Better Farming--AGRICULTURAL DEPARTMENT--Efficient Marketing

EDITED BY J. F. LANGNER

COOPERATION OF GROWERS LAST HOPE OF OREGON

Advertising Oregon Goods Is in Fact Advertising for Entire State and Its Vast Resources.

ADVERTISING WOULD HELP

Prune Growers Lack Organization To Extend Knowledge of High Quality of Oregon Fruit.

B. J. F. Langner

While the state market commission bill, designed primarily for the benefit of the farmers of the state, was killed at the present session of the legislature, the benefits to be derived from collective marketing are still paramount in the minds of those who have the best interests of the state at heart.

It was brought out at recent investigations and in statements made before the legislative committees that foreign capital controls a large percentage of the canning and fruit packing business of the state and that we are continuing to create a false market for Oregon products by permitting them to be sold under a widely advertised brand as a California product.

Ethically there is nothing wrong about any concern packing and canning products in every state in the Union and selling them under one brand.

But it is morally and ethically wrong for a nationally advertised brand to be sold as the product of ONE PARTICULAR STATE when investigations disclose that this particular brand also includes fruits and other products grown in our own state of Oregon—and that we are not given any credit for it in the advertising.

National Campaign Suggested

If we have any state pride, however, if we believe we are entitled to recognition as the state in which the finest products are grown, if we believe that Oregon is entitled to her fair share of the credit of producing such products instead of allowing these canned goods of such magnificent quality to be sold to the public, by implication anyway, as California canned fruits, etc., then it is time the growers of Oregon products got together and planned national campaigns for Oregon products, under an Oregon brand, with Oregon capital and directed by Oregon brains.

National advertising campaigns not only sell the product advertised but in addition sell the entire district. For instance, the Pheasant Northwest Products company is nationally advertising Loju and Phez and its other products. What do these advertisements say? "Grown in the famous Willamette valley of Oregon."

Advertising Entire State

This company, which takes the majority of the loganberry crop of the state, in return spreads the renown of the Willamette valley to the far corners of the Union. This company is reported to be intending to spend $100,000 this year on its advertising campaign and every dollar of this money is money invested in advertising Oregon to the people of this nation.

The prune growers are handicapped by lack of organization, as are practically all the fruit growers of the state. A company such as the Loju company is simply a consolidation of capital and energies properly directed to bring the best results to the owners.

Growers Should Cooperate

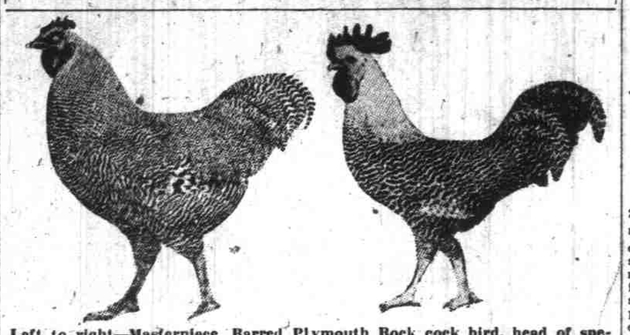
A cooperative marketing association of prune growers, berry growers, cherry growers or what not, is precisely the same and can do precisely the same—put up a standard product of the finest quality under one brand and then nationally advertise that brand so that the brand name is synonomous with Oregon.

Everybody on this continent knows that Oregon produces magnificent loganberries. Everybody knows that California produces fine sweet prunes, but who outside the jobbers and local residents know that Oregon produces a far finer quality prune than does California.

It was to have been the job of the market director to help the farmers tell the world of their wonderful products so that they would be insured an enduring and proper market for the ever increasing production.

Now that there is to be no market director the farmers must look elsewhere for this information and leadership.

FREQUENT PRIZE WINNERS



Left to right—Masterpiece, Barred Plymouth Rock cock bird, head of special breeding pen, and King Albert, Green Sheen Silver Campine, head of all star prize pen, owned and bred by Major J. J. Murray of Portland. Masterpiece was winner at Multnomah county and Salem state fair in 1918. King Albert won first prize at Multnomah county and second at the state fair in 1918.

OREGON'S POULTRY BUSINESS IN 1918

Total head of poultry produced	18,000,000
Total dozens of eggs produced	120,000,000
Value of all poultry produced	$24,000,000
Value of all eggs produced	$52,000,000
Grand total	$76,000,000

POULTRY NOTES

J. G. Dickson of Spokane, Wash., the well known breeder of rose and single "Reds," has issued a circular of annual offerings. Dickson has issued this circular for 10 consecutive years.

Gresham is to be the Petaluma of Oregon. It has everything in its favor to make it such, including County Agent Ward, who is to be credited with the original thought.

Pure-bred chicks are more uniform in type and color.

Pure-bred chicks produce uniform products of superior quality.

Pure-bred chicks require no more room, care or feed than scrubs or mongrel stock.

Pure-bred chicks make better fowls. They mean more uniform eggs and better prices.

Do you want more information on the Petaluma Poultry association? If so, write and we will gladly give it.

Overloading and crowding the digestive organs with more than can be easily digested must be avoided.

Sunflower seed should be fed sparingly, as the seed acts as a laxative.

Boiled oats is a treat as an occasional feed.

Keep up the supply of grit.

There is no better tonic than cool, fresh water.

Corn is made up largely of starch.

A fowl's condition can well be determined by its appetite.

All uneaten soft food should be removed from the troughs one hour after feeding, as it is apt to sour and cause bowel troubles.

O. A. C. MAN ISSUES BOOK ON METHODS FOR FARM RECORDS

U. S. Treasury Department and Bankers of Oregon Recommend Gunn's New System.

The Oregon system of farm records as prepared by the farm management demonstrator of the Agricultural college, R. V. Gunn, has the indorsement of the State Bankers' association, and also the approval of the federal treasury department, which will accept income tax returns based on it.

The first edition is just off the press. It has six pages for farm expenses, six for receipts, one for inventory of farm and buildings, one for inventory of feed and supplies, three for livestock inventory, one for inventory of machinery, one for summary of year's business, one for farm products used by family, one for plat of farm, one for crop acreage and yields, one for breeding table, one for gestation table, one for memoranda and one for farm tables and measurements.

Farmers may base their income tax returns on records kept in this book.

Not only are ample forms provided in which the different accounts can be entered, but simple explanations head each page, giving directions how to enter the accounts. Household and personal expenses are not entered. Cash paid for feed, labor, equipment, repairs, supplies, rent, interest and farm insurance are entered.

The new books are distributed mostly through farm bureaus, but some bankers are assisting their patrons to get copies. Persons unable to obtain copies through organizations may get them by sending the price, 25 cents each, to the college.

Early Hatching Is Recommended, to Give Chicks Start

Early hatched chicks almost invariably do better than late hatched chicks. They get a better start before hot weather sets in and are therefore less subject to fatal attacks from lice and other insects. As a result, a greater proportion of early hatched chicks are raised than is the case with late hatched chicks. As the matter of hatching and rearing pullets each year to replace a part of the hens in the flock which must be marketed is one of the most expensive and troublesome problems connected with poultry keeping, it is of the greatest importance that as great a proportion of the chicks hatched be raised as possible.

The greater number of chicks raised from a given number of chicks hatched, the less is the cost per chick. Frequently the ability to hatch and rear chickens successfully means all the difference between profit and loss in the poultry business. Since early hatching has such an important bearing on the percentage of chicks raised, it is of the greatest importance and should by all means be practiced. The best time of the year to hatch varies with the locality and climate. For information as to the most favorable time for hatching consult your county agent.

Is there a fruit pool in your neighborhood? If so, get in if it is a cooperative organization.

FIRST CARE VITAL AS TO BABY CHICK

They Should Not Be Fed for From 24 to 36 Hours After Hatching, Probably Longer.

Young chicks should not be fed from 24 to 36 hours after hatching, and will not suffer if given no feed until the third day. The yolk of the egg, which is absorbed by the chick, furnishes all the nourishment required during this time. It is this provision of nature for the first sustenance of the chick that makes it possible to ship newly hatched chicks considerable distances.

At the start it is advisable to feed five times day, dividing the day into equal periods, and alternating a mash or soft feed, such as johnnycake, with a hard grain or scratch feed.

A Model Variety Ration

Scratch mixture: Cracked corn, 5 pounds; cracked wheat, 3 pounds; pinhead oatmeal, hulled or rolled oats, 2 pounds. The above mixture when available makes an ideal ration. In the absence of corn, cracked kaffir corn, rolled or hulled barley may be substituted.

Feed morning, noon, and night, scattered in chaff litter.

Johnnycake: Corn meal, 5 pounds; eggs (infertile), 6; baking soda, 1 tablespoonful; mix with milk to make a stiff batter; bake well; or, a mixture of dried bread crumbs with hard boiled infertile eggs making about one quarter of the mixture of eggs. Rolled oats may be used in place of the bread crumbs.

Feed in middle of forenoon and afternoon for the first 10 days or two weeks.

Note—When infertile eggs are not available use double the quantity of baking soda, and add one half pound of sifted beef scrap. Infertile eggs are those which have been tested out from sittings or from an incubator.

Green Feed—Any tender green stuff may be fed to baby chicks. When a regular supply in quantity is needed, it is usually most convenient to use sprouted oats.

Water—Little chicks should be supplied constantly with fresh water, in either shallow pans or small drinking fountains.

March Pruning Is Considered to Be Most Advantageous

It would appear that the notion long held by farmers and fruit growers in general that summer pruning can be made to bring young trees into early bearing has no foundation in fact. Experiments made by careful investigators at several of the agricultural stations shows that summer pruning has no noticeable effect, so far as hastening fruit bearing is concerned. Moreover, it has been proved that summer pruning is likely to be wholly detrimental. At the West Virginia experiment station, for example, early midsummer and repeated summer prunings impaired the vigor of the trees to a noticeable extent, the annual growth and the leaf area being smaller, while the foliage had a lighter color. Apparently, therefore, there is no reason to continue the practice of summer pruning, except to the extent of rubbing out buds where a branch would be undesirable.

Probably the best time to prune the trees in most sections of the country is in March, after severe freezing weather is over. Then it is possible to take into consideration whatever damage may have been done by wind and weather. Of course, the commercial orchardist usually finds it necessary to carry on his pruning work the whole winter through, whenever the weather is mild enough and when the wood is not frozen.

Whether to prune young trees little or much has long been a disputed question. The experiments made at the West Virginia station seem to show that heavy annual pruning was beneficial from a standpoint of growth while the trees are less than three years old. After that this heavy pruning dwarfs the growth.

With all trees a certain amount of pruning is necessary. It gives a higher quality of fruit and enables the owner to keep the trees properly balanced, so that spraying and fruit picking can be carried on with a minimum of labor.

When answering advertisements mention The Journal.

MULTNOMAH COUNTY AGENT IS ACTIVE

S. B. Hall, who is one of prime movers in movement to make Gresham "the Petaluma of Oregon."

IN THE ORCHARD

To make sure that the largest possible proportion of next season's shipments of tomatoes and peaches will reach the consumer in an undamaged condition, the forest service has been making some practical strength tests at the forest products laboratory of a new six-basket crate for these perishable commodities. The tests are made at the request of the bureau of markets and the Fruit and Vegetable Growers' association of the South and East. The crates, packed as though for shipment, are subjected to a series of drops and strains, such as might be experienced in actual transportation, to discover the weak feature of the design. It has been found that the crates themselves can stand more rough handling than the inner baskets, and an effort will be made, therefore, to provide means for holding the baskets more rigidly. By building up and testing various modifications of the original crate, it is hoped that in a short time a six-basket container can be produced which will be practically equally strong in all parts.

If the grape vines have not yet been pruned, be sure to do so before the buds start. On mild winter days the cut ends will "bleed" some, but that does not matter. Gather up and burn the trimmings, so as to destroy any insects and disease germs infesting them. Tie the pruned arms to the wire supports, and then this job will be out of the way before the spring rush.

LEGHORNS LEAD EGG PRODUCTION

Six Breeds Are on Honor Roll in All-Northwest Contest for Laying, Recently Ended.

By R. V. Mitchell
Director All-Northwest Egg-Laying Contest
(Sacramento Bee)

There was a great variety of weather during the month of January, varying from 10 degrees below zero to spring weather, and from high Chinook winds to days with scarcely a breeze.

Leghorns Lead

The highest production was made by the Leghorns. The following is the per cent production for each breed for the month:

Breeds	For the average bird Per ct. prod.	Feed cost	Return above feed cost
White Leghorns	60	29.3	63.6
R. I. Whites	55.1	35.3	50.1
Wyandottes	54.8	31.8	53.1
Barred Rocks	53.2	31.7	50.7
R. I. Reds	47	31.4	41.5
Miscellaneous	43.8	30.5	37.4
Black Minorcas	38.7	31.5	28.4

Six on Honor Roll

Six breeds are represented on the pen honor roll for the month, which includes the best 22 pens. Four breeds are represented on the pen honor roll to date. The Rhode Island White No. 343, owned by F. W. Frederick, Cassidy, B. C., is high pen for the month, with 30 eggs, and had a sales value for eggs of $1.50 for January. This bird laid 30 eggs in December.

Leghorns Lead

The high pen to date is a S. C. White Leghorn, No. 86, owned by J. L. Craib, Seattle, Wash., with a production of 74 eggs in 88 days, or 84.1 per cent production for the three months, during which the average price of eggs was above 60 cents. This bird has a sales value for eggs of $4.01 for the 88 days.

The high pen to date is a S. C. White Leghorn pen, entry No. 6, owned by J. A. Hanson, with a production of 339 eggs in 88 days, or 77.4 per cent. This pen has a sales value of $18.46.

Average Feed Cost

The average feed cost per dozen of eggs for the month of January was 21.6 cents. The Leghorns were lowest with a feed cost of 29.3 cents per dozen, and the Minorcas highest with 31.5 cents per dozen.

Entries are now being received for the fourth all-Northwest contest. A goodly number have come in already, representing several breeds.

Rye Production Gains

Rye, along with barley and buckwheat, has increased much in production to add to the war food supply. About 30,000,000 bushels, the limit of the crop before 1910, was followed by gains to 43,000,000 bushels in 1914, 63,000,000 bushels in 1917 and 89,000,000 bushels in 1918—by far the largest rye crop ever raised.

Ads Tell the Story

It will pay every farmer to scan the advertisements which appear in the agricultural section of The Journal very carefully. Advertisers usually study farm conditions very carefully and their advertisements frequently contain the very information which will help you solve a knotty problem. There are few agricultural implement manufacturers who no not manufacture a special machine which will do the very work you want—but you must write and ask them for information. They cannot guess what is in your mind.

Ad Answered From Thousands of Miles

Advertising in The Journal pays—at least so thinks Major J. J. Murray of 3126 Sixty-second street, S. E. Portland.

Major Murray, who is a well known breeder of Barred Plymouth Rocks and Green Sheen Silver Campines, has received answers to his advertisements from Alaska to Honolulu within the past two weeks. "I have always used The Journal as an advertising medium and received the best of results," said Major Murray when he called at the office the other day. Major Murray has just issued a new pamphlet on his show birds.

Animals in U. S. Service

Animals on hand in the service of the war department November 2, 1918, were 113,725 cavalry and riding horses, 186,348 draft horses, 144,611 draft mules, 17,298 pack and riding mules, and 15,280 unclassified animals, making a total of 477,262 animals ready for use.

Alfalfa Wins Out As Feed for Hogs, After Experiment

To test the value of alfalfa pasturage as a part of the ration compared with an exclusive corn diet for fattening hogs in a dry lot, the Nebraska station fed for 30 days 20 brood sows from which the pigs have been weaned. Ten head were given the run of five acres of alfalfa and corn at the rate of three pounds daily for each hundredweight, and the other 10 were fed corn exclusively at the rate of four pounds for each hundred of live weight.

The showing was strongly in favor of the alfalfa-corn ration in various ways, thus: The pastured hogs used 130 pounds less of corn to make 100 pounds of gain, and the gain cost 81 cents less a hundred pounds than that from those fed corn alone.

The return from each bushel of corn fed the pastured hogs was $1.02, and from those not pastured, 71 cents. This, however, was not at war prices. The corn required to produce 100 pounds of gain on the dry-lot hogs was almost 43 per cent more than on the pastured.

The daily profit to the hog on those pastured was 10 cents, and on the others 7 cents.

Cow Gives Good Profit

Forest Grove, Feb. 28.—John Fletcher of this city has a small Jersey cow from which he sells milk to the local condenser. The check he gets for milk averages $30 a month. Fletcher is an old resident of this place, having lived here for the past 65 years. He taught school here in the early days.

Good Farmers Want Good Farms

You will find a long list of good farms for sale in today's Journal "Want" ads on page 14. Some are fully equipped and can be purchased on long time.

FEED "Pig-a-Boo" DIGESTER TANKAGE

Your Hogs Will Develop Quickly If "Pig-a-Boo" DIGESTER TANKAGE is fed with their ration. It is a Ration Balancer the value of which is demonstrated in increased profits to hog raisers at marketing time. It is a profitable investment. Follow these figures.

½ lb. Pig-a-Boo costs 3c, and when fed each hog per day with regular feed adds ¾ lb. to 1 lb. more pork per day than ordinarily. ¾ lb. pork will bring 12c on the basis of pork being worth 16c lb. at shipping point—a profitable return of 300 per cent on the investment.

FOR FREE BOOKLET ADDRESS "DEPT. E"

UNION MEAT COMPANY
NORTH PORTLAND, ORE.

WE DEVELOP KODAK FILMS FREE and pay return postage when prints are ordered.

Mail us your film with 5 cents in stamps for each print desired.

Cash refunded for unprintable films or excess.

Established 1865

WOODARD, CLARKE & CO.
Portland, Oregon

USE Golden Rod Poultry Foods

Chick Food	Egg Mash
Developing Food	Poultry Oats
Scratch Food	Pigeon Food
Growing Mash	Fattening Mash

All our poultry foods are mixed according to the formulas of an expert and practical poultry man. Take no chances—insist upon the GOLDEN ROD BRAND.

GOLDEN ROD MILLING CO.
Manufacturers of Cereals and Poultry Foods
PORTLAND OREGON

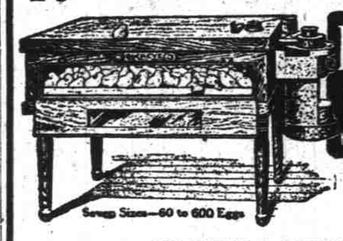
HORSE BEANS
Good for Man, Beast and Soil

This is entirely distinct from the common or French bean. The large, coarse pods are borne on stout plants which are coarser, more erect and less branched than the French. Lb. Pkt. 10c, postpaid 15c.

Butzer's Vegetable Garden Special No. 1
Consisting of 14 kinds of Vegetable Seeds in larger packages than ordinary seed envelopes.
Catalog price 85c. Special price 40c postpaid

BUTZER'S SEED STORE
188-190 Front Street Portland, Oregon

START YOUR HATCH THIS MONTH



BUCKEYE HOT-WATER Incubators HATCH EVERY HATCHABLE EGG

Just keep the lamp burning and turn the eggs, the "Buckeye" will do the rest.

WE CARRY A COMPLETE STOCK OF
"BUCKEYE" Incubators and Brooders

DIAMOND CHICK FOOD saves little chicks and helps them to grow quickly into big, sturdy fowls. No other food necessary.

and are hatching and brooding chicks here in our salesroom every day.

Call and see the Mammoth Buckeye (2440 eggs), and the famous Buckeye Brooder Stoves in operation.

"Buckeyes" are famed for their big hatches of strong, healthy chicks and the use of the "Buckeye" Incubator and Colony Brooder Stoves makes it possible for anyone to raise poultry more profitably than could ever be done by older methods.

Our 1919 General Catalog gives full information and Western prices on Buckeye Incubators and Brooders, and our complete line of Poultry Supplies. This Catalog and the Buckeye Booklets mailed free on request.

ASK FOR CATALOG

SOUTHEAST CORNER FRONT AND YAMHILL STREETS

PORTLAND SEED CO. PORTLAND, OREGON

Western Agents LEE'S GERMOZONE, LICE KILLER, Foods and Remedies

Is the Best Too Good for You?

Since 1878 the De Laval Cream Separator has held its undisputed place as the world's standard cream separator.

The new De Laval has greater capacity than former types, and skims closer under all conditions. It constitutes the greatest advance in cream separator construction in the last 30 years.

Complete line of repairs always on hand, which can be had by phone or letter.

We also carry a full line of Dairy and Creamery Supplies, Cheese Equipment and Supplies.

Acme Ensilage Cutters, Alpha Gasoline Engines, Etc.

Write for Catalog

COLUMBIA DAIRY SUPPLY CO.
92-94 Front Street Portland, Oregon

PORTLAND HEADQUARTERS

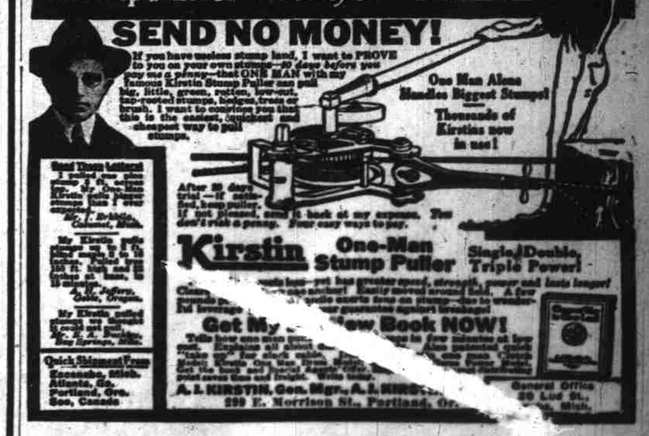
Queen Incubators (85 to 2000 eggs) and Brooders (100 to 1000 chicks). Kresky oil burning Brooder Stoves, Live Chick Boxes, Egg Carriers, galvanized feeders and all Poultry Supplies. Conkey's Buttermilk Starting Food for baby chicks and Mash for hens. Foods and Remedies of all kinds.

Our complete catalog tells all
Complete stocks, quick service, low prices

Routledge Seed & Floral Co.
145 2D St. PORTLAND ORE.

Try This One-Man Stump Puller 30 Days FREE

SEND NO MONEY!



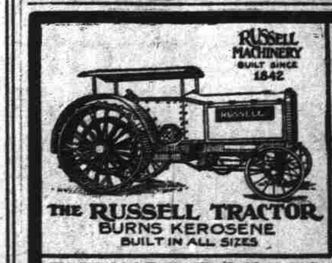
Keep the Producer Producing

We Are Striving for Cost of Production

We must have cost of production to keep the dairy herds from being slaughtered. Ours is a co-operative organization of producers.

Write for Information

Oregon Dairymen's League
CORBETT BLDG. PORTLAND OREGON



RUSSELL HIGH GRADE MACHINERY

ENGINES · BOILERS · SAWMILLS · THRESHERS
WRITE FOR SPECIAL CATALOG AND PRICES
THE A. H. AVERILL MACHINERY CO.
PORTLAND - SAN JOSE - SPOKANE - GREAT FALLS