

EFFICIENT MARKETING

FRUIT GROWERS
URGED TO SELECT
BRAND WITH CARE

By J. F. Langner

The Oregon Growers' Cooperative association has received more than five thousand suggestions for a trade mark and brand name under which to sell its millions of dollars of Oregon fruits. Some of the suggestions carried the germ of an idea which if properly presented might prove of some value as a trade mark, while others failed to catch the spirit of the idea of trade mark branding.

When the Oregon Growers' association was organized it was vitalized with the breath of the spirit of Oregon. The purpose of the association was to stabilize the market, pack Oregon fruits under a standard grade, and above all advertise Oregon fruit as the product of Oregon instead of the product of Washington and California.

DISTINCTIVE BRAND NAMED

A trade mark on the fruit products of Oregon should be so designed as to convey an immediate depiction of the source of origin. The most casual observer should know the moment he sets eyes on the label that it represented Oregon. The value of a name which is indicative of the state of origin is exemplified in the use of the words "Sun" and "Kist" in California products. The public believes that any product bearing a trade mark with either of these two names comes from California.

California, in the public mind, is synonymous with sunshine. It capitalized its sunshine and the fruit growers of that state lined up their advertising with the advertising of their climate. Thus the public has come to understand that any product bearing as part of its trade mark the word "Sun" comes from California. This is wonderful advertising which has been successfully adapted to the needs of the fruit growers of that state. Thus the words "Sun", "Sunshine", "Sunlight", or "Sun-kissed" all mean in the public eye "California". So that words having "Sun" or "Kist" or other words which are inseparable with California products are not really good trade marks for Oregon fruits as they would be likely to mislead the public and perhaps leave them with the impression that they were buying California fruit.

Any word or words adopted by the association must convey instantaneously the idea of Oregon or Pacific Northwest. Why not use the name of Oregon's most famed natural wonder and make the trade mark "Crater Lake Brand"? Here is an opportunity, in our opinion, for the growers' association to cash in on the widest kind of publicity. Of all the Northwest Crater Lake is the best known and the best advertised. No need to explain "Crater Lake Brand." Every one in the country whom the association expects to reach through advertising or otherwise had heard of Crater Lake. A design for the trade mark in the natural colors of the wonder spot itself with the words "Crater Lake Brand" inscribed across the lake has already been made up and forwarded to the patent office and will be presented to the association if it cares to use it.

HAS WORLD RENOWN

On hundreds of thousands of packages—or even millions of packages, the wonderful natural design and beauty of Crater Lake would be presented to the more millions of consumers of this country. If Oregon's fruits were advertised under this brand coupled with the world renown of Crater Lake itself, and with the use of the natural beauty of Crater Lake as a background here indeed would be advertising which would make the standard pack of the growers' association inseparable with Oregon. Its effect on the public would be instantaneous. They would immediately recognize Oregon and products without further explanation—and that is the secret of successful advertising.

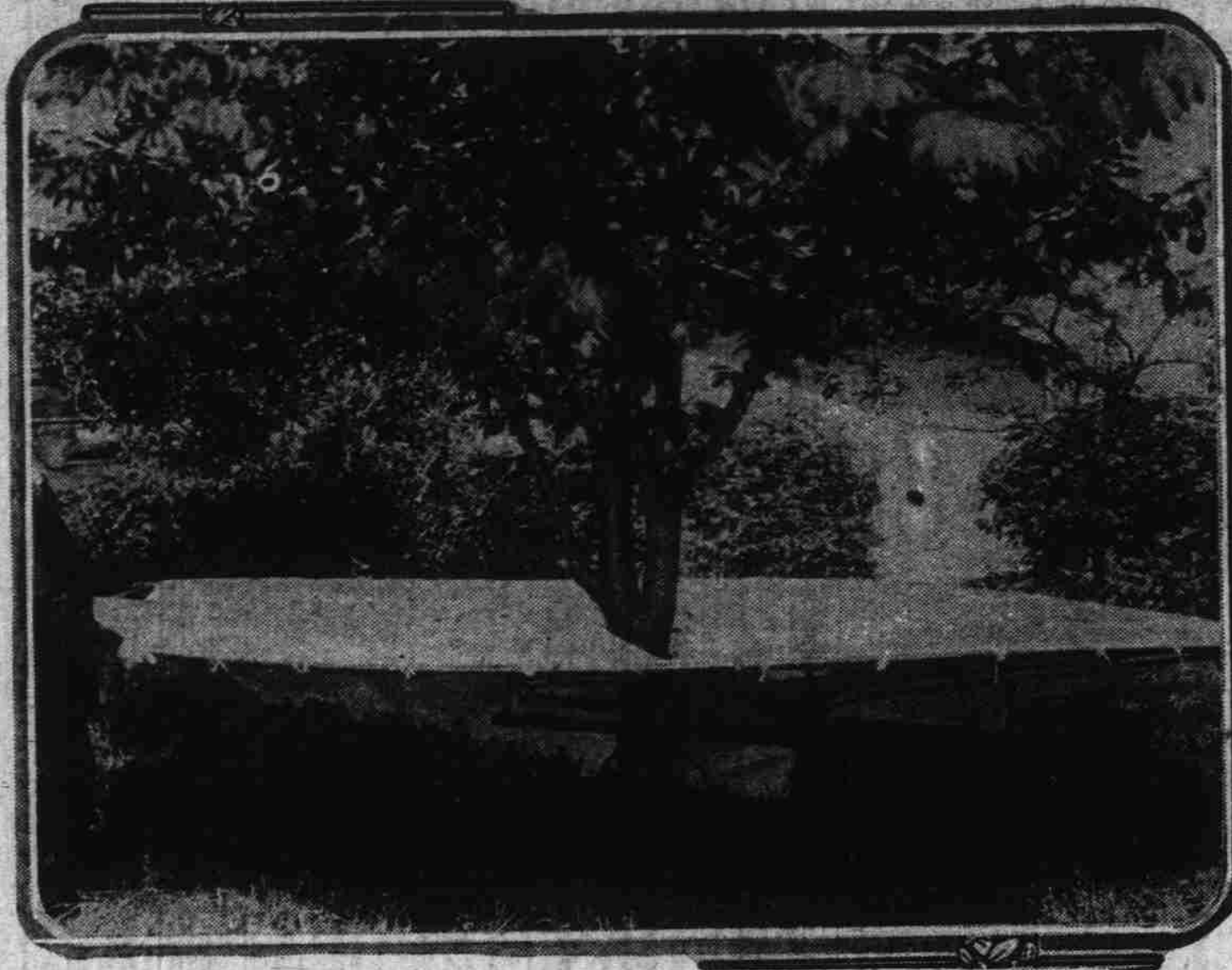
Regardless of whether the words "Crater Lake" are used, there are a great many names available which lend the impression of quality, geographical location or source of origin, for Pacific Northwest fruits. One suggestion made is that the trade-mark be a map of the state of Oregon, with the word "Oregon" or "Oregon Product" in bold relief. Imagine the effect of every parcel of fruit shipped all over the United States with the map of Oregon stamped on it. Oregon was known to the Indians as

OREGON COUNTRY LIFE

EDITED BY
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BETTER FARMING

HEDEEN FRUIT AND NUT GATHERER



The purpose of the Hedeen fruit and nut gatherer is to expedite the harvesting of these crops and eliminate waste. The device is mounted on wheels and can be handled as easily as a wheelbarrow. It is made in five sections and can be quickly taken down or set up. The time required to place the machine in position under a tree is less than a minute. The gathering machine was invented and patented by Arthur Hedeen, 856 Colonial avenue. A considerable number of the machines have been manufactured here and are being used successfully by orchardists in the Northwest.

"The Food Store" and the euphonious Indian name might present a suggestion for a trade name for Oregon fruits. One of the reasons why Oregon fruits are more highly flavored is the climatic conditions, which are well nigh perfect in Oregon for fruitgrowing. There are many names available suggesting flavor caused by the climatic conditions which exist in this state. Then again there is the "evergreen" idea, to which the word "Emerald" or some other such name could be attached if thought desirable.

The way to find the best name for Oregon fruits is to analyze the qualities separately and then exhaust every name name covering these qualities. The word "Sun-Kist" was not first applied to oranges, but to some other products, and the mere fact that a name has been registered on peanuts or popcorn does not preclude its use for Oregon products. For example, the word "Oregon" is highly descriptive of Oregon products, and, while we believe the word is used on butter at this time, it does not preclude its use for Oregon fruit and products, as the same arrangement might be made with "Oregon" as was made with the word "Sun-kist."

Whether the association uses this brand or any other, every fruit grower in Oregon is hoping that he will be the producer of a fruit which will be nationally advertised under a brand name in which he will take a pride—not under some name which means nothing to the public unless it is explained by voluminous advertising.

Sow Brings \$350
Topping Live Sale

Oregon Agricultural College, Corvallis, June 25.—A. W. Oliver and B. W. Rodenwold of the animal husbandry department, and L. J. Allen, livestock agent in club work, report a successful sale of pure bred Poland China hogs by R. J. Fox of Lyons. Many local buyers availed themselves of the opportunity to get good breeding stock. The top sale reported was a pure bred sow taken by C. K. Lee of Silverton for \$350. She is a litter mate of the grand champion boar, 1919 Pacific International Livestock show.

The pages of "Oregon Country Life" contain many advertisements of interest to farmers. When answering these advertisements mention The Journal.

LATAH STOCKMEN
FORM ASSOCIATION

Moscow, Idaho, June 19.—Temporary organization of the Latah County Purebred Livestock association was recently effected here. L. L. Young of Princeton was elected temporary chairman and R. E. Nordby of Genesee, secretary. A constitution and by-laws were prepared and approved. The nine men present voted to issue a call for a meeting of all Latah county breeders for the near future.

The objects of the association as projected are to promote the interests of the producers of livestock throughout Latah county and to stimulate improvement in the breeding and management of livestock.

To encourage the more general production of improved livestock in the county with a view to increasing its wealth and conserving the fertility of the land.

To discuss questions pertaining to the breeding, feeding and management of all kinds of livestock produced upon the farms of the county.

To cooperate with other county and state purebred livestock associations in collecting, printing and distributing among the breeders of livestock such literature as may be deemed helpful to them in their work; in securing such rates on the transportation of purebred animals as will encourage investment in same and in securing such facilities for marketing stock as may be deemed mutually advantageous to buyer and seller.

To assist in holding fairs, sales, livestock shows and meetings of livestock men for the purpose of developing the livestock industry and in such other ways as they see fit, for improving country life conditions.

Mollala Farmers
Roused Over Stock
Destroying Grain

Mollala, June 26.—Keenly aroused over the action of small farmers and backwoodsmen in this section in allowing stock to run loose upon the roads, breaking fences and invading grain fields, farmers in this locality are planning an immediate and strict enforcement of existing stock laws in order to put an end to the practice.

"The stock laws were made to be put in use and followed out," stated a prominent farmer here last week. "One person has no more right to run stock on the roads than another. The practice has gotten to be far too common and should be stopped, if we have to put up every head of stock we see."

fall, some more at taxpaying time and when other needs demand. He does not hold back nor does he flood the market. He can feed the mills a steady stream and thus keep the market steady. I do not mean that farmers should speculate on borrowed money, however, but only after their bills are paid."

Harrah was on the committee which, during the war, went to Washington and obtained a price for Pacific coast wheat equivalent to the Chicago price. Whether this price will be maintained this year, with government control lacking, whether the Panama canal advantage in shipping to world ports will be maintained, and whether new markets in the Orient are to be developed, are factors of interest to farmers this fall, he says. In addition to his activities in this section in the marketing line, Harrah is a director in the Tri-State Terminal company, and also is a director of the Oregon State Chamber of Commerce from this city.

Freezing will take out old fruit stains and scaling with boiling water will remove those that have never been through the wash.

Purple Vetch Found
Superior to Other
Varieties on Farm

E. E. Hampton & Son, Clearbrook farm, near Arago, have a fine seven-acre field of purple vetch. They got their seed of this variety with a small amount of seed a few years ago from Oregon Agricultural college, through the Coos county agent office.

This particular variety had been found by the experiment station to be superior in many ways to other varieties of vetch. Hampton & Son have demonstrated that it is well adapted to conditions here. It makes a great yield but does not grow so coarse as common vetch, is better feed, is not affected by aphids, and it, of course, adds a great amount of nitrogen to the soil.

The U. S. department of agriculture and the various state experiment stations have many calls for the seed of the purple vetch, but they are unable each year to supply the great demand.

The Hamptons intend to thresh their entire crop this year and are already assured of a fancy price for all the seed they will have.

Blight Threatens
Orchards in Hood

Hood River, June 26.—That the dreaded fire blight is threatening to invade Hood River valley orchards from the East, is the warning issued by Leroy Childs, head of the Hood River experiment station. Childs has carried out a survey of a number of orchards on the western edge of Wasco county, with the object of ascertaining to what extent the trees were damaged by winter freeze. While examining these trees he made the alarming discovery that fire blight was present and he at once centered his attention on the degree to which orchards were infected. He then ascertained that while the disease is limited in the number of trees infected, it is spread over a comparatively wide area. He returned to Hood River with twig cut from infected trees.

SASH AND DOORS

O. B. WILLIAMS CO.
1945 First Avenue South, Seattle
S 12 ft. 6 in. each \$2.50
4 12 ft. 6 in. each \$7.50

CHICKEN HOUSE SASH

A dozen different sizes in stock for immediate shipment.
36 in. x 40 in. price glazed \$9.00
This is the size recommended by the Washington Experiment Station.
—We carry them in stock for immediate shipment.

Our Large Illustrated Catalogue showing full line of building material free on request.

O. B. WILLIAMS CO.

ESTABLISHED 1898.

CLA WOOD

POISON OAK SALVE

INSTANT RELIEF

Also excellent for
SUNBURN, STINGS, INSECT BITES

At Your Druggist's or by Mail to any address

Write to: CLA WOOD, 1000 Broadway, Seattle, Wash.

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