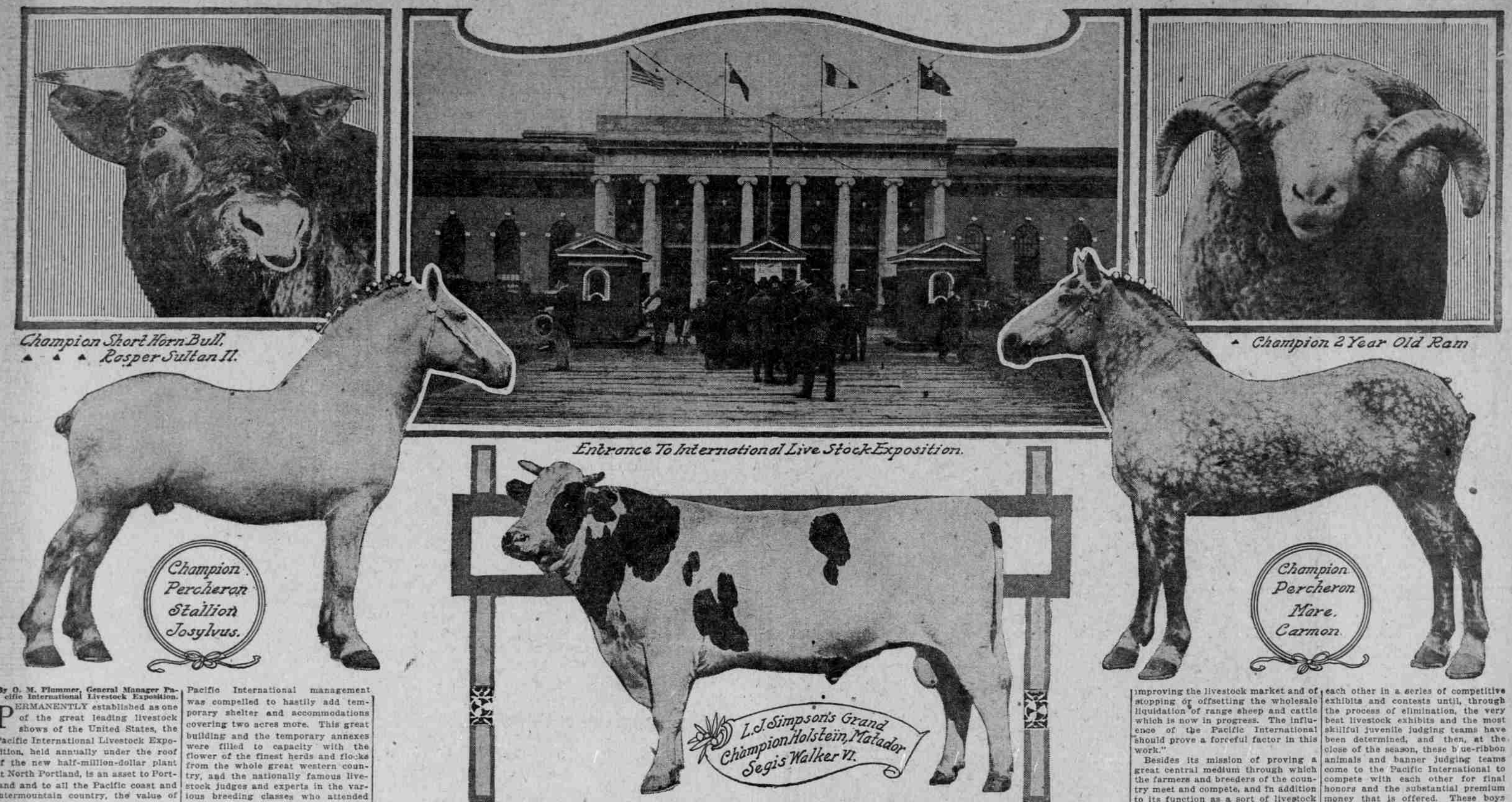


OREGON LIVESTOCK SHOW IS NATIONALLY FAMOUS

Tenth Annual Pacific International Livestock Exposition in New Half-Million-Dollar Home in Portland Was Largest Exhibition of Its Kind Ever Yet Held on American Continent



By O. M. Plummer, General Manager Pacific International Livestock Exposition.

PERMANENTLY established as one of the great leading livestock shows of the United States, the Pacific International Livestock Exposition, held annually under the roof of the new half-million-dollar plant at North Portland, is an asset to Portland and to all the Pacific coast and intermountain country, the value of which is too little appreciated.

The great success of our last two annual stock shows, given since the completion of our splendid new building, have put the Pacific International on the map for all time to come, with a nation-wide reputation among breeders, farmers and stockmen everywhere, not only for the record-breaking size of our mammoth assemblage of pure-bred stock in all classes, but for a high standard of excellence unsurpassed by any event of the kind anywhere.

For the information of those who have only a vague idea of the relative size and importance of the Pacific International, a single comparison will serve to give a general idea of the high rank of our stock show among the big outstanding events of its kind upon which the attention of breeders and livestock men all over the country are focused every year. At the National Jersey show, held November 1 at Shreveport, La., there were 225 animals on exhibition, entered by 26 exhibitors, whereas the recent Pacific International, held in Portland November 13-20, had 318 Jerseys in this one department of its great dairy cattle section, these animals being of a standard which would do credit to the Jersey industry anywhere, and entered by 65 exhibitors from the Pacific slope and Rocky mountain country and from western Canada. Unquestionably our recent stock show, the tenth annual event in the Pacific International series, was the largest purely livestock show ever assembled under one roof in the history of the livestock industry on this continent.

Building One of Largest.

Our mammoth stock show building, which is one of the largest ever built, and which is a model structure for the purpose it serves, covers a little more than six acres of ground, and to accommodate the excess entries for the recent show the

Pacific International management was compelled to hastily add temporary shelter and accommodations covering two acres more. This great building and the temporary annexes were filled to capacity with the flower of the finest herds and flocks from the whole great western country, and the nationally famous livestock judges and experts in the various breeding classes who attended our show were amazed at the tremendous showing of high-class stock in all breeds and classes. It was also an astonishing thing to them that breeders and farmers from such great distances had brought their blue-ribbon animals to compete for Pacific International honors and premiums. From British Columbia points 500 miles to the north, and from California and New Mexico farms, 1500 to 2000 miles to the south, enthusiastic western breeders brought their prize-winning entries to swell the numbers of our big show, and to the east there were heavy entries from the farthest Montana, Utah and Colorado points.

The splendid co-operative spirit of these breeders, scattered over such a wide stretch of territory, all good-naturedly competing against each other, and each enthusiastically working for the common good in the development of the livestock industry, was something which these eastern men could hardly credit. It explains the rapid development of the Pacific International livestock industry here in the west, and it is the most valuable factor we have in looking to the future development and extension of this essential industry, upon which all agricultural enterprises and industries so unquestionably depend.

In addition to its great intrinsic value to the breeder, our annual stock show is a splendid educational medium, the beneficial influences of which cannot be estimated. Through bringing the very best animals from the finest herds throughout the whole western country to this big central exposition each year, and through the fine educational opportunities offered in various phases of the Pacific International, more and more the farmers are coming to understand the importance of scientific methods on the farm, and that if they would prosper they must be progressive and eliminate the unprofitable scrubs from their herds,

replacing them with the profitable high grades and pure-breeds.

Education Valuable.

Especially is this educational influence valuable to the younger generation of farmers and stockmen, who are receptive to the progressive ideas with which they are put in

touch through the annual stock show. All the agricultural colleges of the great western country are co-operating with the Pacific International in their extension work. The student-judging contests and accompanying instruction from the experts in all breeds who come from all over the United States to judge the various

classes alone is a feature from which inestimable benefit will be reflected in the future of the livestock industry.

The great need of the whole country for increased production and for the rebuilding of the livestock industry at this time gives the Pacific International a very important mission, as

was pointed out in a letter I recently received from Vice-President R. A. Ward of the First National bank of Bend. "At no time in my experience," Mr. Ward wrote, "have I seen a period when a big livestock show had such a mission to perform as during the present season. Something must be done to drive home the necessity of

improving the livestock market and of stopping or offsetting the wholesale liquidation of range sheep and cattle which is now in progress. The influence of the Pacific International should prove a forceful factor in this work."

Besides its mission of proving a great central medium through which the farmers and breeders of the country meet and compete, and in addition to its function as a sort of livestock university for those interested in the industry, the Pacific International serves as a mammoth exchange through which the finest breeding stock is made available to progressive farmers and stockmen throughout the west who are building up their herds and flocks. A great deal of the best stock of the year, and these sales, special committees of experts in each breed are busy many weeks in advance of the stock show, passing on pure-bred animals that are offered for these sales, and inducing public-spirited breeders to give up some of their best animals so that a high standard may be maintained in the breeding stock offered to the purchaser who look forward each year to the splendid opportunity thus provided for obtaining the choicest of foundation stock and pure-bred sires. No animal lacking in any of the essential qualifications is accepted by the committee for these sales, and every endeavor is made to secure the highest type obtainable.

Juveniles Participate.

One of the educational features of the Pacific International which provides encouragement and stimulation for an important factor in the development of the livestock industry is that of the juvenile stock judging contests and competitive exhibits of pure-bred animals owned by the boys and girls of the livestock clubs. Under the supervision of the agricultural colleges, county agents and club leaders, this branch of educational work is now thriving in practically every agricultural section throughout the Pacific coast and intermountain states. Enthusiastic county and district clubs throughout this territory vie with

each other in a series of competitive exhibits and contests until, through the process of elimination, the very best livestock exhibits and the most skillful juvenile judging teams have been determined, and then, at the close of the season, these blue-ribbon animals and banner judging teams come to the Pacific International to compete with each other for final honors and the substantial premium money that is offered. These boys and girls, under the supervision of adult leaders and trainers, are taken care of in dormitory accommodations throughout stock-show week and, in addition to the stimulating contests, they have the benefit of daily lectures and demonstrations and of viewing the great exhibit of high-class stock of all breeds. This week at the annual stock show, given free of all expense as a reward for hard work and ambition, is a goal towards which the boys and girls throughout the whole northwest country are making their best efforts throughout the year, and while they are striving they are being educated into livestock experts who will figure invaluable in the future generation of breeders and farmers.

Everyone in the whole western country should be personally interested in the Pacific International's annual stock show, no matter what his line of business or personal pursuit. It is an old axiom that agriculture is the foundation of all prosperity and that livestock is the cornerstone of agriculture. In upbuilding our splendid stock show we are upbuilding all other lines of business and industry. The general public understands this is shown by the splendid attendance which now marks every afternoon and evening of our annual stock-show week, with thousands of men, women and children thronging the great barns and viewing the magnificent exhibits of pure-bred animals of all classes, while thousands more fill the big stadium and view the nightly horse show events that are staged in the great landmark arena in the center of the pavilion. The co-operation of the public is all that is needed to make the Pacific International a continued success, and we believe that we already have this, with a growing realization that the encouragement of the livestock industry is a vital duty to which people of every class everywhere should gladly give their co-operation.

TRADE PURE-BRED STOCK FOR "SCRUBS"

Coos County Banks Inaugurate Unique Plan to Stimulate Interest in Thoroughbred Animals—Swap Pedigreed Stock for "Scrubs" on Even Basis.

A UNIQUE feature which is attracting the attention of bankers, breeders and others interested in the promotion of the pure-bred livestock industry all over the country, was recently inaugurated in Coos county, Or., by three progressive banks of that section, as a stimulus to the systematic campaign of education in scientific farming, dairying and stock-raising which they have been waging energetically for more than a year past. This feature is the trading of valuable pure-bred bulls for "scrubs" of negligible value, on an even basis, to any farmer who will promise to bar "scrubs" from his herd and use only the pure-bred sire in the future.

A little more than a year ago the Bank of Southwestern Oregon, at Marshfield, the First National bank of Hanks, and the Farmers' and Merchants' National bank of Coquille, each of which had been carrying on co-operative work with the farmers of the community, pooled their individual enterprises in this line, and secured the services of J. L. Smith, expert agriculturist and graduate of the State Agricultural College of Kansas, then county agent.

Together with their new agriculturist, the three banks mapped out a schedule of systematized activities covering every angle of the agricult-

ural and livestock industry. Upon this foundation they launched a program which has been successful beyond all expectations and yielded results which have brought hundreds of inquiries from bankers and breeders in eastern and middle western points, asking for details of their methods and plans.

The broad scope of this co-operative work included practical encouragement of all existing educational and development plans as well as the institution and organization of new activities. A \$3000 also was given away as a prize for the best field of corn silage, and yields of this crop this year average from 15 to 25 tons an acre. New stimulus has been given juvenile gardening, poultry and livestock clubs by substantial cash premiums offered by the trio of banks; a successful annual corn show has been established, with corn the leading feature and potatoes, apples, sugar beets and root crops incidentally figuring on the premium list. A permanent county fair and livestock show, largely due to the work of the banks, has been organized with the active co-operation of farmers and dairymen throughout the entire Coos county.

Under the general heads of livestock improvement, farm management and record-keeping, farm machinery

and equipment and educational features, numerous activities have been inaugurated and kept going. At a cost of more than \$6000 a year a monthly publication, "Farm Business," is conducted by the bank trio and sent free to every farmer and dairymen in the county. Besides giving helpful information particularly applicable to the district, and news items in regard to the livestock and agricultural affairs of the county, this little paper provides a free selling and exchange service through which many hundreds of dollars' worth of poultry, livestock and farm equipment have been exchanged. A \$2000 Holstein bull calf was given away by the bank trio as a prize at a recent local fair, in a guessing contest, every farmer and dairymen being eligible to guess, and each guesser being required to fill out a card giving detailed information in regard to his farm holdings and herds. More than 300 cards were thus obtained as a basis for future educational and development work. The data in regard to the kind of bulls owned by the guessers was particularly valuable for use in connection with the bull-trading system, referred to previously, and through which the bank trio intend to banish every "scrub" bull from Coos county.

The first announcement of the bank

trio's proposition to trade purebred bulls for scrubs was made some three months ago. At first, according to Agriculturist Smith's reports, some of the farmers were suspicious of this astonishing offer, their mistrust being due to the fact that the proposition seemed too good to be true. But after a few trades were made the suspicion was overcome, and farmers who have heretofore been indifferent to all efforts to interest them in purebred stock are now bringing in their scrub bulls, and are showing their eagerness for information as to how to increase the standards and the earnings of their herds.

Registered bulls of all breeds are bought as required by the banks, to replace all scrubs-turned-in. The scrubs so obtained are immediately shipped to the butcher's block at a loss of from 40 to 60 per cent, this loss being absorbed by the banks and charged to the educational campaign. A Wisconsin bull recently inaugurated a similar bull-trading system, but with the difference that this bank functioned as a medium of exchange only, securing the purebred bulls by donation from public-spirited breeders, while the Coos county banks buy the needed bulls outright and take the loss themselves. This is a progressive undertaking which has set a high mark for banking institutions throughout the country in their co-operative work, and there is no record of its being equaled anywhere.

As a spectacular climax to Coos county bull-trading operations that had been in progress for several weeks, Agriculturist Smith and his

bank trio last month staged a novel "scrub bull round-up." Upward of half a hundred scrub sires of every kind and color, were brought in by farmers who had signed up to trade for pure-bred bulls, and these scrubs were paraded to the railroad yard at Marshfield, where they were loaded on the cars and shipped to Portland to be converted into steaks, roasts and stews. An equal number of fine, pedigreed young bulls, of the Holstein, Jersey and Guernsey breeds, were turned over to the happy farmers and dairymen, to whom the ownership of their first pure-bred animals, according to proven psychology and the prediction of Agriculturist Smith, will mean the first step in rapid and inevitable progress towards profitable pure-bred herds.

For a year past the bank trio have been supplying pure-bred sires and foundation stock to farmers and dairymen of the Coos county, through a series of auction sales and a rebate system, under which the highest bidder was assured of a rebate in case the price paid was above the cost of the animal to the bank. Because of the volume of its purchases, and the public-spirited character of its work, the bank trio are enabled to buy very advantageously, and to date they have never failed to rebate a substantial sum to auction sale purchasers, the rebates often running as high as 30 to 50 per cent. Through these auction sales, and the bull-trading system, the banks have in the last year placed approximately \$50,000 worth of pure-bred foundation stock and sires on Coos county farms.

Completion of \$250,000 Building Near Forest Grove Expected During 1921—Will Rank Among Finest Institutions of Kind in United States.

COMPLETION of a \$250,000 Masonic home near Forest Grove, Or., during 1921, is expected. The cornerstone was laid last June and construction work began in the fall. It will be one of the finest institutions of the kind in the country.

The grand lodge of Oregon and the grand chapter of the Order of the Eastern Star combined to arrange for the building of the home. To select a site and proceed with the erection of the building when sufficient funds were available, the following committee was named in 1917:

Will Moore, past grand master; Frank J. Miller, past grand master; J. S. Roark, L. M. Graham and O. P. Coshove, representing the grand lodge, and Mrs. Rose J. Wilson, past grand matron; Mrs. Pauline Moore Riley, past grand matron, and Mrs. Lena C. Mendelhall, past grand matron, representing the grand chapter O. E. S.

Offers of suitable sites were made by the citizens of Ashland and Forest Grove and by the Masonic lodges of Salem.

The offer of Forest Grove, 15 acres, was accepted in June, 1919. A similar tract adjoining was immediately purchased for a consideration of \$10,200 and title to all, 30 acres, became vested

in the grand lodge A. F. and A. M. of Oregon.

The site selected has frontage of 350 feet on the Tualatin highway, the paved road from Portland to Forest Grove, is 22 miles from the former and only one-half mile east of Eugene. The two lines providing about 18 trains each way daily.

Gas, electricity and the purest mountain water are available. The ground is level, very fertile and has a small grove of immense oaks that will be of great value for its shade. The numerous foothills to the west of Forest Grove, the Coast range and Cascade mountains make a beautiful perspective, with Mount Hood, Mount Jefferson and Mount St. Helens in plain view.

At a meeting in October, 1919, the committee employed W. C. Knighton, architect, to prepare and submit plans for the complete development of the tract, embodying the "cottage" or separate building plan, as distinguished from the large, single institutional type of structure. Plans and specifications for the central building provided rooms for about 75 and the necessary kitchen, dining room, assembly

room, office, reception room, bath, lavatories, etc. It would be of two stories and basement and of the colonial type of architecture.

As statistics show that an average of one out of every 17 of such institutions burn annually, the buildings will be practically fire-proof, the frame and floors being of reinforced concrete, roof slate, outside walls of brick and inside walls of hollow tile. The buildings are to be trimmed with the best terra cotta and the only wood in the construction will be the rafters and sheathing, doors and window frames and surface flooring. In connection with the assembly room on the second floor will be a stage in one end and at the rear has been provided a fireproof room for a motion-picture machine.

The contracts for framework, brick, slate, terra cotta, heating plant, preliminary wiring and plumbing, including piping of water through a six-inch cast iron pipe from the water main in Tualatin highway and the building of a large septic tank and sewer lines have been let and work is now in progress.

In the presence of the grand lodge and grand chapter the cornerstone was laid by Grand Master Earl C. Bronaugh on June 16, 1920, the opening day of the annual session of the grand lodge.