

139 N. JACKSON ST.

TELEPHONE 565

HAPPY NEW YEAR

FROM

THE STYLE MART OF THE CITY

THE LADIES SHOPPE

ROSEBURG, OREGON

DISTINCTION AND CORRECT STYLE
FOR MILADY WHO WISHES

Up-to-the-Minute Coats

WE ALWAYS CARRY A COMPLETE LINE OF LADIES DRESSES—SILK AND WOOL—UNDERWEAR FOR BOTH LADIES AND CHILDREN—
HOSIERY—CORSETS—BRASSIERS—SWEATERS—NOTIONS—GLOVES AND RIBBON NOVELTIES—NOVELTY LEATHER GOODS—
UMBRELLAS—PIECE GOODS, STAPLE AND NOVELTY, IN SILKS—WOOLENS—LINENS—DAINTY LINGERIE—CLEVERLY DESIGNED
HANDKERCHIEFS.

Pictorial Review
Patterns

EVERYTHING FOR LADIES AND CHILDREN

THE BEST GOODS AT THE PRICE

Mail Orders Filled Promptly
We Pay PostageEXPANSION OF
BROCCOLI CROP
DISCOURAGEDIndustry has Reached Limit
With Present Facilities,
Committee Says.

WANT MORE TRACKS

City Council Asked to Give
Aid—Prune Committee
Favors More Petite
Orchards.Further expansion of the bro-
coli industry in Douglas county is not
advisable under the existing high
cost of production, the vegetable
crops committee reported last
night in the concluding hours of the
agricultural economic conference.

The enlarged acreage of the past
two years, and the problems per-
taining to the handling of the crop,
the lack of facilities for handling
all discourage further expansion,
the committee reports.

The report is as follows:

Your committee appointed to in-
vestigate and consider problems
relative to the growing and mar-
keting of vegetable crops in Dou-
glas county hereby submit the fol-
lowing report.

The Situation

"At the present time the produc-
tion of vegetables in the county is
confined to the business of grow-
ing these crops for the various city
markets of the county as well as
some outside markets which are
supplied with vegetables in less
than car lots. One vegetable, how-
ever, namely, Broccoli, is at the
present time grown in quantities
for car lot shipments and inasmuch
as this crop is widely grown and
conceded to be one of the best
cash crops in the county it has re-
ceived the greatest part of the
consideration of your committee.

Broccoli

Not since the beginning of the
broccoli industry in the county has
there been such an acreage as is
now growing. In view of this great-
ly enlarged acreage and problems
pertaining thereto chiefly with re-
spect to the marketing of the crop
we, as a committee call your at-
tention to the following recom-
mendations and suggestions.

1. Based on approximate costs of
production it is our belief that no
grower of broccoli can expect to
show a profit in his business if the
yield is less than 150 crates of No.

1 broccoli per acre.
In view of the estimated high
cost of production, we firmly dis-
courage any expansion of the bro-
coli industry except on land well
drained, in good physical condition,
and that has proved to be satis-
ficiently fertile to produce a satis-
factory crop.

2. We recommend that especial
care be given by growers in the
grading and sizing of the heads
and that no broccoli classed as No.
1 grade shall be any smaller than
14 heads to the crate, also that no
No. 2 grade be shipped in cars un-
less market conditions warrant
such shipment.

3. We recommend that the mat-
ter of shortage of trackage for car
loading be taken up with the Dou-
glas city council and the Southern
Pacific railroad in view of the
greatly increased facilities neces-
sary this coming year for the load-
ing of cars.

4. Appreciating the fact that a
visible supply of ice for prospective
requirements is entirely inadequate
for the needs of the crop we as a
committee call the attention of
this matter to the officials of the
Southern Pacific railroad company.

5. We favor government inspec-
tion of cars such as is necessary
so that at all times the broccoli
shipped may maintain a high stan-
dard of grade.

6. We recommend that assistance
be requested of the U. S. D. A.
bureau of agricultural economics in
the matter of furnishing news ser-
vice and market reports with a
view to better and wider distribu-
tion of cars of broccoli.

7. We favor a greater investiga-

tion of ways and means whereby
the broccoli not shipped may be
utilized in some profitable form
and we appoint a committee of
three, Messrs. Butler, Wood and
Nichols to investigate the possibili-
ties of the canning and pickling
of broccoli in relation to the crop
as a whole.

"We understand that the local
cannery is in a position to handle
broccoli for canning up to 4 to 5
thousand cases.

8. We recommend that in view
of a possible shortage of labor at
the time of marketing the pros-
pective crop of 1926, fruit packers,
both men and women be encourag-
ed to assist in the packing of bro-
coli.

Fall Cauliflower

It is recommended that caul-
iflower be planted in the county
with a minimum area of 200 acres as
a means of distributing the market-
ing seasons of this crop and bro-
coli over the fall and spring
periods respectively. We recom-
mend an initial planting of caulif-
lower to the extent of about 10%
of the broccoli acreage.

Canning Vegetables

It is our recommendation that
more vegetables be grown for mar-
keting to the local cannery which
will not only aid in furnishing a
market for the same, but will like-
wise be benefited by being kept
year during a longer period of the
year. Crops which are especially
demanded include beets, pumpkin
and squash.

Public Market

It is our belief that there is a
strong sentiment among producers
toward the installation of a public

market in the city of Roseburg and
we hereby recommend that to this
conference that a committee of five
farmers be appointed to meet the
city authorities for the purpose of
arrangement of suitable building
and other details relative to the
installation and maintenance of
such a market.

Respectfully submitted,
Vegetable Crops Committee,
D. N. BUSENBARK, Chairman.

Under the direction of Miss Syl-
via Brown, secretary to County
Agent Cooney, all of the reports
presented by the various commit-
tees are being typed and placed in
form for the printers. They will be
forwarded to the Oregon Agricul-
tural college where they will be ar-
ranged in a bulletin, which will be
made available in the near future.
This bulletin, when completed, will
carry a complete report of all agri-
cultural activities of the county to-
gether with a carefully prepared
program in all departments.

Reports have been made on live-
stock, timber, mining, fishing, gen-
eral horticulture, farm crops, vege-
table crops, prunes, dairying, pol-
lution, home economics and club
work.

It will take considerable time to
get all of these reports into shape
for printing and the bulletin will
be quite voluminous.

Because of the great length of
these reports it is impossible to
give them all at this time, but the
News-Review believes that this in-
formation will be of interest to its
readers and will publish the re-
ports in future issues.

Reasonable expansion of Petite
prune plantings in Douglas county
is advised in the report of the
prune crop, which submitted the
following statement:

The dried prune production of
the United States for 1924 was
something less than 250 million
pounds, California producing two
hundred and seventy-five million
pounds, Oregon fifty million, and Wash-
ington approximately twelve million
pounds. The total production of
these three states will easily
reach the 500 million pound mark
inside of five years, while that of
the northwest alone can be expect-
ed to reach the 100 million pound
mark. The Pacific coast states have
a monopoly upon the dried prune
production of the United States.
Oregon and Washington combined
have a monopoly upon the tart-
sweet dried prune production of
the United States. The total prune
production is sufficient to feed the
American population at the present
consumption rate of one and one-
half pounds per person, with 175
million pounds remaining for ex-
port trade. When the 500 million
pound production is reached in the
next five years unless we increase
the average consumption of the
American consumer, we shall have
over 225 million pounds for export.

The prune industry in Douglas
county is one of its chief sources of
agricultural income, more money
being received for it than any other

single farm enterprise.
F. L. Kent, agricultural statisti-
cian for Oregon, reported in 1923
that there were bearing orchards
amounting to 5700 acres in the
county, and it is estimated by those
familiar with new plantings that
this will amount to between four
and five thousand acres which has
not yet come into bearing.

When all of the trees now plant-
ed are in full bearing with a nor-
mal crop they should give a yield
of 21 million pounds. According to
a survey of 48 farms made by the
Oregon Experiment Station in 1923
the average yield per acre was
2100 pounds, which is the approxi-
mate average yield for the state.

Recommendations

1. Since the cost of producing a
pound of prunes depends largely
upon the yield per acre it is recom-
mended that unless an orchard
will produce one ton or more of
dried prunes per acre that it is not
likely to be profitable and the pro-
duction should either be brought up
to that point or the orchard be
eliminated.

2. While the state economic con-
ference held at Corvallis two years
ago recommended that no new
acreage should be planted except
to fill out economic units until
consumption has at least caught up
with production and prices have
reached a higher level, it is felt
that on account of Douglas coun-
ty's particularly favorable climatic
and soil conditions that a reason-

able expansion on well selected
soil of Petite prunes might be
advisable, particular attention be-
ing given to some of the improved
varieties.

3. Since the price of prunes is in-
fluenced by the size it is recom-
mended that every effort should be
made to increase the size by prop-
er soil management and pruning.
The quality can be very materially
improved by the proper sizing of
green prunes before going into the
drier. This is especially important
where the old natural drier is used.

4. The committee also believes
that there can be a large market
developed for canned green prunes
and they recommend that further
encouragement be given to the lo-
cal cannery to the end that a large
amount of prunes may be marketed
in this way.

Marketing

The committee recognizes the
fact that one of the greatest prob-
lems facing the prune grower is
efficient marketing and distribu-
tion. The average consumption of
prunes of the United States is one
and a half pounds per capita. Your
committee believes that it should
be possible to increase this by ef-
ficient and modern merchandising
methods. It is also recognized that
before modern methods of merchan-
dising can be successfully adopted
that it is necessary to have a stan-
dardized product, the quality of
which cannot be questioned.

We believe that the placing on
the market of inferior prunes has
very greatly limited consumption
and in many cases drove the Ore-
gon prune entirely out of the mar-
ket. We recommend that steps be
taken to establish federal grades
for Oregon prunes and that these
grades be standardized to the end
that it may be possible to secure
federal and state inspection, and
that each grade be designated by a
name or number and that all prunes
be sold accordingly. The committee
also believes that before any great
advance can be made in proper
merchandising of prunes that some
one organization will have to con-
trol a large part of the state's pro-
duction to the end that the entire
production may contribute to the
necessary advertising and merchan-
dising expenses.

T. B. BUSENBARK, Chairman.
The report of the horticultural
committee deals with all fruit
crops, except prunes, the report be-
ing as follows:

Since the advent of modern
transportation facilities, fruit from
all sections competes in the same
markets. The United States as a
whole has practically become a unit
so far as fruit consumption is con-
cerned. No one district, therefore,
can solve all its problems without
taking into account the general
status of the fruit business. Con-
sequently, this committee has at-
tempted, so far as possible, to
formulate a horticultural program
(Continued on page 49.)

Scene in a Douglas County Vineyard During Picking Season



Umpqua Valley Melons Are Famous



All of the valleys in the county grow melons which are marketed in the cities of the state. The
Dillard and Garden Valley melons are more particularly known and they are much in demand
everywhere on account of their delicious flavor. The above scene shows to what size the mus-
melons grow.