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PORTLAND-PENDLETON MOTOR FREIGHT, INC.

**PRODUCTION AND
MARKETING TWINS,
SAYS SCHOENFELD**

No one can say accurately where production service ends and marketing service begins, hence the most effective service in improving the marketing of Oregon's farm products can be provided through the very men involved in serving production activities. Such is the opinion expressed by Wm. A. Schoenfeld, dean and director of agriculture at Oregon State college, in an address before the annual convention of the Oregon Dairymen's association in Eugene.

Dean Schoenfeld reviewed the marketing service of the college to agriculture over the past 25 years and pointed out that this service had been constantly coordinated with the efforts of other leadership in the field of agriculture and the individual enterprises themselves. "Oregon among the states has the oldest continuous service to cooperatives," Schoenfeld pointed out. "It is now in its twenty-fifth year. The state has upwards of 200 agricultural cooperative associations serving 42,000 farms doing an annual business of approximately 44 million dollars.

The dean pointed out that one feature of the 4 1/2 million dollar small seed industry in Oregon has been the development of the Blue Mt. Seed Growers cooperative at La Grande, which in three years has become the largest marketer of crested wheat grass seed in this country and one of the largest handlers of alfalfa seed.

The speaker referred to the specialized marketing unit at the state college headed by Paul Carpenter, which provides service in marketing organization, transportation, marketing finance and related work. This unit, he says, is very much undervalued.

After reviewing the marketing accomplishments in the fields of dairying, grain growing, horticulture, food industries, market news service and others, Dean Schoenfeld said

that under the present organization all production specialists work closely with the marketing specialist, and in fact are "in marketing with both feet all the time."

"I believe any expansion of marketing service should rest firmly upon the foundation already laid and similar methods should be used," he concluded.

**4-H CLUB MEMBERS
ENTER WORLD FAIR
STOCK SHOW APR. 2-8**

Oregon 4-H club members will send three carloads of cattle and hogs to the twelfth annual Interstate Junior Livestock show at San Francisco, to be held this year on Treasure Island, April 2 to 8, according to the state club office at Corvallis.

Sixty head of baby beeves, which have been on feed from nine to 12 months, are being groomed for the show in Baker, Umatilla, Sherman, Wasco, Jackson and Klamath counties. Four members are preparing hogs for the show. A "sifting commission" will inspect the animals in March, selecting only those well finished for exhibit. Oregon exhibits have won many awards at this show in the past two years, including reserve grand championship last year. From 2500 to 3000 entries are expected from all parts of the country at this year's show.

Club members exhibiting will accompany their stock, and will be furnished free passes to the show, free sleeping quarters, entertainment and educational trips with guides, all through the courtesy of the show management. E. J. Fjeldsted, a former member of the Oregon State animal husbandry department, is the director in charge of the 14 livestock shows to be held on Treasure Island this year.

**"VALLEY OF THE GIANTS"
DRAMA OF AMERICA'S
LAST FRONTIER**

"Valley of the Giants," in beautiful Technicolor, with Wayne Morris

and Claire Trevor heading a brilliant cast, is scheduled to start Wednesday at the Oasis Theatre.

The picture tells a story typical of the valiant fight waged some thirty-odd years ago to prevent the utter despoliation of California's noted redwood forests by ruthlessly selfish lumber interests.

The hero of the tale, depicted by Morris, is a young lumberman but an altruistic one with a deep regard for the heritage of the ages represented by the big trees, and he leads the battle—it is literally a battle—to prevent the potential despoilers from gaining their ends. The latter are personified in Charles Bickford, an eastern lumberman who has already ruined the forests of his native state and sees in the giant redwoods only so many feet of valuable lumber.

His chief device to gain control of the acreage in which he intends to operate is to import several hundred of San Francisco's most raffish citizens to file homestead claims which they immediately turn over to him. This plot is defeated when a friend of the hero's "accidentally" upsets a lamp in the land office and it burns down, destroying all the records of the filings and transfers of title.

**BUDGETING FARM
FAMILIES INCREASE
YEARLY INCOME**

Farm families in Umatilla county who are keeping careful inventories, budgets and accounts in cooperation with FSA are adding thousands of dollars to their incomes each year through carefully planning their expenditures and being able to select the farm enterprises that are proved most profitable, discloses Emily R. Husbands, Home Supervisor, Farm Security Administration, Federal Building, Pendleton.

A family keeping current records knows at all times the exact financial status. Comparison with the budgets set up at the beginning of the year for both the farm and home quickly shows where each dollar can be spent to the greatest advantage. This insures that every cent is fully utilized and the income is spent where it will be of greatest benefit.

Where no budgets or accounts are available, unwise expenditures often make it impossible to buy needed clothing for the children or other necessities that could have been purchased with more careful planning. Records also encourage a "pay as you go" policy and help avoid getting so heavily in debt that the security of the farm and home is jeopardized. This not only results in substantial savings in interest on indebtedness but is the first step toward financial independence.

Summary and analysis of accounts at the end of the operating year are indispensable in planning the operations for the coming year. As so many factors enter into determining which farm enterprises are paying a profit and which are operating at a loss, complete accounts are the only accurate way of selecting the crop or livestock programs that are most likely to give substantial returns in the future.

A quick check of the inventory enables the farmer to accurately estimate the replacements and new operating goods he will need and budget his income accordingly. In this way, expenditures for operating goods can always be anticipated and plans made accordingly.

**Most of Britain's Large
Animals Have Faded Out**

In the British isles there are about 90 species of mammals, but a thousand years ago the number was much larger, for with the advance of civilization the larger species disappeared. Up to 200 years ago wolves roamed over the wilder parts of the country, and in Ireland they existed up to 1770.

In the reign of Charles II, writes Oliver G. Pike, F. Z. S., in London Tit-Bits Magazine, hunting the wild boar was a favorite sport, but as the great forests were cut down to provide land for cultivation this fine animal became extinct. Beavers were to be found damming up our streams when William the Conqueror landed.

Many place names in this country show that in the early days mammals were common. Boarhunt, Boarhills and Hogmer were named after the boar; Brockenhurst, Brockley, Brocketsbrae and Brock after the badger; Bearsden and Bearsted after the wild bear, and Otterham, Otterspool and Otterington after the otter. The first to go was the bear. This animal likes a secluded life, and as civilization increased it moved deeper into the fastnesses of the hills. The last specimen was destroyed in the Eleventh century.

As long as fox hunting is the sport of the rich, the fox will remain with us; in places the badger is persecuted cruelly, although it would be difficult to point out any harm it does, while the good it can do in ridding the countryside of noxious insects cannot be too highly emphasized.

**Ancients Enjoyed Many
Kinds of 'Iced Drinks'**

Early history of ice cream is fragmentary and the name of the actual originator is not known. It is recorded that Alexander the Great, the Ptolemys and Julius Caesar preferred "iced drinks," made with wine and snow, resembling our water ices. The writings of Marco Polo mention certain frozen sweets he enjoyed in China in 1275. Italian records indicate a thriving ice cream trade there in the Fifteenth century and Catherine de Medici, when she moved from Florence to France, took her own "gelateria" or freezing plant with her. The first printed record of it in England appeared in 1769.

Legends differ on its introduction into America, but credit most generally is given to the Virginia Cavaliers, notes a writer in the Philadelphia Inquirer. In 1777 what is probably the first advertisement for ice cream appeared in a New York paper. During the administration of James Madison, his wife, Dolley, served it frequently at her levees. In 1832 a Negro confectioner of this city, Augustus Jackson, offered ice cream for sale at a dollar a quart. Several accounts claim that this man and the chef at the White House during the Madison administration are the same.

How 'Hello' Originated
The salutation "hello" first appeared in the English language as "hollow" or "hollo," being usually pronounced with the stress on the last syllable. In the Seventeenth century the common form was "hillo," which was replaced late in the Eighteenth century by "hallo" or "halloo." By the middle of the Nineteenth century this latter form had been supplanted by "hullo." The spelling "hello" does not occur in literature until about 1880, when the word became the common salutation over the telephone. Like most interjections, the original source of the word is unknown. "Holla," a closely related exclamation and salutation, is supposed to be derived from the French "ho," meaning ho, and "la," there. There is no evidence to support the popular theory that "hello" is a corrupted form of "hail to you." The French telephone greeting is "allo," evidently an adaptation from the English.

Odor Has Weight
The sensation of odor is caused by minute particles of a substance reaching the nose and affecting the olfactory organs. These particles have escaped by evaporation from a volatile substance, and since volatile substances will eventually evaporate completely their weight must have been made up of these particles. The particles have definite weight, and because odor is caused by them it may be said that odor has weight.

Meaning of Name Talbot
The name Talbot means "a bloodhound." Or rather, the common noun talbot is the (Old English) name of the original stock of bloodhounds, according to Florence A. Cowles in the Cleveland Plain Dealer. The word is seldom used except in heraldry, where the animal is often part of a device. But the name Talbot is frequently heard as a surname, less often as a given name.

Indian Named Red Jacket
Red Jacket (Sagoyewatha) was a Seneca Indian chief who fought for the British during the Revolution. Because of his ability as a runner, he was a favorite among the officers, one of whom presented him with an embroidered red coat. This made him conspicuous among his people who henceforth called him Red Jacket.

● If you are in the market for tractors or farm machines it will save you money to see us whether it is a new or used machine you wish to buy. Our used machines are thoroughly inspected and reconditioned before they are resold.

● Our shops are well equipped and are operated by factory schooled men. All equipment sold by us is serviced by factory trained men.

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**SERVICE TO
THE FARMER**

The primary purpose of agricultural marketing cooperation is to sell on the most favorable possible terms, the produce of the member farmers.

But the leading cooperative marketing organizations likewise perform other important services to agriculture. Their officials, for example, have worked with representatives of government in the preparation of legislation dealing with foreign trade and domestic agricultural policy. Thus the farmer has had a telling voice in legislative halls.

Further, they do a great deal to help educate the farmer on any number of matters affecting his business—monetary policy, taxation, production, etc. Some of them publish excellent house organs in which such matters are discussed. All in all, they have proven themselves to be a mighty influence in favor of agricultural progress.

COLUMBIA

By Lois Hutchison
Mr. and Mrs. Bob Woodward and children were dinner guests of Mr. and Mrs. Wm. Foster Sunday. The dinner was in honor of Mrs. Foster's birthday.

Mr. and Mrs. U. Edwards spent Sunday at the A. R. Blinston home. J. H. Ryland is building a new chicken house.

B. E. Getchell has completed a two room addition to his dwelling. Henry Sommerer made a business trip to Heppner Tuesday.

Ray and Don Parson were dinner guests of the A. R. Blinston family Sunday evening. They had arrived from Spokane, where they had been employed, stopping at Soap Lake enroute.

Mrs. Anita Barham is ill at her home.

Mr. and Mrs. Gus Linder spent Sunday at the Barham home. Willis Struthers has put in two

acres of new asparagus. Helen Addleman is here from Roseburg, Ore., for a week's visit with her mother and other relatives.

Mrs. U. Edwards is ill this week. Mr. and Mrs. Charles Epperson and Mr. and Mrs. Victor Epperson made a trip to Pendleton Saturday.

Material is on the ground for the cement foundation of the new club house in Columbia park. Work has been held up due to weather conditions.

Mrs. H. G. McCulley has returned from Corvallis where she attended a meeting of the Home Interest conference.

Mr. and Mrs. A. R. Blinston have what they believe to be the earliest home hatched chicks in Columbia district. A red hen hatched nine chicks on January 20th. They also had a hen which was set on Friday the thirteenth which hatched 13 chicks, also on Friday.

The pupils of Columbia school enjoyed a valentine party Tuesday afternoon. Refreshments of jello and cookies were served.

Leonard Bales is employed at the W. A. Mikesell home.

Edward Shaw made a business trip to Pendleton the first of the week.

Mr. and Mrs. B. E. Getchell were callers at the C. L. Upham home Monday evening.

Lou Hooker came over from Enterprise Saturday for his wife and children, returning Sunday.

Mr. and Mrs. Elbert Hutchison and Miss Lois Hutchison were at the B. Hutchison home Sunday. Lois is employed in Pendleton.

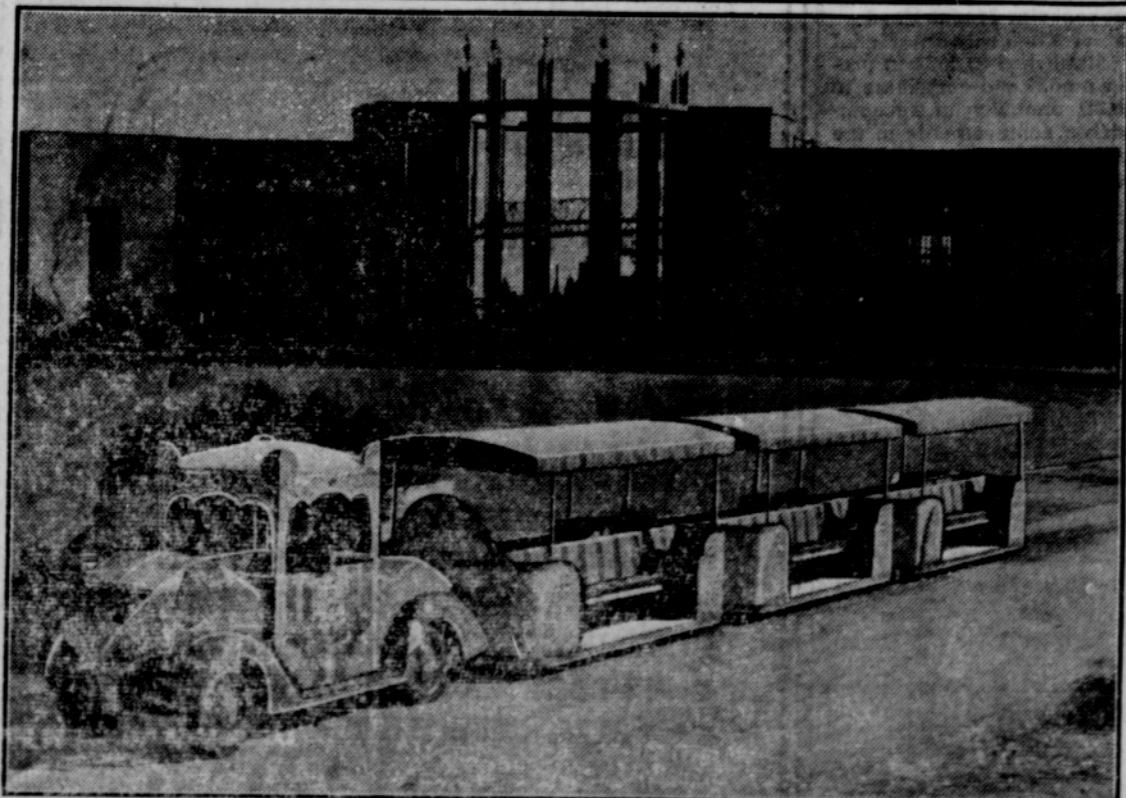
General Blacksmithing

Shop under new management and in new location.

Equipped to Go Out to Ranch for Horseshoeing

STANFIELD BLACKSMITH SHOP
Back of Brown's Garage
Stanfield Oregon

Ford Engines Power 'Elephant Trains'



The first of 16 new "Elephant Trains" which will transport visitors around the 1939 Golden Gate International Exposition in San Francisco Bay is shown above.

The power unit, built around a Ford V-8 one-ton truck, is designed to look like an elephant. Instead of the conventional cab, it has a "howdah" where the driver will ride.

Behind the "elephant" are three low-level carriages, seating a total of 60 passengers. In addition to the driver, each train will carry a uniformed lecturer.

News Oddities . . . by Squier

SPAIN - WHERE, IN THE FACE OF BITTER CIVIL WAR, A PROGRAM OF SOCIAL AND ECONOMIC DEVELOPMENT IS BEING FOSTERED

SCHOOLS, CLOSED BY THE WAR ARE BEING REOPENED WITH NEW CURRICULA WHICH MAKE GRADUATES ELIGIBLE FOR COLLEGE. TECHNICAL AND RELIGIOUS TRAINING ARE GIVEN IN THESE SCHOOLS.

WORKING MEN'S HOMES - CLEAN, MODERN DWELLINGS WITH ALL CONVENIENCES ARE BUILT OUT OF TAXES - WITHOUT BOND ISSUES - AND RENTED TO WORKERS FOR \$1.50 A MONTH - MORE THAN 500 HAVE BEEN BUILT SO FAR!

FARMS - LARGE ENOUGH TO PROVIDE ADEQUATE INCOME ARE BEING GIVEN TO WORKERS OUT OF THE LARGE ESTATES - CASH LOANS TO BOTH INDIVIDUALS & COLLECTIVES, RURAL SANITARY STANDARDS AND OTHER IMPROVEMENTS HAVE BEEN ESTABLISHED

DINING ROOMS & HOSPITALS FOR CHILDREN AND FOR MOTHERS WHO WORK HAVE BEEN SET UP. KITCHENS FOR THE POOR SERVE OVER 25,000,000 MEALS A YEAR TO CHILDREN AND 10,000,000 TO ADULTS!

THE NATIONALISTS NOW CONTROL MORE THAN 65% OF SPANISH TERRITORY, CONTAINING MORE THAN 65% OF THE POPULATION!