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Electricity's latest gift to the housewife—greatest since the electric iron and electric vacuum cleaner—the

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**PORTABLE SEWING MACHINE**

No more tiresome treadle pushing—no more backache—a little electric motor does the hard work.

A foot control gives any speed desired.

The entire machine in its case can be carried anywhere—it's no larger than a typewriter.

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**Cattle Exchange.**

REGISTERED AND GRADES Of Any Breed.

AUCTION SALE EVERY SATURDAY AFTERNOON.

Dr. J. E. REEDY In Barn Near Depot.

Announcement.

Twentieth Century wood saw now in operation. All orders promptly attended to. Call Bell phone 6F2 or leave orders at Star Grocery or Sutton's Market. Karl Wilhelms.

**TILLAMOOK GREAT CENTER OF CHEESE MAKING INDUSTRY**

Created Through Successful Co-operation; Furnishes Example of Results of Organization.

(By J. F. Langor.)

One of the most notable examples of successful cooperation in the Pacific Northwest on the part of farmers is to be found in the Tillamook County Creamery Association.

Every consumer on the Pacific coast knows that Tillamook is the place where cheese comes from. But not every consumer, nor every farmer, for that matter, realizes why he knows that Tillamook is the center of a famous cheese district, nor why he instinctively asks for Tillamook cheese, nor does he stop to realize that in particularly every grocery store on the Pacific coast he sees a "Tillamook" cheese on the counter, with the name "Tillamook" stamped round the border, so that every slice cut off has the word "Tillamook" on the rind.

**Product Grades Highest.**

The answer is to be found in the fact that the Tillamook dairymen produce a standard product of the highest grade, brand their cheese with a standard trade mark, advertise their brand, market co-operatively and distribute scientifically.

"Tillamook cheese" has been known only as such for the past few years. Formerly it was known as "Oregon cream cheese." During the formative period of the cheese industry of Tillamook county innumerable cheese factories sprung up over the county, all manufacturing "Oregon cream cheese." Each cheese factory operated independently of the other; each factory employed separate sales managers; each factory was under the necessity of carrying separate overhead expense account; each factory produced a different standard of quality, and each factory, though it might be separated only by a few rods of land, sold in intensive competition with its neighbor for a market which was practically limited to the nearest jobbing center.

**Chaos Before Cooperation.**

The result was chaos; opportunity was given for supreme speculation in the cheese of Tillamook county and, as has been the invariable history of all farmers, organizations operating in the same territory and producing the same product, where they sell in competition with each other instead of acting in concert, the whole fabric of cooperative marketing was destroyed because it was not built upon a solid foundation. Bankruptcy stared the dairymen of Tillamook in the face; prices receded to a point where it was rapidly becoming impossible to operate the cheese factories of the county at a profit, and it seemed at one time as if the entire cheese business of Tillamook county would be wiped off the map.

**Haberlach to Rescue.**

One may well ask how all this has been changed? Why is Tillamook today the best organized county in the state of Oregon? Tillamook dairymen will tell you "Carl Haberlach." Haberlach himself will say it is the operation of the fundamental principles of cooperation and scientific marketing of Tillamook cheese.

Haberlach, an attorney by profession, took hold of the cheese business of Tillamook some 15 years ago during a crisis in the affairs of the individual cheese companies.

He established a grade of cheese, below which none should be manufactured, he ascertained the best markets, sold the cheese at the right time, and, because quality will always sell—quickly secured a preferential demand for the cheese manufactured in those few factories he was managing. Those factories not directly under the sales management of Haberlach quickly found that their own cheese had even less market than before, primarily because their cheese did not stand up to the grade established by Haberlach—and secondly because they were unable to command the better markets through lack of knowledge of marketing conditions.

**Independents Sign Up.**

Gradually the independent cheese factories of the county fell in line and appointed Haberlach their sales manager, agreeing to produce the standard quality of cheese originally set as the highest quality possible to produce in Tillamook county—that is to say the highest grade produced in the world.

With the elimination of intercompetition and the establishing of a standard grade came as a natural sequence the formation of the Tillamook County Cheese Ass'n, with Carl Haberlach as permanent sales manager.

The association has employed an inspector whose duties are to go to each cheese factory in Tillamook county and see that the cheese is up to standard. Thus the dairymen, at an infinitesimal cost, per head are enabled to produce a standard cheese all over the county.

**Quality Product Brand.**

The association by virtue of the fact that it produces only the highest class of cheese was enabled to brand its quality product, and instead of selling "Oregon Cream" cheese it is selling "Tillamook" cheese, easily the best known brand of cheese on the Pacific coast.

Tillamook cheese is widely known

because the combined cheese factories advertise. Where it was formerly impossible for one cheese factory, doing perhaps a total of \$75,000 a year of business, to make any adequate appropriation for advertising, the combined factories, now 25 in all, handling over \$1,300,000 a year of cheese, are enabled to appropriate a minor sum apiece which in the aggregate provides an amount sufficient to stabilize the Tillamook cheese market and create consumer demand which is far in excess of present supply.

**Output Has Been Doubled.**

Within the last ten years the output of Tillamook cheese has more than doubled. In 1909 the combined factories of Tillamook produced 2,506,612 pounds of cheese worth only \$386,135. In 1919 they produced 5,036,900, valued at \$1,352,000. In addition they produced 37,493 lbs of cream, and 10,795 pounds of butter. None of the byproducts of Tillamook cheese factories are wasted.

Dairymen in other centers of the state will sit up and take notice when they are told that, solely because of the close cooperation, every dairymen in Tillamook county—there is not a dairymen in Tillamook county that does not belong to the association—received an average last year of 64.4 cents for every pound of butterfat contained in his milk as delivered at the nearest cheese factory.

**Lesson is Unfolded.**

There is a lesson in the Tillamook County Creamery Association and its successful activities which should not be lost by the Oregon fruit growers. Products to command the highest and easiest markets must be of a standard quality—the highest quality which can be produced. For the consumer of today demands only the best; the poorer quality has no stable or immediate market. Branding is necessary to make it easy for the consumer to pick out the quality product; and collective advertising sells the consumer that particular brand.

**Some Cheese.**

Some cheese! If you don't believe it here are the facts, for it is the largest cheese in the world, and it was made by Armour & Co.

Weight, 31,964 pounds.  
Height, eight feet.  
Diameter, 10 1/2 feet.  
Circumference, 33 feet.  
Value \$16,000.  
Weight of container, 8000 lbs.  
Salt used, 800 pounds.  
Milk used, 357,000 pounds.  
Rennet used, 1251 ounces.  
Three bandage cloths used, valued at \$250, each measuring 33 feet long and 16 feet wide.  
Factories furnishing the curds, 59.  
Made by 73 cheese makers and helpers.  
Value of cheese factories, about \$400,000.  
Milk taken from 12,000 cows on 1800 farms.

This cheese, larger than any ever attempted before, was made to be exhibited by Armour & Co. at the National Dairy show to be held in the international amphitheater Oct. 6 to 12, 1919.

So big and unique is this huge cheese that motion pictures have been taken by two large film companies, which will circulate the pictures of the world's largest cheese throughout the world as well as the process of manufacture.

**Women in Trousers.**

Never before has the woman in trousers been so much in evidence in the California outdoors as this year. Not the farmerette garbed, for efficiency sake, in overalls, but the vacationist and the week-end outdoor clad for comfort's sake in knickers, breeches, or those weird compromises between bloomers and pantaloons that less daring women affect.

The hills around San Francisco are full of them on Sunday's. Almost all the entire female membership of the genus Marine hiker now arrays herself in bifurcated garments of some sort. Nor is the affection for trousers confined to lively youth. At the resort by mountain and lake the greater part of the women, from the flappers right up through staid middle age to the grandmothers, are doing the trails in breeches.

There is no denying that pants are popular as women's outing garb. But are they beautiful? Are they becoming? That is a delicate question. Where the looks of the ladies are concerned, one dare not be candid. Nevertheless, as a purely scientific question, the matter may perhaps be discussed. It is being discussed this year all through vacationland, when no female is within earshot.

**Attention Berry Growers.**

Graves Canning Co., are ready to receive your blackberries at any time. They will furnish you crates free of charge, and you can obtain them at any time by calling at the cannery opposite the Tillamook Bakery. Remember Graves Canning Co. operate an exclusive berry cannery, and are here to stay and will pay you at all times the full market price for your fruit.

J. M. Smith is affiliated with the Graves Canning Co. as field manager. Anyone wishing to sell their berries picked or otherwise, can call Mr. Smith at his residence on either phone.

Graves Canning Company, Inc.



**18 cents a package**

**Camel CIGARETTES**

If you want to know what rare and unusual enjoyment Camels provide smoke them in comparison with any cigarette in the world at any price!

CAMELS are a cigarette revelation any way you consider them! Take quality, or refreshing flavor and fragrance; or, that wonderful mellow-mild-smoothness you never before got in a cigarette smoke! Yet Camels are so full-bodied and so full-of-satisfaction you marvel that so much delight could be put into a cigarette!

Camels expert blend of choice Turkish and choice Domestic tobaccos makes them so irresistibly appetizing! And, the blend explains why it is possible for you to smoke Camels liberally without tiring your taste! You will prefer Camels to either kind of tobacco smoked straight!

You'll realize pretty quick, too, that among the many reasons you smoke Camels is their freedom from any unpleasant cigarette aftertaste or unpleasant cigarette odor!

Once you know Camels you won't take much stock in premiums, coupons or gifts! You'll prefer Camel quality!

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

Smokers realize that the value is in the cigarettes and do not expect premiums or coupons!

Camels are sold everywhere in scientifically sealed packages of 20 cigarettes, or ten packages (200 cigarettes) in a glassine-paper-covered carton. We strongly recommend this carton for the home or office supply or when you travel.

**DEMOCRATIC HYPOCRACY SHOWN BY CROWTHER**

New York Member Goes After Party Opponents and Exposes Six Years Record.

"When I hear a Democrat raving and ranting about special interests being identified with the Republican party, I am reminded that at no period in the history of the nation have special interests been coddled and bowed down to as during the past six years of Democratic rule," said Representative Frank Crowther, of New York, to his colleagues in the House.

"They declared themselves in 1911 as 'Jack the giant killer,' in regard to trust busting, but in performance they have shunk to a 'hop o' my thumb.' The old high cost of living was also to have its charge removed, but under six years of Democratic economic policy his sting is as virulent as ever. Read the Democratic campaign literature on this subject in 1911 and 1912, and, if you have not entirely lost your sense of humor you will laugh yourself to death."

"Let me refer to the aspersions cast upon the Republican side of the House to the effect that their sole accomplishment has been the appointment of several 'smelling committees' and growling at the president. On the Democratic side there is a long record of failure of accomplishment that even the excuse of the war, which they continually used to hide behind, can not erase. They are secure in the fact that criticism or their dilatory tactics might be turned to their own benefit by charging with disloyalty everybody on the Republican side who dared to suggest that the Democratic Congress was not the absolute savior of the nation."

The democratic party was returned to power on the idea that its candidate for President would keep us out of war, a war into which we were finally driven by a vision of what might be the horrible fate of our mothers and sisters and daughters and wives at the hands of the brutal Hun. The motive now ascribed for our entry into the war is highly altruistic, but let me ask you how many sons of the United States have laid down their lives without ever having heard of, much less considered, the fourteen points.

"I have traveled on trains with the returning soldiers, I have visited at the training camps, I have fraternized with them at the hospitals, and I have found from their conversation that they went forward alone to demonstrate to the world that the idea that had apparently seeped into the minds of European nations that we were 'too proud to fight' was, in their estimation, a stain on the United States which these boys desired to wipe out forever."

**CLOUGH'S CARBOLIC COMPOUND**

For disinfecting where Contagious or infectious diseases are prevailing.

CARBOLIC COMPOUND is a powerful Germicidal mixture and by its use will improve general stable conditions.

**C. I. CLOUGH CO.**  
RELIABLE DRUGGISTS.

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**ALEX. McNAIR & CO.**

**GENERAL HARDWARE**  
Kitchen Ranges and Heating Stoves.

THE BEST STOCK OF HARDWARE IN THE COUNTY.

See Us for Prices Before Ordering Elsewhere.

Just Received,  
**NEW SCRIPPS-BOOTH.**

Touring Car. Come and See It. When Buying Oil, don't forget that we sell:

ZEROLINE 15c. a quart, or 50c. a gallon.  
HAVOLINE 25c. a quart, or \$1.00 a gallon.  
MONOGRAM 25c. a quart, or \$1.00 a gallon.

**Alderman & Poorman.**