

FARM and MARKET SECTION

Pacific Coast Seeks Orient Sales

Economist Studies Asiatic Markets for West Coast Farm Products.

By NEA Service
SAN FRANCISCO, Oct. 6 (UP)—Times have changed since marketing of California farm products was accomplished by tossing fruits and vegetables into a farm wagon and driving into town for peddling. The field has grown and the University of California and the U. S. department of commerce have been enlisted to find new markets in foreign fields.

A party under the head of Prof. B. H. Crocheron, director of agricultural extension in the University of California, is now in the orient calling at oriental ports and finding out what fruits and other crops are wanted by these countries. The party combines salesmanship with its scientific and research work—but takes no orders. Its mission is the sole one of finding markets for California products.

If the markets open, California yield values are enhanced; if there seems no promising possibility for oriental marketing, some other outlet will be sought. About 50 different sample cases have been taken along with the party. Packed in each are 40 varieties of California fruits—canned and dried.

To Learn Likes and Dislikes—At various designated trade centers in Japan, the Philippines and along the Asiatic continent from Manchuria to India, the samples will be used to acquaint local dealers with California products, and to ascertain the food habits of an area, its normal fruit consumption, the form

of fruit wanted—fresh, dried or canned, the type and size of



Prof. B. H. Crocheron

package favored, and similar data. Assisting Crocheron is William J. Norton, specialist in agricultural extension.

"Of course it would be impossible for two Californians to wander alone over this vast territory and gain any real estimate of its market opportunities," Prof. Crocheron says. "The investigation becomes feasible only through the many governmental and private agencies that are assisting."

Has Full Co-operation—The United States department of commerce has directed its trade commissioners to travel with us throughout most of the route and to enter actively into

the investigation. Several great national organizations have tendered the services of their far-flung representatives to canvass the food demands of the native population of the interior, at places the investigators cannot reach.

"Various universities will questionnaires their English-speaking students to obtain food demand information for the investigators. All this means that the two investigators are merely the eyes, ears and recording apparatus for all the governmental and business organizations of America in the orient."

We start with open minds. We do not go to prove or substantiate anything. We go to learn and collate the facts. Whether markets will be found sufficiently large to affect the price level of our crops is an entirely open question. We hope to be able on our return to answer that question.

"Whether an extensive trade promotion would yield us new and paying outlets is a matter of individual opinion. We hope to gather the best opinions and judgments from those long familiar with oriental peoples. If they want our fruit and will pay for it, we must adapt our package to their needs. What those needs are we expect to learn."

"On our return, the report of the investigation will make the facts available to any organization that desires to use them, be it governmental, co-operative, corporate or private."

How To Raise Poultry

By Dr. L. D. LeGear, V. S., St. Louis, Mo.

Dr. LeGear is a graduate of the Ontario Veterinary College, 1892. Thirty-six years of veterinary practice on disease of livestock and poultry. Eminent authority on poultry and stock raising. Nationally known poultry breeder. Noted author and lecturer.

ARTICLE III The Cash Value Of Cleanliness

Sanitation, by Insuring a Healthy, Productive Flock, Pays Actual Cash Dividends, Says Dr. L. D. LeGear, V. S., Of St. Louis, Mo.

Editor's Note—This is another story in a series of 52 stories on poultry raising written by the well known national poultry authority, Dr. L. D. LeGear, V. S., of St. Louis. The entire series will appear in this paper. Our readers are urged to read them carefully and clip them out for future reference.

Little Johnny, in his bath, with cars full of soap and soul full of rebellion, undoubtedly has no use whatever for the doctrine that cleanliness is next to Godliness. To him it is just a pain in the neck—a devilish invention of grownups to keep a boy from his rightful occupation of play. Left to himself, he will most certainly have as little as possible to do with that particular kind of Godliness.

Most grownups recognize the desirability of personal cleanliness and of common sense sanitation in their homes and places of business. It is more comfortable to be clean after one has reached maturity and too inconvenient to suffer the expensive ills that result from unsanitary surroundings. When it comes to their poultry, however, that is quite a different story, in all too many instances.

The same man who would recoil in horror from a filth-crusted dish placed before him on his table allows his fowls to eat and drink from utensils that are no less an offense to decency because they are in the poultry yard instead of a dining room. He will howl his head off if Junior tracks a little mud onto the living room rug, but he will allow droppings, decomposed food material and other offensive litter to accumulate in his hen houses until they smell to high heaven. He is scrupulously careful about the lawn near his house, but his chicken yard looks like that lower corner of the "south forty" after the last batch of city picknickers had done their worst to it. Then he wonders why his fowls are such poor layers, look so droopy and dispirited and so readily take on all the ills that chicken flesh is heir to.

The discoveries of Dr. Gorgas in Panama and of Dr. Noguchi in science in Africa, have shown how certain kinds of mosquitoes transmit the germs of yellow fever. This suggests that such parasites as lice, fleas, mites, ticks and bedbugs, which so often infect chickens, may also be carriers of disease. There is reason for believing that such is the case, but whether they do or not such parasites cause a heavy drain on the vitality of the fowls. That means decreased ability to block the progress of disease should infection occur from other sources. The simplest kind of sanitary measures will make poultry houses and yards very unhealthy for germs and parasites, so why they should be tolerated is past understanding. Simple cleanliness is the first essential of sanitation. Poultry

Nearly 70 per cent of the 568,354,000 acres of forest land in the United States is under organized fire protection, reports the U. S. department of agriculture. On the protected acreage last year, fire accounted for damages valued at \$5,853,000. On the unprotected areas the loss was more than \$74,350,000.

Will Represent State at Dairy Show in St. Louis

OREGON STATE COLLEGE, CORVALLIS, Oct. 7.—Oregon will again be represented at the national dairy show at St. Louis this year by a judging team of four students who will compete with groups from more than 30 other states of the union. Four students have been selected for the trip and will leave here Sunday in charge of P. M. Brandt, head of the dairy department.

Bryan Gordon and W. H. Brandt, Silverton; Melville Rich, Boring, and H. R. Maltby, Alsea, are the four selected. Three will comprise the stock judging team and three the products judging group.

For many years the trips of Oregon students to the national show have been made possible through activities of the dairy club here in making necessary funds through sale of ice cream bars, at campus athletics and other events. En route the group will visit colleges and experiment stations in California, Kansas, Missouri and Wisconsin.

For results see Herald Class Ads

YOUR PROTECTION

GENERAL VIOLET RAY

ANTI-KNOCK GASOLINE

the Violet color.

Lumber Market Sluggish. Canadian Mills Sell in U. S. And Depress Trade, Price Low

BY C. C. CROW
Editor Crow's Pacific Coast Lumber Digest.

(Reprinted from the Oregonian)
The lumber market has had no appreciable change during the past week. The month of September has been extremely disappointing as it failed to develop any fall business, and with the season so well advanced many lumbermen are beginning to feel that there will be only a minimum of buying the balance of this year.

A survey recently completed shows that building in the 25 principal centers of the United States declined 20 per cent in August of last year and showed a loss of 27 per cent as against that same month for 1927. In New York City, which is a heavy consumer of lumber, building permits for August were 42 per cent less than they were in August, 1928. In a few instances eastern and southern cities have shown increases in their building permits in the dollars and cents value, but, unfortunately, the bulk of these new contracts has been for large structures which take only a minimum of lumber. That is well borne out by the fact that the August permits in the New England states call for only 35 per cent residential building, the middle Atlantic states 47 per cent, the central west 29 per cent, the northwest 18 per cent and the southeastern states 14 per cent.

Not a Bit Fishy—Slight variations in building permits, either up or down, are never a serious feature, providing they are not too centralized. Unfortunately, the shrinkage in city building this fall is general from coast to coast and it is therefore a barometer on the future demand which cannot be ignored.

One of the most disappointing features of the market today is the lack of a satisfactory revival from the agricultural districts where crops have been fairly satisfactory from a volume standpoint and the farmers are getting top prices. Country business can usually be depended upon to pick up immediately after the harvesting has come to a close, but for some unaccountable reason there has only been a minimum of new business developed in the agricultural districts during the past 60 days.

Taken as a whole it now begins to look as though the lumber manufacturers will have to adjust production to a low point for the balance of this year and set their demand gauges ahead for next spring.

Tariff Need is Emphasized—This situation is made much worse by the increasing quantity of lumber which is being dumped in the middle and eastern states by the Canadian mills that are making prices which the manufacturers in Oregon and Washington cannot meet without suffering heavy losses. The need of a protective tariff was never more emphasized than at the present time. The lumber manufacturers in the United States have the dissatisfaction of seeing their mills closed, while they operate on part time, and the product of the Canadian mills, that employ from 50 to 80 per cent Orientals, keeps pouring into our domestic unrestricted.

Many of the sawmills in the fir producing districts have been shut down intermittently for several weeks and the prospects are that there will be less lumber products from now until the first of November than there was through September.

NOT A BIT FISHY—BEACH HAVEN, N. J.—Fishermen recently hauled out of the deep here one of the queerest fish ever caught. It has a mouth twelve inches long, with no teeth and very hard gums. It has ears in which eyes are set. They are at either end of the mouth. Near the front end of the body are two feet, each having two toes. The length of the fish is 12 feet.

FIND FORGOTTEN GEMS—ATHENS—An old safe, found in the Greek ministry of finance, has unearthed a valuable lot of forgotten gems. One of the articles, a gem studded with brilliants, is said to have belonged to Czar Nicholas I. The lot was originally received in 1793.

DIDN'T DREAM SARGON COULD BENEFIT HER SO

"After five years of suffering, Sargon did more for me than I ever dreamed any medicine could do."

"I suffered terribly with nervous indigestion and constipation. Headaches and dizzy spells nearly ran me frantic. I ate very



MRS. L. H. WISENOR

little but always suffered with my stomach after meals. I was very depressed and this was against me in my work as I am a lecturer by profession and must be mentally alert at all times.

"Four bottles of Sargon made me feel like a different person. I eat just anything I want now and never have indigestion. I sleep fine and feel stronger and better in every way."

"Sargon Pills rid me of constipation and biliousness without upsetting me in any way. It is really a pleasure for me to recommend such a remarkable medicine as the Sargon treatment."

Mrs. Lemuel H. Wisenor, 226 Mason St., Portland. Sargon is the result of over 10 years of world-wide medical research, and brings the dawn of a new era in the field of modern medicine. It is restoring health to thousands by methods undreamed of only a few years ago. Macmill Drug Co., agents.—adv.

LATEST FARM MARKET NEWS

Mid-West, Pacific Coast Prices Given on All Commodities

Los Angeles Markets
LOS ANGELES, Oct. 7. (UP)—Cattle receipts today were 1800 in a moderately active market. Killing classes were uneven, mostly steady to 25 cents lower. Hog receipts were 2300. The market was active unevenly 25 to 40 cents lower.

There were no sheep received and the market was slow. Hogs: Practical top \$11.90; bulk desirable weight \$11.40 to \$11.90.

Cattle: bulk common steers \$9.50 to \$10.50; bulk cows \$7.00 to \$8.00; top \$8.50; bulk heifers \$8.75 to \$9.50; bulk calves and weaners \$11.00 to \$14.00.

Sheep: none; medium size to choice lambs quoted \$10.50 to \$13.50; med. to choice ewes quoted \$4.75 to \$6.25.

Kansas City Markets
KANSAS CITY, Mo., Oct. 7. (UP)—Moderate receipts in the cattle pens here today strengthened the tone of the trade. General quality of the run was good. Most steers sold around \$11 a 15.15.

Light receipts here and at other western markets improved local demand for hogs. The bulk of sales were made around \$8.75 a 2.90.

Lamb trading opened slow but final competition was stronger and closing values were regarded 10c to 20c higher. Most western lambs sold from \$9.50 a 12.50.

SAN FRANCISCO
SAN FRANCISCO, Oct. 7. (UP)—Butter: Extras 49c; prime firsts 47c.

Eggs: Extras 48 1/2c. Pullets: 29 1/2c. Cheese: Calif. fancy flats, 23c. Potatoes: Rivers \$2.25-2.50. Wash. Kettled Gems \$2.50-2.75. Poultry: Broilers, Leghorn, 1 to 2 pounds, 33-34c; fryers 29-30c. Young roosters, 3 1/2 pounds and up, 30-31c; old roosters, 17c. Leghorn, old roosters, 13c; Leghorn hens, all sizes, 22c; large colored hens, 31-32c; turkeys, young, 36-38c; old, 28-30c; pullets, 26 1/2c.

Grain: Barley feed, \$1.50-1.62 1/2; wheat, milling, \$2.20-2.25.

UNCLE SAM'S FARM HEADS



J. W. DUVEL
Chief, Grain Futures Administration

The compiling of daily reports of transactions in grain futures from all markets, the checking of false and misleading information which affects or tends to affect the prices of grain, and the making of general observations of the entire grain marketing machinery with a view to preventing abnormal fluctuations of prices and to create market conditions which will reflect supply and demand, is handled by the grain futures administration of the U. S. department of agriculture. This office has charge of the carrying out of the grain futures act of September 21, 1922, which places the supervision of all trading in grain futures in the hands of the federal government.

11.25; feeders and stockers (\$0-120 lbs.) \$10.50-11.50. Sheep receipts, 1700. Market quotations steady. Quotations: Lambs, 54 lbs., down, good-choice, \$10.50-11; lambs, 52 lbs., down, medium, \$9.50-10.50; lambs, all weights, common, \$7-9.50; yearling weathers, 110 lbs., down, medium choice, \$6.50-9; ewes, 120 lbs., down, medium-choice, \$3.75-5; ewes, 120-150 lbs., medium-choice, \$3-4.50; ewes, all weights, cull-common, \$1-3.00.

Prices to farmers—Carrots, 20c, dozen bunches; beets, 20c, dozen bunches; radishes, 20-25c, dozen bunches; turnips, 40-50c, dozen bunches; potatoes, new, \$9.00-1.00 per orange box, \$2.25 sack; onions, dry, large, \$1.25-1.50 sack; cabbage, regular, \$1-1.15; red, \$1.50; spinach, 65-75c; cucumbers, field, peach box, table stock, 40c; pickling, No. 1, 70-80c; No. 2, 60-65c; No. 3, 60c; tomatoes, 35-60c; raspberries, local, \$1.50 crate; squash, Danish, \$1.25 per cantaloupe crate; corn, yellow, \$1.10-1.35 sack; celery, jumbo, 75c; Medium, 65c; hearts, \$1.20-1.25 per dozen bunches.

Merchants Exchange Prices—Butter, cube extras, 49c; standards, 45c; prime firsts, 47c; firsts, 41 1/2c.

Eggs: Fresh extras, 45c; standard, 42c; fresh medium, 38c; medium firsts, 34c.

Portland Wheat—B. B. bluestem, \$1.35; soft white, \$1.21; western white, \$1.21; hard winter, \$1.13; northern spring, \$1.13; western red, \$1.13.

OCTOBER DRESS SALE

This assortment finds a complete collection of styles and sizes, and while there are many models in every size we recommend your earliest possible selection.

Sizes 13—48

\$9.75

Travel Silks

Black Satin

Satin with Velvet

Silk Prints

Velvets, Satins, Georgettes, Flat Crepes, Broche' Velvets, Cantons, Velvet Trims

Here are the foremost dress styles of the season, Paris creations carefully copied in the many new fabrics and colors—black, browns, blues, rust and the red to purple range.

La Pointe's

HE SUFFERED FOR TEN YEARS

Then ALL-BRAN Brought Relief in 2 Months—Doctor Recommended It

Constitution is dreaded not only for its own insidious self, but because of the many serious conditions and diseases it causes. Mr. Lind was a sufferer—but read how he found relief.

"For the past 10 years I have suffered from piles. At times I have been unable to work. I have tried suppositories, ointments, etc., but to no avail."

"Two months ago my grocer called my attention to Kellogg's ALL-BRAN. I began taking it regularly. Immediately the pain and annoyance from the piles was relieved. I found that it requires very little ALL-BRAN to give nature a fair chance to effect a cure."—WALTER J. LIND, R. 2, Box 187, Appleton, Wis.

Don't neglect constipation. At any time its poisons may take terrible toll from your health and well-being. Protect yourself. Eat Kellogg's ALL-BRAN regularly—two tablespoonfuls daily, or in chronic cases, with every meal. ALL-BRAN brings sure, natural relief. It is what doctors call a bulk food. It sweeps the intestine clean and stimulates normal action.

Ready-to-eat with milk or cream. Also try the recipes on the package. Results guaranteed. Doctors recommend it because it is 100% bran. Made by Kellogg in Battle Creek. Served in hotels, restaurants, and dining cars. Sold by all grocers.

Kellogg's ALL-BRAN