

EFFICIENT MARKETING

TILLAMOOK GREAT
CENTER OF CHEESE
MAKING INDUSTRYCreated Through Successful Co-
operation; Furnishes Example
of Results of Organization.

COMPETITION BROUGHT LOSS

Haberlach Took Charge During
Crisis and Consolidated Fac-
tories Under One Management.By J. F. Langner.
One of the most notable examples
of successful cooperation in the Pa-
cific Northwest on the part of farm-
ers is to be found in the Tillamook
County Creamery association.Every consumer on the Pacific
coast knows that Tillamook is the
place where cheese comes from. But
not every consumer, nor every farm-
er, for that matter, realizes why he
knows that Tillamook is the center
of a famous cheese district, nor why
he instinctively asks for Tillamook
cheese; nor does he stop to realize
that in practically every grocery
store on the Pacific coast he sees a
"Tillamook" cheese on the counter,
with the name "Tillamook" stamped
round the border, so that every slice
cut off has the word "Tillamook" on
the rind.

PRODUCT GRADES HIGHEST

The answer is to be found in the fact
that the Tillamook dairymen produce a
standard product of the highest grade,
brand their cheese with a standard trade
mark, advertise their brand, market co-
operatively and distribute scientifically.
"Tillamook cheese" has been known
only as such for the past few years.
Formerly it was known as "Oregon
cream cheese." During the formative
period of the cheese industry of Tillamook
county innumerable cheese fac-
tories sprung up over the county, all
manufacturing "Oregon cream cheese."
Each cheese factory operated independ-
ently of the other; each factory em-
ployed separate sales managers; each
factory was under the necessity of carry-
ing separate overhead expense account;
each factory produced a different stan-
dard of quality and each factory
though it might be separated only by a
few rods of land, sold in intensive com-
petition with its neighbor for a market
which was practically limited to the
nearest jobbing center.

CRISIS BEFORE COOPERATION

The result was chaos; opportunity was
given for speculating in the cheese
of Tillamook county and, as has
been the invariable history of all farm-
ers' organizations operating in the same ter-
ritory and producing the same product,
where they sell in competition with each
other instead of acting in concert, the
whole fabric of cooperative marketing
was destroyed because it was not built
upon a solid foundation. Bankruptcy
stared the dairymen of Tillamook in the
face; prices received for the cheese
were so low that it was impossible to
operate the cheese factories of the
county at a profit, and it seemed at one
time as if the entire cheese business of
Tillamook county would be wiped off
the map.

HABERLACH TO RESCUE

One may well ask how has this all
been changed? Why is Tillamook today
the best organized county in the State
of Oregon? Tillamook dairymen will
tell you, "Carl Haberlach." Haberlach
himself will say it is the operation of
the fundamental principles of coopera-
tion and scientific marketing of Tillamook
cheese.Haberlach, an attorney by profession,
took hold of the cheese business of
Tillamook some 15 years ago during a
crisis in the affairs of the individual
local cheese companies.He established a grade of cheese, be-
low which none should be manufactured.
He ascertained the best markets, sold
the cheese at the right time, and be-
cause quality will always tell—quickly
secured a preferential demand for the
cheese manufactured in those few fac-
tories he was managing. Those factories
not directly under the sales management
of Haberlach quickly found that their
own cheese had no market, and, there-
fore, primarily because their cheese
did not stand up to the grade established
by Haberlach—and secondly because
they were unable to command the better"LOOK FOR TILLAMOOK ON
THE RIND"Carl Haberlach, sales manager for the
25 cheese factories producing "Til-
lamook Cheese," organizer of the
Tillamook County Creamery asso-
ciation.

INDEPENDENTS SIGN UP

Gradually this independent cheese fac-
tories of the county fell in line and ap-
pointed Haberlach their sales manager,
agreeing to produce the standard quality
of cheese originally set as the highest
quality possible to produce in Tillamook
county—that is to say the highest grade
produced in the world.With the elimination of intercompe-
tition and the establishing of a standard
grade came as a natural sequence the
formation of the Tillamook County
Cheese association, with Carl Haberlach
as permanent sales manager.The association has employed an in-
spector whose duties are to go to each
cheese factory in Tillamook county and
see that the cheese is up to standard.
Thus the dairymen, at an infinitesimal
cost per head are enabled to produce a
standard cheese all over the county.

QUALITY PRODUCT BRAND

The association by virtue of the fact
that it produces only the highest class
of cheese was enabled to brand its
quality product, and instead of selling
"Oregon Cream" cheese it now sells
"Tillamook" cheese, easily the best
known brand of cheese on the Pacific
coast.Tillamook cheese is widely known be-
cause the combined cheese factories ad-
vertise. Where it was formerly im-
possible for one cheese factory, doing
perhaps a total of \$75,000 a year of
business, to make any adequate appro-
priation for advertising, the combined
factories, now 25 in all, handling over
\$1,300,000 a year of cheese, are enabled
to appropriate a minor sum apiece which
in the aggregate provides an amount
sufficient to stabilize the Tillamook
cheese market and create consumer de-
mand which is far in excess of present
supply.

OUTPUT HAS BEEN DOUBLED

Within the last 10 years the output
of Tillamook cheese has more than
doubled. In 1909 the combined factories
of Tillamook produced 5,000,000 lbs.
of cheese worth only \$386,135. In 1919
they produced 9,000,000, valued at \$1-
\$22,000. In addition they produced 27-
493 pounds of cream and 10,795 pounds
of butter. None of the byproducts of
Tillamook cheese factories are wasted.

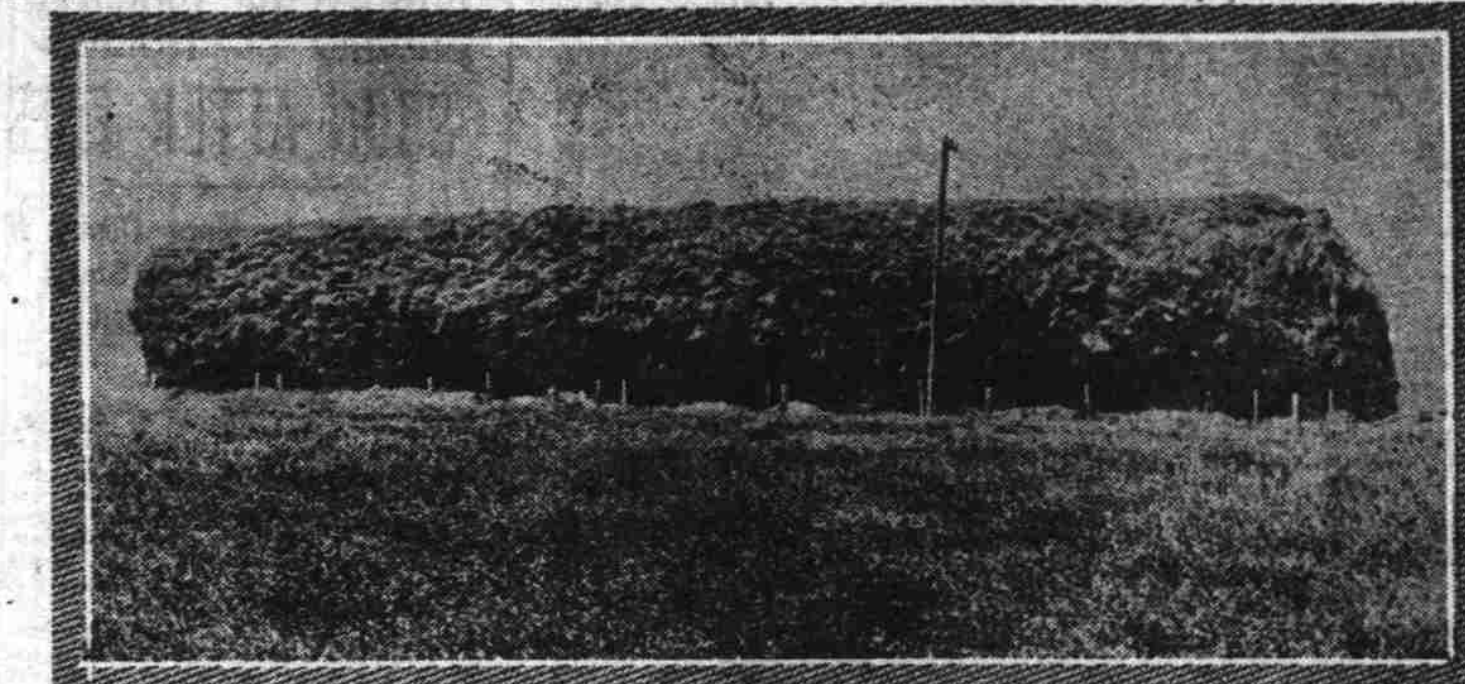
LESSON IS UNFOLDED

There is a lesson in the Tillamook
County Creamery association and its
successful activities which should not be
lost by the Oregon fruit growers who
are and fruit growers for the same
market can only end disastrously for
the producers. Products to command the
highest and easiest markets must be
of a standard quality—the highest qual-
ity which can be produced. For the con-
sumer of today demands only the best;
the poorer quality has no stable or im-
mediate market. Branding is necessary
to make it easy for the consumer to pick
out the quality product; and collective
advertising sells the consumer that par-
ticular brand.

Men Plentiful This Year

For a change men are plentiful this
year. More men can be secured at any
time than are needed. An attempt has
been made to have only as many men
as were needed in the country. Many
came expecting to get work immediately
and have not the wherewithal so that
they can lay around.ACID PHOSPHATE
PRICES TOO HIGHGovernment Has Notified Produc-
ers That Cost of Manufacture
Must Be Basis for Price.Washington, D. C., Aug. 30.—Holding
that a shortage of acid phosphate does
not justify the prices that are being
charged by manufacturers for this fer-
tilizer, the United States department of
agriculture has notified phosphate
miners and acid phosphate manufactur-
ers not to advance the present price
of rock phosphate or bulk acid phos-
phate without submitting the proposed
increases together with specific data on
real and unavoidable higher costs of
production since June, 1919. The depart-
ment considers higher production costs
the only possible justification for the in-
creases in prices since June.Strikes in Florida and car shortages in
Florida and Tennessee have combined to
reduce production and shipment. To
meet the shipping situation the depart-
ment has urged the railroad administra-
tion to make available sufficient cars
for fertilizer deliveries in the interest of
crop production.The price quoted for straight acid phos-
phate in bags to dealers or indi-
viduals ordering 30 tons or more in the
spring of 1919 was \$24 a ton. O. B.
Baltimore, Philadelphia and Carteret.
The price asked for the fall trade is
\$25.50 a ton. This obviously is not a
reduction of 20 per cent the reduction at
which the department has notified
farmers they should be able to obtain
mixed fertilizer in the fall of 1919. On
July 30 the department notified all acid
phosphate manufacturers that in the
future they would be required to base
the price of straight acid phosphate on
the actual cost of the materials of man-
ufacture and sale, plus a reasonable
profit, as a separate commodity, and
that the cost of manufacturing mixed
goods should not be prorated on the acid
phosphate.GROWER'S
ASSOCIATION
NOTESFifteen dryers are being erected in the
Dallas district, one of the largest prune
districts in the state. Dallas is known
as "Oregon Prunes" and the Oregon
Growers' Cooperative association has a
very strong membership there and ex-
pects to put in a large prune packing
plant and fresh fruit handling plant at
Dallas.The association has a very strong
membership at Scotts Mills, practically
the entire acreage there being signed
up. Their experience in the Scotts
Mills Prune association has made
very strong cooperative growers, as the
price they have received for their fruit
from year to year has been in advance
of that received by the unorganized
prune growers of the state. Allan Bel-
linger, one of the directors of the as-
sociation, is one of the leading growers
of that district.A meeting was held at Vancouver,
Wash., August 28, to organize the Clarke
county prune growers. It was called
by L. F. Russell of Washington, one of
the largest prune growers in the state
of Washington. R. C. Paulus, sales
manager of the Oregon Growers' Co-
operative association, and J. O. Holt,
Eugene, the packing manager, attended
this meeting and explained the workings
of the Oregon Growers' association. Le-
gally it is impossible for the Washing-
ton growers to become members of the
Oregon association, but by perfecting a
strong local association, they can work
in the same agreement with this body. The
Clarke county tonnage is around the
neighborhood of 12,000,000 pounds a year.The necessity for national and inter-
national advertising of Oregon and Ore-
gon products, was again forcibly called
to the attention of the association when
a letter was received this week from a
brokerage firm in Antwerp, Belgium,
bearing the address, "Messrs. Oregon Co-
operative Growers' Association, Salem,
Oregon, California." When the extensive
advertising campaign which the associa-
tion expects to launch is well under
way, Oregon will receive rightful recog-
nition and will no longer be vaguely
considered as a district in our well ad-
vertised neighboring states.4000 Hop Pickers
Needed at YakimaYakima, Aug. 30.—Most of Yakima's
hop crop, which is now fast ripening,
will be sent to England under contract
made early in the year, according to ad-
vice coming to the officers of the local
association. If the growers could make
prices now they would get 45 to 60 cents
a pound for the 16,000 to 20,000 bales
that will be harvested here the first
weeks of September, but as it is, the
contracts will not average better than
25 cents a pound to the growers. Some
of the big contracts are on a three-
year basis and run as low as 16 cents
a pound. The harvest will open here
between September 5 to 8, and 4000 pick-
ers will be needed to handle the harvest.

LARGEST HAYSTACK IN OREGON



This stack is 300 feet long, 25 feet wide and 63 feet over the top; sold by R. H. Brown of Malheur at \$16 per ton

CORN AND PIGS ARE
RAISED IN ORCHARDClarke County Woman Relates
Experiences at Farming That
Is Profitable.By A. Rathbone.
Clarke county raises the biggest
prunes on earth, but she doesn't retire
on these laurels. A mile south of Sara a
woman farmer, Mrs. Geo. H. Webb, is
trying other things in conjunction with
prunes. Last summer in spite of a con-
trary weather man, by dint of much
cultivating and hoeing she raised a re-
spectable three acres of yellow dent corn
between tree rows. She selected the
seed for this year's crop in the fields,
choosing as often as possible from those
stalks of sturdy upright growth having
two good ears per stalk.All winter long these seed ears stuck
in wire holders decorated her kitchen
walls near an open window, insuring
strong seed germs. This year, May 25,
the seed was soaked in lukewarm water
for 12 hours then planted in a well
prepared seed bed, a very important
factor. Measured when 75 days old most
of this corn stands six or seven feet high
with occasional stalks soaring above nine
feet, a high percentage bearing two ears,
and some ambitious stalks even trying
four, and all in but 75 days of Pacific
coast weather in a supposedly anti-corn
country.Not in this the end of Clarke county's
agricultural possibilities. Last fall in
October Webb purchased two six-weeks
old pigs at a cost of nine dollars. They
reached together 28 pounds. After the
rains set in making the ground too wet
to cultivate, the orchard grounds were
covered with a thick growth of wild
turnip and radish. The pigs were turned
on this, given a little skim milk and
twelve dollars worth of ground feed.
Marked in April, they paid for a fine
mare well worth a hundred dollars, a ten
dollar collar, a good second-hand har-
ness, new halter, and a little cash be-
sides. Even the weeds at Clarke county
are money if handled intelligently.
And the prunes? Robbed? Not a bit
of it. We counted thirteen props under
one tree in the mature orchard, and it
was not overdone at that.Where to Plant Gooseberries
A place with good air drainage is pre-
ferred for gooseberries. In low, damp
places, mildew attacks both fruit and
foliage more severely than on higher
sites where the air circulation is better.
Currants, however, are seldom severely
attacked by mildew. Therefore, when the
site is a sloping one, currants may be
planted on the lower parts and goose-
berries above. As both fruits blossom
very early in the spring, neither should
be planted in low pockets where late
spring frosts may kill the flowers.If It Is Anything in
PLUMBING—See Us First
Wholesale and Retail
Plumbing and
Heating SuppliesOUR NAME
"STARK-DAVIS"
Is a Guarantee of Quality
ORDERS FILLED THE
SAME DAY AS RECEIVED
212 2d St., Near Salmon, Portland, Or.
Phone Main 979Indiana Silos
are Easy to build
in QUICK TIMEIf you have a silage crop coming on and no place to put
it, the salvation of the crop lies in a rush order for anINDIANA
SILOYou need no skilled carpenters; three men, a hammer, a saw and a
monkey wrench is all that you really need after your foundation is built.
Plans and detailed instructions are furnished you. All materials come in
one shipment and are included on one bill. Our Special Easy Terms make
the Indiana pay for itself before you pay for it.Write or Telegraph for Prices
We will rush your order for immediate delivery.

Address Dept. G.

Chas. K. Spaulding
Logging Co.

SALEM OREGON

"Organizer"
Should be spelled
"Oregonite."
There is a reason.
Is being packed in Oregon
But what makes you think
When you hear
That it is being sent out
That says in its advertisement
By a company or association
That says in its advertisement
"We cannot tell a lie."
Truthful advertising—save the word.
But we can beat that game.
We are going to beat it.
Not that year, but right away and thereafter.
We are going to sell Oregon fruits
And Oregon vegetables.
Under an honest Oregon label
And then
Let them from England
Will not be addressed
John Smith
Hood River,
Oregon,
California.Northwestern Seed
Jobbers Will Meet
To Frame New LawsSpokane, Wash., August 30.—Seed job-
bers and seed law enforcement officials
from Montana, Oregon, Idaho and Wash-
ington will meet at the Davenport hotel
Friday morning.
"The purpose of the meeting will be
to agree on some uniform law and
regulation on between state shipments,"
today stated Lewis C. Barrett, secretary
and treasurer of the Spokane Seed com-
pany.
"At the present time every state has
a different regulation of seed shipments,
and seed jobbers as well as the state
officials are put to much trouble in
meeting these regulations. At the ses-
sion Friday and Saturday we will en-
deavor to form some uniform regulation
which will be presented to the different
state legislatures for approval."First Car of Oregon
Walnuts Rolls EastA number of the walnut growers in
Western Oregon have jointly sold a car-
load of grafted Franquette's to a Chi-
cago market for 37 cents. This is the
first car load to roll out of the state,
and the growers are very proud of the
achievement. The growers are, how-
ever, for the future, Oregon walnuts
are the best which the world produces.
They are large and of the finest quality
and have the truly rich nut brown color.

Running Water
in the Country

KEWANEEO
WATER SUPPLY SYSTEM

One man can now get absolutely modern and
complete water supply system for a car-
load of grafted Franquette's to a Chi-
cago market for 37 cents. This is the
first car load to roll out of the state,
and the growers are very proud of the
achievement. The growers are, how-
ever, for the future, Oregon walnuts
are the best which the world produces.
They are large and of the finest quality
and have the truly rich nut brown color.

M. D. SPENCER, Distributor
235 East Morrison St., Portland, Or.

CREAM

Barrel Weights and Ties, Quick Delivery. Ship your
POULTRY and EGGS. Write for Plans and Shipping Tags
SWIFT & COMPANY
233 3d Street PORTLAND, OREGON

ONE-DAY JUDGING
SCHOOL PROPOSEDWill Be Held at Oregon Agricul-
tural School, Corvallis, De-
cember 18.Oregon Agricultural College, Cor-
vallis, Aug. 30.—A one-day judging
and culling school will be held at the
college December 18, says Professor
James Dryden, head of the poultry
husbandry department. Instruction
and demonstrations will be given that
will enable poultry keepers to cull
their own flocks. The college exten-
sion service is not able to do all the
culling requested by poultry keepers,
and the school will enable poultrymen
to do their own culling.
"I am pleased to announce that Pro-
fessor J. C. Rice, an eminent poultry
authority and head of the poultry hus-
bandry department at Cornell, will be
in attendance," says Professor Dryden.
"This is the first time that Professor
Rice has visited the coast and I know
that every poultryman will be glad of
the opportunity to hear him discuss
problems on which he has been engaged
for so long. He is expected to lecture
in the afternoon and evening."
"Poultry keepers want to reduce the
cost of their eggs. The time is now.
Come and spend the day and take the
short-course in poultry husbandry and
you will learn a great deal of how to do
it. Poultry keepers who wish to have
their own hens judged for egg pro-
duction should notify us at once."
Following the lectures and demon-
strations, a culling contest will be held
in the afternoon, at which the growers may
test their ability on culling trapezoid
flock. College hens with good, bad, and
medium egg records will be used for this
contest.Is your land too wet for winter
wheat? Drain it.

SPRAY Before
Milking

YOUR COWS Will Give More Milk
—Your Horses Do More Work
On Less Feed When Protected From Flies by
SO-BOS-SO

(Costs less than 1/2 cent a head per day)

SPRAY BARN AND YARDS to kill the larvae
of flies and mosquitoes—Rids poultry houses and
pig pens of lice and vermin.

A Thorough Disinfectant
"SO-BOS-SO" has stood the test of time, of use
and of imitations—it is the genuine, dependable
fly repellant.

ASK FOR CATALOGUE NO. 120.

DORTLAND
SEED CO.
PORTLAND, OREGON

Agents: Sharples Separators and Builders.

DORTLAND
SEED CO.

Agents: Sharples Separators and Builders.

FEED LEGUMES TO
INCREASE PROFITSubstitution for Grain as Dairy
Ration Makes Higher Produc-
tion and Adds to Revenue.That profits may sometimes be in-
creased by the substitution of legumes
for a large part of the concentrates in
the dairy ration, is being brought out by co-
operating association records obtained by
the dairy division of the United States
department of agriculture. The records
from six associations where alfalfa
formed a large part of the dairy ration
was compared with the records from
eight associations where legumes were
fed sparingly with the following results:
—In the alfalfa district the cost of grain
was 16 per cent of the total feed cost,
and in the other district the cost of
grain was 41 per cent of the total feed
cost. The average milk yield of the
alfalfa-fed cows was 6865 pounds and
the average yield of butter fat was 251
pounds. In the other district the aver-
age milk yield was 5234 pounds and the
average yield of butter fat was 238
pounds. For the alfalfa-fed cows the
average income over the cost of feed was
\$73 and for the grain-fed cows the
average income over cost of feed was
\$37.The alfalfa-fed cows may have been
better cows and the climate may have
been adapted to dairying, but as both
districts are favorably known for their
dairy products it may be assumed
that the cows were of good quality and
well cared for in both districts. It seemed
fair, therefore, to conclude that the
higher production the greater income
above feed cost of the alfalfa-fed cows
was due largely to the feeding of home-
grown legumes. In any case it is well
worth while for the farmers of one dis-
trict to study the feeding practices of
other districts. If legumes add to net
profit, why not grow and feed more?WILL DEMONSTRATE
GRADING OF GRAINGovernment Classification Method
Will Be Given to Public Each
Day at the State Fair.Oregon Agricultural College, Cor-
vallis, Aug. 30.—Demonstrations of
how the United States bureau of mar-
kets determines the classification and
grades of grain will be held each day
at the state fair under the super-
vision of A. F. Nelson of the federal
grain inspection service.A full set of equipment such as is
used in the grain inspection office in
Portland and other large markets will
be used in these demonstrations. A
smaller and less expensive set recom-
mended by the federal department for
use in country points will be displayed."Proper grading insures a premium
grade for premium quality wheat," says
Paul Mehl of the federal and college
bureau of markets. "The object of these
demonstrations is to enable country
wheat buyers to understand the require-
ments of the official grades so they may
correctly apply them, and enable the
farmer to be properly informed on grade
requirements so that he may know that
the country buyer is correctly grading
his grain."Farmers may bring samples of their
own wheat and oats and have them
examined and graded in their presence.
legumes? If the soil is not adapted to
legumes it may pay to add lime or
manure or whatever else it lacks in
order that the dairy herd may be sup-
plied with an abundance of home-grown
legumes.

ADVERTISING

Distribution

Before a market for Oregon
products can be developed
in any new territory, distri-
bution must first be arranged
for.Choosing the best repre-
sentatives in each locality is
a big task in itself, calling for
detailed knowledge. Distri-
bution may call for an intensive
preliminary campaign
by personal salesmen and
advertising in trade publica-
tions to sell Oregon products
to the dealers and jobbers.
It will surely call for a prod-
uct so branded and pack-
aged that it will be ordered
and sold by definite name.Whatever the conditions of distribution are, they
must be taken into careful consideration before a line
of the advertising is written. The advertising then
works upon a firm basis; an increased and controlled
market is the inevitable result.Analysis of markets, and aid in establishing ade-
quate distribution is a part of the service which this
organization offers to the Oregon producer.HALL & EMORY
AGENCY, INC.

A Nationally recognized Oregon Agency

Seattle GASCO BUILDING PORTLAND OREGON Chicago

Advertising Merchandising

W.P. FULLER & CO.
PORTLAND, ORE.
PAINTS, OIL, GLASS, SASH & DOORS.

Ship your hides, Pelts, Tallow Furs Direct to
ALBANY TANNING CO. Albany Oregon
Save the middleman's profit. Receive highest prices.

BIG FARMS, LITTLE FARMS
ANY KIND OF FARMSYou will find them all advertised in The Journal
"Want" Ads. Read them today!

ASPINWALL

Potato Diggers
Sprayers
Planters
Potato Sorters

If you are going to buy a Potato Digger this Fall, you want to investigate the Aspinwall.
It is built to stand the wear and tear required from a machine of this type; it is economical
to use and is guaranteed for long service. If at all interested, write for catalogues, giving
full description. It will pay you, as the Aspinwall stands in a class by itself.

Oliver Chilled Plow Works
Portland, Oregon