



## THE MOORE STUDIO

ELKS BUILDING, PORTLAND

ARTISTIC PHOTOGRAPHY  
AT  
MODERATE PRICES.

Copy of this advertisement presented at The Moore Studio will entitle the holder to special reduction on all styles of work, together with a full photo free of charge.

"I want to see a Phonograph in every American home."  
Thomas A. Edison.

## FREE TRIAL of the EDISON CONCERT OUTFIT In Your Own Home

This splendid instrument is equipped with The Diamond Point Reproducer

May be had in either Oak or Mahogany case, 17x22; with your choice of 10 Blue Amberol 4-minute records; all sent on FREE TRIAL, specially priced at \$48.50; and when you decide to keep it



\$1 A WEEK Pays for it. Write for folder fully describing this and other outfits; also Record Catalogue, sent FREE to any address.

Eilers Talking Machine Co.  
Northwest EDISON Distributors—  
University St., Seattle, Wash.

## 1200 Acre Stock Ranch

Located in the John Day country, Eastern Oregon. 500 acres splendid wheat land. Balance fine bunch grass land. Good 6-room house, barn, etc. Big outside range. On county road and phone line. Price \$10 per acre. \$2500 cash; balance to suit, 6 per cent. Two 320-acre homesteads can be taken adjoining. Write for our list of Eastern Oregon stock and wheat ranches.

## Acme Realty Co.

301 Equitable Bldg.,  
Tacoma, Wash.

## DRAG SAWS



Cut your wood with a Vaughn Portable DRAG SAW, weighs only 240 pounds. Can be handled by one man or by two men on any kind of ground. Manufactured by the

VAUGHN MOTOR WORKS,  
210 East Seventh St., Portland, Or.  
Seattle Agency 78 Marion Street.  
For a Full Description Write Us.

## Organization of the Public Market

BY R. W. GILL,

TO BEGIN with, I wish to touch a little upon the first organization of a public market. The first thing is to secure a location. We found it a difficult proposition in Portland and two or three different efforts to install a public market had failed. Universal pessimism against organization of such an institution prevailed. The fact that people could order over the telephone and get credit, led many farmers to believe that the public market would not be a success.

In the face of this condition and in face of the fact that the commission merchants and business men were opposed to give in, the starting of a public market must be done very wisely with considerable consideration and with a lot of preliminary work. It is absolutely essential to have some newspaper that will back it up and keep it in the eyes of the public. We found that it was better to have one paper and stick to it rather than several papers. One that will back it up from start to finish is necessary. I wish to put special stress on that one feature.

Without the interest of the consumer you cannot have a public market. Every society and every business organization had its committee. These committees began the active organization of the market. They selected 20 speakers which were sent to every kind of meeting. On the day of the opening there was a large parade, which created great enthusiasm. Everybody knew that the market was going to open.

### Eliminating Middleman.

The main idea of the market is that none but producers should be allowed to sell. Letting the middleman use the market as a sales place should be eliminated. Agents, however, are permitted to sell for the producer. It is necessary that speakers should be sent out among the farmers. An effort was made in that line and special speakers were sent out which got them to sign up that they would bring in their stuff. When opening day came we had worked up great enthusiasm and everybody realized that the market was going to be opened. If you open the market and have the producer there and not the consumer then the farmer is going to be disappointed and not come back. Therefore the opening day of the market is very essential. We even had people in Portland come along the street and start arguments about prices being higher than in the grocery stores, etc. The harder they fought the public market the more they advertised. If you start a public market in your town and people knock, just let them knock.

The public market should be a producers' market only as far as the farmer is concerned. We permit each farmer to actually employ an agent on a salary basis. It cannot be done on a commission basis. It is best to pay a salesman pretty well as good salesmen are scarce. An association especially should be very careful to get a salesman that is good. We permit associations to sell upon the public market. The association must be comprised of actual producers. They must also give affidavit that members of their associations are actual producers. Then they can count upon the market.

### Shipping Crops In.

We permit outside stuff to be shipped in and sold. The life of the public market last year was maintained through that alone. The success of the public market would not otherwise have been so great. We had stuff from Hood River, Salem, McMinnville, etc., one man from Salem selling his whole currant crop. It is a noticeable feature now that the grocery men say the public market is not affecting them as they thought it would. It has created a large consumption of food.

There were cases where men brought in as high as 100 dressed fowls and were sold out by 10 and 11 o'clock and really could not keep in touch with the consumer. We found an immense demand for dressed poultry, eggs, butter, cottage cheese, etc. The farmers found they could get a higher price, and when one got a higher price they all came. The farmers were getting more for their produce than the grocery men were. The public knew they could get a fresh article.

One of the propositions which is extremely difficult to handle and the solution of which has never come about, is that of the race problem. The Japanese were among the first to get in line. This brought a great deal of criticism from the people. It was felt that it was not best to make any race line at all. A good deal of the criticism came from the farmers and consumers because the Japanese were allowed to sell upon the market. An open market is really the only solution of that problem.

### Rules Necessary.

We found it necessary to make rulings that every consumer who bought from the public market must have some guarantee to fall back upon. All eggs, poultry, etc., had to bear the name and address of the producer. The same was true of butter. We found also that it was necessary to make a rule that all scales had to face the consumer and see that a fair weight

was given them. We found it was necessary to see that farmers did not overfeed their chickens just before taking to market.

In every way we had to conduct the public market the same as any private business. A rule was made in the beginning permitting housewives to bring cakes, pies, bread, etc., but we soon found that we were coming up against another big proposition. We found that some women who had nothing else to do would turn to this resort and the effect was that they were buying their ingredients that went into them until the baker and groceryman had a just complaint. A rule was made that ingredients had to come from their own fruit, etc.

The main idea of the market was centralized in giving the farmer himself the first chance and best chance to sell his produce. Anything else sent in to utilize space was given second place. We found it necessary in some cases to give more than one stall to a farmer. If the farmer can produce enough in his line, if he can come in every Saturday, he will have a chance to build up a better trade both for himself and a better alignment for his consumers. When a farmer was permitted to take a stall and pay for it in advance until the end of the current month so that he could hold that place right along, it was necessary to make a rule that he must use that stall regularly in order to hold it.

### Regular Hours.

Regular hours were given the farmer at the public market. A regulation was made that they could have 15 minutes after closing time to get rid of their stuff. They were required to keep their stall clean. It is a good thing for the farmer to have to meet the people in a retail way. It gives him an education in selling, which is also afforded by the competition of these articles side by side. It became an advantage to the consumer because he could get the better article at a price that was direct. We could see at the close of the year that there was a vast difference in the quality of the goods that were brought to the market and in the way they were put up.

The farmers are going to realize more and more the value of putting their goods up in an attractive way. There is a demand for different grades of stuff. There are some that want the cheaper articles. In some cases the cheaper article will do just as well. So the farmer found that he could sell the cheaper grade of stuff that went to waste before.

The hotel and restaurant trade became quite an item. It gave the consumer a selection of goods that he did not have before. The consumer comes along not expecting to buy anything and goes away loaded with packages. The attractiveness of goods causes this.

Don't put your public market in a covered building. Criticism was made because it was not in a building, but it must be on the street where people passing back and forth can come in contact with your market. Get it as centrally located as possible, where the people go. You may have to stand a little inclement weather, but the idea is to get it centrally located. The public market will be patronized by the wealthy people, as well as all other classes.

## Canada Considers Importing Linen-Makers From Belgium

THE movement to bring expert linen makers from Belgium to Western Canada, which raises an exceedingly good grade of flax, is gaining big momentum and a Belgian priest is now on his way to Europe after conferring with the Canadian Northern Railway. The making of linen has been a large and important industry in Belgium before the war, but now every factory is closed.

A great many women, as well as men, were employed in the industry and the Belgian priest intends to get in touch with the large manufacturers to induce them to move their plants and bring as many of their old workmen as they can to Western Canada.

Two points on the Canadian Northern have been under consideration, both in Saskatchewan and both located in the heart of the finest flax country in the Dominion. There now is a mill at Rosetown, Sask., which is in the heart of the Gravelburg district, well known for the quality and yields of flax.

### Too Deep a Problem.

The other day Representative A. W. Lafferty sat figuring with a pencil on a piece of paper.

"Well, it's too much for me," he remarked with a yawn after he had been at his task some few minutes. "I never was much of a hand at figures, anyhow."

"What are you trying to figure?" he was asked.

"I was trying to estimate," replied Mr. Lafferty. "How many fir trees must be cut down each year to make wood pulp to make white paper to make the pages of the Congressional Record that Jim Mann over yonder covers with language?" —Fred C. Kelly, in New York Sun.



## The HEART of the WHEAT

A NATION'S BREAKFAST EVERYWHERE 15c

If your dealer does not handle, send 15c stamps for regular size package by Parcel Post to

MORGAN MILLING CO.  
GOLDENDALE, WASH.



## CORONA BLEND COFFEE

This Famous 40c COFFEE  
Fragrant, delicious, satisfying. Perfectly blended and roasted.  
Now delivered to your home postpaid—10 pound can, as ordered... \$3.40  
(Enclose money order or check with order.)  
Quality Absolutely Guaranteed—Money Back If Not Perfectly Satisfied.

Send for our Parcel Post Price List. It will save you money.

Commercial Importing Co.  
1012 WESTERN AVE.  
SEATTLE, WASH.

## "I'm Bungalow Lonely for You"

The song that's giving them all the Bungalow Bug.

By the writers of "Honeymoon Trail Waltz" and "Bungalow Town." Complete blueprints and working drawings of Hutchins' Northwestern Bungalow "For Two" sent free with every copy of this song.

Price of song only 50 cents.

HUTCHINS BUILDING CO.  
Henry Bldg. Seattle, Wash.

## A Ready Made Flower Garden

Magnificent Large Flowered Pansy Plants, in bud and bloom, all colors, 25 cents per dozen.  
Forget-Me-Nots, splendid clumps, 50 cents per dozen.  
Alaska Shasta Daisies, pure white, enormous bloom, 50 cents per dozen.

Big value, fresh dug, immediate results.

Direct to you. We pay parcel post charges.

OSCAR ROEHR PLANT & FLOWER COMPANY

Woodinville, Washington.



## A Bargain Collection of FLOWER SEEDS FOR 12 CENTS

10 choice varieties, all new, fresh seeds, sure to grow and bloom this season. Pansy, 60 Colors; Falsos, 10 Colors; Verbena, 10 Colors; Pink, 10 Colors; Petunia, 10 Colors; Aster, 10 Colors; Poppy, 10 Colors; Stocks 10 Weeks, 10 Colors; Mignonette, mixed and Sweet Alysium. The 10 Packages only 12c.

With each order we send a copy of our GOOD POULTRY quarterly magazine, devoted to special crops and intensive farming, with special attention to the care and handling of poultry. Tell how to make \$200 per acre per year on any farm from 5 to 100 acres. Good Poultry also, the only magazine, including a copy of new book, Intensive Farming. Write tonight. SHOREWOOD FARMS CO., Saugatuck, Mich.