

COOPERATIVES NEED LOYALTY OF GROWERS

New Prune Growers Exchange to Start With Million Pounds.

August 1 the new co-operative prune exchange will commence operation in Oregon and southern Washington with ten local organizations. Other units will be added as being organized, and the expectations are that a large majority of the orchards of the two states will soon be signed up. Over twenty million pounds are already under contract. The organization is well planned, has able officers and leaders and if the growers will stand by solidly and loyally, the organization should be a power for the producers.

And therein lies the success or failure of most co-operative movements—loyalty and loyalty of the growers. Without it, organizations will continue to fall—as too many have failed. These may be the ablest leaders, organizers and officers, but the success of the movement gets back to the producers, to what extent they will get behind the organization and stick.

It is going to require mass-character and mass-intelligence behind any organization to make it powerful enough to influence markets and get for producers what is theirs. An organization of producers which has no further interest in the movement than what each individual gets out of it in dollars and cents, doesn't usually last long or get very far. It needs cooperative religion to put them over—needs members who read and study, who attend meetings, who will get out and hustle, who support the organization every week in the year with trade, capital and good will and who everlastingly urge others to do likewise. When enough of this kind of farmers bunch up, their co-operation will get the same kind of results that business combinations get, but so long as they play the entirely selfish game, so long as they fall for the bait of temporary higher outside prices and desert their union, so long as they let the interests that pry on them break them up and keep them blindly competing with each other, just so long will co-operation fail.

The Northwest Wheat Growers' Association has recently suspended operations in Oregon and Washington. The growers would not stand by—not enough of them. One hundred per cent benefit cannot be had with 10 per cent support. So the organization lets go, while the same kind of an organization in Oklahoma goes ahead. Oklahoma started with three and a quarter million bushels signed up. The second year this was doubled and this year the association will control ten million bushels. This is co-operative religion.

These Kansas associations have combined and they will be a big factor in the marketing of the state's wheat crop.

Labor is becoming a very strong co-operative organization in the nation, because laborers are thinking together and acting as they think. They are able to a very large extent to set the scale for a day's work and get it.

Manufacturers and other big dealers own and control their own selling agencies and handle their goods all the way through to the retailer. They no longer permit middle interests to make two dollars off of one that they get. They reap the middle profits themselves. They are organized, and they stick, almost to the last man. The last man doesn't last long unless he does stick.

In all industries except farming the

owners of the commodity have a hand in the selling end and the price. When the farmer sells a commodity, the buyer names the price. The farmer is not a party to the deal. He produces and takes what is offered as to the price, and the buyers are strongly organized. They can to a large extent regulate both demand and supply.

Oregon Bankers Will Aid Farm Development

Oregon bankers expect to keep in touch with agricultural conditions in every part of the state in the next year and initiate programs of agricultural development as a part of the broad plan outlined by the agricultural committee of the Oregon Bankers' association, and adopted at the conference at U. A. C. under the auspices of the agricultural commission of the American Bankers association. The state has been so divided into nine groups that the work may more effectively be carried on.

The group arrangement is to enable each member of the agricultural committee to have an active part in the work. By the assignment of a definite territory he is expected to be able to go ahead with the program which in his judgment is best adapted for his region. Every member will be expected to send the chairman periodic reports of what has transpired in his county.

Three meetings of the agricultural committee of the bankers' association are planned for the year. One of these will be at the time of the Pacific International Livestock exposition in Portland, possibly in conjunction with the agricultural commission of the Washington Bankers' association. Another will be in southern Oregon early in 1925, and the third, in central or western Oregon sometime in the Spring. The

chairman and field secretary will arrange to attend all these meetings. The report adopted called for continued study of local conditions with a view to constant improvement in methods of production and marketing; coordination of farming and manufacturing as the best means to community prosperity; collective marketing wherever practicable, with centralized sales agencies for the standardization of products and stabilization of prices; intensive and diversified farming and the building up of a regular income, with the self-contained farm as the ideal; and the adoption by every bank of a definite program of agricultural, industrial and community betterment.

LEXINGTON NEWS

The new star route makes it quite handy for the farmers as they can have fresh meat and groceries delivered three times a week and this is quite a help during harvest.

Mr. and Mrs. Geo. Bradley, Mrs. Earl Warner and Grandma McMillan

have gone for a two week's visit with relatives at Elk River, Idaho. They went by auto.

George and Gus McMillan, and Mr. and Mrs. John McMillan and Mrs. W. P. McMillan have returned from a week's stay in the mountains at Hood River. They picked some huckleberries, and now George and Gus have gone back to enjoy more huckleberries.

Rev. Jones, the minister of the Christian church, is taking care of Eph Eskelson's ranch during the latter's sojourn in the mountains.

A new popcorn machine has been installed in Burgoyne's store and fresh buttered popcorn can now be had whenever one wishes it.

David and Will Hynd in passing through Lexington Monday stopped long enough to say "hello" to some of their friends.

Ernest Christensen is wearing a broad smile. The reason is a new boy recently arrived at the Christensen home.

Ed Burchell was in town Monday resting after a siege of harvesting. They have just finished at his place.

Ray McAlister and son Welcome have returned to Lexington after an extended trip to southern Oregon.

Mrs. Clark Davis has been quite ill the past few days. She is slowly recovering.

The school books and supplies are now all in at the postoffice.

For Rent or Sale—One of the best sheep ranches in Eastern Oregon; contains 2680 acres; situated 12 miles southeast of Heppner on state highway. Address Mrs. Margaret Jones, Heppner, Ore.

Ed Burchell was in town Monday resting after a siege of harvesting. They have just finished at his place.

Ray McAlister and son Welcome have returned to Lexington after an extended trip to southern Oregon.

Mrs. Clark Davis has been quite ill the past few days. She is slowly recovering.

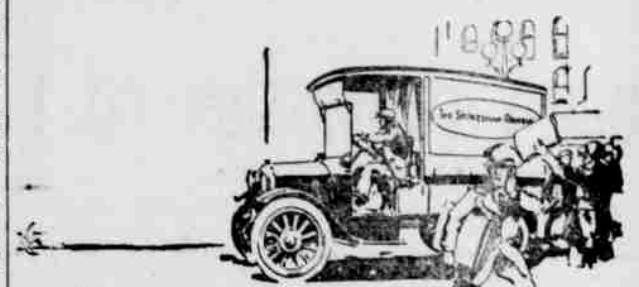
The school books and supplies are now all in at the postoffice.

For Rent or Sale—One of the best sheep ranches in Eastern Oregon; contains 2680 acres; situated 12 miles southeast of Heppner on state highway. Address Mrs. Margaret Jones, Heppner, Ore.



GOOD MEATS OUR SPECIALTY
Nice tender roasts, sweet juicy steaks of beef. Then there is veal, pork and mutton.
THE BEST IN EVERYTHING.
The Peoples Cash Market
HENRY SCHWARZ, Prop.

Special Sale!
COLFAX HAND DRAPERS
MADE DRAPERS
WHILE THEY LAST, AT A
20 PER CENT Reduction
For McCORMICK and DEERING Machines
Peoples Hardware Co.



Rushing the EXTRAS to the newsies—

Probably the only type of automotive equipment that is driven harder than a fire engine is the truck or auto that delivers the papers to the newsies and newsstands.

It's worth noting that Zerolene "stands up" in this sort of service as well as in all others. The Business Manager of the "Spokesman-Review," of Spokane, Wash., writes as follows:

"For more than ten years we have continued to use Zerolene oils and greases in our sixteen cars and trucks and three motorcycles. These carry our papers every day in the year over all sorts of roads in all kinds of weather, and may be classed as very hard service."

Why pay tribute to the superstition that "eastern" oil is "better" just because it costs more? Zerolene, made by our patented high-vacuum process from selected Western Naphthenic Base Crude, deposits less carbon, increases the gasoline mileage of your car, and lengthens its working life.

ZEROLENE F for FORDS
—the Standard Oil Company's new improved oil for Ford cars "Feeds Those Oil-Starved Fords."

Insist on Zerolene—a better oil—even if it does cost less.

STANDARD OIL COMPANY (CALIFORNIA)
ZEROLENE
For Motor Cars

This booklet reports independent service tests of Zerolene made by a number of large users. Ask any Standard Oil Company sales representative or Zerolene dealer for a copy.

THE OREGON STATE AGRICULTURAL COLLEGE OFFERS

"A Liberal and Practical Education"

In the several pursuits and professions in life Through the following schools and departments—

The School of Basic Arts and Sciences (Art, English, public speaking, modern languages, history, and the sciences) Providing the foundation training upon which technical specialization is built.

The Ten Technical Schools

Agriculture—thirteen departments (B.S., M.S. degrees)	Commerce—four departments (B.S. degree)
Engineering—seven departments (B.S., M.S. degrees)	Forestry—two departments (B.S., M.S. degrees)
Home Economics—five departments (B.S., M.S. degrees)	Mines—three departments (B.S. degree)
Pharmacy—(B.S., Ph.C. degrees)	Vocational Education—five departments (B.S., M.S. degrees)
Chemical Engineering—(B.S. degree)	Military Science and Tactics—five units (B.S. degree)

The training includes physical education, industrial journalism, social sciences, and music. Entrance and graduation requirements are standard. Through the usual rating organizations the College is accredited to the best graduate schools in America. Student life is exceptionally well organized to develop ideals of leadership and service to the commonwealth.

Admission of Freshmen September 23, 1924.

For illustrated booklets and specific information write to THE REGISTRAR OREGON AGRICULTURAL COLLEGE CORVALLIS - OREGON

Ambition Without Thrift Is Treasure Lost

Fabulous wealth lies hidden in the dark, unfathomable depths of the seas—impotent, worthless, because it is inaccessible to man.

Like this lost treasure is an unthrifty man's ambitions. Day dreams, air castles, and the far reaching plans for the future are NOT impossible for the man who learns the value of thrift.

The bank book is the guide to success and the realization of your plans. Save now; be able to make your dreams come true; be ready for opportunity when it comes.

This bank helps people save by paying 4 percent interest on saving accounts. Start yours today.

Farmers & Stockgrowers National Heppner Bank Oregon

Star Theater

THURSDAY AND FRIDAY July 31-Aug. 1
"THE CALL OF THE WILD"
From the famous dog story by Jack London, read and enjoyed by everyone. A drama of the gold rush days along the Yukon trail. You will loose your heart to "Buck," hero-dog.

Also **"HERMAN THE GREAT MOUSE"**
One of the Aesop Fables series, and Topics of the Day.
Children 20c, Adults 40c
Merchants' Advertising Tickets accepted.

SATURDAY, AUGUST 2
THOMAS MEIGHAN and LILA LEE in
"HOMEWARD BOUND"
An interesting and appealing story of the sea, in which two well known players are at their best. Very fine. From the novel *The Light to Leeward*, by Peter B. Kyne.

Also **"SPORTING SPEED"**
A Grantland Rice *Spotlight*, always full of pep and pleasure.

SUNDAY AND MONDAY, AUGUST 3-4
CULLEN LANDIS and ALICE CALHOUN in
"PIONEER TRAILS"
A STORY OF THE WEST'S SETTLEMENT AND THE GOLD RUSH OF '49.
Prairie Schooners on burning plains, bearing brave men, oak-hearted women, happy children, all lured by the mirage of GOLD.
INDIANS o the war path! A hopeless battle against cruel odds—the massacre!
YOUTH'S Loyalty, Hope, Love, tested by Hate's treachery—the ever living romance of the Builders of the Glorious West.

Also the DIPPY-DOO-DADS in
"HANDLE 'EM ROUGH"
Anticipating an unusual attendance, we will try this one at regular prices.

TUES. AND WEDS., AUGUST 5 AND 6
ESTELLE TAYLOR and ROD LAROQUE in
"PHANTOM JUSTICE"
An unusually interesting and suspenseful story of criminal law practice. If you like mystery dramas don't miss this one.

Also BUSTER KEATON in
"THE ELECTRIC HOUSE"
SIMPLY A RIOT.

ALL KINDS OF
Loose and Dried-Out Wheels
REPAIRED
REAR GREASE M. R. FELL GAS AND OIL

1,2,3,4,5 Years—Still a Young Car

The Willys-Knight is a car you can keep and enjoy for years. A touring car with all the thrill of 42 horsepower—a car you can drive 50 miles and more an hour, hour after hour—without over-heating—without loss of power—without engine trouble—without carbon cleaning—without ever needing valve grinding.

The Willys-Knight sleeve-valve engine is the most powerful engine of its size ever built—and the quietest—and the only type of engine in the world that actually improves with use. It is common for Willys-Knight owners to report 50,000 miles and more without spending a cent for repairs on the engine.

WILLYS-KNIGHT
\$1195 196-C
COHN AUTO CO.
Heppner, Ore.

CITY GARAGE
Formerly Universal Garage
Corner Willow and Gale Streets, beside Gilman Building.
WALTER L. LA DUSIRE, Prop.

First Class Repair Shop
GAS, OILS, GREASES, STORAGE
AUTO ELECTRICIANS
AGENCY FOR
MAXWELL AND CRYSLER AUTOMOBILES
Every Job Absolutely Guaranteed

ONE OF AMERICA'S STRONGEST COMPANIES

Not simply good insurance — but BETTER Insurance

The Perfect Protection Policy in West Coast Life offers you these better features:

- Accident:** Weekly income during disability.
- Sickness:** Weekly payments to cover loss of time.
- Permanent total disability:** (1) No more premiums to pay, (2) Monthly income for life, (3) Full amount of policy at death.
- Loss of limbs or sight as result of accident:** Full amount of policy paid at once; also income paid for life; also full amount of policy paid at death.
- Old age:** An income provided for life.
- Cash Loans:** Money may be borrowed on sole security of policy.
- Money Values:** Policy may be converted into cash, paid up insurance, or extended insurance.

"A Service That Endures"

WEST COAST LIFE
INSURANCE COMPANY
HOME OFFICE—SAN FRANCISCO
E. C. GENTRY, District Manager, Heppner, Ore.

WEST COAST LIFE INSURANCE CO.
605 Market Street, San Francisco
Gentlemen:—Without obligation on my part, send me more information.

Name _____
Address _____
City _____
Date of Birth: MONTH _____ DAY _____ YEAR _____ 19__-30

The coupon tells you more about it