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Delays are dangerous. A bad cold may fill up the lungs and poison your system very quickly.

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break up the cold in the system, while our Red Spruce, Pine and Eucalyptus Cough Syrup quickly relieves the tickling in the throat and reduces the inflammation.

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ROGUE RIVER VIEW OF MARKETING METHODS

After the fruit meeting of last week the following article taken from the Rogue River Fruit Grower should prove decidedly interesting to Hood River growers, who, so the article states, have the finest selling machine in the United States.

The toll that is exacted from the farmer for marketing his products is all out of proportion to the price that he receives and the consumer pays. Government statistics prove that it costs the farmer more than double to market his products, than it does the manufacturer or other town producer to dispose of his wares. This is largely due to the large number of middlemen that intervene between the farmer and the consumer. It is not alone caused by high freight rates, as alleged by the commission dealers, for the railroads give a lower rate on fruit shipments than they do on manufactured articles. The rate on apples from Rogue River Valley to New York is \$1.00 per hundred pounds. And fruit goes by fast, first class freight. No factory in this Valley could get this low rate to ship its products to the Atlantic Coast by fast freight.

In the sale of manufactured products there are seldom more than two middlemen between the producer and the consumer, a wholesaler and a retailer. (Often the manufacturer eliminates the wholesaler and sells direct to the retailer and there are many manufacturers now that sell direct to the consumer. But the farmer through his lack of organization and co-operation and his inexperience in the methods of trade has been forced to depend on middlemen to sell his products. Taking advantage of this dependence of the farmer, the middlemen have increased their numbers and their charges until it frequently occurs that farm produce will pay toll to a dozen dealers and it is seldom that less than four of these profit sharers have a hand in the deal that leaves no profit at all for the luckless farmer.

In the endeavor to eliminate some of the middlemen, and thus lessen the cost of marketing their products, farmers in various parts of the country have formed selling associations. In a few instances these associations are a success and a benefit to the members, but in most cases they have not lessened the farmer's burden at all. In this new arrangement, the farmers all too often have found that their profits, previously taken by the middle men, absorbed by big salaries for managers, assistant managers, cashiers, secretaries and a host of other clerks and employees, big telegraph bills, elaborate office equipment and other lavish expenses.

This is to be the experience of the fruit growers of Rogue River Valley, who went into the Rogue River Fruit & Produce Association. This association, formed by the consolidation of the local associations at Medford and Grants Pass, started out two years ago with a large membership and fine prospects for success, but the greed of a few and the indifference of the great majority of the members, has put this organization in a fair way to go to a finish as has so many other co-operative marketing organizations. It is thus possible that this Association may not handle another crop, for many of the owners of bearing orchards in Rogue River Valley are to the knowledge of the editor of the Rogue River Fruit Grower, planning to market their crop of this year through some other channel.

One of the most expensive mistakes made by this Association was to employ an ex-commission man direct from Chicago. The opportunity was turned down for securing the manager of the Hood River Fruit Growers' Association, a man who had made a success in handling association marketing, and who had a high standing for his ability, integrity, economy and close attention to all business matters. The Chicago man was a total stranger to Rogue River Valley, and knew nothing of local conditions, and admitted that he had no knowledge as to marketing pears, the principal fruit crop of the Valley. He was paid a salary of \$5000 a year, though the Hood River man could have been had for \$3,000, with an additional generous allowance each month for automobile hire. The Association fitted up a fine suite of offices for him in Medford, and installed roof-topped desks and other elaborate furniture. A force of clerks sufficient to run a bank handling deposits of a million dollars were employed and paid liberal salaries.

All went well, and the fruit growers were proud of their fine office and their dignified manager, whose broad expanse of white vest and pompous manner impressed strangers that the orchards of Rogue River Valley were gold mines. As a real estate advertising scheme, the Association for that year was a losing success, but when the members began to get statements showing the returns for their fruit, their pride turned to resentment and they bowed out their manager, he of the broad expanse of white vest.

Then a new manager was elected, a man who had lived a few years in the Valley, but had had no experience on handling an association or marketing fruit. The assessment being rather heavy on the members, they cut the new manager's salary to \$3,000 and made some reduction in the number of clerks, foremen, etc. Then the real fruit growers again took up their orchard work with the fond hope that when they got returns for the year that there would be something of a showing on the profit side. Again they were disappointed. Evidently to make a display of activity and to impress strangers passing on Southern Pacific trains, the new manager had three big warehouses erected along that railroad, though they were not needed to handle the season's crops, and but one was used and it but little. These useless building expenses mean more assessments on the members.

And the fruit growers in this high priced Association have found to their disappointment that as a marketing combination for getting better prices for their fruit, they are no better off than if they had sold their fruit to the middlemen. Both reasons that this Association has handled fruit it merely loaded the cars and consigned them to a California commission firm, as any individual could do. This California firm then consigned the fruit to Eastern commission houses and these in turn sent it to retailers and at last the fruit got to the consumer, but at such a big price that each could purchase but a little. That cut down the consumption of fruit and thus limited the demand, and the half-dozen commissions cut down the profit to the vanishing point, and that left the hapless fruit growers in the same financial difficulties that they were in when they depended on the middlemen. Billing the cars of fruit to the California commission house and leaving to them the task of seeking a market was a soft snap for both of the man-

The Coughs of Children

They may not cough today, but what about tomorrow? Better be prepared for it when it comes. Ask your doctor about keeping Ayer's Cherry Pectoral in the house. Then when the hard cold or cough first appears you have a doctor's medicine at hand. This cough medicine is especially good for children. No anodynes. No alcohol.

Many a child is called dull and stupid when the whole trouble is due to a lazy liver. We firmly believe your own doctor will tell you that an occasional dose of Ayer's Pills, sugar-coated, will do such children a great deal of good. Ask him. Made by the J. C. AYER CO., Lowell, Mass.

But after a two years' trial with only meager returns for fruit, the growers became restive and demanded a change in marketing methods. In an effort to save his job and fat salary, the present manager worked up another marketing connection. His plan was really only a change of consignees with no decrease in the number of commission houses and tolls, and it imposed no additional work on him, for by this new deal he would continue to bill out the cars, leaving the rest with the middlemen. This deal was to be with the Northwest Fruit Exchange, a Portland corporation of jobbers in fruit, which is affiliated with the North American Fruit Exchange, a corporation of New York fruit jobbers. The Portland firm was not content with the usual commission on sales, but demanded that the Rogue River Fruit & Produce Association take stock in their corporation, and pay \$8,000 in cash for it and to be given only a small minority share. This scheme meant more assessments on the members and they turned it down hard.

The last move of this shifty manager was to endeavor to get the association at Hood River, Yakima and Wenatchee to go in with Rogue River and form a selling agency, but this has been declined. These districts had just gotten their associations in good working order, and have worked up profitable markets for their fruit and do not for the present care to experiment in an unceremonious move on the part of the manager or of the members of the Rogue River Fruit & Produce Association, it is hard to tell.

One of the greatest handicaps that is on Rogue River Valley is the enormous amount of money that flows in a steady stream from the Valley, and far in excess of the returns had from local resources. Much of this money goes for commodities that could be produced as cheaply and efficiently at home as abroad. To be an aid in stopping this financial drain, that brings business stagnation to the Valley whenever the inflow of newcomers' money ceases, was one of the plans of the progressive workers in the organization of the Rogue River Fruit & Produce Association.

The present failure of the effort to have one big association to handle all the fruit of Rogue River Valley does not mean that co-operative marketing can not be made a success in this Valley. HOOD RIVER, WHO NOW HAS ONE OF THE MOST SUCCESSFUL ASSOCIATIONS IN THE UNITED STATES, made two efforts, each followed by a flat failure before they got their organization in good working order. And every other farmers' marketing organization that is now successful operation was built up on the ruins of one or more failures.

O. A. C. STUDENTS NOW ALMOST 3,000

The total to date of all students registered for lectures and courses at the Oregon Agricultural College, according to the latest statistics of the registrar, is 2,983. In the regular courses there are 1,280 students registered, representing all the counties of Oregon, 35 other states, and 8 foreign countries. The enrollment for the fall short course was 842, and for the post-graduate course, and lectures 761, making a total of 1,603 in the special winter work. The college rolls for the second semester contain 55 new names never before recorded here, one being that of a Stanford graduate here for work in horticulture, and seven others from different parts of California.

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Your Money Back if You are Not Satisfied With the Medicine We Recommend.

We are so positive that our remedy will permanently relieve constipation, no matter how chronic it may be, that we offer to furnish the medicine at our expense should it fail to produce satisfactory results.

It is worse than useless to attempt to cure constipation with cathartics, drugs, laxatives or cathartics do much harm. They cause a reaction, irritate, and weaken the bowels and tend to make constipation more chronic. Besides, their use becomes a habit that is dangerous.

Constipation is caused by a weakness of the nerves and muscles of the large intestine or descending colon. To expect permanent relief you must therefore tone up and strengthen these organs and restore them to healthier activity.

We want you to try Rexall Odreries on our recommendation. They are exceedingly pleasant to take, being eaten like candy, and are ideal for children, delicate persons, and old folks, as well as for the robust. They act directly on the nerves and muscles of the bowels. They apparently have a neutral action on other associate organs of the system. They do not purge, cause excessive looseness, nor create any inconvenience whatever. They may be taken at any time, day or night. They will positively relieve chronic or habitual constipation, if not of surgical variety, and the myriads of associated or dependent chronic ailments, if taken with regularity for a reasonable length of time. 12 tablets, 10 cents; 36 tablets, 25 cents; 80 tablets, 50 cents. Sold in Hood River only at our store--The Rexall Store, Carl A. Flatb.

If you have trouble in getting rid of your cold you may know that you are not treating it properly. There is no reason why a cold should hang on for weeks and it will not if you take Chamberlain's Cough Remedy. For sale by all dealers.

Toledo Ranges

Owing to a change in the business of the manufacturers of TOLEDO RANGES we offer a SPECIAL DISCOUNT OF 10% FOR CASH from our regular prices, or will sell on weekly payments if desired.

The Toledo Ranges have been sold in Hood River for many years and a better range for the price has never been offered in this city. About 150 of them are now in use in Hood River Valley and are giving perfect satisfaction. They outweigh any other range for the same price that we have ever seen. Guaranteed for ten years, and will please you.

Why pay \$40 to \$50 for a Range you can buy from us for \$30?

ACT NOW—This offer will positively be withdrawn Saturday night, March 16

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