OREGON COUNTRY LIFE LIVESTOCK EXPOSITION BUILDING NEARING COMPLETION



EFFICIENT MARKETING

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 current world affairs may vitally iffect the successful marketing of their products. Every 24 hours some occurs in this country or in

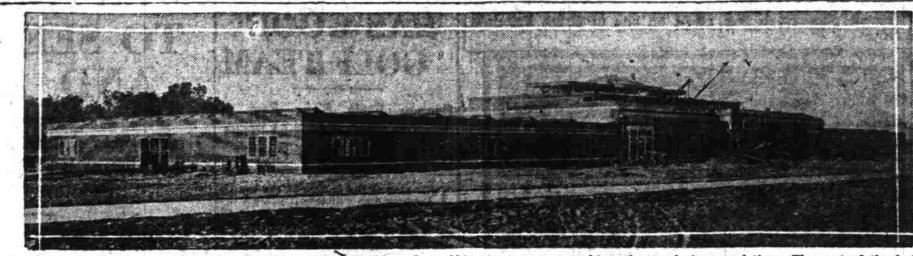
Europe, which has a direct influence upon the Oregon farmer. No farmer by the very nature of his occupation can hope to keep in close the market conditions, when the cause is possibly obscure to even the best informed of those whose reguing of farm produce.

Illustrating a few of the causes which are likely to affect the successful crop of wheat, fruit, beef or cattle, the following are some of the conditions h the farmer is up against and istribution of American food products:

IMPORTS FROWNED UPON The break in foreign exchange. The action of the British ministry in taking over all existing contracts on dried fruit and frowning upon the imrtation of foods not absolutely esfaites

3. The action of the United States ent in the disposition of surplus Growers' army and navy foodstuffs. The attitude assumed by the attorney general in the holding of large quantities of food in cold storage. . The obstructionists in the United States senate who are holding up ratification of the peace treaty; and many limit markets and possibly cause over-

unnecessary to form legislation to bring prices of (at present) ap- vertising of Oregon



Latest photograph of new exposition buildings, taken Friday. Over 200 men are now rushing the work to completion. The cost of the buildings when finished will be in the neighborhood of \$300,000, and an intensive drive to raise another \$100,000 in Portland will take place during the week

ders may never be completed because of the action of the British ministry. The action of our government in dis-

posing 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, even if it may react to a slight degree unfavorably upon future business, for the public is entitled to get these or any products a

the lowest possible figure. 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 marke conditions, that he be as well informed touch with the affairs which affect as are those to whom he is selling. There is a real necessity for some semblance of business system in selling farm products. It is essential that some responsible and trained business man who lar business is directing the market- can devote all his time to selling, be employed to represent the farmers' interests in the market.

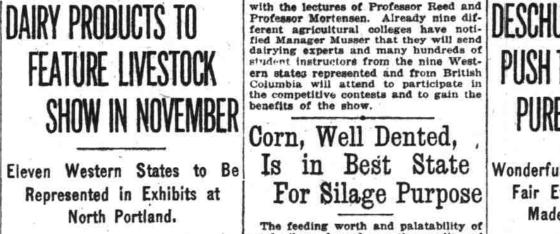
Farm marketing organizations have sprung up throughout the country beof-let us say-next season's cause the farmers have realized this necessity and farm marketing organizations will eventually prove to be the one solution for the elimination of vicious have a marked effect upon the speculation and the establishment of eco-



Cooperative association have been predicting sooner or pass this week, later some of the organizations that are buying huge quantities of Oregon fruits and using California or other state la- MUSSER TO BE IN CHARGE other causes, the effects of which are to bels, would gradually cease this prac-

tise, and advertise Oregon products as coming from Oregon-that it would be

a farmer fails to realize that this about. It is interesting to note the most serious problem con- that the California Packing corporathe enting him today is the break in for- tion, in this month's magazines, are ad-Ing exchange. The English pound ster- vertising under the famous Del Monte farms and dairy products manufactur ling, for example, is no longer worth a brand, Oregon apples and Oregon berries. ound in America and when an English Good for the Oregon Growers' Cooperainporter-we will say of Oregon prunes tive association ! We certainly are doing -buys one pound worth of prunes, he is forced to pay a premium over and above We shall watch eagerly, and see the adwill be features of the big show.



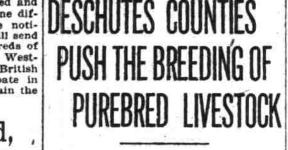
good silage depends on the quality of the corn and the period of maturity at One of the most important features of which it is cut. Where the corn is cu the Pacific International Livestock exwhen it is immature, not well glazed and dented, and still in its juvenile position, week of November 17-22, at stage, it makes washy, low quality, acid-North Portland, will be the extensive forming silage which is likely to sour. On the other hand, corn harvested when exhibit and practical educational pro gram of the Western Dairy Products t is well dented and at the proper deshow, which will hold its fifth annual gree of ripeness for best use as silage, show as a part of the Pacific Internagives a winter feed which is one of the best producers of milk and meat.

tional and which will, beginning with this year, become a permanent part of Corn should be allowed to pass well Portland's annual exposition. through the milk stage and become thor-The Western Dairy Products show oughly dented before being siloed. Inrepresents 11 different Western states vestigations of the United States deand is promoted by the United States partment of agriculture have demongovernment through the agricultural strated that it is much preferable for colleges of these states. This year it sllage of the best quality, to have the will be opened also to the agricultural corn a little overripe rather than undercolleges of Western British Columbia.

ripe The work of this educational organization is divided into two great branches, In some sections, farmers, and particthe one dealing with the production of ularly dairymen, are accustomed to ensile combination crops, using mixtures of dairy cattle and dairy products and the with the manufacture, judging soy beans and corn, cow peas and corn, sorghum and corn, or a combination and handling of dairy products. of these three for canning purposes. As

general proposition, where other Karl B. Musser of the Washington branches of animal husbandry in addi-State Agricultural college at Pullman, tion to dairying, are taken into considwho has charge of the Western Dairy eration, corn or some other.coarse for-Products show's exhibit, has engaged age is most desirable for ensilage pur-4000 square feet of wall space and 4000

square feet of floor space for placing Acre yield is the end sought, the chief varied educational exhibits, showbjection to the valuable protein for educational films of model dairy ages such as cow peas, soy beans and the like being that they are low yielders ing plants, and effectively staging the better adapted for hay than silage. judging contests, lectures, etc., which Dairy farmers who require an abundance of succulent silage of a rather bal-One of the notable features in this sec anced composition highly prize the legtion will be the government exhibit uminous crops mentioned as supplements



Fair Evidence of Progress Made Past Two Years.

The first livestock show undertaken n 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 ivestock this spring, by organizing the Tumalo Shorthorn association, and introducing pure-bred bulls which were distributed to farmers on time.

The livestock class brought out 19 Gerald Cowley, who is a member of the Shorthorn entries, five Aberdeen Angus, First National Bank of Bend Pig club, three Guernseys, three Jerseys and a strong class of sheep and hogs. This also in the fat swine division. His prewas considered remarkable for a com- mium amounted to \$17.50, which was munity where two years ago the regis-

be counted on 10 fingers. In the aged bull class, the bull owned by the Tumalo Shorthorn association won first prize. In the junior bull class, an excellent 10months-old Avondale calf owned by E. A. Griffin of Bend won first prize. This blue ribbon was finally placed one T. C. bull was also the grand champion of the Norris' team of Tumalo, while R. H. show. He was purchased for Mr. Grif-Bayley of the same place, was a close

bank of Bend, and was one of the 15 pure bred bulls which this bank has brought into the county during the past year In the swine division the club pig of vertisements mention The Journal.





Green Briar Product Competes tion to anyone who has not closely With Many Samples ta the National Dairy Show.

The milk and cream supplied to the Damascus creamery, which won height. The apples are hauled by auto the state, Layton had six. first place at the national dairy show held in Chicago early this month, came from Green Briar farm, Newburg, owned by Isaac D. Hunt. This milk won first prize in competition with samples submitted from every state in the Union and from Canada. It was a sarious problem to ship milk from the far Northwest to Chicago for the purpose of competition. Milk and cream readily absorb odors and oth-

erwise deteriorate, making difficult proper scientific analysis. In explaining the method which was used in shipping this milk across the continent, Hunt said ; "The milk was taken in the ordinary way from our herd milk; it was placed in sterilized cans, iced at the farm and sent east by express accompanied by an attendant who re-iced the milk

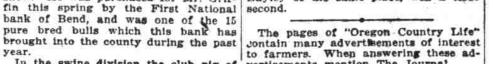
at every division point." The milk from the Green Briar herd won first place on a score of 99.4 and Wonderful Exhibit at the Tumalo the cream won first place on a score of 99.6, one of the highest scores ,ever received in competition and of much

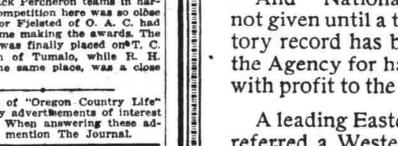
surprise to dairymen all over the country who were present at the show. These scores were judged on butterfat, solid content, odor, taste flavor, bacteria

count and other tests. Such a record for Oregon milk and cream sheds glory upon the whole state as a dairy center. Hunt's success is largely due to Alan Bancroft, his manager, through whose efforts the quality and cleanliness of the Green Briar farm milk is maintained as the nation's best

won first place in the club division and considered pretty good for a 9-year-old

tered beef animals in the county could youngster The horse classes brought out two very fine black Percheron teams in harness. The competition here was so oldse that Professor Fjelsted of O. A. C. had a difficult time making the awards. The





A leading Eastern agency recently referred a Western prospect to this organization as the best qualified to handle advertising for him. This is just one evidence of the enviable recognition we enjoy. Its benefits are



EDITED BY J. F. LANGNER

that has been made in the fruit indus-try in the Sheridan district is a revela-**Potatoes Passed as Seed** Chehalis, Wash., Oct. 20-E. S. Lay-ton of Layton Prairie has grown a watched its progress. The orchards are crop of potatoes which has passed the mostly located off the main thoroughstate inspection and is now classified as fares and are not often seen by strang-"certified seed." According to the state ers unless especially visited. Therefore inspector 575 acres were planted to it is hard to believe that there are thoucertified seed potatoes;, and all were sands of acres planted to different fruits. turned down except 80 acres. Of the Just now the apple harvest is at its 80 acres of first grade spuds found in

BETTER FARMING

trucks to the packing plants either in Sheridan, Clearview or on the individual tracts as at Paradise farm, Skyland



Advertising designed to sell Oregon Products to bigger markets is strengthened by the close cooperation of the newspapers and magazines of the country. With such cooperation at this time, certain Oregon manufacturers are placing large business, nationally, through this office.

The willingness on the part of the mediums to thus work in harmony with this Agency in the interests of the advertiser is what "National Recognition" really means.

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.

oximately 70 cents on every pound. The reason that foreign exchange be-der the California brand, properly ad-ween England and America is so low vertised as coming from Oregon. that the exports from America into ngland far exceed the imports into

terica from England and the balance of trade in favor of America preponder-

loans of an international These loans can only be make character. when the peace treaty has been rat- shown, and a good acreage signed up. fied by congress. At the present time The speakers were very favorably imbankers are insisting that export busiss be done on a spot cash basis.

DRAWBACK IS EXPLAINED

One of the largest dried fruit brokers exporters in New York, illustrating have yet visited in Oregon, a basement effect of the decline in foreign ex-nge between the United States and rooms, well arranged and furnished. Il European nations, made the follow-ing statement to one of Portland's big-

bankers: "A short time ago a big broker had an order for 1000 tons of beans for shipnt to Germany. The only way the uyer could finance his purchase was 12-month Deutsch bank credit. The

cent of the transaction. "They submitted this proposition to

their several banking connections, and daily to promote even sprouting. Arti-were turned down coldly-their banks ficial heat should be supplied in cool

anks seem to encourage us in our benegotiating of these loans will have practically closed."

SOLUTION LIES IN MARKETING s commencement of proceedings which ay very easily result in a complete import licensing, has already ously affected the canned goods busiand, in fact, all food products of every description with the exception of dried beans. The abnormal activity of the early part of this season was due to a flood of foreign buying orders. It is entirely possible that some of these or-

cherries, that are now being packed unvertised as coming from Oregon. The Oregon Growers' Cooperative association conducted a week's drive, terminating the seventeenth of October, ates to such an extent as to throw the and in this week signed up over 1200 financial system into confusion. Meetings were held at Cloverdale, Foreign exchange can only be stabil-sed when American financial interests da and Brush college school house. At Estacada the community turned out in large numbers. Much enthusiasm was

> pressed at Brush college. A good re-ception was given the talkers, a large acreage was signed. Brush college has tional to assist in the work of the' one of the best district school houses we

Good Method Given For Sprouting Oats

Oats for sprouting are soaked over in question was willing to sell on night in warm water and then spread basis, as the prices were satisfac- from one-half to one inch thick on trays ory, but could not finance over 50 per having perforated bottoms, and put into an oat sprouter. Water the oats thoroughly and turn the trays around once

will himself then judge the exhibits and explain the reason for his various rat-Tusing to handle any portion of it. weather by the use of a kerosene lamp "We don't expect that exchange will or some other means. Use a good grade ings. The object of this judging class mact to par, but we do believe (and our of oats and allow a square inch of will be to standardize the judging of dairy products among the manufac-turers of cheese, butter and other dairy sprouted oat surface to each hen daily, feeding the sprouted oats on the floor of the poultry house or in the yard. Feed products throughout the country, so that very healthful effect, and will reopen at any time after the sprouts are well ratings on these products will be as the export channels which are at started, which usually takes from five nearly uniform as possible to seven days. Keep the sprouter clean MOVING PICTURES TO BE SHOWN and spray ft occasionally with disin-Many interesting and highly instruc-

The action of the British ministry in fectant to prevent the growth of mold spores. TRADES-SWAPS-EXCHANGES

from the National Dairy show at Chito corn and usually realize an adequate cago, which will first be shown at the return from the sale of their milk to California International Livestock show allow them to produce these crops at a at San Francisco, November 1-8, com-ing on to Portland for the Pacific Interprofit.

classes of 20 may pass along and indi-

vidually judge each exhibit. When the 20 butter and cheese manufacturers have

judged the exhibits and the results have

been checked up, Professor Mortenser

tive moving pictures will be shown, some of these films being used in connection

Call them anything you like, you will find the best offers

in the "Real Estate to Exchange" columns of The Jour-

nal "Want" Ads. Look 'em over.

other

national here November 17-22. The en-Dairymen to Have tire government exhibit at Chicago cost \$25,000, and the section sent to the Coast will cover all phases of this orig-All Cows Tested inal exhibit, occupying 500 square feet of space. Noel Negley, a special gov-ernment instructor, will accompany the

Ashland, Oct. 25 .- The dairymen of exhibit, explaining its various phases Jackson county have organized the Jackson County Cow Testing associaand delivering daily lectures. NOTED DAIRY EXPERTS COMING tion with Ralph Billings, Ashland, presi-Two nationally noted dairying experts dent; J. R. McCracken, Valley View, sec who will come to the Pacific Internaretary treasurer, and a board of direct-ors composed of Ike Merriman, John A. Western Dairy Products show will be Anderson and Frederick Pelouze. Mc Professor M. Mortensen of the Iowa State Agricultural college and Professor Cracken made arrangements with Professor Westover for a state tester to make regular tests. More than 300 cows O. E. Reed of Purdue university, La

Fayette, Ind. Professor Mortensen will, have been registered in the association. in addition to giving daily lectures to a yearly fee of \$3 being charged for the general public, conduct a dairy products judging class for manufaceach.

turers of dairy products which will be The pages of "oregon Country Life" practically continuous. A special booth contain many advertisements of interest When answering these adwill be arranged for this class, various to farmers. dairy products, such as cheese and butvertisements mention The Journal ter, being conveniently arranged so that

and better crops.

Fill out the coupon and mall it today. We'll send you' all details of this great

TO MANDIORS STOWNARASI

is the criterion by which any article should be judged. YOU'LL GET SUCH SERVICE IN GAGE PRODUCTS

In the combination of practical design, first grade materials, good workmanship and correct construction, embodied in Gage products, you are assured one hundred cents in service return for every dollar you pay us.

We know what a product must do to give you satisfac-tory service and we build our equipments to do just this

GAGE. Portland, on Our Products Means SATISFACTORY SERVICE GUARANTEED

Metal Flumes, Pipe, Gates for All Irrigation Purposes, Corrugated Culverts, Special Fittings and Standard Irrigation Supplies





There is no longer a single reason why you should do without a Litchfield low down Spreader. You can get it now, make use of it, have it help you to make more money, and then use some of that money to pay for it. Nothing shows more plain-Every northwest farmer who uses the Litchfield swears by it. None of them would be without it, for they ly the advantages of using a know how it has made them more money from bigger Litchfield Spreader than these two pictures. Which field do

Increase your own yields. Property spread manure does it every time—you know that. And now there is a way to get that spreader you have wanted right now, and not have to pay for it until it has really helped you to make that money 1 you want to be yours-the Litchfield field, or the other

> B. M. WADE & CO. \$69 Hawthorne Av., Porfinad, Or, or \$46 Howard St., Spokane, Wash. Please send me fully illustrated cata-logue of the Litchfield Spreader.

Name





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 Aspin wall stands in a class by itself.

Oliver Chilled Plów Works

Portland, Oregon