

MARKETING GREAT PROBLEM IN SMALL FARM SUCCESS

George M. MacDowell, Who Has Made a Study of Diversified Agriculture, Offers a Solution of Problem.



George M. MacDowell.

George M. MacDowell, manager of the Ruth Trust company of this city, has concluded to recommend to the Hill interests, of which his company is a part, that some method be devised whereby the person or family who locates on a small tract of the company's lands will be given a reasonable assurance of a ready market for the products of the soil.

The Ruth Trust company has placed many settlers on small farms along the line of the United Railways in the fertile Tualatin valley, and after months of close study, Mr. MacDowell has become convinced that one of the great problems confronting the small farmer is the disposition of his products. He carried his studies and observations further and says he has found the solution in a system that he declares eventually will have to be adopted by every company that subdivides land with the view of building up thriving and prosperous communities.

Markets Needed.

"The soil in Tualatin valley produces anything in the nature of vegetables, grains or fruits in the greatest profusion," said Mr. MacDowell yesterday, "but there is not much use producing them unless they can be marketed at a profit. We may tell the farmer what to grow and how to grow it, but the work of the land selling company should end there. The settler should also be aided in disposing of the product of labor in a way that will give him a fair profit."

"Cooperation only can bring this out. The establishment of canneries, evaporators and selling forces, will bring the desired result. This summer immense quantities of sweet corn, beans and peas were raised in the Tualatin valley. I never saw such crops, but the corn had to be fed to hogs because it was impossible to get enough for the product in Portland to more than pay the cost of handling. And this was a condition that confronted farmers in many other localities, even in the very proximity of Portland. At the height of the harvesting season the city market would not absorb the large offerings."

Canneries Must Come.

"Yet we import large quantities of canned corn and other vegetables and pay fancy prices. Were canneries established in these various districts the entire demand for the winter could be filled and with an increased production

No Excuse For Pimples

Skin Cleared in a Short Time by Stuart's Calcium Wafers, the Famous Blood Purifier.



Pimples, blotches, skin eruptions of all kinds, are simply the impurities in the blood coming to the surface. All the external treatment in the world won't do a particle of good unless you purify the blood. And there's nothing so humiliating as a face that's all "broken out" and spotted.

Stuart's Calcium Wafers will clear the most obstinate cause, they go right into the blood and remove the cause of the trouble. The blood is cleansed of all impurities and foreign substances and these are quickly eliminated from the system. You'll notice a wonderful change in a few days—you will hardly know yourself in a week. And Stuart's Calcium Wafers are absolutely harmless to any one. Their ingredients are just what a physician prescribes in most cases of skin eruptions and poor blood. These wafers are put up in concentrated form, which makes them act quickly and thoroughly.

Begin taking Stuart's Calcium Wafers today and then look at yourself in the mirror in a few days, and find all those awful pimples, blotches, acne, blemishes, liver spots, rash, eczema, and that muddy complexion rapidly disappearing and your face cleared like the petals of a flower.

You can easily test Stuart's Calcium Wafers for yourself. You can get the regular sized package for 50c in any drug store.

the surplus could readily be shipped to other markets.

"I have had many illustrations of this since I took up the study, one most vivid. The community to which I recently established a cannery. Large quantities of vegetables were put up this summer, until it was decided to shut down for fear it would be impossible to dispose of the output. Representatives came to Portland and in two days had disposed of every can on hand. They could have sold any quantity. Without this cannery the settlers in that community would have had to feed their vegetables to stock."

Disposition of products of the soil can be done successfully in two ways, by the party who sells the land to the settler consolidating the products through cooperation, or by the establishment of canneries or evaporators.

Berries Pay Well.

"How money may be made by growing berries is shown in a letter I received recently from a grower of loganberries, within reach of a cannery. This party sold from 25 acres 250,000 pounds of loganberries, for which he received 4 cents a pound with all crates furnished, or \$10,027 gross for the crop. Aside from the berries he sold over \$2000 worth of plants from the same vines. The cost of picking was \$231.32 and the cost of all other labor, including cultivation, one year, yard help during picking season, getting the vines in shape for the next crop, and digging and shipping plants, was approximately \$1500. This makes the gross returns about \$8500, leaving a profit of \$8300, or about \$335 per acre. I am told that had these berries been evaporated the profits would have been about \$4000 greater."

"This goes to show what it means to have a systematic and organized selling force, and I know that the sooner such methods are introduced, the sooner country communities begin."

1000 BOYS AND GIRLS TO HELP ENTERTAIN

One thousand little boys and girls of Portland will participate in the entertainment and demonstration to be given by the Loyal Temperance Legion in connection with the National W. C. T. U. convention to be held at the White Temple, October 19-25. This children's conference, which is being arranged by Miss Edna Rowan, general secretary of the Loyal Temperance Legion branch of the National W. C. T. U., will be one of the notable features of the convention.

The demonstration will take place Saturday, October 19, at 3 o'clock. There will be a grand march, drills, songs and other exercises. One of the special features will be the presence of 25 tiny boys and girls from different countries, all in native costume. The costumes have been sent from temperance workers in foreign countries for use on this occasion, many of them are of rich silks and beautiful embroidery and in many cases they will be worn by real foreign children, thus adding another picturesque touch to the scene.

The children of Arleta, Lents, Albina, Woodlawn, St. Johns and Montaville will come in bodies on special cars which will be suitably decorated, and will participate in the conference. The first rehearsal for this demonstration will be held in the Sunday school room of Grace M. E. church Monday afternoon at the close of school. An invitation is extended to all small children who wish to participate in the entertainment to be present.

PROGRESSIVES SCENT PLOT TO BEAT COLONEL

In the statement of William Hanley, the "Duke of Harney," that he is for Wilson as the best means to defeat Roosevelt, Chairman George Arthur Brown of the Progressive party state committee, sees evidence of a "plot to beat Roosevelt at any cost." In a statement yesterday he said:

"When we find Republican newspapers coming out for Wilson, it is not startling that our friend Bill Hanley should do likewise. It is only another proof of a plot similar to the one carried out by the Republican national convention, to beat Roosevelt at any cost. It is amusing to see how our Republican friends, in their extremity, blow hot one day and cool the next."

"As the strength of Roosevelt among the masses is evinced from day to day there is a gradual drift of Republican standpatters to Wilson. The greater number of Taft Republicans, however, when it comes to choosing between Roosevelt and a protective tariff policy that will equalize the cost of production here and abroad and Wilson and free trade, will stop and reflect on the experience of the years from 1893 to 1897 and their better judgment will prevail, rather than a vindictive spirit."

"I believe a large number of Republicans will resent this effort to deliver them to the Democrats. There is no good reason they can give for becoming assistant Democrats. Now is the time for true progressives of all parties to be on guard and repeat the verdict for Roosevelt given at the primaries."

RELIGIOUS EDUCATIONAL CAMPAIGN ON TODAY

With the usual men's meeting in the auditorium of the Portland Young Men's Christian Association this afternoon at 3 o'clock, a campaign for members of the religious educational classes will be given. The meeting today will be addressed by Dr. W. B. Hinson, pastor of the White Temple, who will speak on the subject, "Four Men Under One Hat." Incidentally he will call attention to the religious educational classes and urge his hearers to become affiliated with them.

Burns Powell, formerly with the University of Oregon Glee club, will play a trombone solo.

Registration for the religious educational classes has been under way for several days, but a special campaign will be conducted from now until Wednesday evening when the classes will hold their first meetings. This campaign will be conducted by R. R. Perkins, religious work director and the assistant directors as well as by the members of the religious work committee.

The religious work classes will be far more comprehensive this year than the usual Bible study clubs, although these will be conducted as usual. There will be classes in nearly every phase of religious education. Two of them will be extension courses of Reed college and will be in charge of Professors E. O. Hinson and A. E. Wood of the Reed faculty. In all there will be about 90 classes with a large faculty of experts in religious education.

CANADIAN AUTHORITY JUDGE AT APPLE SHOW



J. Gibb.

G. Gibb, of Kelowna, B. C., who will be one of the judges of fruit at the Pacific Northwest Land Products show, at Portland, November 18-22, is a judge of great, practical experience. He has been in charge of demonstrations in packing fruits for the Provincial government during the past few years, and has had long experience in selecting and packing prize-winning fruit for various exhibitions in Great Britain and Belgium. He is considered a strong addition to the staff of judges for the land show.

Plans are already under way for the Pendleton Roundup to be held next year, and R. W. Rittner, business manager and vice president of the association, is in Portland, making advance preparations.

PENDLETON PLANNING FOR NEXT "ROUND-UP"

"In a town of 6000, the problem of taking care of nearly three times that number of visitors becomes a serious one. It is our intention to have a temporary structure erected for next year where the crowds can be accommodated. We also intend to increase the capacity of the grand stand and bleachers from 18,000 to 25,000," he said today.

"I would advise the patronage of special trains in every case possible, where all accommodations can be had on the train," he said, "but we will be able next year to care for all others without difficulty."

It has been announced that the Roundup grounds have been decided to the city by the Roundup association, and that a large portion of it, which is not needed for the exhibition will be parked during the coming year, the funds for which will be provided by the Roundup association.

More police officers will be pressed into service next year in order to handle the crowds with more ease.

SHORT CHARTER MAY BE ORDERED UPON THE BALLOT

Judge Morrow, Who Has Matter Under Consideration, Estimates What Course He May Pursue in Case.

Though it would encounter the special election ballot and invite defeat of the movement to secure a commission plan government for Portland, Judge Morrow indicated yesterday that he is inclined to order the writ of mandamus which will compel City Auditor Barbur to place the Wood short charter on the ballot in competition with the official charter. By his outspoken comments as to the issue was argued before him Judge Morrow gave evidence of his nearing conclusion that since more than 15 per cent of the voters of the city signed the petition to place the Wood charter on the ballot at the special election it should be there placed whether approved by the council or not.

Until he renders judgment either Monday or Tuesday Judge Morrow has taken the case under advisement. But in advance he said in the court room that

it seemed to him the initiative law requires that the people be permitted to vote upon these measures that they petition to be permitted to vote upon.

Fundamental Point in Case.

The argument as presented by E. S. J. McAllister and C. E. S. Wood for the Wood short charter and by City Attorney Grant and Assistant City Attorney L. E. LaTourrette for the city is made to revolve around a fundamental point in the administration of initiative municipal law.

While the original official or Simon charter committee and the East Side charter committee were wrangling as to the form of commission plan government that should be adopted by the city, C. E. S. Wood and W. C. Benbow each drafted a short charter. The Benbow charter was later nearly absorbed by the new official charter drafted by the committee appointed by Mayor Rushlight. An initiative petition asking the city auditor and the council to place the Wood short charter on the ballot for the next special or regular city election was filed. When the council ordered a special election for the official charter it declined to order the Wood charter on the ballot at the same time, because of its conflicting nature. Relying upon a state statute which requires that the city auditor shall place any measure properly submitted by initiative petition on the ballot if the council shall decline to do so or shall ignore it, the Wood charter promoters sought to have the city auditor compelled to perform this function.

City's Position Given.

The city answered that by virtue of a constitutional provision and the McNary ordinance the city had the right to make ruling as to the manner and form of submitting initiative measures, and

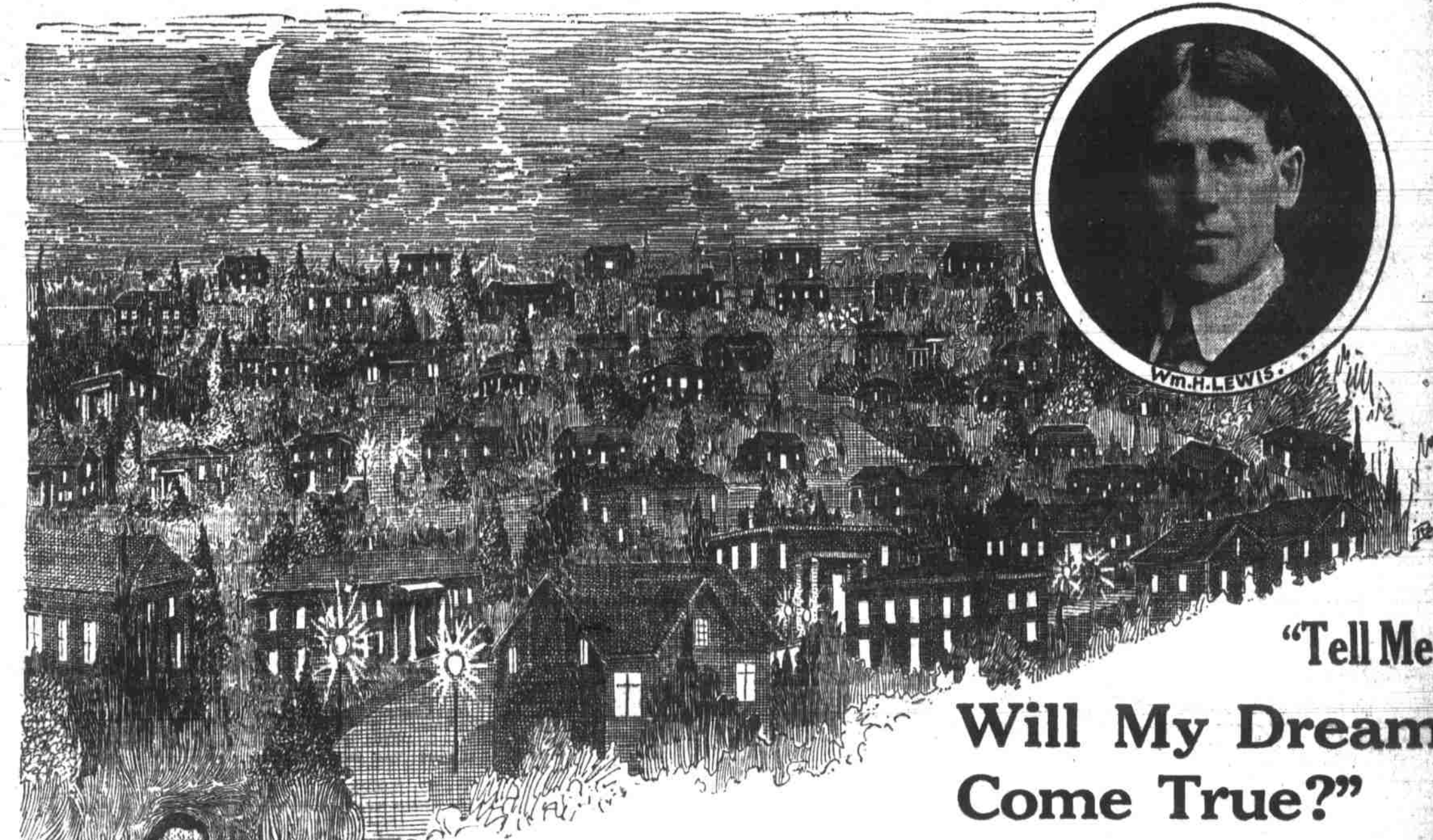
that in Portland the chosen measure is to have the council either submit or refuse to submit such measures to the people.

Should the Wood short charter be ordered on the ballot by Judge Morrow it will be placed there without the approval of the city council and without notice. For each of the other measures submitted by the council a separate ordinance calling a special election was passed. The city contends that the procedure asked by the Wood charter advocates is so irregular that if sustained will permit any number of measures to go on the city ballot, will vitiate future bond issues because of the irregularity of procedure and will in effect call off the special election. The Wood charter attorneys answered yesterday that it was a matter of indifference to them whether the special election was held or not, that what they want is to have both charters voted on at the same time, in competition one with the other.

Trains Aged Father for Race.

Duluth, Wis., Oct. 5.—To help his father train for a sculling match with Jim Riley, James E. Ten Eyck, coach of the Duluth Boat club, has left for Syracuse, N. Y. The match between the elder Ten Eyck and Riley is scheduled to take place at Saratoga, N. Y., October 15, and will be over a three-mile course for a side bet of \$1000. Ten Eyck, the elder, is 40 years old. He has defeated Riley twice, and, despite his age, expects to do it again.

Miss Helen I. Horn will appear for the first time tonight. Special musical program also includes Miss Shields Bole. Both assisted by Signor Russell's orchestra of soloists, from 6:15 to 8:15 and 10:15 to 12:15.



"Tell Me, Will My Dream Come True?"

Every Different Site Has a View All Its Own

Will his dream come true?

That's what's interesting William H. Lewis, president of the Lewis-Wiley Hydraulic Company.

He came here from Seattle. He had CONQUERED THE HILLS of the Puget Sound city.

He had increased the property values of that city by UNTOLD MILLIONS.

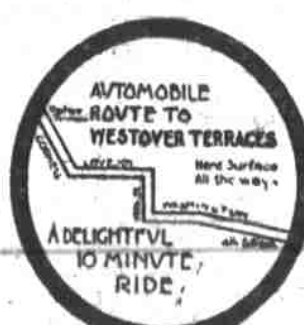
He saw a WORTHLESS HILL AND A WORTHLESS HOLE.

He dreamed the dream of a PRACTICAL ENGINEER.

He would FILL THE HOLE and LEVEL THE HILL. He would make the WORTHLESS HILL AND THE WORTHLESS HOLE PRICELESS HOMESITE PROPERTY.

As he figured and studied, as he pondered and thought, LO, THE HILL CRUMBLLED, as with a MIGHTY NOISE, and the HOLE was FILLED, and the HILL was REDUCED!

From out the darkness the BRILLIANT LIGHTS FROM THREE HUNDRED HOMES flashed into the black night, strains of music floated through open windows, children were laughing, women were singing and men sat restfully upon three hundred porches OVERLOOKING TEN THOUSAND SQUARE MILES OF MOONLIGHT SCENERY.



WESTOVER TERRACES

F. N. CLARK, Selling Agent, 818-23 Spalding Building

He CAME, he SAW, he CONQUERED the worthless hill and the worthless hole.

Today, with his work HALF COMPLETED, this man sees homes rising, sees terrace after terrace emerging from the rough hillsides, sees automobiles taking the places of dirt wagons, sees the garden hose supplanting the giant hydraulics—sees MEN OF BUSINESS, MEN OF STANDING, MEN OF REPUTATION, MEN OF NATIONAL RENOWN, MEN OF WEALTH walking the streets where BEFORE the honest laborer EARNED HIS DAILY BREAD.

Here is a man deeply embedded in the philosophy of making WORTHLESS THINGS PRICELESS.

Here is a man who lives in the YEAR 1912, who devotes his mighty efforts to LAYING THE FOUNDATION OF WEALTH for those who WILL LIVE LONG AFTER HE IS DEAD.

This is a MAN WITH AN IDEA—A MAN WITH A PURPOSE.

HE HAS PLANNED WESTOVER TERRACES FOR YOU, HE HAS PULLED DOWN THIS HILL AND FILLED THIS HOLE FOR YOU, HE HAS TRANSFORMED NOTHING INTO SOMETHING, HE HAS MADE MORE ROOM THAN NATURE PROVIDED FOR THREE HUNDRED HAPPY FAMILIES.

He offers GENUINE VALUE for CASH.

Every WESTOVER TERRACE LOT of 130, Block 9 excluded, is now for sale at \$4500, payable \$500 in cash and \$75 per month, with 6 per cent interest.

Every site is DIFFERENT—every view is DIFFERENT—every advantage is DIFFERENT.

Only ONE THING IS THE SAME,

The PRICE—

\$4500.