CIVIL WAR VETERAN

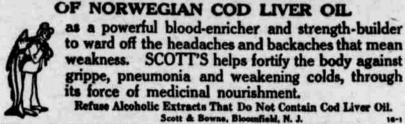
RECALLS INCIDENTS

FEWER PEOPLE GROWING OLDER

The Public Health Service reports that more people live to the age of forty years to-day, but from forty to sixty years mortality is increasing from degenerative diseases.

Thousands of well-informed men and women to-day are

learning the true value of





Butler Banking Company

ESTABLISHED 1900

Savings Department

Safe Depoist Boxes

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LFSLIE BUTLER, President F. McKERCHER, Director E. H. FRENCH, Director TRUMAN BUTLER, Vice President C. H. VAUGHAN, Cashier HAROLD HERSHNER, Asst. Cashier I. R. ACHESON, Asst. Cashier

Capital, Surplus and Profits over \$125,000

An Orchard Necessity

The Hood River Box **Nailing Press**

Do you know that no time saving contrivance for orchardists has ever become so universally popular as this box nailing press? These presses have been shipped to Siberian orchardists, all over the United States and to the far away fruit districts of Australia. The reasons are simple. The cost of the box is but normal when compared with the saving made by the efficient service it renders.

W. G. SNOW Phone 2611

Fourth Street

The Purity Dairy Co.

Yours for prompt service and Good Milk

THOS. D. CALKINS

Anderson Undertaking Co.

Licensed Embalmer and Funeral Director



THE young fellows teach the old ones and the old ones teach the young-that's the way it is with W-B CUT chewing right along. Less chewing for feeble jaws, less chewing for husky jaws—but the big point is satisfaction. Never before has there been so much satisfaction in so little a chew. It's rich tobacco, W.B CUT is. It makes you feel sorry for the fellows who chew so much of the old kind for so little benefit.

Made by WEYMAN-BRUTON COMPANY, 50 Union Square, New York City

Fruit Growers

Northwestern Fruit Exchange

No. 9 Sales Dept. Continued

TO FRUIT GROWERS: In my last talk I told you how, by a co-operative device, the EXCHANGE is enabled to maintain, economically, 119 resident, always-on-the-job, all-the-year-'round salesmen, and through them, to cater to the buyers every day. The EXCHANGE was the first organization in the Northwest to adopt an F. O. B. SALES SYSTEM. It is a simple enough matter to consign; anybody can RECALLS INCIDENTS

By Thomas Goss

On March 7, 1862, the snow began melting fast. On the 8th we broke camp, folded our tents and entrained for the south. We passed through Milwake and CONTROL those salesmen. They can't be allowed to run wild; everything they do has to be CONTROLLED by a central authority. Hence, the need of a SALES MANAGER at headquarters, and a staff of competent assistants. Management is the secret of successor of failure—of any business. Hence, the EXCHANGE has placed at the head of each of each of its departments a TRAINED PROFESSIONAL in his particular line. The Sales Department of the EXCHANGE is headed by HOW—ARD G, FLETCHER, one of the best known and most widely experienced sales managers in the fruit and vegetable business. He has had 14 years of practical experience in the boxed apple, soft fruit and produce business. He need for the repetation would suffer when we were the old fint lock and thought then the rebels would suffer when we proposed. sales managers in the fruit and vegetable business. He has had l4 years of practical experience in the boxed apple, soft fruit and produce business. He was formerly general manager of the GRAND JUNCTION (Colo.) FRUIT GROWERS' ASSOCIATION, one of the oldest and moat successful growers organizations in the country, with a membership of about 1,500 growers. He learned the business from the bottom up and understands every phase of it, from the growing, through the picking, packing, assembling, shipping and selling. He has a very wide acquaintance with the different markets of the country and with the dealers in the markets. Mr. Fletcher, with several assistants, controls the sales organization and personally directs their work, largely by telegraph. Incidentally the EXCHANGE is the largest user of the commercial telegraph service amounting frequently to \$3,000 per month. Every salesman is under strict control; all sales are made at prices named by these sales organization. The sales manager has constantly at his command revised up-to-date reports of the quantity and quality of competitive crops, not only of deciduous fruits and vegetables, but of citrus fruits and busanass, and hash his finger on the pulse of the market and knows to a cent exactly what each his finger on the pulse of the market and knows to a cent exactly what each his finger on the pulse of the market and knows to a cent exactly what each his finger on the pulse of the market and knows to a cent exactly what each his finger on the pulse of the market and knows to a cent exactly what each his finger on the pulse of the market and knows to a cent exactly what each his finger on the pulse of the market and knows to a cent exactly what each his finger on the pulse of the market and knows to a cent exactly what each his finger on the pulse of the market and knows to a ce market will stand. And right here is a neard the boom of cannon to the south-point worth mentioning; there is a con-siderable difference in the buying power and ability of the different markets, for I was sure our regiment would be

and the local conditions in each have to ordered to the front. Gen. Buell's be carefully studied and analyzed in division was passing our camp at the order to make each market absorb its same time on their way to Pittsburg share of the total supply. Hence, it is necessary to do business at different prices in different markets on the same day, and this calls for expert judgment and extremely delicate, skillful handling. Then, too, each market has its preference as to variety, grades and sizes and these preferences must be studied and understood if the best results are to follow. In the consignment system of course the shipper can load anything he happens to have and send it along and the consignee will accept it

anything he happens to have and send it along and the consignee will accept it and sell it for what it will bring, but and sell it for what it will bring, but and we stood and took it like soldiers under the F. O. B. SALES SYSTEM the buyer is very particular as to the specifications; he wants what he wants when he wants it, which is natural enough. This means that the local associations or units for which the EXCHANGE sells have to be much more CHANGE sells have to be much more it was wet.

rain and it made a business of it that time, for it rained most of the night, and we stood and took it like soldiers as we were.

We did not know where to go to sit or lie down, nor could we as it was mud everywhere, so we did the best we could until daylight, when they sociations or units for which the EXCHANGE sells have to be much more the mud, where we could sit down if the mud, where we could sit down if the man to the city prison, where he was made to disefficiently organized and managed than those who simply assemble fruit and produce for shipment on consignment. The two systems are, in fact, so different in detail all along the line that they can not be reconciled; hence, the ne-

those who simply assemble truit and produce for shipment on consignment. The two systems are, in fact, so different in detail all along the line that they can not be reconciled; hence, the necessity of an association choosing either one or the other and organizing its business to conform to the requirements of the one selected. I remember a case that illustrates the point very well: It was in the apple deal of 1911. That year Eastern apples ran small sizes and the domestic demand was for four-tier and larger. It had been customary pretty generally through the Northwest up to the time the EXCHANGE started to base prices on four-tier or larger and voluntarily offer a discount to the trade on 43-tier or smaller. This system never did appeal to the EXCHANGE, as we thought that if all the markets of the world were worked simultaneously, special markets would be found that PREFERRED the smaller sizes and the first day but Grant took advantage the world were worked simultaneously, special markets would be found that PREFERRED the smaller sizes and the first day but Grant took advantage.

I had been customary this in the pushed for the world were worked simultaneously, special markets would be found that PREFERRED the smaller sizes and the first day but Grant took advantage.

I had been customary this was faithed to be the world were worked simultaneously, special markets would be found that PREFERRED the smaller sizes and the first day but Grant took advantage.

I had been customary this was faithed to the rest and the pushed to later on, and then it kept the Johnson, was shirt and underclothes were in rotting strips. The man confessed that he something we got used to later on, and then it kept the Johnson, was shilled then it kept the Johnson, was still there. They did not know where the Mrown what we were the first day of battle and that pushed the battle would drop.

The rebel general, Johnson, was likely the pushed for the would have crossed the was functional to the rebel cannot have crossed the derelict with a p as we thought that if all the markets of the world were worked simultaneously, special markets would be found that PREFERRED the smaller sizes and would pay a premium for them rather than demand a discount. Accordingly, the EXCHANGE'S system has always been to find out what each particular buyer WANTS, and to sell him just what he wants and to ask a full price for what he wants. Well, as I said, in 1911 the domestic buyers wanted fourtier or larger, especially in the Jona-

1911 the domestic buyers wanted four-tier or larger, especially in the Jona-thans we were selling for the Cashmere Union and pretty soon, before the fruit was harvested, we had filed firm orders with the Union for all the 4-tier larger Johathans, extra fancy and fancy that they had. They began to complain, saying, "Why don't you make the buyers take the stuff as it runs? As it is, you have put us to the trouble of segregating the sizes, have sold us out of all desirable sizes, and have left on our hands the undesirable sizes." We advised them to wait a bit, that they hadn't got their harvest well that they hadn't got their harvest well under way yet and we thought we would under way yet and we thought we would be able to hand them orders for the other sizes. We were working the European trade, and pretty soon found a buyer who wanted a certain number of cars of Jonathans, but said: "We can't use the 4,tier larger except at a discount; can't you load us straight cars of 4½ and 5-tier?" We said: "Yes, but that means segregation and additional expense, so we shall have to charge you full price for what you want." They were satisfied at that, and so we handed the Union orders for the remainder of their Johathan pack, writes O. J. Metcalf, Weatherby, Mo.

want." They were satisfied at that, and so we handed the Union orders for the remainder of their Johathan pack, all before the fruit was shipped and all at extreme prices. As the heavy run was in the smaller sizes, we saved the Union the customary 15 per cent discount on the small sizes; which, incidentally more than repaid the Union for their cost of selling. I mention this incident as it illustrates the whole question of salesmanship, plus the intelligent co-operation of the local associations,

"On December first 1 had a very severe cold or attack of the grip as it may be, and was nearly down sick in bed," writes O. J. Metcalf, Weatherby, Mo. "I beught two bottles of Chamberlain's Cough Remedy and it was only a few days until I was completely restored to health. I firmly believe that Chamberlain's Cough Remedy is one of the best medicines and will know what to do when I have another cold." Obtainable everywhere.

Go to Law, The Cleaner.

and I am frank to tell you that one is about as important as the other, and unless the local association or unit is thoroughly and efficiently organized and managed, it is a hopeless job to try and sell their fruit at full values F. O. B. Since their experience in the Johathan deal in 1911, the Cashmere Union have been ardent enthusiasts on the the proposition of "Cater to the special requirements of the trade and get the full prices that SERVICE always commands." This little side light does much to explain why the local associations which have sold through the EX-CHANGE continuously over a term of years have made a success and have strong, contented and prosperous memberships.

I haven't quite told all I want to about the Sales Department, so I shall continue in my next talk, which will appear in another column of this paper.

Faithfully yours,
W. F. GWIN,
Vice-President and General Manager, Northwestern Fruit Exchange.

CIVIL WAR VETERAN

BILL AIMED FOR

SOLDIERS' BENEFIT

"It is a time of crisis and you are my senator just as much so as that of any other Hood River or Wasco county citizen," was a portion of a letter sent Monday by Roy D. Smith, who as a Republican committeeman sought the defeat of Mr. Wilbur at the recent election, to Senator Geo. R. Wilbur.

"Political feelings are for the time being forgotten," continued the letter of Mr. Smith, "and I am asking that you cooperate with me toward securing assistance for Oregon soldiers who may possibly be called away to fight in case of war with Germany."

Mr. Smith, who saw active service in the Phillipine Islands during the Spanish-American war and who says he is ready to go to the front again if needed, has asked Senator Wilbur to introduce a bill that will prohibit the foreclosure of a mortgage on property of a militaman who is in active service of its country.

Sentaer Wilbur was a member of a

vice of his country.

Sentaor Wlibur was a member of a
Nebraska regiment during the Spanish-American war.

And right here is a heard the boom of cannon to the south-

Bessie Barriscale and Charles Ray in Plain Jane." Also Chas. Murray in

V. M Kolstad at the organ.

Clothes Worn for 18 Years

An old man, who gave his name as Al Johnson, was found sleeping one morning last week on a bed of bare boards in the jungles, the willow for-ests on the Columbia lowlands north of the city.

All night long the two gunboats, the Lexington and Tyler, which were stationed a short distance above the land-

cause. The rebels had the best of it the first day but Grant took advantage of the night to reorganize his lines, and with Buell's division of fresh troops pressed the battle on Monday to a successful conclusion. It seems that Grant always expected to win and did not know when he was whipped. He makes me think of the Englishmen and Frenchman in a fist fight. The Frenchman did not understand the English language very well and he could make his wishes known not very well, and he was getting the worst of it. He called out "hurrah, hurrah, instead of "enough," and the Englishman kept on pounding him. The Frenchman thought if he was going to be killed he would die game, so he started in with redoubled vigor and soon got the better of the Englishman, who called out, "enough." The Best Recommendation

The strongest recommendation any article may receive is a favorable word from the user. It is the recommendation to those who have used it that makes Chamberlain's Cough Remedy so popular. Mrs. Amanada Gierhart, Waynesfield, Ohio, writes: "Chamberlain's Cough Remedy has been used in my family off and on for twenty years and it has never failed to cure a cold or cough". Obtainable everywhere.

SHINE

IN EVERY

Black Silk Stove Polish

who called out, "enough." The Frenchman hit him another belt and said, "say that again. That is what I was trying to think of half an hour So Grant pounded away until the rebels got enough, when they left in a hurry. Later on he pounded his West Point classmate until he got all he Black Silk Stove Polish

Black Silk Stove Polish Works, Sterling, Illinois. Use Black Silk Air Drying Iron Enamed on grates, reg-inters, stove pipes, and auto-mobile tire rims. Prevents medica. Tracking Prevents

Get a Can TODA

Blowers Hardware Company

sincerely thanks you for your loyalty and patronage in the past and hope to have your good will and business in



We Have No Quarrel

With the habit of comparing our shoes with others before deciding where to purchase. The more you compare our shoes the surer we are you will finanally come here when you are ready to buy. Many people know this so well from experience they never waste time comparing.

J. C. Johnsen, The Hood River Shoe Man

Building Plaster, Cement, Lime

The Dairyman and Poultryman Warehouse at foot of 5th Street

W. L. CLARK

S. E. BARTMESS Licensed with Oregon's first class of Embalmers. Phone 1381, 3821 HOOD RIVER, OREGON

PEOPLES NAVIGATION COMPANY

Steamer Tahoma Down Sundays, Tuesdays, Thursdays

Up Mondays, Wednesdays, Saturdays All kinds of freight and passengers handled. Horses and automobiles

given special attention. Jack Bagley, Agent, Phone 3514

his mustache. When the tonsorial task was finished, the old vagabond did not look to be more than 50 years of age. the old man was allowed to leave the Hunt Paint & Wall Paper Co.

Heath & Milligan Mixed Paints Glidden's Varnishes Room Mouldings

Bulk Calcimine Mixed to Order Plate and Card Rail Dry Paste

H. GROSS

Telephone 1213, 190 3rd street, opposite Taft's Fuel store, buys all kinds of second hand articles, scrap metal, hides, wool, rubber, rags, sacks. Call us and we will be glad to talk business.

FOR SALE!

Registered O. I. C. White Boar, 1½ years old; long broad back and heavy hams. Took Blue Ribbon and Sweepstakes at last stock show. Just the fellow to head your herd. Price \$75 f.o.b. Hood River.

H. M. HOSICK, R. F. D. No. 1, Box 22