

# JOHN BULL IS FRUIT CRITIC

ENGLISH PAPER ON NORTHWEST CONDITIONS LIKED.

London Publication Explains Its Attitude on World's Apple Trade.

Strikingly appropos to the fruit situation in the northwest and the country over, is an article in a well known British paper which touches the fruit situation in the west as well as at home. The English paper prints a northwest-made address and in commenting on that address which was delivered in Portland, the English editor remarks:

### Fruit Trade Problems.

"We publish elsewhere in this issue copious extracts from an elaborate address on some economic aspects of the fruit trade, delivered by the manager of the Northwestern Fruit Exchange, Portland, Oregon. We are prompted to set these deductions before our readers, firstly, because the whole paper forms certainly the most comprehensive as also one of the most closely reasoned discourses on the subject that has ever come under our notice. Secondly, because there is much, in spite of the fact that the conditions away in Oregon must of necessity vary con-

siderably from the conditions prevailing in this country, which exactly coincides with the views we hold and have put forward in these pages when discussing the troubles and anomalies besetting the trade right through from the orchards and nurseries to the retailers shop.

The lecturer starts out by telling his hearers, who would mainly be apple growers, that most of the economic ills they suffer from are of their own making, while such as are attributable to the jobber, or salesman as we know him here, are quite remediable. Now we don't go quite so far as to suggest that growers in this country have it in their power to remedy the economic disadvantages under which they suffer in certain directions, but we do contend that there is seldom any reasonable cause for them to quarrel with the manner in which their produce is handled by the agent to whom it is entrusted for sale. We are also at one with the lecturer in most of what he says about cooperation for while he upholds cooperation as a means for working many economies and other advantages he shows himself fully alive to the weak points which render cooperation far from being the universal panacea it is upheld to be in some quarters. How true again is all that is said about cooperation being a word often used but seldom understood—a practice generally regarded as having no merit when extended beyond the cooperator and his immediate interests. What would the staunch advocates for cooperation amongst growers have to say, we wonder, if market men sinking all trade rivalry and petty jealousies. If such were possible, sought to cooperate among themselves? What an outcry there would be, and how the air would ring with cries of trusts, rings, combines etc. Cooperation would then present itself to them as one of the machinations of the evil one. Nevertheless, in spite of its limitations, and possibilities of misuse, a careful perusal of this most entertaining paper, or so much of it as our space permits of reproducing, will satisfy the reader that cooperation can be made the

means of obtaining many benefits for fruit growers which can be derived from no other source. We heartily endorse all that is said about the middleman being a necessary, and an economic factor in the fruit trade. Whether there be cooperation or no cooperation a middleman whose services must be paid for, is a necessity in getting fruit from the plantations to the consumer. What is said about abnormal profits is particularly appropriate just now when so many complaints are rife as to the wide margin between the price fruit is sold to the public and the price returned to the grower. It is deplorable that there should be such a divergence, but while rates and taxes and rent form such a burdensome charge upon a retailer's profits, the prime cost of a low priced article such as fruit will remain but one factor and by no means the principle one in regard to fixing the selling price. If a retail dealer has apples given to him he could not afford to retail them at 1d per lb. under present day methods of taxation. The position is well illustrated by the contrast the lecturer draws between the fruit grower and manufacturer of proprietary articles, and his remarks apply with equal force in this country as across the Atlantic. Manufacturers of proprietary articles have frequently to take measures to protect themselves against the cutting instincts of retailers engaged in keen competitive business. The idea of the shopkeeper holding up prices in restriction of trade is a bogey. An isolated case denoting sheer cussedness may be met with now and then, but it is no serious factor in the situation. The retailer's prices are high because his expenses are excessive, and in this direction every branch of the trade might well act in unison seeking for means of reform, sure of the support of the great British public which is prepared to sacrifice much for the sake of cheap food, in which it has come to regard fruit as an element. We further ask our good friends amongst growers to read, mark and mentally digest the lecturer's weighty words as to the need for forcing a market by means of advertisement. What has come to be recognized as the main driving force in present day commerce, the fruit farmer, though faced with the world's competition, generally thinks fit to ignore. True there are other matters wanting adjustment first, such as organizing sales under a brand before any direct advantages could be reaped by a fruit farmer, from advertising on anything like a large scale. In the meantime, however, fruit farmer will do well to remember that the salesman who shows himself alive to the sweet uses of advertisement is far more likely to command an outlet for his produce entrusted to him for sale, than the man who waits for custom to come to him, however respectable he may be or was his grandfather before him.

### Reports of the Condition of the LA GRANDE NATIONAL BANK,

at La Grande, in the state of Oregon, at the close of business, April 4th, 1913.

Resources.	
Loans and discounts	706,422.08
Overdrafts, secured and unsecured	2.89
U. S. bonds to secure circulation	72,000.00
U. S. bonds to secure U. S. deposits, \$15,000.00; to secure postal savings \$5,000.00	20,000.00
Bonds securities, etc.	25,553.26
Banking house, furniture and fixtures	55,500.00
Other real estate owned.	4,000.00
Due from national banks (not reserve agents)	6,142.57
Due from state and private banks and bankers, trust companies and savings banks	5,202.13
Due from approved reserve agents	39,692.65
Checks and other cash items	2,212.16
Exchanges for clearing house	503.05
Notes of other national banks	10,380.00
Fractional paper currency, nickels and cents	504.21
Lawful money reserve in bank, viz:	
Specie	\$64,620.35—64,620.35
Redemption fund with U. S. treasurer (5 per cent of circulation)	3,535.00
<b>Total</b>	<b>\$1,016,627.35</b>

Liabilities.	
Capital stock paid in	100,000.00
Surplus fund	130,000.00
Undivided profits, less expenses and taxes paid	1,516.37
National bank notes outstanding	71,995.00
Due to other national banks	4,583.69
Due to approved reserve agents	2,899.45
Individual deposits subject to check	415,435.60
Demand certificates of deposit	5,313.47
Time certificates of deposit	242,972.71
United States deposits	15,000.00
Postal savings deposits.	1,911.06
Bills payable, including certificates of deposit for money borrowed	25,000.00
<b>Total</b>	<b>\$1,016,627.35</b>

State of Oregon, county of Union, ss. I, F. L. MEYERS, cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

F. L. MEYERS, Cashier.  
Subscribed and sworn to before me this 9th day of April, 1913.  
(Signed) H. A. ZUREWICK, Notary Public.

Correct—Attest:  
(Signed) FRED J. HOLMES,  
(Signed) W. J. CHURCH,  
(Signed) C. C. PENNINGTON,  
Directors.

To all our Australian iceless refrigerators. No ice or chemicals. Costs you nothing to operate. Can show you where you can make from \$5.00 to \$25.00 per day.

Will sell exclusive rights to operate in counties or will give liberal commission for selling by the piece. If interested, call at Hotel Foley lobby or room 35 from 5 to 7 p. m.

I. E. THURBER, Gen'l Agent.

Accomplished. Mrs. Taft, as all the world knows is an accomplished linguist. At a tea in Washington she said: "They who know no languages whatever are not ashamed of their ignorance. But none are so sensitive when abroad as they who have taken six or seven lessons in French or German or Italian."

"A gentleman in the Place Vendome, in Paris, took pity on two ladies who were having a perfectly hopeless time with a cab driver, and after observing the trio's inability to comprehend one another the gentleman advanced and said politely: "Pardon me, ladies, but perhaps I can be of some use here. I speak French." "The two ladies frowned, and one of them answered haughtily: "So do we, sir." "Oh, excuse me," said the gentleman, and with an amused smile, he turned to go. "As he retreated the cabby shouted angrily after him from the box: "Me spik Anglesh!" —Los Angeles Times.

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### GREAT FLOODS OF RECENT YEARS.

UNITED STATES.	
1864	May—Floods sweep Connecticut valley, doing enormous damage.
1864	April—Denver flooded; no lives lost.
1869	Atlantic overflows and sweeps Washington, damage \$2,000,000.
1889	Los Angeles loses \$70,000 in floods.
1892	Sioux City inundated; 8,000 made homeless. Illinois valley desolated and many drowned. Floods in Indiana do \$6,000,000 damage.
1894	May—Floods in Pennsylvania cost over \$2,000,000.
1885	May 31—Dam breaks at Lake Conemaugh, and 2,226 lives are lost in Johnstown, Pa.
1900	Sept. 8—Galveston struck by tidal wave, over 8,000 lives lost.
ELSEWHERE.	
1899	Floods in Queensland; water thirty feet deep in Brisbane, damage \$10,000,000.
1892	Hundreds of lives lost in Honkoku through floods and wash-outs.
1892	Floods in Hungary bring thousands to verge of starvation.
1889	Over 70,000 lives lost in Japan through floods and earthquake.

Useless Endeavor. An English missionary advised a mill hand to husband his resources, to spend less in beer and tobacco, in order that he might not feel the pinch of slack times later on. But the mill hand, stroking his chin doubtfully, answered in broad Lancashire dialect: "Aw know a chap as saved about £15 against the slack times, an' they never come that winter, an' he had all that brass thrown on his hands."

Fast Pace. The grocer's boy runs through the gate To bring to us our daily fare, And even though he is not late He seems to have no time to spare. He is not slow, I'm bound to say; He gallops blithely in, and then The bundles down he'll quickly lay And turn and gallop out again. The horse starts up before the boy Has touched the wagon. To my eye It seems to be his greatest joy To catch the wagon on the fly. Then in a cloud of dust he goes Away as if he ran a race. I wonder if there's one who knows What makes him choose so swift a pace. If every work within our land Should be geared up to match the speed Of that small grocer's boy how grand Would be our progress! For, indeed, The human race would make a stir And fill the optimists with joy. But for myself I must demur. I loathe that speeding grocer's boy! —Chicago News.

### Society Women's Hair

A Simple Treatment That Will Make It Truly Fascinating—The Newlin Drug Co. Guarantee It.

Nowadays every up-to-date woman has radiant hair. What a foolish creature a woman would be if she lost the opportunity to add to her attractions. Yet in America today there are hundreds of thousands of women with harsh, faded, characterless hair, who do not make any attempt to improve it. In Paris motes women have beautiful hair, and in America all women who use Parisian Sage have lustrous and luxuriant hair. And any woman reader of the Ob-

server can have attractive and lustrous hair in a few day's time by using this great hair rejuvenator, Parisian Sage. The Newlin Drug company sells a large bottle for 50 cents and guarantees it to banish dandruff, stop falling hair and itching scalp in two weeks if money back. Parisian Sage is an ideal hair tonic, not sticky or greasy. Sold by druggists in every town in America. The Newlin Drug Co.

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