

ADVERTISING THE GREAT NORTHWEST

The Harriman lines in Oregon are beginning early this year on an active campaign for advertising the resources of the state to the people of the East who have been attracted to the West by the Lewis and Clark expedition. Speaking of this work, R. M. Hall, the advertising agent of the O. R. & N. and Southern Pacific lines, said:

Oregon's golden opportunity for publicity and settlement is at hand, and nothing is to be lost unless by the passenger department of the Oregon Railroad & Navigation company and lines of the Southern Pacific in Oregon, to grasp this opportunity.

Two years before the opening of the Lewis and Clark exposition a heavy campaign of education was inaugurated by these lines to direct attention to the fair and to the Pacific Northwest in general. Every one of the 500,000 books, booklets, maps and folders issued contained articles and illustrations upon the exposition, urging Eastern people to take advantage of the very low rates for this section. How well this was heeded is best told by a glance at our advertising stores and shipping rooms, whose shelves look as though a cyclone had struck them. Despite the fact that extra recreation was taken to lay in an unusually large supply of printed matter, so great has been the demand for literature that it will be necessary to issue new printed matter for 1906 considerably earlier than has been our custom.

The advertising campaigns carried on by the railroads are so enormous that but few realize their magnitude. During the month of May, 1905, the advertising department of the Oregon Railroad & Navigation company sent out 37,976 pieces of advertising matter, and during June about 42,000. These went to all parts of the United States and to foreign countries, and many there are who do not appreciate what the general passenger agent is doing, that in advertising travel he is incidentally advertising all other commodities; that every new settler brought into a community means a new subscriber to one or more newspapers, a new factor in the neighborhood and therefore a means of increasing every business necessary to supply his wants.

Ever westward has been the march of civilization, and today the eyes of the entire world are upon Oregon, Washington and Idaho, where the best of everything grows to perfection and where there are more openings in every line of industry than anywhere else in the United States. No settler enjoys such a high degree of prosperity as do those three states. While drought and flood are busy with their work of devastation in many parts of the East and Middle West the fertile lands of these three states, with their clock-like regularity, harken to the housewife's song and pour into her lap mighty yields of golden grain and fruit. And no one year is an exception to the rule.

Wonderful, indeed, has been the impression made by Oregon, Washington and Idaho, upon Eastern visitors, and already requests for advertising matter upon the three states have begun to pour into the general passenger department. In today's mail is a letter from a gentleman in Ohio who visited the exposition, saying that he was so impressed with the opportunities that he intends to bring his family and become a citizen of Oregon.

Now, that the exposition has been the means of attracting so many visitors to this section, it remains for the city of Portland and the states of Oregon, Washington and Idaho, to do the rest. All fall together and so wonderful will be the results that all will be surprised. What we need is more people in every section, and with united action after the close of the exposition—our biggest advertisement—thousands and thousands will come.

Realizing that the time is ripe for a golden harvest, the Oregon Railroad & Navigation company and the Southern Pacific company (lines in Oregon) have already begun a campaign for big results, and predict a big influx of settlers into Oregon, Washington and Idaho during 1906.

New City of Strawberry.

H. A. Hoyer of Kennewick has announced he will plant a town and sell 16,280 acre alfalfa ranch in five acre tracts.

The new railroad now building down the north bank of the Columbia passes through the proposed townsite and a station is to be located on the Northern Pacific which will build a station adjacent to the town. The name of the town will be "Strawberry." It will be in the midst of five acre tracts especially adapted for raising straw berries. Forty-one residents have petitioned for a post office and word has been received that the petition will be granted.

Mr. Hoyer, the founder of the new town, was largely responsible for the rapid building of Kennewick. He states that a commodious school house will be built at once. There is now on the ground a hotel, livery stable and blacksmith shop. A general mercantile store will be built shortly. A boat landing will be located in front of the town.

Don't Borrow Trouble.

It is a bad habit to borrow anything, but the worst thing you can possibly borrow is trouble. When sick, sore, heavy weary and worn-out by the pains and poisons of dyspepsia, biliousness, Bright's disease, and similar intestinal ailments, don't sit down and brood over your symptoms, but fly to relief to Electric Bitters. Here you will find sure and permanent forgetfulness of all your troubles, and your body will not be burdened by a load of heavy diseases. At C. N. Clarke's drug store. Price 50c. Guaranteed.

Complete Survey at Kennewick.

The party of Northern Pacific surveyors, numbering 14, have finished their survey of the new road through the Kennewick valley. The new road strikes the Northern Pacific an eighth of a mile from the bridge over the Columbia near there. There is little valuable land cut up by the right of way through the valley. In several places valuable tracts of fruit and strawberry are cut into but not very serious injury is looked for except in one or two instances.

Plans To Get Rich

are often frustrated by sudden breakdown, due to dyspepsia or constipation. Breathe up and take Dr. King's New Life Pills. They take out the materials which are clogging your energies, and give you a new start. Cure heartburn, indigestion, flatulence, and all the ailments of the stomach. At C. N. Clarke's drug store; 25c, guaranteed.

Alumni. thereby furnishing proof of the limitations of the Latin course in the county seat. However, the editor makes wise comment to the effect that the letter really pleads for more strongly for a more thorough training in English inasmuch as his "copy" of the high school graduate made not fewer than 30 errors in spelling, punctuation and capitalization. A point well made.—Newberg Graphic.

PINE GROVE WILL TEACH IITH GRADE

Special Correspondence.
Pine Grove, East Hood River, Oct. 2.—The directors held a meeting at Pine Grove Friday evening and decided to add the eleventh grade to our already leading school, for there is no other school in the valley that can claim the honor of retaining the banner month after month for the entire school year.

School began at Pine Grove Monday, September 18, with an attendance of about 75 pupils.

W. S. Winchell and friends from Illinois were looking over the valley last week and became so enthusiastic over the apples grown on the East Side apple belt that they are thinking of locating here.

Mrs. C. P. Knapp has been very sick, and it was not until a few days ago that it was safe to move her to her mother's home, but now she is rapidly improving.

The committee which was out soliciting apples for the fair came to Pine Grove where the good apples are grown.

Arrived September 14th at the home of Mrs. Frank Boardman, an eight-pound boy.

Watch Pine Grove climb! as well as Hood River.

Mr. and Mrs. Newman have spent the past week visiting at the Portland fair.

C. D. Moore, with a party of friends from the East, spent Saturday looking over the apples in Pine Grove.

Mrs. Roy Jackson is again very sick. About sixty people from Pine Grove attended the fair Hood River day. It takes Hood Riverites to show their loyalty to their country.

TROUT LAKE.
Goldendale Sentinel.

A meeting of the stockholders of the Trout Lake Dairy association was held Friday afternoon at the cheese factory. For some time it has been discussed by the directors of the factory concerning the building of a dwelling house for the cheese and butter-maker, but this body could not agree, so it was decided to call a general meeting of the stockholders. It is reported quite a spirited contest was had, but when the ballots were counted the proposition was carried. The dwelling house will be erected at once on ground owned by the association at the factory.

Grandma Frisbee, mother of Prof. O. B. Frisbee, has gone east to visit her children who live in Iowa, Minnesota, and Ohio. We trust Old Father Time will spare her that she may return to her many friends in Trout Lake.

The trustees of the Presbyterian church held a meeting last Monday evening at the home of Frank Coate, at which time a considerable amount of business was taken up. Rev. Thompson was present and reported that almost enough funds had been subscribed to build a church. He urged that the trustees commence the building at once and after due consideration they decided to get an estimate on the building and have another meeting as soon as the estimate had been received, and if satisfactory, work will commence as soon as material can be obtained.

Chas. Conde and Ed. Moore have "hit the trail" for the Portland fair. It is reported that our school will soon have a gymnasium to be used by the girls and boys. We believe such should be compulsory in all public schools.

Fidelity Without a Peer.

"I find Chamberlain's Stomach and Liver Tablets more beneficial than any other remedy I ever used for stomach trouble," says J. P. Klotz, of Edina, Mo. For any disorder of the stomach, biliousness or indigestion, these Tablets are a "fidelity" without a peer. For sale by Williams' Pharmacy.

With a five-and-one-tenth rate in effect from towns in Oregon, Washington, Idaho and British Columbia to Portland and return, and a cut of twenty per cent in the former special round-trip rate from California points, there is a very prospect that the closing weeks of the Lewis and Clark exposition will be the most largely attended of any during the fair period. There has been no complaint so far on account of extortionate hotel and restaurant charges, and late visitors at the fair need have no fear of being unable to find excellent accommodations at reasonable rates.

Apple Growers

We wish to correspond with you about apples. Will pay cash for right varieties and prices.

A. D. Blowers & Co.,
Seattle, Wash.

Alfalfa Experiments.
Corvallis Times.

Alfalfa on the Oregon agricultural college farm made a yield of green feed this season that measured in cured weight would have made six and one-half tons of hay per acre. It is a yield strikingly at variance with the grain crop, because it is 50 per cent larger than any former crop, all in spite of bugs and the drought conditions of the late season. It inspires wonder that more farmers do not grow alfalfa, since this college alfalfa crop was produced on land no better than the ordinary wheat land, without a nickel's worth of artificial fertilizer, and under circumstances applicable on nearly any wheat farm in the Willamette valley.

The two acres yielded four cuttings of alfalfa, that all told aggregated 82,775 pounds of green feed. The highest yield in any former year since the field was seeded to alfalfa was 53,744 pounds of green feed, equivalent to nine and one-fourth tons of hay for the two acres. The average yield per acre during the four years the field was cropped is four and a half tons of hay per acre. The yield in green feed during the four years has been as follows: 1902, 27,142 pounds; 1903, 53,744; 1904, 50,970; 1905, 82,775. The field was cut during the season of 1905 on the following dates: April 30, when the yield was 40,000 pounds; May 31, 22,000; July 14, 10,525; August 25, 10,140.

Faith Not Necessary.

You may be just as skeptical and pessimistic as you please. Kodol will digest what you eat whether you eat or not. You can put your food in a bowl, pour a little Kodol Dyspepsia Cure on it and it will digest it the same as it will in your stomach. It can't help but cure indigestion and dyspepsia. It is curing hundreds and thousands—some had faith and some didn't. Kodol will cure you if medicine can cure you, whether you have faith in it or not. Sold by G. E. Williams.

Would Draft Him for Governor.
Irigon Irigator.

Pon. E. L. Smith of Hood River, discoverer of the Ben Davis apple, chief pusher of Hood River, the father of the Hood River strawberry industry and one of the big, brainy men of the state, still insists that he is not a candidate for governor. No one ever accused him of being a candidate. But we hope, and think, the people will draft him just the same, and that he will be our next executive.

For all kinds of Piles.

To draw the fire out of a burn, heal a cut without leaving a scar, or to cure boils, sores, tetter, eczema and all skin and scalp diseases, use Dr. Witt's Witch Hazel salve. A specific for blind, bleeding, itching and protruding piles. Stops the pain instantly and cures permanently. Get the genuine. Sold by G. E. Williams.

After a visit in The Dalles with her sister, Mrs. T. L. Roberts, Miss Nettie Kemp returned last week to her home at Hood River.

Save Something

Its sure way to success. Everybody can save something, if it is only a small amount, and the small sums saved and deposited REGULARLY soon yield large results.

It may mean the building of a home, the foundation of a business, or a college education.

We receive deposits of one dollar or more at any time and pay interest at the rate of four per cent per annum, compounded semi-annually.

SAVINGS DEPARTMENT
FIRST NATIONAL BANK.

Do You Suffer with Dyspepsia or indigestion? Clarke's Dyspepsia Tablets will cure you. Price only 50c.

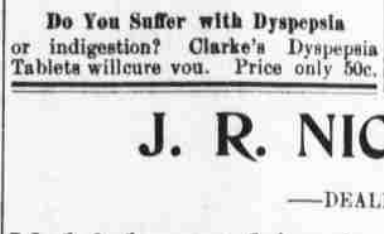
J. R. NICKELSEN

DEALER IN—

Vehicles and Agricultural Implements

Sharples Tubular

THE LATEST AND BEST
—IN—
CREAM SEPARATORS



Stock of Plows, Harrows, Cultivators and repairs, Grubbing Machines and A. C. Cable, Aeromotor Wind Mills, Buckeye Pumps, Bolster Springs, Hoyt's Tree Supports, and Handford's Balsam of Myrrh. Extra Buggy Taps, Cushion, Dashes, Poles, Shafts, Singletrees and Neckyokes.

When you buy a Wagon buy a RUSHFORD because

The Rushford is built for sturdy use, of the right stuff and in the right way—the wagon for the hardheaded farmer who rightly wants full value for every dollar. It's a wagon that stands the racket—it has more real strength and wear than you ever saw for the same money; and yet a Rushford Wagon is neither heavy nor clumsy.

J. R. Nickelsen
of Hood River, Oregon

NORTON & SMITH
Tinners, Plumbers and Steam Fitters

Handle—
Pumps, Windmills, Spray Fittings and Hose

J. H. GILL,
—DEALER IN—

Staple and Fancy Groceries AND HARDWARE.

SOLE AGENTS FOR
Majestic & Mesaba Ranges and Stiletto Cutlery.

HOOD RIVER HEIGHTS, OREGON.

The Big Second-hand Store

FOR BARGAINS IN
Ice Cold Refrigerators, Furniture, Stoves, Ranges, Crockery, Tin & Granite ware
and in fact everything in the house furnishing line. Big reductions this month.
We Exchange New Furniture for Old. Picture Framing. Furniture Repairing. Stove Repairing.

THE BIG SECOND-HAND STORE,
Cheapest Outfitters.
O. P. DABNEY & CO., Proprietors.

JUST RECEIVED

Another Car of those Fine

Red Cedar Shingles

FULL LINE OF
BUILDING MATERIAL

on hand. We solicit your orders.

Oregon Lumber Co.

Hood River, Oregon.

THE DALLES NURSERIES

R. H. WEBER, Prop.
THE DALLES, OREGON.
GROWER AND DEALER IN
FRUIT, SHADE AND ORNAMENTAL TREES AND GRAPE VINES AND SMALL FRUITS
Evergreens, Roses and Shrubbery.
Remember, Our Trees are Grown Strictly Without Irrigation.

MT. HOOD MILL CO.
All kinds of Seasoned Lumber in stock. The Little Mill with the Little Prices. Everything as cheap as the cheapest and good as good as the best. Mill one-fourth mile west of S. A. Helmers' store.

Kelly & Wishart,
Proprietors.

CENTRAL MARKET
MAYES BROS., Proprietors.

DEALERS IN ALL KINDS OF
Fresh & Cured Meats
VEGETABLES AND FRUITS.

Mount Hood Store...
W. S. GRIBBLE, Proprietor.

Fine Fishing Tackle Ammunition Dry Goods
Hardware Graniteware Notions
Hay Grain Flour Feed Full line of Groceries

C. L. GILBERT, Proprietor. C. F. GILBERT, Manager.
Mt. Hood Hotel
HOOD RIVER, OREGON.
Headquarters for Tourists & Commercial Travelers
Regular Rates, \$1.25 to \$2.50 per day.
Special Rates by Week or Month.
Stages leave daily for Cloud Cap Inn during July, August and September.

Monmouth State Normal
Begins its 24th year September 26.
Three Courses of Study preparing for County and State certificates. Higher courses recognized in Washington and other states.
Demand for Normal Trained Teachers. Longer terms, higher wages and better opportunities for promotion award the Normal graduate for his enterprise. School directors appreciate the superior ability of Monmouth graduates and the demand far exceeds the supply. Special attention given to methods work in graded and irregular schools.
Catalogues containing full information will be sent on application. Correspondence invited. Address,
E. D. RESSLER, President,
or J. E. V. BUTLER, Secretary.



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FOR BARGAINS IN
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