

Better Farming

AGRICULTURAL DEPARTMENT

Efficient Marketing

EDITED BY J. F. LANGNER

COLLECTIVE PLAN IS ADVISED FOR OREGON GROWERS

Marketing Problem One of the Greatest Issues Which Now Confronts the State.

MUST CREATE A DEMAND National Advertising of a Branded Product Declared to Be an Essential to Success.

By J. F. Langner. The marketing of Oregon products, whether grown or manufactured in this state, is one of the problems to be considered in the immediate future.

Information is at hand that the Oregon apple crop is in the hands of eastern speculators. Oregon farmers who are reported in the hands of speculators, and doubtless other crops will be marketed under the old system of selling to the first buyer at the best price he offers so long as there is lacking that spirit of cooperation which is so evident in California.

California crops are marketed under a progressive system fostered by the state. The principle involved is similar to that of a man with a factory who increases his output only when he has created a demand for that additional output.

Oregon growers are increasing their output without taking any pains to aggressively put their products before the buying public.

To create a demand it is necessary that the buying public be fully informed by the growers of what the state is producing. It is further necessary that the growers combine into associations to stabilize prices and standardize their products.

To create a demand for an unstandardized product is equally as fatal as not creating a demand at all.

Collective marketing and collective advertising not only increases the demand but increases the efficiency of the farmer and enables him to continue producing a high grade commodity at a minimum cost of distribution.

The loganberry crop of the Willamette valley is practically all sold to the Pheasant North West Products company because H. S. Gille, the president, has created a demand among the consuming public all over the nation, for this produce of the Willamette valley farmers.

Benefits Are Seen Without this campaign on the part of the manufacturer of a processed fruit, the culture of loganberries would fall into oblivion and there would be an enormous surplus in loganberries, coincident with a lowering in prices below

nothing doing. Hundreds of farmers are enjoying (?) this experience in the cold weather. Pump frozen on up, platform covered with ice, bad fall, a poor way to start a day. Water so cold when you do get it that it makes all your teeth ache and and spoils the digestion of your cattle.

NOTHING DOING

A Mitchell Water System

Changes this condition forthwith. Puts running water where you want it. Get up on a cold morning, start a fire and you soon have warm water, draw a sign from the faucet and you find it just the right temperature. You like it, your wife likes it. Your cattle thrive on it and you and the boys go to work whistling instead of grouching. Write today for a copy of "Through the Eye of the Camera"

The most interesting book ever published on farm water supply. Ask for book No. W

Mitchell-Lewis & Staver Co.

Portland Spokane Boise

MYCHELL, LEVINS & WEAVER, 115 Commercial, Portland, Ore. Get the Mitchell Water System.

Name Address No. Cow

SHEEP INDUSTRY INCREASING



Sheep pastured in corn fields make good use of rough feed—Eastern Oregon presents magnificent opportunities for sheep production.

COOPERATION—No. 6

It is in the highest interest of the producer that he produce the acme in standard of quality. Cooperating producers demand and receive their just proportion of the consumer's dollar for a standardized product.

By eliminating unnecessary distributing costs they can raise the price to themselves without increasing the ultimate price to the consumer. Organization for such concerted action thus benefits both producer and consumer.

In the degree that a high community standard is maintained in that degree does the community prosper in limitless business expansion. Business expansion is the creation of an ever broadening market for the producers' product.

Membership in cooperative associations is the act of submerging personal ego for a common benefit. What benefits the community must inevitably react to the benefit of every individual in that community.

The act of cooperating brings with it a community pride in unexcelled quality, and closer contact and a sense of responsibility to our neighbors.

Finally cooperation in addition to standardizing quality, stabilizing prices, giving the producer a voice in determining the value of his product, broadening the markets, creating a demand and bringing prosperity to the cooperating farmer by the amalgamation of all these things brings a better home, a better farmer and a better citizen to the community in which he dwells.

cost of production. The creating of a demand, by national advertising under a branded product, is essential under modern systems of marketing farm or any other products. The cost per individual is infinitesimal. It costs the raisin growers of California 70 cents a ton to advertise their raisins all over the world, and it costs the orange growers only \$2 a carload.

With 3000 or 4000 carloads of prunes grown in Oregon this year, each carload worth from \$1000 to \$1500 or \$15 spent on advertising would have produced \$60,000, which is not a large appropriation on which to sell a \$4,000,000 crop.

Successful Poultry Business Is Run by A Local Policeman

R. E. Butler, better known as Officer Butler of the police force, decided to reduce the cost of living by raising chickens. Mr. Butler is one of the most successful chicken breeders in the Portland district.

Starting with 25 trapezoid White Leghorns only three years ago, he last year sold 6000 baby chicks and 1500 hatching eggs, and states that he expects to double these figures in 1919.

At present on the Jennings Lodge run Mr. Butler has 500 layers, 200 breeders, incubator capacity of 3000 and six poultry houses with combined floor space of 2600 square feet. All the money invested in the establishment, which amounts to several thousand dollars, has been made out of the original 25 birds with which Mr. Butler started. There is a nice little lesson to any chicken breeder in Mr. Butler's accomplishment. How does he do it? Well, ask Mr. Butler.

Nothing left our lobby when that check which amounts to your personal, immediate use to your own home bank account.

SAFE QUICK BUSINESSLIKE Live Stock State Bank Located at Union Stock Yards North Portland, Oregon "Served by five transcontinental railroads and deep water to the sea."

WE DEVELOP KODAK FILMS FREE and pay return postage when prints are ordered. Mail us your film with 5 cents in stamps for each print desired. Cash refunded for unprintable films or excess.

Established 1885 WOODARD, CLARKE & CO. Portland, Oregon

Alfalfa Hay-Dairy Feeds BARLEY—Rolled or Ground Mill Feed, Coconut and Alfalfa Meals OATS—Whole and Rolled Cottonseed and Linsed Oil Meals CORN—Cracked or Ground All kinds Grain Feeds IMMEDIATE OR DEFERRED SHIPMENTS SAVE MONEY BY COOPERATION Neighbors may club together and buy in carload quantities and obtain benefit of carload prices. Write for information and prices Pacific Grain Company BOARD OF TRADE BUILDING PORTLAND, OREGON

DAIRYMEN IN NEED OF GREATER PROFITS IN MILK INDUSTRY

Feed Values and Costs Determine Important Facts in Favor of Farmers.

Experiments made at the agricultural college experiment station on feed values and cost of production seem to prove that the lowest price at which milk can be produced under present conditions is \$4.24 per hundred pounds on the farm.

It is generally admitted that the college cows are fair average cows, and if the price of milk is to be based on what the average cows will produce it appears on the face of it that \$3.85 is not a fair price to the dairymen.

The experiment, however, was not conducted to ascertain the cost of production, but rather the relative value of feed based on the assumption that at present prices so-called essential feeds for cows could not be profitably fed.

Mr. Fine illustrated his experiments with diagrams showing that a ration of 575 pounds of barley with 75 pounds of cottonseed meal and 25 pounds of alfalfa would produce 471 lbs. of milk at a cost of \$2.12 per hundred pounds for feed alone.

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PULLET HAS A FINE RECORD IN FIRST YEAR



This White Leghorn pullet laid 289 eggs last year. Owned by R. E. Butler, Jennings Lodge, famous breeder of trapezoid White Leghorns.

INCUBATOR AXIOMS Follow the manufacturer's directions in setting up and operating an incubator.

See that the incubator is running steadily at the desired temperature before filling with eggs. Do not add fresh eggs to a tray containing eggs which are undergoing incubation.

Turn the eggs twice daily after the second and until the nineteenth day. Cool the eggs once daily, according to the weather, from the seventh to the nineteenth day.

Turn the eggs before caring for the lamps. Attend to the machine carefully at regular hours. Keep the lamp and wick clean.

Test the eggs on the seventh and fourteenth days. Do not open the machine after the eighteenth day until the chickens are hatched.

POULTRY NOTES

In most localities the poultry house should face the south, as this insures the greatest amount of sunlight during the winter. Proper ventilation and sunlight mean a dry house and healthy birds.

Mites and lice frequently sap the vitality of the fowl and prevent growth or lessen the egg production. A thorough cleaning of the house, applications of disinfectants to the roosts and nests, and a frequent dusting of the fowls, will control these pests.

Cull out and prepare for market all fowls, old or young, which appear weak, slow or dull; fowls with drooping tails, rough plumage or crow-shaped heads; all scrubs except those which have laying points; all hens which would not set on all males except the strong, vigorous and of a pure type desired for breeding.

In response to numerous inquiries concerning the operation of the rules which govern the sale of laying hens of pullets during the spring of 1918, the food administration announces that this rule will not be operative during the egg-laying season of 1919.

Livestock Show Is Prevented by Flu

The San Francisco Livestock show has been abandoned for the 1918 to 1919 season. Joseph E. Painter, manager, has written O. M. Plummer with there was no assurance that the epidemic of "flu" would be over and that there was a probability that the board of health would refuse to grant a permit for the exhibition announced for February 8.

The San Francisco Chamber of Commerce, under whose auspices the show was to be held, reluctantly decided to abandon the show for this year.

Daily Profit on Hens \$28 Oregon Agricultural College, Corvallis, Jan. 10.—A profit of \$28 a day from 1100 pullets was the December record for J. H. Hanson, manager of the College View Poultry farm in Benton county. At six cents each the value of the eggs was nearly \$1800.

As a rule active hens lay regularly and abundantly, but there are some very active ones that are very irregular.

WEALTH OF OREGON RESTS ON HER SOIL, SAYS DEAN CORDLEY

Detailed Soil Survey Now Under Way Should Be Extended Over Entire State.

Oregon Agricultural College, Corvallis, Jan. 15.—"The wealth of Oregon rests largely in the soil, and our permanent prosperity depends upon maintaining or improving the fertility of the fields and at the same time obtaining the maximum net profit per acre," says the report of Dr. A. B. Cordley, director of the Oregon agricultural experiment station.

Detailed soil surveys are under way and should be extended to cover every agricultural section of the state. The maps made in connection with the surveys serve as a basis for fertility and water investigations, and inform the farmer of the character of his soil and the best means of maintaining its fertility while at the same time getting maximum profits from his crops.

Almost three million acres of land have been included in approved irrigation projects in Eastern Oregon. Available water for all this land is scarce, and investigations are needed to determine the most profitable amount of water in each district and how the farms should be cropped and managed.

More than three million acres of wet lands in Oregon need drainage. Much of this area consists of the most fertile lands in the state, and their reclamation would add at least \$30,000,000 to the wealth of Oregon. A careful investigation by the experiment station is urgently needed to determine the best means of drainage.

Burnt over and logged off lands in Oregon are only a third of a million acres short of three million. Much of the land is good farming land, and investigations are needed to indicate the best means of bringing them into crop use.

Return of Army to Solve Problems of Labor on Farms

J. W. Brewer, federal farm help specialist, is issuing a weekly bulletin on farm help questions containing many useful hints to farmers in solving labor troubles. Many farm boys now in the army will return to the farms, thinks Mr. Brewer, and it is a foregone conclusion that there will be much shifting of farm help.

At a recent meeting held in Portland, Douglas White, Pacific coast representative of the United States railroad administration, department of agriculture, stated that questionnaires to our boys abroad as to their willingness to go on farms when they returned elicited an affirmative response from 20 per cent. There ought to be plenty of help and much demand for farm lands when the boys get back from over there!

The rapid increase in the amount of poultry raised for the table in this country is strong proof that it is becoming more and more popular, and although it may not deserve its popularity on the grounds of strict economy, it certainly does earn it by its attractive flavor, easy digestibility and the pleasant variety it gives to our meat list.

Immediatly after being broken up from broodiness, the majority of hens resume laying, but some hold off for a month or two.

Are You Satisfied Where You Are?

Do you contemplate changing your location this year? If you do you will be very much interested in the many splendid places offered in today's Journal "Want" ads on page 9. LOOK THEM OVER

Biggest Silo in Northwest is a SIMPLEX

The Simplex Silo holds the record for the biggest silo in the Northwest. It was built by W. W. Patton, Newberg, Or., owner of this silo, who has previously installed two Simplex silos on his farm. He decided to build the third even bigger and larger than either of the other two, knowing that the biggest silo the less feed was wasted.

THESE large, tall silos stand up straight and keep in line. The Crissel tangent top construction always keeps the top of the silo in a perfect circle, no matter how much the shrinkage or expansion of the lumber may be.

Simplex Silo

Another big feature is the wind-proof interlocking anchorage system. In addition to the regular hoops there are cross cable bracing extending from top to bottom and crossing each other in pairs at the center. This gives added strength, insures better service and longer life.

"THE DAIRYMAN'S SILO" The Simplex is a dairyman's silo. For 25 years we have been specializing in dairy supplies, machinery and equipment. This silo has been designed by A. A. Crissel to overcome the weak point of other silos. The success which the Simplex is having everywhere is proof that it is right.

Fill out the coupon and get all the facts

Sheep Industry Increases

Sheep increased 12.6 per cent in the United States from July 1, 1917, to July 1, 1918, according to reports of the bureau of crop estimates of the United States department of agriculture. The census of January 1, 1918, show 2.7 per cent more sheep than for the previous year. In 1917 there was a net increase of 1.2 per cent over 1916. The production of wool also shows that the sheep industry has gathered impetus during recent years. Estimates for 1918 show 257,000 pounds of wool were produced, as against 245,573,000 pounds in 1917. This does not include approximately 48,000,000 pounds of pulled wool for each year.

Farmers Offered The Valuable Help Of Federal Service

J. D. Brown, senior examiner in charge of farm labor distribution of the United States department of labor, is issuing a bulletin from time to time on how to secure the cooperation of the department of labor.

The most recent bulletin issued by Mr. Brown says: "The farm department of the employment service is asking farmers for their cooperation. There is no better time than the present to do the work about better prepared for the seasonal work of crop production. The whole world is calling upon the American farmer to produce, during the coming season, more abundantly than ever before. See interest calls for greater effort and more labor upon the farms to meet the world's demand for food.

The United States employment service is in a position to furnish farm help of every kind. Experienced farm workers are asking for jobs. There are many married men who are seeking employment on farms where a tenant house can be had, in which they can live. We can furnish men to cut wood, clear land, dig drains or for general farm work. Many men would rent land if small farms could be had."

Experiment Station Of O. A. C. Obtains Greater Crop Yield Oregon Agricultural College, Corvallis, Jan. 15.—That the Oregon Agricultural experiment station through its many activities has been the means of increasing crop production in Oregon and enriching the producers of the state is indicated in the biennial report by the director, A. B. Cordley. The station by prompt action in experimental work was able to render valuable war service.

The experiment station is a research institution," explains Director Cordley. "Its constant endeavor is to learn by investigation—to test, produce new varieties, develop new methods, discover new facts and new principles which will be of value in increasing production, decreasing losses, lessening cost of production and increasing and conserving our greatest natural resource, soil fertility."

"The results of our experimental feeding have been of immense value during the war time emergency," continues the director. "In peace times the relative values and availability of various feeds do not change much from time to time and farmers have learned largely by experience which are the cheapest and most desirable, but under war time conditions the prices and availability of various feed stuffs changed so rapidly that farmers could not depend upon the relative values of the various feed stuffs. Our experiments enabled us to get specific data on such problems."

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AGRICULTURAL NEED IN EUROPE REVIEWED BY OFFICIAL REPORT

Conditions Improved in Great Britain; Foodstuffs Decrease In France, It Is Said.

Salient features embodied in the report of the agricultural commission to Europe include: Great Britain can now supply herself with breadstuffs for 40 weeks in the year in place of 10 weeks in 1918. France's production in foodstuffs decreased sharply, especially sugar beets, which are off about 550,000 tons.

Italy, through lack of fertilizer, also shows reduction in cultivated area, but not serious. Great Britain has increased her sheep, maintained her cattle herds and made small losses in hogs.

France Short of Cattle France shows a loss of over 2,250,000 cattle, 6,000,000 sheep, 3,000,000 hogs and 1,000,000 horses.

Sufficient supplies of breeding stock remain in France to permit of heavy replacement after the war. Italy's cattle declined about 500,000, but her calves have increased by about 200,000.

Generally speaking, our allies will need to import for some time, large supplies of meats, fats, dairy products and concentrates for stock raising.

It is not believed much livestock will be imported for breeding purposes. The present stock gives promise of comparatively early restoration of both dairy and beef herds. The general thought is that the present basic stock is best adapted for their purposes.

Heavy Market for Meats A general summing up of the situation seems to show that there is not going to be an excessive market for breeding stock but there will be a large market for meats, fertilizers, dairy products and all conditions of agricultural and horticultural products for some time to come.

Place Your Orders At Once for NITRATE OF SODA

We have stocks ordered to arrive the latter part of February or early March. Only limited amount secured and the only tonnage we will be able to get this season. For particulars, phone Woodlawn 2800 or write

Union Meat Co. Fertilizer Dept. NORTH PORTLAND, Oregon

WATER THAT'S FRESH

What the Transcontinental Express is to the prairie schooner the MILWAUKEE AIR POWER WATER SYSTEM is to other water systems. It's modern, and a vast improvement.

There is no freezing or trouble with "direct from the well" water. It satisfies this system in order.

BOOKLET FREE FARM UTILITIES CO. THOS. J. ROSS, PRES. 104 N. FIFTH ST., PORTLAND, ORE.

Simplex Silo

Another big feature is the wind-proof interlocking anchorage system. In addition to the regular hoops there are cross cable bracing extending from top to bottom and crossing each other in pairs at the center. This gives added strength, insures better service and longer life.

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