

EFFICIENT MARKETING

OREGON COUNTRY LIFE

EDITED BY
J. F. LANGNER

BETTER FARMING

VAST RESOURCES
OF OREGON TO BE
FULLY ADVERTISEDConsumers Living East of Rocky
Mountains to Be Informed of
State's Remarkable Crops.

LARGE SUMS TO BE SPENT

Provincial Ideas Fade and Far-
mers and Merchants Awake to
Possibilities in Store.

By J. F. Langner

At no far distant date Oregon will be widely advertised as one of the nation's greatest producing centers. The potential possibilities of Oregon as a great food producing state are limitless.

The food crop of Oregon this year will likely approach \$41,000,000 and for the first time in the history of the commonwealth the 100,000,000 consumers who live east of the Rocky mountains are to be informed, through the medium of advertising, that this colossal food crop is produced in the state. It is not only the raw material which will be advertised, but it is the highly finished products—not only the wheat products and the meat products, but the fruits and their juices, jams and jellies, fresh, canned, dried and de-hydrated fruits and vegetables.

PHEZ COMPANY FIRST

The Phez company of Salem, the first Oregon company with the vision of a national market to advertise Oregon products, will manufacture, nationally distribute and nationally advertise Phez Apple-Ju and a variety of jams and jellies, for the manufacture of which they have erected a monster factory in Salem.

The King Food Products company, with its factories in Salem and The Dalles, will spend \$250,000 nationally advertising Oregon dehydrated food products.

The Oregon Growers' Cooperative association will spend money to obtain national distribution of Oregon fruits under an Oregon brand instead of under a California brand.

Portland business houses, with increased production and limited markets, are seeking wider distribution and, while procuring this distribution through advertising, are incidentally helping to put Oregon on the map.

Finally, the Oregon State Chamber of Commerce is about to inaugurate a campaign of national advertising, educating the eastern farmer on the agricultural and horticultural possibilities of Western Oregon and the inland Empire.

It is a pitiful fact that Oregon has been one of the most inefficiently advertised states in the union. It has been proved without a shadow of a doubt that the products of Oregon have been marketed under brands widely advertised as the fruits of another state.

It has been demonstrated that enormous quantities of Oregon fruits are sold as California fruit. All this to the detriment of Oregon and the Oregon country.

We have much to sell and to sell we must tell the world what we are producing. The greatest advertisement of all is the advertisement of the product.

KEEPING STATE FOR THEMSELVES

In discussing the Oregon country with the representatives of a well known eastern advertising agency he said:

"In the past it has been said that the Oregon people owe to the very love for their state have been inclined to keep Oregon for themselves. An inclination which might be compared to a large home-loving family who, in the all-sufficiency of contentment, experienced in the perfection and solidity of their home life, might momentarily shrink from looking forward to the time when the youth of the family must break away and cast their lot with the big outside world of commercialism. This is not said in a spirit of disparagement or adverse criticism, any more than one could criticize the beautiful manifestation of family pride and home life. For that very closeness—that very spirit of a great family standing together in a unity of sympathy and protectiveness against the inroads of outside influences, influences which might tend to threaten to disrupt and mar the harmony within—is the very foundation of the firm rock upon which to build for bigger, broader interests when the time comes to admit the great world of progress to our friends, as is the case of Oregon today.

OREGON HAS HISTORY

"Today is the foremost era of progress in history. Following the war for the salvation of democracy comes the broader vision—the craving of all to know what the world is doing—the desire of every nation, state or community to cooperate with, to trade with, to establish relations—commercial or otherwise—with every other nation, state or community. And so it has become an extremely impressionable period. For those who have something vital to

BIG JERSEY SALE COMING



Some of the R. A. Ward herd which will be offered for sale by auction shortly

CONTINUED DEMAND
FOR FOOD IS LIKELYDepartment of Agriculture Ad-
vises Farmers to Maintain Pro-
duction Without Speculation.

Washington, Sept. 13.—Continued strong demands for cereals and livestock products are indicated by all the information in its hands, says the United States department of agriculture, in reply to a telegraphic inquiry from G. I. Christie, director of the Indiana state food committee.

"The state food committee has considered problems and feels that farmers should plan to sow a normal acreage of wheat and rye," said the Indiana in-

emergency, and to reestablish crop rotations to prevent depletion of soil fertility and afford sound basis for maintaining well balanced livestock production. The department suggests to farmers the advisability of maintaining their production of cereals, forage crops and live stock on the basis of their accumulated experience with these, avoiding speculative plunging in unbalanced production, which involves undue climatic and price hazards."

Put Off Weaning of
Little Pigs, Advice

At the conference of swine extension workers of the United States department of agriculture, held recently in Washington, the question of weaning pigs arose. The discussion brought out the fact that in some parts of the country farmers followed the practice of weaning their pigs at most all ages from five weeks up. The conclusions reached were that for best results pigs should be allowed to nurse the sow for at least ten weeks where it is possible to do so. It was decided that it would be still better to allow the pigs to wean themselves. A good suckling sow properly fed should be in a good flow of milk up to the time the pigs are at least ten weeks of age. Without question the mother's milk is the best feed possible to obtain for young pigs. Consequently hog growers should take advantage of this natural feed to the greatest possible extent.

Douglas County Plans
A Community Exhibit

Reedsport, Sept. 13.—Farmers of the lower Umpqua river district of Douglas county will hold a community fair next Monday at one of the gathering places on Smith river. There will be an exhibit of products and livestock. Many fine dairy ranches are located on the Umpqua and Smith rivers, and recently blooded Jersey dairy cattle have been imported and introduced in the neighborhood. Many of these will be shown.

Coos County Plans
Exhibit for Fair

Marshfield, Sept. 13.—Coos county will have an elaborate display at the state fair this year. The work of gathering exhibits is in charge of J. L. Smith, former county agriculturist, who now holds a similar position with three of the banks of the county. The Chamber of Commerce and millmen will cooperate, and in addition to dairy and farm products, there will be exhibits showing the coal, lumbering and other industries. It is expected to have a more elaborate exhibit than ever before.

GROWER'S
ASSOCIATION
NOTES

The Oregon Growers' Cooperative association continues to make remarkable progress reports Professor C. I. Lewis, chief of organization.

At a meeting held in the Mount View school house during the week every farmer in the room with one exception—representing a very large acreage—signed up in the association.

A very successful meeting was held in Creswell during the week. Professor C. I. Lewis and J. O. Holt, manager of the Eugene Fruit Growers' association, were the speakers.

It is reported that the quantity of acreage being signed up in the Dallas district will probably warrant the announcement that the association will shortly be in a position to erect a packing house in that district.

R. C. Paulus, general manager of the Oregon Growers' association, is handling a huge quantity of apples this year for the Salem Fruit union, the Dallas people, the Umpqua Fruit union and the Willamette Valley Fruit exchange. Mr. Paulus is reported to have been extremely successful in his handling of the Western Oregon fruit crop this year.

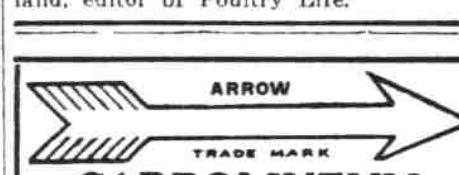
R. C. Paulus has wired to the Oregon congressional delegation urging that immediate steps be taken to remedy the fruit car shortage. United States Senator C. L. McNary is on the board of directors of the Oregon Growers' Cooperative association.

Demonstration of
Poultry Culling Is
Staged by Experts

Canby, Sept. 12.—Professor Brewster of O. A. C. and County Agent R. G. Scott, held a poultry culling demonstration at Gribble's Poultry farm. Those who were fortunate to be present, heard a splendid disclosure on how to cull the non-producers.

Professor Brewster and Scott were much pleased with the model incubator cellar and laying house under construction on the Gribble farm.

In the party with Professor Brewster and Scott were Mr. Butler of Jennings Lodge and C. S. Whitmore of Portland, editor of Poultry Life.



CARBOLINEUM
Made in U. S. A.
(Formerly Avenarius Carbolineum)
A RADICAL REMEDY AGAINST
POULTRY VERMIN—A PRE-
VENTATIVE OF HOG CHOLERA
Preserves wood structures, such as silos, roofs, etc. Makes wood impervious to moisture. Applied inside and outside of silos will prevent swelling or shrinking.
Write for circular and testimonials
CARBOLINEUM WOOD PRESERVING CO.
506 Henry Bldg., Portland, Or.

PRODUCTS OF FARM
MUST NOT BE FIRST
TO DROP IN PRICESecretary Houston Asserts That
Manufactured Products Should
Lower Prices at Same Time.

David F. Houston, secretary of agriculture, does not assent to the theory that the prices of farm products should fall before the prices of manufactured commodities fall. He makes this clear in replying to a recent communication in which it was stated that "There must be a drop in prices before there is a drop in wages, and it would seem that the farmer is the man who is going to be first hit."

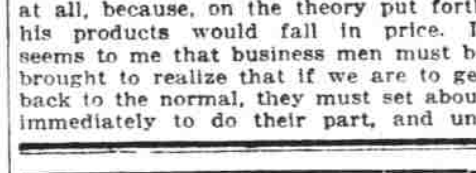
This theory has been advanced by a number of manufacturers, said the secretary, who continued, "It is clearly an unjust contention. It manifestly would not do to ask farmers to produce, buying everything that they have to buy from manufacturers at high prices, with the assurance to them that their products will fall in price, and that then manufacturers will consider what they will do with reference to their own prices. Obviously, manufacturers must be willing to make at least a contemporaneous decrease in their prices. It might even be contended that they should make a prior decrease in their prices, since the farmers' operations involve a year and he could not recoup for twelve months, or could not recoup at all, because, on the theory put forth his products would fall in price. It seems to me that business men must be brought to realize that if we are to get back to the normal, they must set about immediately to do their part, and un-

questionably, profiteering in manufactured products must be eliminated. "Of course, everything possible will be done to enable the farmer to produce more economically, so that if prices do fall, he will not sustain a loss, or so great a loss. All the efforts of the department of agriculture and of the land grant colleges have this aim. They are trying to bring about better methods of cultivation, better financing, better marketing, the elimination of plant and animal diseases and insect pests, and the better utilization of labor. Much has been done in this direction, and more will be done as time passes."

Lewiston Milling Co.
Will Build at Yakima

Yakima, Sept. 13.—The Lewiston Milling company, operating extensively throughout the Pacific Northwest, has practically determined to locate a flour mill at Yakima and use it principally for milling in transit business. The company owns a string of flour mills in Northern Idaho and Eastern Washington and operates warehouses for distributing its products at Seattle, Auburn and Yakima, Wash., and Portland, Or. Yakima, because of its position in the center of a great grain producing section and on the main line of the Northern Pacific, is advantageously located for milling in transit grains from Eastern Washington, Northern Idaho and even from Montana, distributing the feed in the Yakima valley.

When answering advertisements mentioning the farm pages of The Journal, it helps.



for the farmer
BERGMANN SHOE OIL

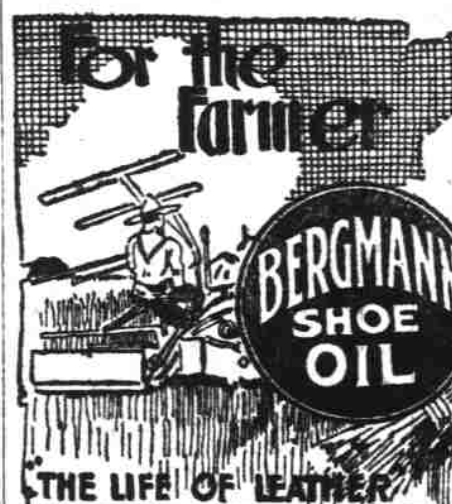
THE LIFE OF LEATHER

Give Your Feet All the
Chance You Can
They're bound to be
tired some after a hard
day's grind, but it will
help a lot to keep your
shoes soft, comfortable,
and free from cracks that
let in the dust.
Bergmann Shoe Oil
softens and preserves
them and makes them
wear half as long again.
Theo. Bergmann Shoe
Mfg. Co., Portland, Or.

**We Are in the
Market
AT ALL TIMES FOR
FRUITS**

FOR CANNING PURPOSES

A. RUPERT CO.
Inc.
PORTLAND, OREGON



for the farmer
BERGMANN SHOE OIL

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**We Are in the
Market
AT ALL TIMES FOR
FRUITS**

FOR CANNING PURPOSES

A. RUPERT CO.
Inc.
PORTLAND, OREGON

**GAS ENGINE
BARGAINS**

6 H. P. "Alamo" for silos...\$200
8 H. P. "Alamo" for silos...\$300
12 H. P. "Alamo" for silos...\$400
5-year guarantee. Extra parts in stock. This price includes magneto and friction clutch pulley.

WRITE TODAY FOR CATALOG
**Western Farquhar
Machinery Co.**
308 East Salmon Street
Portland, Or.

Sell Your
Cascara Bark
Balsam of Fir
at market price. Write to
BLUMAUER-FRANK DRUG CO.
Portland, Oregon

GUARANTEE SALE
60 Grand Registered 60
Holsteins
Public Auction

WEDNESDAY, OCTOBER 8, 1919

At Seghers, Oregon, Near Portland
Greatest Offering of the Season

Entire herd of Cloveridge Farm, bred by W. K. Newell, and a consignment of 9 choice young females, from the herd of Thomas Carmichael, sired by his grand champion bull

SIR JOHANN FAYNE BONHEUR
ALSO
the great 30.07-lb. Sire

DUKE HOMESTEAD AGGIE
with all his daughters and 4 of his sons; also 9 high record A. R. O. cows, 20 bred heifers, 14 young heifers and heifer calves.

Take S. P. Electric cars, 4th and Washington, Portland, at 7:20 and 10 a. m. Get off at Seghers.

SALE BEGINS AT 11:30 A. M. FREE LUNCH AT NOON

Col. J. W. Hughes and Col. George A. Gue
FOR CATALOGUES ADDRESS
C. D. MINTON, Spalding Building, Portland
OR

Western Sales and Pedigree Co.
202 WILCOX BUILDING, PORTLAND

Do You Know?
THAT Oregon wools
and woollens are sold
throughout the world?

That New York's largest hotel makes a specialty of Oregon fruit beverages?

That Oregon has a rubber mill which sells its product all over the Pacific Coast, South America and the Orient?

That Oregon candies are nationally advertised and sold?

That Oregon lumber products are among the finest produced anywhere?

**—then why not Buy Home
Products and Boost
Home Industries**

Associated Industries of Oregon

Professor Lewis
World's Authority
On Nitrate of Soda

Salem, Sept. 13.—The Chilean Nitrate committee, with headquarters in New York, recognize in Professor C. I. Lewis the world's greatest authority on the use of nitrate of soda as a fertilizer. Professor Lewis, now chief of organization of the Oregon Fruit Growers' association, was until recently chief of the division of horticulture of the Oregon Agricultural college, resigning his position to become first vice president of the

new association. For a considerable period of time Professor Lewis has recognized the value of nitrate of soda as a fertilizer and has consistently urged its use as a revitalizer on many of the Oregon orchards. When it has been used marvelous results have been obtained. A few days since the western representative of the Chilean Nitrate committee made a special trip to Salem from Los Angeles for the sole purpose of consulting with Professor Lewis and securing his advice on nitrate problems. It is now announced that a special representative of the committee will be sent from New York to Salem to further consultation with Professor Lewis on the nitrate situation and obtaining further information from him on the value of nitrate as a fertilizer and revitalizer.

ADVERTISING

Buying Space

Before Oregon's products can be sold to the Nation, there are thousands of dollars' worth of "space" to be bought.

Unless this space, in which the advertising copy is to be placed, is bought in those mediums that will present the selling force in the right localities, to the right people, at the right time, the money expended for it will be largely wasted. To buy this space rightly makes necessary a detailed knowledge of circulation which tells where the newspapers, magazines, billboards, etc., carry their advertising message. This is the special province of the advertising agency.

The rightly organized agency buys space wisely. Its opinion is unbiased; it desires to sell space in no one preferred medium.

In buying space for advertising Oregon's products, this agency offers the combined facilities of offices in Portland, Seattle and Chicago. Chicago is the advertising center for the East. Dealing through us every factor tends to place the advertising message at the right place and time.

HALL & EMORY
AGENCY, INC.

A Nationally recognized Oregon Agency

SEATTLE PORTLAND CHICAGO
GASCO BUILDING
OREGON

Advertising Merchandising

FRUIT, VEGETABLES AND FISH
LABELS AND CARTONS

of every description

TRAUNG
LABELS-CARTONS

Original Ideas
Prompt Service
Highest Quality

Samples and Quotations on Request

TRAUNG LABEL and LITHOGRAPH CO.

205 Henry Building, Portland, Oregon
Fred Johnston, District Manager

Factories and Offices } San Francisco, Stockton, Fresno, Calif.
Seattle, Wash. Portland, Ore.

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.

ASPINWALL

Potato
Diggers

Sprayers

Potato
Sorters

Planters

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