

RURAL ENTERPRISE

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Be "Paid-for Paragraphs" 5c a line. No advertising disguised as news.

CARS AND ADVERTISING

Who is the greatest living human benefactor of the race? Probably Henry Ford. Every car owner has been benefited by Ford's low prices or by the reductions other manufacturers have made because of them.

Instead of going to the poorhouse for selling his product for so little money, as his rivals predicted, he became the richest man in America. Instead of skipping wages he pays the highest wages and has the most efficient force of workmen in the world.

He offered an efficient machine for less money than any other and he advertised in the newspapers and sold several times more cars than anybody else.

In another place on this page Mr. Ford's authorized representatives at the county seat, the Kirk-Pollak Motor company, have an advertisement offering a Fordson tractor, plow and disc to the farmer on terms that will enable him to make it earn the payments as they come due.

The Star car has probably come nearer the Ford than any other in sales at low prices in the last year or two, and its representatives in Albany claim that more cars of this make than of any other were sold in that city last month. To emphasize and advertise this claim they offered prizes for essays telling why this had happened and C. P. Stafford of Halsey won the first, \$100 on the price of a new car. He wrote:

"Tomorrow's car today." Yes, that's the reason. Four-wheel brakes, power, economy of operation, beauty, comfortable riding, consistent advertising, all combine in forming an irresistible impulse to have "tomorrow's car today." Wallace Trax Motor Co. have the car, they advertise, they give courteous treatment. Why should not they sell the cars?

Mary Spas lied and induced her family to lie about her age to induce wealthy Mr. Browning to adopt her. When Browning found she was 31, instead of 18, he decided to have the adoption voided. Next she took \$500 to write her story and go into the movies, so we may all have a chance to see the little liar on the screen. Mr. Browning's experience with her cost him \$20,000, and he says he has had enough.

The cigaret people have renewed their extensive and expensive newspaper advertising campaign. Victims of the habit are sure customers. They cannot quit. But some of them die. A new crop of boys and girls is needed to fill their places.

An exchange proclaims the automobile to be a great friend of the farmer because it gives employment to so many people, all of whom must consume farm products. If there had been no automobiles would all those consumers have gone without food?

Opponents of national prohibition call for a referendum on the subject. Probably they will not get it. If they do they will get it in the neck.

Governor Pierce's critics are a wonderfully modest bunch. They have neglected to include the cutworm and the long dry spell among the evils they accuse him of bringing on the state.

Hall's Catarrh Medicine

will do what we claim for it—rid your system of Catarrh or Deafness caused by Catarrh.

Sold by druggists for over 40 years
F. J. CHENEY & CO., Toledo, Ohio

The Great Outdoors

Where Bread, Meat, Clothing, Health and Vigorous Humanity are Produced

2 Years to Pay
FORDSON TRACTOR
PLOW and DISC

By special arrangement we can offer very attractive terms on a Fordson Outfit, provided you place your order before September 1st

EVERY FARMER NEEDS A FORDSON

SEE

KIRK-POLLAK
MOTOR CO. Albany

Yes, the Loganberry
Is Coming Back
(Friday's Oregonian)

Preference of the English market for Oregon loganberries, though they buy as well of raspberries, strawberries and cherries, is shown in canned goods that are to be floated at Portland this month for United Kingdom destinations, also in parcels for which space has been engaged for later loading.

One steamship agency estimates that of the present bookings of canned goods for near future shipment, between 85 and 90 per cent are loganberries.

Flax on Poor Land
(Harrisburg Bulletin)

George Jackson's patch of fibre flax—the only one in this vicinity—is pronounced very good by one of the authorities of the agricultural college. The flax did not stand more than about 24 inches high on the average, but in view of the fact that it was planted on the poorest ground on the farm this is considered exceptionally good.

Mr. Jackson is satisfied that he can produce as good flax on the wheat land of the farm as is produced anywhere in the state, except, perhaps, the richer bottom lands. He will thrash the crop this season for the seed.

Oregon Seed Loans Repaid Fast

Salem, Or. — Returns from wheat seed loans are being received from eastern Oregon farmers at the rate of approximately \$5000 a day, according to a report prepared by the state board of control. Approximately \$60,000 of a total of \$400,000 loaned had been received up to Saturday.

THE MARKETS

Portland
Wheat—Big Bend bluestem, \$1.90; hard white, \$1.50; soft white, western white, \$1.56; hard winter, \$1.57; northern spring, \$1.55; western red, \$1.52.
Hay—Alfalfa, \$18@19 ton; valley timothy, \$18@20; eastern Oregon timothy, \$23@24.
Butterfat—61c shippers' track.
Eggs—Ranch, 28@33c.
Cheese—Prices f. o. b. Tillamook; Triplets, 27c; loaf, 28c per lb.
Cattle—Steers, medium, \$7.75@8.25.
Hogs—Medium to choice, \$13.50@15.25.
Sheep—Lambs, medium to choice, \$10.50@12.50.

Seattle.
Wheat—Soft white, \$1.56; western white, \$1.56½; hard winter, \$1.55; western red, \$1.53; northern spring, \$1.55; Big Bend bluestem, \$1.57.
Hay—Alfalfa, \$23; D. C., \$28; timothy, \$26; mixed hay, \$24.
Butter—Country creamery, 45¢@50¢.
EGGS—Select ranch, 38¢@40¢; storage, 37¢.

Hogs—Prime, \$15.30@15.75.
Cattle—Prime steers, \$8.00@8.25.
Cheese—Oregon fancy, 20c; Oregon standards 25c; Washington triplets, 36c.

Spokane.
Hogs—Prime, \$14.74@14.85.
Cattle—Prime steers, \$7.25@7.50

Take good care of the growing stock and feed well.

Well painted buildings are the best sign of a well-managed farm.

Results of Soft
Pork Experiments

Government and State Representatives Agree on Certain Findings.

(Prepared by the United States Department of Agriculture.)

At a meeting held in Atlanta, Ga., recently, representatives of the United States Department of Agriculture and of a number of state experiment stations agreed to certain conclusions on the soft pork problem. Their announcements made below are based upon the evidence accumulated in recent years, including additional data made available during the past 12 months. The states represented at the conference were Alabama, Arkansas, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, Pennsylvania and Indiana. In addition there were men from the United States Department of Agriculture, including those from the department's Coastal Plain experiment station in Mississippi and its Iberia live stock experiment farm in Louisiana.

Effects of Rice Bran.

The first results regarding the effects of rice bran on the softness of carcasses were incorporated for this year for the first time.

The conclusions agreed upon are as follows:

1. Peanuts grazed or self-fed in dry lot with or without minerals to pigs starting at weights ranging from 85 to 115 pounds and making gains of approximately 40 pounds or more on that feed through a period of approximately eight weeks will not produce firm carcasses at the usual market weight of 200 to 225 pounds attained by subsequent feeding of corn with tankage after the peanuts.

Results have shown, in fact, that gain on corn with tankage up to approximately 120 pounds, this maximum being produced during a feeding period of approximately 16 weeks' duration, following gains of 40 pounds or more on peanuts, usually will not produce hard or medium hard hogs. As the gain on peanuts increases the subsequent gain on corn with tankage necessary to produce a certain degree of firmness likewise increases.

2. Soy beans grazed alone or with minerals self-fed to pigs starting at weights ranging from 85 to 100 pounds and making at least a moderate rate of gain through a period of from six to eight weeks will not produce firm carcasses in the usual case even though a subsequent gain in weight has been made by the pigs on corn with tankage double that previously made on soy beans.

3. Soy beans grazed with a supplementary ration of 2½ per cent of shelled corn with or without minerals self-fed to pigs starting at weights ranging from 85 to 115 pounds and making gains of approximately 20 to 30 pounds through a period of from six to eight weeks will not produce firm carcasses in the usual case even though a subsequent gain in weight has been made by the pigs on corn with tankage equal to that previously made on the soy-bean 2½ per cent corn ration.

The Heavier Pigs.

4. Soy beans grazed with a supplementary ration of 2½ per cent of shelled corn with or without minerals self-fed to pigs starting at weights of 115 pounds and over and making gains of approximately 40 to 90 pounds through a period of from six to eight weeks will produce firm carcasses in the usual case provided a subsequent gain in weight is made on corn with tankage one and one-half times that previously made on the soy-bean 2½ per cent corn ration.

5. Rice bran and tankage self-fed free choice on rye pasture or in dry lot and with or without a supplement of five pounds or less of skim milk per animal daily to pigs starting at weights under 100 pounds and making gains

"Science for Service"

Through the Extension Station, the Extension Service and resident instruction

Oregon Agricultural College

Serves the Farms, the Homes and Industries of Oregon
It offers a college education in

Agriculture, Commerce, Engineering, Forestry, Home Economics, Mines, Pharmacy, Vocational Education, Chemical Engineering, Military Science and Tactics

The SCHOOL OF BASIC ARTS AND SCIENCES provides the foundation for all technical courses. The training includes Physical Education, Industrial Journalism, Social Sciences and Music.

Fall Term Begins September 21, 1925

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THE REGISTRAR, Oregon Agricultural College
Corvallis, Oregon

up to 100 pounds through a feeding period of from eight to sixteen weeks produce soft carcasses.

6. Rice polish and tankage self-fed free choice on oat or rye pasture or in dry lot to pigs starting at weights under 100 pounds and making gains of 35 pounds or more through a period of from five to eight weeks will not produce firm carcasses in the usual case even though a subsequent gain in weight has been made by the pigs on corn with tankage equal to that previously made on the rice polish ration.

Getting More Money for
Eggs in Summer Season

Without a little effort the quality of summer eggs is likely to be so low that prices will decline rapidly. The poor quality of the eggs laid in hot weather is largely to blame for the low summer price of eggs. Several precautions are necessary to keep up the quality of the summer egg. The following are important:

1. Segregate all males, even the spring cockerels. An infertile egg keeps better.
2. Gather eggs twice daily, if possible, during hot days, and store in a cool, well-ventilated place, free from strong odors.
3. During hot weather, market eggs twice a week.
4. Keep broody hens off the nests.
5. Sell no eggs from stolen nests. Use them, as well as small, dirty and cracked eggs, at home.
6. Supply at least one nest with clean straw for every six hens.

Where these precautions are adhered to, a reliable dealer should pay a premium for the better quality of eggs produced.—Extension Service of Purdue University.

Leaving good enough alone may often result in missing something better.

Young alfalfa plantings are harmed, not helped, when a nurse crop is allowed to go to grain.

Sweet Clover Silage Is
Excellent for Dairy Use

Sweet clover makes excellent silage for dairy cattle and is growing in popularity for that purpose each year. The Kemptville Agricultural school in eastern Ontario swears by sweet clover silage after several years' experience and claims that it is one of the most economic producers of milk. Of course something depends upon the time the sweet clover is cut for ensilage. It must be cut green enough to lie tight when put in the silo. Then it will pack down and exclude the air. If too dry when put in, air will be retained and the silage will be spoiled with a mold that is alleged to be injurious to cattle. The time for cutting is when it starts to bloom. If weather conditions are right for curing well without outside moisture it may be handled as hay with good results. The sweet clover plant is all right when handled right.

Combat Cucumber Beetle
With Effective Sprays

Any one of the four following sprays may be used effectively to combat the striped cucumber beetle.

Calcium arsenate dust at the rate of 1 part of calcium arsenate to 20 parts of gypsum or land plaster; lead arsenate dust; lead arsenate spray at the rate of 2 pounds in 50 gallons of water; nicotine sulphate dust at the rate of 2½ pounds of 40 per cent nicotine sulphate in 50 gallons of hydrated lime.

The material should be applied first when the young seedlings are breaking through the ground. Succeeding applications should be made from two to three times a week, early in the morning while the dew is still on, and immediately after a heavy rain, being sure to cover the entire plant. Applications are necessary until the first picking.

Ground pumice stone mixed to a thick paste in sweet oil is an old reliable polisher for the horns and hoofs of show cattle.

Items of Interest
to Linn Ruralists

Secretary Jardine is in a hospital with stomach trouble.

Rogue river valley expects over two and one-half million dollars' worth of pears.

Oregon peppermint growers are in clover. Last year the oil sold for \$4.10 a pound. This year the record price of \$10.05 has been paid.

A Montana breeder recently paid \$45 apiece for a lot of fine-wool lambs in Umatilla county and 16,000 lambs from the same county have been bought by the Reynolds Stock company of Salt Lake city, deliverable at intervals between now and Oct. 15.

The farmer with a college education will get more profit and joy out of a farm than one who is without one, unless the latter has much the better brain. The fall opening of O. A. C., pretty near our doors, is advertised on this page. Brainy boys and girls can profit by it. It might not be of use to a blame fool. Pity such

The shipping of the 1925 crop of prunes has started in Milton-Free-water district of Umatilla county and will continue until the crop is cleaned up. Growers expect to harvest about 600 carloads of the fruit this year.

The highest yield of wheat in Umatilla county to be reported to date is that secured by C. E. Fisk of Boston who harvested 4011 bushels from a measured piece of land containing 71 acres. This yield was an average of a little more than 56 bushels to the acre.

Thirty carloads of green Italian prunes will be shipped from McMinnville within the next fortnight by Denny & Co. of Chicago. Sixty men and women are employed in packing the prunes, bought at a guaranteed price of \$31.50 a ton, with the grower assured of 90 per cent return on all receipts of the company above that figure.

A new labor-saving device is a blower and pipe line that carries the grain from the thrasher to the bin. With this and the popular wind stacker the high cost and scarcity of labor are met. And old men and boys, who are not strong enough to carry heavy sacks of grain all day, can do more of the work.

The \$20,000,000 co-operative grain marketing corporation which acquired the stock exchange seats and the warehouses of a lot of Chicago grain speculators has given up the ghost. Instead of beginning on a smaller scale and growing with experience, it started out top heavy, wobbled a while and fell.

Labor-saving devices for harvesting corn silage are coming into use. A combined harvester and cutter sends the cut corn into wagons which receive it on slings lying on the wagon bed. At the silo a rope and pulley lift the sling and dump its contents on a conveyor which deposits them in the silo. Much less help harvest the crop and the heavy work is lightened.

Now they pack green, unblanched celery for shipment, leave the crates about a week in a room where they are exposed to ethylene gas and market a product superior in color and flavor to that blanched in the usual way—and save labor.

Pigs Pay for Care

Miss Vera M. Dean of Wisconsin, who has won many cash prizes, totaling \$1,803.25, for pigs she has raised, says: "The pig is one of the cleanest and most intelligent animals on the farm if it's given a chance. Besides, pigs increase faster and mature quicker and give more and quicker profits. I have worked other projects in club work and am deeply interested in all of them, but pigs make my biggest profits. Feeding is the most important thing to make one successful in the pig business. Here is my summary of how to do it: Skim-milk and whey, with plenty of green pasture—alfalfa, sweet clover, red clover, bluegrass and fresh-pulled weeds of all kinds. Greens cut the feeding cost in two and make better pork and breeding animals. For concentrates feed ground oats and standard middlings with a little oilmeal, salt and wood-ashes added. Feed sparingly and regularly four times a day. My experience is that pigs respond to good care more than any other animal."

WHEAT,
CORN,
OATS and
BARLEY

Whole or Ground

FISHER'S EGG PRODUCER
Gives better results

O. W. FRUM

American Eagle
Fire Insurance Co.

Hay is worth just as much in storage as you might get for it in case of fire. The American Eagle Fire Insurance company will pay you 85% of the cash value in case of loss by fire.

C. P. STAFFORD, Agent