

Turkey Marketing Extension Under Experiment

BEYERS, ASSN. HEAD, TALKS OF METHODS

Drawn Product Offered in New Form to Consumer May Boost Profits.

Experimentation with new methods of marketing turkeys may result in much greater consumption and more profitable outlets, Herbert Beyers, of Salt Lake City, manager of the Northwestern Turkey Growers association, told members of the Oregon Turkey Cooperatives at the annual meeting and banquet program of that organization here Saturday night.

The Northwestern association, central marketing agency, Mr. Beyers stated, is conducting experiments with visceraed or fully drawn turkeys; canned turkey meat, smoked turkeys, and other forms of marketing. While these attempts are purely experimental at the present time, there is good prospect for developing profitable side lines, Mr. Beyers stated.

Finances Improved

He brought word that the financial structure of the association has reached such a point that it is becoming possible to return to growers money deducted from early pools to provide operating capital.

The Northwestern Turkey Growers association was set up eight years ago to act as a central marketing agency for the cooperative turkey growers' organizations of the western states.

Mr. Beyers, a former resident of Canyonville, Douglas county, who had been serving as manager of the Oregon Turkey Growers following its organization a few years previously, was employed by the Northwestern association and moved to its headquarters at Salt Lake City to serve as an assistant manager. He rapidly advanced in the organization, and for the past few years has been serving as manager.

Speaking before the large group and their friends here Saturday night, he outlined the current marketing activities of the association, the national situation, distribution costs, transportation and labor problems and trends of production.

Now Revolving Capital

The Northwestern association, he reported, has strengthened its financial position each year, until it now is outstanding in the field of cooperatives for successful financial operation.

It has built up its operating capital to the point that it now is starting to revolve its capital fund. Money deducted from pools in 1930 and 1931 to be added to the association's working capital is to be returned to the growers who participated in the pools of that year. The distribution will amount to approximately \$13,200 of which amount Oregon growers will receive about \$3,000. Future payments will depend upon operating conditions, he stated.

He explained new grading requirements for the coming market, the principal feature of which is a government regulation requiring the removal of all feathers and closer sizing.

The association, he told the growers, is enlarging its advertising program, and is particularly emphasizing quality of the birds handled, together with information of the high standards of packing and grading. The advertising campaign will be directed both to dealers and consumers.

New Markets in Prospect

Mr. Beyers particularly was enthusiastic over the possibility of opening new markets by means of new products.

Success met last year in experimental marketing of visceraed birds will result in an enlarged program this season, he told the growers. Use of this method, however, is limited at the present time, as it requires facilities for quick freezing. The birds must be frozen immediately after they are drawn. They are marketed only after being government inspected and certified. This method, however, has a great appeal to the consumer and is of particular importance in con-

FLAPPER FANNY By Sylvia



"You better sit in the middle of the boat. We're a lot farther from shore than the last time you tried lookin' glamorous."

nection with eastern markets as it offers a saving of from 15 to 20 per cent in freight costs.

Experiments with canned turkey also have shown much success and it is planned to start an enlarged selling campaign within the next 60 to 90 days. Canned turkey also will be handled under government inspection.

Another possible sideline, he reported, may be smoked turkey, a plan now in early experimental stage.

Price Outlook Uncertain

Mr. Beyers was unable to venture predictions on price outlook for the coming season, stating that it depended largely upon the economic conditions of the coming fall months. Production of turkeys is showing an increase in eastern states and a slight decrease in the intermountain area, he said. The indications are that birds will be somewhat late in maturity.

Increases in transportation costs and unsettled conditions of labor offer a serious problem to the industry, he told the growers.

He urged the Oregon growers to give careful consideration to the best marketing possibilities and particularly advised careful selection and grading and a definite marketing program.

CRIMSON CLOVER POPULAR PASTURE

OREGON CITY—Crimson clover is fast becoming the favorite annual pasture crop in Clackamas county and other parts of the Willamette valley, succeeding dwarf Essex rape, which is disappearing before the attack of the flea beetle, says County Agent J. J. Inskeep. The winter hardy type of crimson clover was introduced into the county in 1934. Farmers of the county now plant more than 1000 acres annually, and Inskeep believes this will be doubled in the next two years. It has the advantage of rape in that it is a fine soil builder, makes better forage for cattle, and grows well on red hill soils where clover and rape do not thrive without the use of lime and phosphate fertilizers.

The red squirrel has a systematic way of storing his food. He classifies all objects into two groups, England, Scotland, and Ireland, taken together, are smaller than the state of New Mexico.

FILBERT GROWERS FACING PROBLEM

Uncertainty of Demand in Future Creates Task in Marketing.

A marketing problem for Oregon filbert growers which will make lower costs of production of vital importance in years to come is foreseen by authors of a new bulletin on "Cost and Efficiency in the Filbert Enterprise in Oregon" just issued by the Oregon agricultural experiment station.

The bulletin is the result of a two-year cost of production study made by the late A. S. Burrier, head of the farm management department, and C. E. Schuster, federal horticulturalist stationed at Oregon State college. It is available for free distribution.

"The future demand for filberts is an unknown quantity, but the eventual extent of filbert planting is equally unknown," the authors point out. "Based on present yields and consumption it appears very likely that a surplus of unshelled filberts may be produced even if all new plantings were stopped immediately. As a matter of fact planting is going ahead rapidly."

Alternates Pointed Out

"If demand for unshelled filberts will not move the crop into consuming channels without disrupting the market, it will be necessary to shell the surplus stock and market it as kernels. Such a procedure will probably result in substantially lower returns to growers. Whether such a prospective reduction of returns is really serious or only irritating to the individual grower will depend upon the relationship between his production costs and the price received."

The government said the Oregon output would reach 3,978,000 boxes compared with 3,900,000 boxes a year ago.

The state's pear crop will scale about 4,120,000 boxes. The output in 1937 was 3,550,000.

The national apple crop of about 134,394,000 bushels will be about 35 per cent less than last year and 11 per cent off the ten year average. America's pear crop estimate of 31,049,000 compared with 29,548,000 bushels in 1937 and 24,326,000 for the ten year average.

Turkey Marketing His Subject Here



Herbert Beyers, above, Salt Lake City, formerly of Canyonville and Roseburg, now manager of the Northwestern Turkey Growers association, former manager of the Oregon Turkey Growers. Mr. Beyers was principal speaker Saturday at the annual meeting of the Oregon Turkey Cooperatives in Roseburg.

growers cooperating in the study produced nuts for less than 5 cents a pound, and 36 per cent produced for less than 7 cents, indicates that low costs are possible, the investigators report.

WHEAT LOANS IN OREGON ESTIMATED

CORVALLIS, July 18.—(AP)—Agricultural adjustment administration wheat loan rates indicates Oregon farmers will be allowed net loans ranging from 53 to 55 cents at county points for No. 1 soft white wheat.

Freight, plus four cents a bushel to cover handling charges, will be deducted from a basic rate of 67 cents. It was believed the deduction included storage costs, which must be paid in advance before the loan can be granted.

The grower gets the benefit of storage charges when, and if, the government later takes over the wheat for the loan.

The Territory of Alaska and private packers have appropriated \$22,500 to exterminate trout in the great salmon spawning waters of Alaska.

BANG'S DISEASE CLEAN-UP PLANNED

Indemnity Payments Will Be Subject to Change After May 1, 1939.

Plans under way for a sweeping state-wide drive to clean up Bang's disease in the dairy and beef cattle herds in Oregon will be little affected by the recent decrease in federal indemnity payments to raisers, Dr. W. H. Lytle, state veterinarian, predicted today.

The setting up of Bang's control committees in each of the counties is progressing favorably, the state department of agriculture also announced. The local committees will be in charge of securing cooperation for the testing and condemning work in their areas.

The drive to reduce reactor animals to a minimum is designed to take full advantage of present federal indemnity payments which will be subject to change after May 1, 1939. At that time each state is expected to have to contribute a sum equal to that put up by the federal government.

Congressional action has cut federal Bang's indemnity payments to one-third of the difference between the appraised value and the salvage value of slaughtered animals, Dr. Lytle said. The resulting sum is sufficient, however, to permit cattle raisers to clean up without experiencing heavy financial losses, it is believed.

"This congressional action should serve to impress upon cattle raisers the necessity of getting Bang's disease testing and eradication carried out immediately," Dr. Lytle says. "Infected herds bring financial loss. If reactor animals are not decreased in number by May 1 of next year, it is likely that indemnity payments will cease altogether. The state could not match federal payments as it would be required to do unless the numbers of reactors are brought down."

LINN LEADS ENGLISH RYE GRASS GROWING

ALBANY.—More English rye grass is grown in Linn county than in all other counties in the United States combined, according to County Agent F. C. Mullen, who reports field inspection for

certification of 2680 acres during June for 74 farmers. This is 1082 acres more than was grown in 1937. This crop is of value not only for its seed but for the early spring and early fall pasture it provides for sheep and cattle, he says.

MEETING CALLED ON WALNUT WAGES

SALEM, Ore., July 18.—(AP)—State Labor Commissioner C. H.

Gram today called a meeting of the state welfare commission to be held in Portland July 25, to establish a minimum wage for women and minors employed in processing, grading and sorting walnuts.

The wage scale adopted at the meeting will be operative in Oregon this year.

Frances E. Willard, famous temperance advocate, was the first American woman college president.



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