

J.C. PENNEY Co.

A NATION-WIDE INSTITUTION

OUR 25th YEAR

OUR SILVER YEAR

"where savings are greatest"

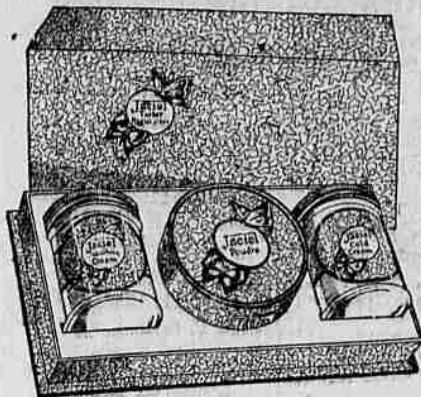
COR. CASS AND STEPHENS, OPP. POSTOFFICE ROSEBURG

25th Anniversary

A New Line of Toilet Preparations

Jaciel

Sold Exclusively In J. C. Penney Co. Stores



Good news for women the country over! Toilet preparations that are satisfactory, pleasant and beneficial are usually an expensive luxury, JACIEL has solved your problem!

Toiletries For the Most Fastidious

The odor is delightful, the scientific construction of the preparations the best—and the prices much lower than you would expect.

An Introductory Offer

This "Get Acquainted" Box

In Attractive Packing

To give you an opportunity to know this splendid line—sold only in J. C. Penney Company stores—we offer this "Get Acquainted" box. A regular large size box of powder and a 2 ounce jar each of vanishing and cold cream.

JACIEL is manufactured by Jaciel Perfumes, Inc.

98¢

Is Saturday Really The Best Day to Shop?

Let's all try a new kind of Saturday next week. Instead of leaving our shopping until the last minute do a bit each day and when Daddy gets home from work pack up a picnic basket and pile the youngsters into the car for a happy half holiday in the country.

Such a day will prove more soothing to your nerves than the usual mad scramble thru the stores, and in the years to come the kiddies will look back on it as one of the pleasantest memories of their childhood.

Suppose we who live in the city try to make Saturday afternoon our Country Day!

J.C. Penney Co.

25th Anniversary

Stamped Dresses

Our Own Brand

Several different designs in one and two-piece styles

59c

25th Anniversary

For Afternoon Soft Printed Frocks

Every wardrobe should have at least one of these frocks—the price is within the reach of every woman.

Sizes for Women, Misses and Juniors

\$14.75

25th Anniversary

Lovely Underthings of Silk

Are An Essential Part of the Collegiate's Wardrobe

Several sets of dainty crepe de chine undies—pastel tinted—will be packed in the happy college girl's trunk. Plain tailored pieces and lace trimmed ones.

\$1.98 and \$2.89

Some of the best values of the year are in our stock right now! This timely showing is your opportunity to put in a supply!



Talcum

Fresh and Soothing

In warm weather talcum is refreshing. Several brands.

19c

Another Shipment! Table Silverware

26-piece set in art case; outstanding saving at

\$5.90

25th Anniversary

Summer Gowns Of Rayon Jersey

Cool, sleeveless gowns prettily trimmed with lace. The price is especially moderate.

\$1.23

Dress Trunk

For Hard Wear

Fibre covered round edges, 3-ply wood frame, 34-in.

\$12.50

25th Anniversary

Dainty Compacts Sold Only Here!



Small, silver-finish compacts that are easy to carry. The powder is delightfully fragrant.

Single compact, 49c

Double compact, 98c

25th Anniversary

Small Boys Tub Suits

Newest Summer fabrics and colors; many two-tone effects. Serviceable, cool and good looking; sizes 2 1/2 to 7 years. Low priced at—

49c to \$1.98

Economic Position of Poultry Industry in Relation to Agriculture

Address of R. W. Dunlap, Assistant Secretary of Agriculture, Before World's Poultry Congress at Ottawa, Canada, Shows Growth of Industry During Recent Years

The following address was delivered by R. W. Dunlap, assistant secretary of agriculture at the recent congress of poultrymen held at Ottawa, Canada. Dunlap county poultrymen will find in this address many interesting facts concerning the growth of the industry and factors influencing the production and marketing of poultry products.

The poultry industry is one of the large and important farm activities of the United States. According to the department's estimates, there were produced in 1926 eggs of an estimated value of \$620,000,000, and poultry with a value of \$551,000,000, giving a total value for the poultry and egg crop in that year of \$1,171,000,000. It should be remembered that only poultry production on farms is included in these figures and not the production in cities and villages. The value of poultry products amounted to about 15 per cent of the total value of livestock and its products for 1926, being surpassed in this respect by only two other branches of the livestock industry—the dairy industry, with 40 per cent of the total, and the swine industry, with 22 per cent of the total.

The distribution of the poultry industry is country-wide, as poultry flocks are kept in every state and in every county. However, the greatest production occurs in the east north central and west north central states, a region in which farm poultry flocks are predominant and which accounts for 50 per cent of the total eggs produced in the country and only slightly less than 50 per cent of the chickens raised. Iowa leads all other states in total chicken and egg production. Specialized egg farming is particularly important on the Pacific coast and in the north eastern states. Usually the value of eggs produced in the northern states exceeds the value of chickens raised, while in the southern states the value of the chickens raised exceeds the value of eggs produced.

Growth of the Poultry Industry in the United States

The poultry industry had its beginnings in the small flocks which were kept by the early settlers to produce chickens and eggs for their own use, for the use of their neighbors. As the population increased, and particularly as cities increased in size, there grew up a local poultry industry designed to supply the needs of these localities. Because of limited transportation facilities, however, the poultry industry continued to be decidedly local in character, although it showed a steady growth. For the most part, flocks were small and there was little tendency toward specialized egg or poultry farms. This condition continued, to a large extent, even with the opening up of western lands, until good railroad facilities became available and particularly until about 1870-80 the refrigerator car and cold storage were developed.

Soon after these developments, wide new areas of production were opened for the supply of the eastern population, until, as has been previously stated, production has reached its greatest volume in the middle-western states. Increase in poultry production in the United States has proceeded steadily until, according to the 1925 census there were 409,290,849 chickens on farms on January 1 of that year.

At the present time, early shipments of eggs and poultry destined for eastern markets average close to 1,000 miles of railroad haul. In late years, as the cities grew into larger and larger centers of population, there has developed a decided tendency toward the development of specialized egg farms to supply these urban dwellers. This tendency has undoubtedly been greatly stimulated by the development of artificial methods of hatching and breeding and by a better knowledge of housing, management and nutrition.

Farm Poultry Still Most Important Branch

In spite of this recent development, however, the production of eggs and poultry by relatively small farm flocks still accounts for most of the crop. This is due to the great number of such producing units scattered all over the United States. It is safe to say that 80 per cent, and probably more, of the total poultry crop is produced on general farms rather than on specialized poultry farms. The income from poultry on general farms plays an important part in the total farm income.

Development of Commercial Egg Farms

In recent years the tendency toward the development of artificial incubation, through the use of stove brooders which would accommodate larger flocks of chicks at one time, through specialized breeding effort to increase the production of the individual hen, and through the development of large commercial baby chick hatcheries investigation in the field of nutrition have also brought out important facts which have made it possible to keep layers under relatively close confinement with good results. The principal areas of specialized egg farming are located on the Pacific coast, of which California is the outstanding example, and in certain areas along the Atlantic coast, such as the Virginia section of New Jersey. There is an increasing tendency also for general farmers to supply some of the methods employed on specialized egg farms and to carry larger flocks of layers than are characteristic of the individual farm flock. Such flocks may properly be termed commercial farm flocks.

Development of the Baby Chick Industry

Undoubtedly the development of the baby chick industry has had a great influence upon the development of the poultry industry in the United States. This is a development of recent years, since the extensive selling of baby chicks does not go back over a period of more than 10 or 15 years. At first, the hatcheries were developed very largely to take care of a local demand for baby chicks. As it was discovered that chicks could be successfully shipped considerable distances, the size of the hatcheries increased until now there are some having a capacity upwards of one million eggs. There was a decided tendency at first for this industry to concentrate in certain sections or states where eggs suitable for hatching purposes were more plentiful and more readily secured. The success of this industry led, however, to a wider distribution of the commercial hatcheries until now the country is quite thoroughly dotted with them and their aggregate capacity approximates 200,000,000 eggs at one setting. At present, there is a growing demand for better quality chicks than it has been easy to produce in these large capacity hatcheries. As a result, it may be that the future trend of the baby chick industry will be toward the development of community hatcheries, probably of smaller capacity, and than many of those in existence at present, and which would attempt to supply a smaller, nearer-by territory. Hatcheries operated under such conditions find it easier to get eggs for hatching which will produce chicks of the quality demanded.

Growth of Trade in Poultry Products

As poultry production increased in volume and it spread over a wider and wider territory, there developed of necessity the business of collecting, transporting and distributing these products in the areas of large population. This activity has now developed into a highly specialized business by means of which the eggs are gathered from producers, graded and shipped to market under refrigeration. The poultry is gathered in a similar manner, often fed in feeding stations, slaughtered and shipped to market in refrigerator cars.

A considerable live poultry business has developed also where the live poultry is shipped in specially constructed cars to markets where there is a large Jewish population which requires live poultry for its use. Some idea of the volume of this business, and the consequent facilities required and persons engaged both at shipping points and in distribution in the markets, can be obtained from a statement of the receipts at the principal markets. In 1926, for example, there were received at New York, Chicago, Philadelphia and Boston, a total of 14,767,709 cases of eggs each holding 30 dozens. In the same markets the receipts of dressed poultry amounted to \$55,814,801. At New York City, the principal live poultry market, the receipts of this commodity amounted to about 12,000 cases, or approximately 300,000,000 pounds.

Since both egg and poultry production is seasonal in character, the cold storage of these products has been developed to hold the surplus of the flush producing seasons for the period of relative scarcity. In recent years around ten million cases of eggs have been held in storage at the height of the season, and well over 100 million pounds of dressed poultry. In addition, from 50 to 100 million pounds of eggs which are broken out of the shell and held in a frozen condition, are also stored. The present trend is toward a leveling of seasonal production by securing year-round egg production during the fall and winter months and by production of early or winter broilers. Seasonal variation in production will never be eliminated, but eventually it may have sufficient influence to reduce somewhat the proportion of the yearly crop which must be carried in cold storage.

Prices of Poultry Products During Recent Years

Soon after the beginning of the World War, the prices of most agricultural products began to rise. This was true of the feed used by poultrymen. The prices of eggs and poultry, however, were slow to respond to this price increase, with the result that poultry raising became relatively unprofitable and a serious depletion of poultry stocks took place in some sections. Later, however, the price of poultry and eggs reached relatively high levels comparable to other products and this stimulated production. This increase in production has continued more or less steadily in the present year, there has apparently been considerable overproduction and prices have fallen to their lowest levels since the war. It would appear that unless demand for eggs and poultry can be considerably stimulated, there must be some temporary contraction in the industry if the price situation is to be corrected.

Improvements in Marketing

In recent years, competition between those engaged in the concentration and shipping of poultry products and those engaged in their distribution in the markets has become keener and keener. This has led to some tendency toward consolidation of small individual packing plants into larger units. It has also been one of the factors leading to improvements in the marketing process designed to secure greater efficiency. For example, improved packing materials for the egg cases and improved methods of loading and bracing the eggs in the cars have reduced the loss during transit through breakage. There have also

been improvements in the storage of eggs, principally in the way of the use of odorless packing materials tending to eliminate development of the rancid, cold storage taste, and the holding of eggs under carefully controlled conditions at higher humidities, thus reducing the evaporation which normally takes place during the storage period.

Many eggs intended for storage are processed by dipping them in a hot solution of odorsless, tasteless mineral. This process serves to seal the pores of the shell and thus prevents, to a large extent, the evaporation of moisture from the eggs. Egg sanding machines have also been developed to clean dirty eggs without the use of water. There has also been a considerable development in the domestic production of frozen eggs. Eggs used for this purpose are cracked, dirty and weak eggs which could not be shipped to market in the shell without serious loss or deterioration. When the price is low enough, current receipts are also used for this purpose. The increased use of frozen eggs has made possible this development in spite of the importation of considerable quantities of frozen eggs from China.

One of the most important developments in marketing has been the formation of cooperative marketing organizations. The most outstanding examples of this are the cooperative on the Pacific coast which maintain a federated selling agency in New York City for the distribution of Pacific coast eggs in the eastern United States, and cooperative marketing associations in Missouri, Minnesota, Ohio, and elsewhere. At the present time a large volume of business is carried on by these cooperative organizations. For example, in 1926, 60 cooperative associations handled 3,150,000 cases of eggs valued at \$29,900,000 and 31 associations handled 17,000,000 pounds of poultry.

Foreign Competition in Eggs and Poultry

Competition with the domestic product has not been serious in the case of shell eggs of foreign production. Our exports of shell eggs during recent years, while moderate in volume, have exceeded imports. There is a different story, however, with reference to the importation of frozen and dried eggs. Very considerable quantities of these are imported, mostly from China, and they constitute an important source of competition with the domestic product. In fact dried eggs are imported from China and sold at a figure which has almost entirely prevented the development of a dried egg industry in this country. Present disturbed conditions in China, however, will probably cause a material reduction in that country's output of frozen and dried eggs this year.

Imports of foreign poultry have not been of great importance except in the case of turkeys. Considerable quantities of this class of poultry have been received from the Argentine in recent years and these have had some influence upon the domestic turkey market.

Standardization

There has long been apparent a great need for a higher degree of standardization in our egg crop. Eggs have been packed and sold very largely on the basis of individual packer's marks or brands or upon official exchange grades of the different cities. These grades have not been uniform and in consequence there has been a lack of any common nomenclature of quality which could be applied to the eggs of commerce. This has resulted in more or less uncertainty in the buying and selling of eggs, particularly between distant points, and has increased the uncertainty and risk in the marketing of this product. In an effort to improve this condition, the department has developed United States standards and grades for eggs which are believed to constitute a suitable basis for country-wide standardization. These standards and grades are coming into greater and greater use each year.

In connection with the development of grades, the department has also developed an inspection service for eggs. This has taken two forms—shipping point inspection, where inspections are made on cars of eggs ready to roll to market, and terminal market inspection, where inspections are made on eggs after receipt at the markets. This work is undertaken in some cases by the department individually, and, in other cases, in cooperation with individual states or other agencies. The department is also inspecting practically all of the live poultry which is received at New York City. This inspection is for condition of health and for condition of feed, and is done in cooperation with the live poultry trade of that city. Fees are charged for both egg and poultry inspection, which are designed to cover the actual costs of the service. The department believes that there is also need for the development of grades for live and dressed poultry, and considerable preliminary work has already been done along this line.

Quality Improvement in Breeding Stock

An important forward step in the poultry industry of the United States has been the development of systematic breeding on the part of large numbers of poultry keepers who are interested in improving the efficiency of production of their stock. Obviously the more efficient the producing ability of stock, the better the opportunity for profit, and this has been the incentive toward this end. Undoubtedly the development of trap nesting, which made possible a record of the production of individual hens, has been a most important factor in improvement of breeding stock. The large number of laying contests conducted throughout the United States has also tended to concentrate attention on this matter of better breeding.

In the next few years there will undoubtedly occur a considerable development along the lines of record of performance work throughout the United States. Already a number of states have such work in operation, which consists of state supervision of performance



Wherever a Western highway roams—

you'll always find a Veedol dealer

DRIVE where the open road beckons—from Vancouver to Tia Juana—you can always get Veedol. 6,000 Independent Veedol dealers are ready to refill your crankcase, or give you car Complete Veedol Lubrication while you wait.

There's no need to gamble with inferior oils. Stop at any dealer's displaying the orange and black Veedol sign. Ask for Veedol by name.

Then you'll get the oil made from the pick of the Eastern crudes, by a refiner with half a century of experience. The oil that gives the famous "film of protection", which safeguards your motor from repairs. For, at the great Tide Water Refinery at Bayonne, N. J., every drop of Veedol is tested to withstand heat 100 degrees hotter than the hottest friction spot in your motor.

Wherever you tour, look for the orange and black Veedol sign when you need oil. If you drive a Ford, use Veedol Forzol.

Tide Water Oil Sales Corporation. San Francisco, Los Angeles, Portland, Seattle.

DEALERS: Bulk delivery of Veedol products is now available to over 1300 individual cities and towns on the Pacific Coast.

[35¢ A QUART]

VEEDOL

Eastern Oils and Greases

[It costs less than a cent a quart to ship Veedol to the Pacific Coast. When you buy Veedol you pay for quality, not freight.]

records on owners' farms, and the establishment of official records for the individual birds and flocks.

This demand for better breeding stock is also seen in the desire for a better quality of baby chicks. Individual states are attempting to meet this situation by the development of accreditation and certification for baby chicks and baby chick hatcheries. This plan simply means that the eggs used for the production of baby chicks come from flocks which have been inspected as to their general health, quality and producing ability. This further development of this plan is the production of baby chicks from eggs produced by flocks which are free from certain troublesome poultry diseases such as bacillary white diarrhea and tuberculosis.

Development of New Information Services

It is a recognized fact that for an intelligent program of production and marketing there must be available certain basic statistics of an industry to allow producers and others to form a well-grounded opinion as to the probable trends of production in the immediate or near future. While the department has already developed certain reports bearing on the poultry industry, such as estimates of poultry stocks on hand the first of each year, the production of poultry at States has been the development of a systematic breeding on the part of large numbers of poultry keepers who are interested in improving the efficiency of production of their stock. Obviously the more efficient the producing ability of stock, the better the opportunity for profit, and this has been the incentive toward this end. Undoubtedly the development of trap nesting, which made possible a record of the production of individual hens, has been a most important factor in improvement of breeding stock. The large number of laying contests conducted throughout the United States has also tended to concentrate attention on this matter of better breeding.

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such manner as it can a greater per capita consumption of these products.

Poultry Outlook Report. In addition to the current use which is made of the statistical material gathered and the studies made bearing on the poultry industry, the department utilizes all of this information in an annual outlook report which is issued about February 1 each year. The purpose of the outlook report is to give as accurate a picture as possible of the current situation in the poultry industry and to point out indications of probable trends in the near future. The report of last February warned producers and others of the probable overproduction which has occurred this year and which is being felt so keenly by poultry keepers. The department hopes that, with the development of more complete basic statistics of the industry, it will be possible to further improve the outlook report so that it will become a still more valuable guide to poultry producers in shaping their production programs.

SILVERWARE 15c

Solid nickel silver ware with real silver plate. Beautiful pattern, finished in the grey silver. Spoons, knives, forks, butter, sugar, ice, tea, salad forks, etc., all 15c each. Also serving ladles and berry spoons and meat forks at 25c. A much better value than ever offered before in Roseburg. See them

Myers pumps have been used in this locality for over 50 years. They are reliable. We carry a complete stock. Wharton Bros.

CORNS Quick relief from painful corns, tender toes and pressure of tight shoes. **De Scholl's Zino-pads** At drug and shoe stores everywhere

THE ABOVE and all other Scholl Appliances and Foot Comfort Remedies are to be had at the Roseburg Booterie, Perkins Building, Cass Street.

GERMAN PLANES READY TO HOP FOR UNITED STATES

DESSAU, Germany, Aug. 11.—The Europa and Bremen, Junker planes in which the four German airmen hope to fly across the Atlantic to America, were announced to be absolutely ready today for the start of their long journey. It has not yet been decided, how-

ever, whether the third plane which has been prepared for the trans-Atlantic flight, is to carry mail or newspaper men. In the former case the three planes will start simultaneously.

With a Myers electric water system you get fresh water direct from the well. Myers pumps are reliable. Sold by Wharton Bros.

49c SALE

A collection of items at a special 49c price. Includes embroidered scarfs, Kotex, 1 lb. boxed candy, pillow cases, pictures, toys, handkerchiefs, hose, underwear, etc. Also your choice of any Japanese parasol in the store, values to \$1.35 at 49c. Shop at Carr's and save.