

Not Tomorrow TODAY

RIGHT NOW IS THE TIME TO BEGIN SAVING. TODAY IS THE DAY TO RESOLVE TO PAY YOURSELF SOME AMOUNT FROM YOUR PAY ENVELOPE EACH TIME YOU RECEIVE IT.

BY ALL MEANS, HAVE A SAVINGS ACCOUNT WITH THIS SAFE, STRONG BANK. BEGIN WITH A DOLLAR OR ANY AMOUNT YOU CAN SPARE,—BE DETERMINED TO SAVE EVERY WEEK,—TO ADD A LITTLE MORE TO WHAT YOU HAVE.

THAT IS THE WAY TO GET AHEAD—TO MAKE A START FOR YOURSELF IN LIFE. TODAY!—NOT TOMORROW.

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NORTHWESTERN FRUIT EXCHANGE TO BE ABSORBED BY OTHERS

After two or three seasons of extremely successful experiences in fruit marketing for fruit growers of the Pacific northwest the Northwestern Fruit Exchange is to be taken over by several other local concerns banded as one. This scheme has been under consideration since early this month but is definitely closed according to H. W. Otis of the Spokane country who is chairman of the committee of eleven of the Central Fruit Marketing Exchange. Mr. Otis conveys the information to C. S. Williams, a member of the committee of eleven, representing Union county and Eastern Oregon. "The proposition is tentative and dependent upon investigation by competent committees from each of the districts," writes Mr. Otis. The Rogue River, Hood River, Yakima and Wenatchee districts are the principal stagers of the new scheme, but other fruit districts including the Union county growers, will benefit from the transfer as quickly as the others for much of the marketing for Union county is done through the Northwestern Fruit Exchange. "I deem the negotiations so nearly certain of success that I have turned the matter over to the Clarkston, Wn., convention of fruit growers for their endorsement," concludes the writer.

Regarding the movements of the convention and what transpired there, a Clarkston paper remarks: "The report on the co-operative marketing movement is considered by many to be the most important announcement of the convention. The marketing subject has been discussed by northwest growers as a whole for two or three years and the subject has been argued at three distinct conventions. All growers in the northwest are waiting to hear whether anything

definite and what has been accomplished.

Until this announcement was made at the close of today's session there was no actual information available the proposition having only been finally framed up by long distance telephone today. It is now ready for local consideration of growers everywhere. This was January 5.

By the terms of the provision the Northwest Fruit Exchange of Portland retires from business, and all of its facilities and sales machinery are to be taken over by the growers. This and other minor details will be worked out by representatives from the various districts as a practical business proposition. This will recommend itself to every interest fruit grower in the northwest.

To H. W. Otis of Wenatchee the greatest credit should be given for untiring persistency the past two years in the face of many discouragements. The associations of Rogue River, Yakima, Hood River and Wenatchee are to send committees to audit the accounts of the exchange and confer together as to management. Other associations at all points in the northwest are provided a representation under the management.

Dealing with some of the questions involved in such a venture Chairman Otis has this to say:

The co-operative spirit that shall result in local and district organizations, with an elected house of representatives of fruit growers, will mark an era in the history of fruit growing in the northwest. Then by concerted action through our chosen representatives we can command the attention of state and national legislators. Adverse apple-box legislation will be impossible. Transportation compan-

ies will give us a respectful hearing and grant all reasonable requests. We can dictate the distribution of seasonable apples in their proper order of consumption and can readily drop from our lists all useless varieties.

The criticism has been made that the Walla Walla recommendations proposed a gigantic machine, to be built from the circumference toward the center. The committee wishes it to be clearly noted, however, that the central exchange, as proposed in this report, must be constructed from the center outward, the local unit being the all-important feature. Rightly organized in conformity with the principles set forth, the locals will so control the situation that the district organization, and the "central", together with the "central's" distributing machine will be relatively easy to build.

In saying this, too, I am not minimizing the big job ahead. The big job, however, cannot be done until several thousand little jobs have been finished and the several thousand little jobs are of a very personal nature, involving the acceptance by several thousand individual fruit growers of a single specific line of procedure.

To the growers, then, as individuals, I bring two brief little messages that were adopted by the committee as embodying the whole of the program. One is aimed at your pocketbook, the other at your conscience. To your pocketbook we quote the trust as old as commerce is, that "Price is automatic if distribution is right," and to your conscience, we offer the disturbing suggestion that "A co-operator is one who does something for cooperation."

Action long deferred had brought us face to face with the imperative need of an organization large enough to at once handle a volume of business of sufficient magnitude to command the attention and respect of the present middlemen, to reduce the cost of marketing, and to regulate prices, on a reasonable profit basis to the end that the stability of the fruit industry and of land values should be maintained. The assembling of such a machine involving the securing of trained men, "men who knew the game," to establish a system of fruit distribution, which in its ramifications would comprehend the markets of the world and to gather crop and market information accurate and comprehensive, that would enable the grower to secure the correct value for his fruit, would require in the aggregate the expenditure of a large sum of money and would also require the simultaneous signing of binding contracts on the part of a sufficient number of growers, covering the marketing of their fruit through such an organization for a term of years, as to assure a volume of business large enough to warrant the building of such a system.

There are, however, usually two ways of getting to pretty nearly any destination. One is sometimes the conventional, orderly, programmed way; the other, a short cut. I cannot now say which of these routes we will finally travel, but expediency has set into motion currents of inquiry that have culminated in what we believe may prove the shorter cut.

For obvious reasons the details of this shorter cut could not until now be published, and it was only this morning that permission was obtained to take all of you into our confidence.

For the past month negotiations have been under way looking to the immediate formation of a "central" nucleus, fathered by the Rogue River, Hood River, Yakima and Wenatchee districts.

Let me say at the outset that this proposal has my heartiest support, not as a Wenatchee man, but as chairman of the committee of eleven, and solely because in its ultimate development it is pledged that the proposed nucleus shall be expanded into a comprehensive organization to take in every district that shall apply, and for the further reason that it in no way violates the spirit of true co-operation as set forth in the committee's plan.

This proposal contemplates the taking over by the co-operative district associations of the established machine of the Northwest Fruit Exchange, rather than the building of a new machine. Negotiations mutually entered upon and now in progress involve the merging of our co-operative strength and tonnage with their unquestioned business ability, and, it is fair, the say, the initiative was taken by the Rogue River association and its manager, S. S. Miller.

We recognize the fact that considerable complaint has been lodged against the exchange, and one of the prerequisite conditions of our negotiations is that a thorough investigation of its affairs shall be made by a competent committee from each of the several districts.

If this matter is consummated along the lines proposed, it will put absolute control of the exchange into

What I Am

(With Apologies to the Cash Register)

I am born of the earth and the air.

My eyes are of glass and my heart is of metal. It glows with light and good cheer.

My mission is to serve. I work for all alike.

None are so rich that they can buy better service—none so poor they need take less.

I never tire; I never complain; I am always ready when you want me.

I bring sunlight into dark places.

I protect your health and lengthen your days.

I save you from drudgery and danger.

I do so much for so little cost.

I am the electric light.

the hands of the growers. Pending developments, the details of this matter are not properly open to discussion here.

Here is a remedy that will cure your cold. Why waste time and money experimenting when you can get a preparation that has won a world-wide reputation by its cures of this disease and can always be depended upon? It is known everywhere as Chamberlain's Cough Remedy, and is a medicine of real merit. For sale by all dealers.



When you have trouble with your teeth you want a dentist to look after your troubles. If you have a bad appendix you need a physician but the dentist has a field all his own. Then there's a difference in dentists.
J. E. STEVENSON, D. D. S.



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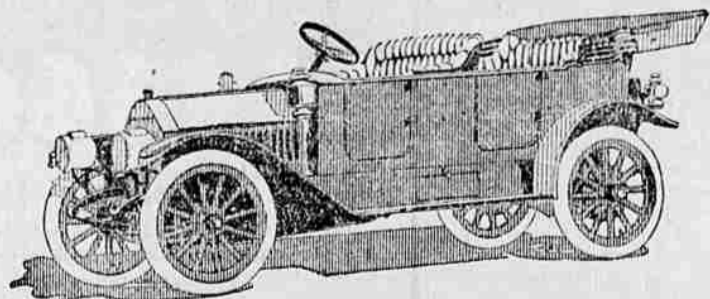
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