

EFFICIENT MARKETING

ORGANIZED EFFORT NEEDED IN FINDING MARKET FOR GOODS

Oregon Producers Must Look to National Market for Their Products; California Sets Pace.

PHIZ COMPANY SHOWS HOW

Get Dealers Interested, Then Start Out to Create Demand Through Proper Advertising.

By J. F. Langner
Oregon producers and distributors should have a vision of a world market for their products under recognized brands and upon the broadest possible scale. To do this they must move carefully, step by step, in order to prepare for the recognition which is justly due in contemplating a national or world market. It is first of all essential that every market be investigated where our product can be consumed. How important this preliminary investigation can be is witnessed in the fact that the most cursory examination of our national markets will serve to prove that the products of Oregon, great as they are in the present, much greater as they will be in the future, are hardly known outside the state boundary.

PLAN IS OFFERED
Such an investigation must be conducted upon the most scientific lines. It is essential that an examination of the product itself be made, the quality standardized and the price stabilized. It is necessary that an examination be made of the various markets wherein it is proposed to sell these products, and an estimate made of the favorable sentiment which exists towards this particular class of product, or can be created; competition in the same line must be carefully gauged; dealer interest, a highly trained sales organization must be provided with dominant agencies in the market to be sought. Finally, when all these preparations have been made, the bringing of the product prominently before the public through local and national publicity.

PHIZ SHOWS WAY
The Journal has constantly advocated that national markets be secured for Oregon products. Creating first dealer and then consumer interest in our products, providing a vision of a national and international market, will prove of inestimable benefit to the state of Oregon, as well as to the producers themselves. Nationalizing our products will bring millions upon millions of dollars to the producers of our state, and through them to the entire state's population.

This has been well demonstrated by the Phiz company of Salem, which when it first commenced marketing loganberry juice, purchased only \$5000 worth of loganberries in a season, and now having completed adequate sales organizations throughout the entire United States, having investigated all the markets, and having created dealer and consumer demand, it has built up within the short space of four years a business which will require the purchase of not less than \$250,000 worth of loganberries this year. This is how the producers are benefited through nationalizing a product. In this instance one concern has created a market for raw material from Oregon farmers 50 times greater than it was four years ago, and this is but in its infancy.

CALIFORNIA HAS LEARNED
The same applies to all the fruit products of the state of Oregon. We have to nationalize our markets; we have to think of marketing with a vision which is limitless; we have to see, as the raisin association of California saw, not only the selling of a product during a few weeks in the year, but every week of every year; not only of selling them in the United States, but selling them in every nation on every continent in the universe. Cooperative marketing coupled with national and of necessary international advertising will do this for Oregon food products.

Rye will produce profitable crops on some lands not adapted to wheat.

OREGON COUNTRY LIFE

EDITED BY J. F. LANGNER

BETTER FARMING

Copyright, 1919.

SCENES DURING CELEBRATION OF OREGON JERSEY JUBILEE



Cattle on the farms visited by Jubilee Junketers. Top—Diana of Fairacres (J. B. Stump & Sons of Monmouth) 831 pounds, b. f., at 3 years 1 month; Rochester Broom (J. B. Stump & Sons) 945 pounds at 8 years; Octavius Noble Emperor (Frank Loughary & Sons, Monmouth) first prize junior and grand champion and four other first prizes at Oregon State Fair 1918. Middle—Lulu Flossie (left) and Lulu Mary of Ashburn, owned by J. M. Dickson & Sons of Ashburn farm, Shedd; C. C. Dickson, the well known Jersey breeder of Shedd; Morning Glows Chief, son of Golden Glows Chief, on Dickson's farm at Shedd. Bottom—St. Maves Lad, herd sire on the Hewitt farm, Monmouth.

JERSEY HERD HAS SPLENDID HISTORY

Beginning in 1904, Frank Loughary Has Bred Jerseys Among Strongest in Prize Ring.

In the winter of 1904 Frank Loughary began looking for an opportunity to buy some registered Jerseys. After visiting numerous herds he made several selections from the Ladd estate, Portland, Oregon, all of which were too valuable for Mr. Ladd to sell. He finally decided upon a heifer of the Brown Bessele breeding named Brown Bessele's Fadoma, and with her a bull of the same breeding, Brown Bessele's Gold Stud. With these registered animals he started his Jersey herd.

In the fall of 1912 he found himself in possession of several very promising cows and to prove their value he decided to start official testing. He began in January, 1913, with 12 cows, and at the end of the year found all in the Register of Merit with a good margin. He continued this work until he had 20 head in the Register of Merit. Of these Octavius Duchesse stood second highest testing cow in the United States. Realizing that the merit of the Jersey depends upon type as well as production, to increase his herd in these qualities he secured the bull, Hazel Fern's Golden King, from the Ladd estate, from which breeding he entered 10 cows in the Register of Merit.

The next herd bull, Octavius Duke, imported from the island of Jersey, also

increased his herd in type and production, which encouraged him to show at the Oregon state fair. From this sire he bred many prize winners, also placed 12 cows in the Register of Merit. This further convinced him that type as well as production is essential. To use on these cows he had Harry West secure for him from the island of Jersey the bull Noble Emperor. With this breeding he won many prizes at the Oregon state fair in 1918, including the junior and grand champion bull and junior champion heifer.

Big Class of Boys And Girls Expected

Oregon Agricultural College, Corvallis, May 21.—A two weeks' short course for boys and girls in practical agriculture and home economics correlated with club work is expected to bring many young people to the college for the summer session. First prize winners at the state fair are all members of this summer session, their expenses being paid by Portland business men who contributed the money for these prizes. The first and second prize winners for the canning and gardening exhibits at the land products show are members, their expenses being contributed by S. Benson.

His dam, Octavius Duchesse, as a 3-year-old, produced 831.3 pounds of milk, 47.01 pounds of fat, with an average test of 7.53, in 318 days, which placed her the second highest testing cow in the United States, and winner of many prizes in the show ring. She was also dam of several prize winners, including first prize junior heifer calf, P. P. I. E. 1918, and second prize yearling bull, first prize senior calf, junior and grand champion, first prize producing cow, at the Oregon state fair, 1918.

His sire was Noble Emperor 124716, whose sire, Golden Fern's Noble, sold

for \$25,000 and whose dam, Trinity Empress, sold for \$1200.

This young bull has to his credit in the show ring: First prize senior calf, junior and grand champion, also head of first prize breeders' calf herd, first prize breeders' young herd, first prize produce a cow, and first prize get of sire, at the Oregon state fair, 1918. His half sister, on the sire's side, was also first prize senior calf and junior champion in 1918.

Grangers to Visit Successful Poultry Farms in Douglas

Roseburg, May 26.—The county farm bureau has arranged for a visit to the different commercial poultry plants in the county on June 6. The party will be composed of the county agent and some of the business men and grangers, making about 15 cars in all, and will make a circuit through Happy Valley, Myrtle Creek, Canyonville and Riddle.

At Myrtle Creek, the home of Mr. Newton, the White Leghorn expert, a picnic dinner will be served on the banks of Myrtle creek. At Happy valley Mr. Burt and Mr. Telford have two of the largest farms where commercial poultry is handled, and the feeding experiments being conducted by them, being a system recommended by the O. A. C. at Corvallis, will be explained.

The hatching season is now nearing a close, and the young chicks are being sorted and the cockerels sold. Every poultryman has had considerable more business this year than he could handle and there is a great call, through both mail orders and from local people, for day-old chicks and for turkey eggs. The

White Leghorns prevail in number in this section, but there are Rhode Island Reds and Barred Rocks on many farms.

Favors Irrigation Measure

The irrigation measure to be voted on in June are of vast importance to the entire state, declares J. W. Brewer, farm help specialist for Oregon. If enacted they mean adding millions of acres to the farming areas and the tax rolls. "Anybody can follow," he says, "but it takes a real man or a real state to be a leader. Let's start things."

SALEM FRUIT UNION

Largest Dried Fruit Growers' Association in the Northwest
Approximately 600 Members
Volume of Cash Business in 1918 \$1,000,000
A Co-operative Association of Willamette Valley Fruit Growers
Robert C. Paulus, Gen. Mgr., Salem

RUSSELL HIGH GRADE MACHINERY

Large Outfits
The Russell Giant Tractor 30 to 60 H.P. will handle the LARGEST NEW RUSSELL 18-horsepower, 12-horsepower and 8-horsepower pull 8 to 12 Pines and perform any heavy duty.

Small Outfits
THE RUSSELL JUNIOR TRACTOR and THE RUSSELL JUNIOR TRACTOR with all modern improvements make the most complete and efficient small individual or community outfit in the market.

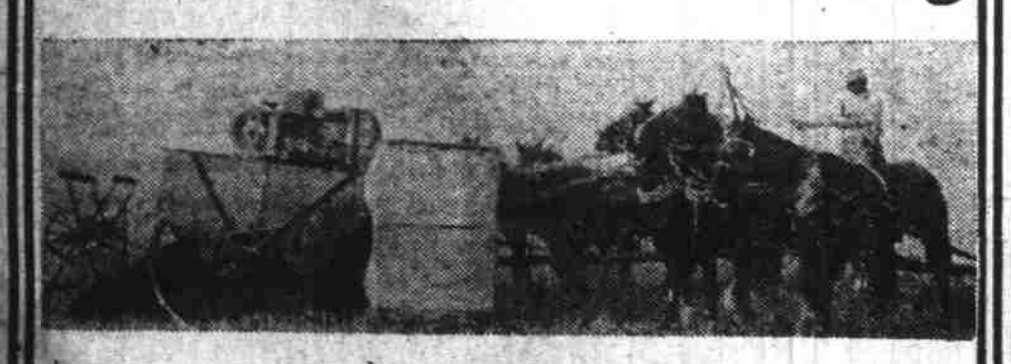
Get information about this really wonderful little rig. It is the very best word in economy, durability and efficiency.

Tractors for Grain, Rice, Beans, Potatoes, Etc., Etc.

RUSSELL MACHINERY BUILT SINCE 1842.

THE RUSSELL TRACTOR BUILT IN ALL SIZES

Economical Harvesting



Quesnell—One Man Harvester

When one man and six horses with a "One Man Harvester" can cut and thresh from 12 to 15 acres of grain a day.

Why use more?
Machine is pushed ahead of horses, cutting an eight foot swath, accumulating grain in a tank having capacity of 20 to 25 bushels.
Straw dump furnished as an extra when it is desired to save straw.
With three years' field experience, we are in a position to put "One Man Harvesters" in the field with assurance that they will meet the requirements in a better manner than any other method now in use.
Large ranches can use this machine as well as small ones by adding machines.
Less investment in money, man and horse power, with maximum of returns.
We have a limited number of machines for sale for the coming harvest.

Multnomah Iron Works PORTLAND, OREGON

STUDEBAKER WAGONS, BUGGIES, HACKS CLEVELAND TRACTORS

IRON AGE Potato Planters, Garden Cultivators and Hand Cultivators, One and Two Horse Cultivators, Binders, Mowers and Rakes. Studebaker Auto Trailers and Brander Auto Tires. Write or Call for Catalogue and Prices

P. E. ESSENSHADE 530 East Morrison St., Portland, Or.

Your Right to Safety

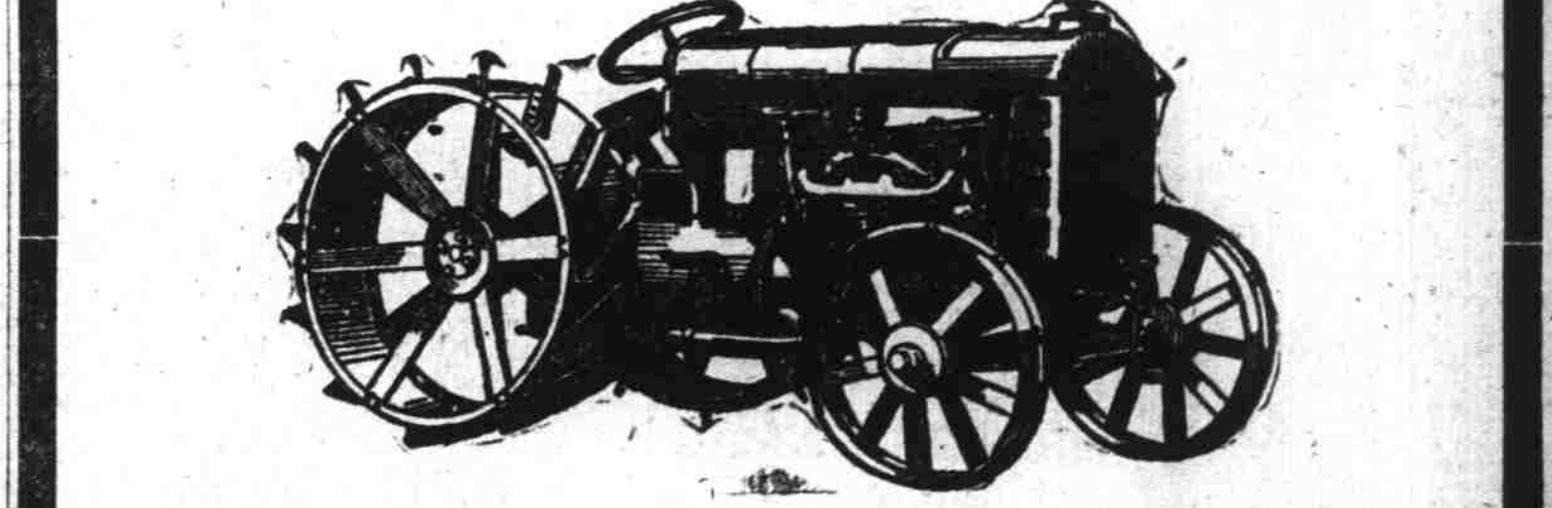
Leave your stockyard check with us for deposit to your home bank account.

LIVE STOCK STATE BANK

Located at Union Stock Yards North Portland, Oregon. Served by five transcontinental railroads and deep water to the sea.

Buy Your FORDSON TRACTOR TODAY

Now is the logical and safe time to buy your FORDSON Tractor. Manufacturers know that more machines will be wanted during this coming year than can be supplied. This is particularly true in regard to the FORDSON. Its popularity has created a demand that makes it certain that many farmers desirous of obtaining a Fordson will be disappointed.



The FORDSON is simple to operate, compact, powerful, economical—operating on cheapest fuel kerosene. Just as satisfactory at the belt as on the draw bar.

WRITE FOR LITERATURE VICK BROTHERS

Distributors, Salem, Oregon
Local Dealers in each County—
We will give you his name on request.