the state has ever created greater interest among Hood River folk and the hearts of the populace here were gladdened Sunday night when the first word of the rescue was the first word of the rescue was the first word of the rescue was when the first word of the rescue was received from the Oregonian's radio station, KGW. Saturday and Sunday local newspaper folk were constantly besieged with inquiries about the fate of little Jackle. At Koberg beach Sunday, where nearly 2,000 recreationists assembled, the chiefstopic on conversation was about the lost child.

The members of the rescue party are

The members of the rescue party are all well known local young men. Mr. Baldwin is assistant cashier of the First National bank. Mr. Bucklin is also a member of the staff of that institution, Mr. Puddy is a fuel dealer.

most impenetrable jungle. He showed, however, that he possessed better judg-ment in the wilds than most adults At the first call for volunteer searchers, Hood River responded with a

sarty of experienced men. Deputy Sheriff Glenn Sloat and Dr. E. J. Slutz started at once with the former's two blood hounds. Among the Hood River men who participated in the search were: A. L. Anderson, Don Lamson, Otto, John, Sula, Toivo and Eino An-nala, Arne, William and A. Hukari, Officer Banks and Harold J. Blackman. The "Crag Rats" is an informal or ganization of local young men, who have qualified as guides on Mount Hood's glaciers, snowslopes and base-

After three days and nights of wan-dering alone without food of shelter and with only the scantiest amount of clothing to protect him from the chill nights in the wildest wooded sections of the upper Sandy country, little Jackle wanted to know what all the

fuss was about when searchers came upon him standing on a bare knoll at the foot of Sandy glacier above the Muddy fork of the Sandy river.

That he had known practically where he was and was endeavoring to get back to camp in Paradise park, where he had last seen his mother, was the story that he told his three finders.

He was well and apparently haurry a luxury product. He cited that all the foot of Sandy glacier above the charts to show how the production of apples per capita is now less than it was in 1890. Certain classes are now eating much more fruit than, formerly, while the consumption is growing less in that larger class of the population with small earning power. Fruit, the advertising man declared, is considered a luxury product. He cited that all He was well and apparently happy a luxury product. He cited that all except for the fact that he had not been permitted to find himself and make his own way back to civilization. In true modernic that the showed how canned fruit has grown in popularity, increasing 600 per cent in Advantage of the control of the civilization.

make his own way back to civilization.

In true woodsman style he had supported himself on the best food he could find, consisting chiefly of huckle-berries. His wanderings had taken him miles

up the rugged territory on the slopes of Mount Hood and at one time he had actually gained the snowline on the mountain. He claimed that the effort to find his way back to camp had been great sport and adequate proof of his ability to look out for himself in regu-lar "Tarzan" style. He was a great

Jackie, despite his youth, is an abid woodsman, according to his brothers, who have taken him with them on numerous fishing and hunting expeditions. He declared that he was used to hiking about the woods and boasted

(Continued on last page)

ADVERTISING MAN TALKS TO GROWERS

Mr. McKeever declared that the American field is the most fertile, be-cause of the high buying power, in the

cause of the high buying power, in the world.

The advertising specialist sounded a note of warning to apple growers.

"You may think it queer, coming from one who is engaged in advertising," he said, "when I tell you that advertising, although one of the greatest of economic forces, cannot solve all of your problems. I suggest that you should have some way to control your production. The application of scientific advertising principles to your industry will but put off the day of reckoning if you do not take some steps to prevent overproduction. You will advertise your apples, create new demands, cause your product to be wanted by the public and thus bring about its consumption to the detriment of some other fruit. You will stimulate consumption to the detriment of some other fruit. You will stimulate consumption to the point where prices will rise and you will see as a result and the standard of the curious. Don't miss anything. It is really remarkable how many of our own people living under the shadows of Mount Hood for years have never even been to the foot of Cooper spur or had a near-up view of the shadows of Mount Hood for years have never even been to the foot of Cooper spur or had a near-up view of the shadows of Mount Hood for years have never even been to the foot of the carrier of the shadows of Mount Hood for years have never even been to the foot of the shadows of Mount Hood for years have never even been to the foot of the carrier of the shadows of Mount Hood for years have never even been to the foot of the carrier of the shadows of Mount Hood for years have never even been to the foot of the carrier of the carrier of the shadows of Mount Hood for years have never even been to the foot of the carrier sumption to the point where prices will rise and you will see as a result an increased acreage of your product. I urge you by some method to bring about a control of production."

Mr. McKeever presented statistical charts to show how the production of

Mr. McKeever showed how the pro-duction of fruits has climbed in California in a quarter of a century, grow-ing from 5,000 to 70,000 cars, which travel to their markets an average of 2,600 miles per car. He cited that the Pacific northwest apple grower must note that the production of commercial

WEDDINGS

Haggins-Byler

The Coos Bay Times gives the following account of the wedding the ceremony, Clayton V. Bernhard sang the Episcopal wedding a count of the wedding here recently of Charies Haggins, son of In. H. Haggins, and Miss Dorothy The Marsheld Episcopal church, banked with a myriad of colored by drawn and green, was a section of the wedding benefit of the colored by drawning and green, was to seen of one of the most beautiful weddings blood the bridge of the most beautiful weddings of the colored by the production of the section of the most beautiful weddings of the most beautiful weddings of the colored by the production of the wedding were the following the wedding the colored by the production of the wedding were the following the wedding the wedding the colored by the production of the wedding were the following the wedding were most marked with a myring of the lower of the colored by the production of the wedding were the following the wedding were must the shiftly to look out for himself in regonal adding to the house and admirer of the character in the production of commercial admirer of the character in the production of commercial admirer of the character in the production of the sale admirer of the character in the production of the most behalf and the color that the production of the most behalf and the color than the production of the most behalf and the color than the production of the most behalf and the color than the production of the most behalf and the color than the production of the most behalf and the color than the production of the most behalf and the color than the production of the most behalf and the color than the production of the most behalf and the color than the production of the most behalf and the color than the production of the most behalf and the color than the production of the most behalf and the color than the production of the production of the production of the prod

LOCATION OF INN VERY APPEALS

The ladies of the Elks will make the lobby at Homestead inn look like a bower with flowers and purple and white decorations. Mine host, J. O. Hannum, is the proud possessor of the head of a huge elk with spreading antlers. He is also gathering some pine fagots that give out a red, white and purple glow from the spacious and purple glow from the spacious fireplace that centers his roomy and picture of that elk's head over the mantle of that big fireplace shedding its warmth and glow out and over a

Surprises for the evening.

Visiting Elks with their families and especially those Elks from nearby Oregon lodges will be given the glad hand.

Odell Orchestra in Concert

Wednesday evening, August 25, at 8.15 the Odell orchestra will be heard in concert at the Odell grange hall un-der direction of Chas. Savo. This is one of Hood River valley's most promi-nent organizations and is worthy of the loyal support of the entire community. Miss Vienna Annala will act as solo-ist for the occasion. Miss Annala, who is a student of the Ellison-White con-

sion and followed them a few moments later with several series of two-shot volleys—the signal that had been arranged by the searchers in event the boy was found. Other searchers heard the glad report of the guns, which signified that the long and weary search was at an end, and relayed it down the was at an end, and relayed it down the valley. Others hastened to inform the anxious parents that the child had been of located.

"Give me the shells," demanded Jackie as soon as the firing had ceased." "Give me the shells," demanded Jackie as soon as the firing had ceased." "It give some of them to my brothers."

"And you will find him buying your apples because he wants them."

Jefferson Pyles Badly Hurt

Jefferson Pyles, 16-year old son of "Southern Fire Brigade," Ascher "Love's Greeting," Edw. Elgaw; "Recolletted with an automobile driven by A. J. Vogler, of Oak Grove. Young Mr. Pyles was coming out of the road leading into the lideal Grader & Nursery Co. place when the accident occurred. Mr. Vogler rendered first aid and the young man was hurried to the Hood River hospital.

The following predict for her a successful to her chosen profession.

"Southern Fire Brigade," Ascher "Love's Greeting," Edw. Elgaw; "Recolled with an automobile driven by A. J. Vogler, of Oak Grove. Young Mr. Pyles was collections of Stephen Foster," Mackie Beyer; plano, "Romance," Sibelius Vienna Annaia; "Festival Overture," Ascher: "Angels' Serenade," Braga; plano, "Hungarian Dance No. 5," Brahm burried to the Hood River hospital.