

EFFICIENT MARKETING

OREGON COUNTRY LIFE

EDITED BY J. F. LANGNER

BETTER FARMING

VALUE OF CROPS IS INFLUENCED BY EUROPEAN EVENTS

Revolutions, Export and Import Laws, Change Marketing Conditions in All Nations Daily.

MUST ORGANIZE FOR MARKET

Britain Takes Over Contracts for Dried Fruit and Frowns on Increase of the Imports.

By J. F. Langner Few farmers realize how the trend of current world affairs may vitally affect the successful marketing of their products.

Illustrating a few of the causes which are likely to affect the successful marketing of—let us say—next season's crop of wheat, fruit, beef or cattle, the following are some of the conditions which the farmer is up against.

- 1. The break in foreign exchange. 2. The action of the British ministry in taking over all existing contracts on dried fruit and frowning upon the importation of foods not absolutely essential.

EXCHANGE RATE IS LOW Many a farmer fails to realize that perhaps the most serious problem confronting him today is the break in foreign exchange.

Foreign exchange can only be stabilized when American financial interests make loans of an international character.

DRAWBACK IS EXPLAINED One of the largest dried fruit brokers and exporters in New York, illustrating the effect of the decline in foreign exchange between the United States and all European nations.

Good Method Given For Sprouting Oats Oats for sprouting are soaked overnight in warm water and then spread on one-half to one inch thick on trays having perforated bottoms.

TRADES—SWAPS—EXCHANGES Call them anything you like, you will find the best offers in the "Real Estate Exchange" columns of The Journal "Want" Ads.

LIVESTOCK EXPOSITION BUILDING NEARING COMPLETION



Latest photograph of new exposition buildings, taken Friday. Over 200 men are now rushing the work to completion.

ders may never be completed because of the action of the British ministry. The action of our government in disposing of the surplus army and navy products to the public at cost is a matter which, as citizens of the United States, all farmers commend.

The illustrations which are given are for the purpose of showing how essential it is, in order that the farmer may at all times take advantage of market conditions, that he be as well informed as are those to whom he is selling.

GROWER'S ASSOCIATION NOTES

What the officers of the Oregon Growers' Cooperative association have been predicting for some time came to pass this week, namely, that sooner or later some of the organizations that are buying huge quantities of Oregon fruits and using California or other state labels.

The Oregon Growers' Cooperative association conducted a week's drive, terminating the seventeenth of October, and in this week signed up over 1200 acres.

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DAIRY PRODUCTS TO FEATURE LIVESTOCK SHOW IN NOVEMBER

Eleven Western States to Be Represented in Exhibits at North Portland.

One of the most important features of the Pacific International Livestock exposition, week of November 17-22, at North Portland, will be the extensive exhibit and practical educational program of the Western Dairy Products show.

The Western Dairy Products show represents 11 different Western states and is promoted by the United States government through the agricultural colleges of these states.

MUSEE TO BE IN CHARGE Karl E. Musser of the Washington State Agricultural college at Pullman, who has charge of the Western Dairy Products show's exhibit, has engaged 4000 square feet of wall space and 4000 square feet of floor space for placing the varied educational exhibits.

NOTED DAIRY EXPERTS COMING Two nationally noted dairying experts who will come to the Pacific International Livestock show are Professor M. Mortensen of the Iowa State Agricultural college and Professor O. E. Reed of Purdue university.

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Corn, Well Dented, Is in Best State For Silage Purpose

The feeding worth and palatability of good silage depends on the quality of the corn and the period of maturity at which it is cut.

ACRE YIELD IS THE END SIGHT The chief objection to the valuable protein forage such as corn, soy beans and the like being that they are low yielders better adapted to the soil.

DAIRYMEN TO HAVE ALL COWS TESTED Ashland, Oct. 25.—The dairymen of Jackson county have organized the Jackson County Cow Testing association with Ralph Billings, Ashland, president; J. R. McCracken, Valley View, secretary; and a board of directors composed of the Merriman, John A. Anderson and Frederick Pelousa.

Get YOUR Litchfield Spreader NOW Pay for it anytime within a Year! There is no longer a single reason why you should do without a Litchfield low down Spreader.

ASPINWALL Potato Diggers, Sprayers, 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.

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HUNT FARM MILK WINS FIRST PRIZE

Green Briar Product Competes With Many Samples to the National Dairy Show.

The milk and cream supplied to the Damascus creamery, which won first place at the national dairy show held in Chicago early this month, came from Green Briar farm, Newburg, owned by Isaac D. Hunt.

DESCHUTES COUNTIES PUSH THE BREEDING OF PUREBRED LIVESTOCK Wonderful Exhibit at the Tumalo Fair Evidence of Progress Made Past Two Years.

The first livestock show undertaken in Deschutes county was put on in connection with the Tumalo fair. This was due to the activities of the Bend banks in pushing the breeding of pure bred livestock this spring.

ADVERTISING Nationally Recognized Advertising designed to sell Oregon Products to bigger markets is strengthened by the close cooperation of the newspapers and magazines of the country.

Apple Industry Now Thriving in Sheridan District

Sheridan, Oct. 25.—The development that has been made in the fruit industry in the Sheridan district is a revelation to anyone who has not closely watched its progress.

Potatoes Passed as Seed

Chehalis, Wash., Oct. 23.—E. S. Layton of Layton Prairie has grown a crop of potatoes which has passed the state inspection and is now classified as certified seed.

ADVERTISING

Advertising designed to sell Oregon Products to bigger markets is strengthened by the close cooperation of the newspapers and magazines of the country.

And "National Recognition" is not given until a thoroughly satisfactory record has been established by the Agency for handling advertising with profit to the clients.

A leading Eastern agency recently referred a Western prospect to this organization as the best qualified to handle advertising for him.

HALL & EMORY AGENCY, INC. A Nationally recognized Oregon Agency. SEATTLE PORTLAND CHICAGO OREGON. Advertising Merchandising.

BUILD BEFORE PRICES GO UP! Fenner Manufacturing Co., 324 Ship Street, Portland, Oregon. The high cost of labor makes a factory-cut home more advisable now than ever before.

W.P. FULLER & CO. PORTLAND, ORE. PAINTS, OIL, GLASS, SASH & DOORS. Ship your furs, pelts, fallow furs direct to ALBANY TANNING CO. Albany, Oregon. Save the middleman's profit. Receive highest prices.

ASPINWALL Potato Diggers, Sprayers, Planters. Oliver Chilled Plow Works, Portland, Oregon. If you are going to buy a Potato Digger this Fall, you want to investigate the Aspinwall.

LITCHFIELD SPREADER. There is no longer a single reason why you should do without a Litchfield low down Spreader. Increase your own yields. Properly spread manure does it every time—you know that.