

EFFICIENT MARKETING

OREGON COUNTRY LIFE

EDITED BY J. F. LANGNER

BETTER FARMING

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GRAFTING IS NECESSARY NOW—A-DAYS TO GET GOOD FRUIT

FRUIT PRODUCERS ORGANIZATION IS FREEDOM EFFORT

Oregon Growers Get Together to Free State's Products From Domination by Californians.

OREGON BRANDS WANTED

At Present Great Quantities of This State's Fruit and Vegetables Sold as California's.

Filing of the articles of incorporation of the new Oregon Growers Cooperative association and the Oregon Growers Packing corporation has created a profound sensation in financial, distributing and retail circles in the state and strenuous opposition is expected from those interests which do not want to see the organization get into full swing.

Those opposing apparently see in the organization an attempt on the part of California interests to control the Oregon fruit crop. An examination into the present condition of the Oregon fruit crop will completely refute any such idea. It is a reflection upon the integrity of some of the best known fruit growers in the state.

CALIFORNIA CONTROLS NOW

In the first place, it is a lamentable fact that our crop is already almost entirely controlled by California, and it would not be necessary for an organization to be formed to subvert our fruit to the California market. Nearly all the big packing houses and canneries in Oregon today are controlled by California interests. One California company alone controls at least one-third of the prune crop, and only a few days ago the Portland Chamber of Commerce was asked to secure 50 carloads of prunes for another California concern.

FREEDOM IS OBJECT

The new association has been organized for the express purpose of freeing the Oregon fruit grower from the stranglehold of the California packing companies. Instead of nearly all our fruit being sold as California prunes, the new association is going to sell it as an Oregon product under an Oregon label and Oregon brand, and it is going to extensively advertise Oregon products just as California people have advertised their products, so that the whole world may know that Oregon also is a remarkable fruit producing country, and that it produces better fruit than California.

SOLD AS CALIFORNIA FRUIT

Millions of pounds of Oregon fruits and vegetables are sold as California products, and we have very foolishly permitted California to build up a wonderful reputation for pears and cherries upon products which are grown and packed in Salem and that vicinity.

ONE OF THE PRINCIPAL ADVANTAGES

in scientific marketing is that the fruit grower puts his business on a sound economic basis. There is no reason why fruit should sell one year for a very high price and the next for a very low price, because if the price is stabilized so that the retailer can sell the fruit at a price at which consumers can be expected to purchase the entire crop in a season, there will be no hoarding into the next year, which is the principal reason why there are such wild fluctuations in the fruit market.

INSTANCE IS CITED

For instance, with prunes selling around 20 to 25 cents a pound in bulk, the retail price is going to be somewhere in the neighborhood of 40 cents, which means that only the very rich will be able to buy them. And this time next year, when the new prune crop is being purchased, we shall find that the retailers have a tremendous quantity of prunes of this year's crop unsold because people cannot afford to buy them at the high price, and the farmer will be politely told by the dealer that he is very sorry, but the market is overloaded with prunes and the price will drop accordingly. The same is true of all fruits.

HOW MUCH BETTER OFF WOULD THE FARMER

be if he got say 14 cents a pound every year for his prunes? One is not in the business of farming for a day; it is a lifetime business, and should be handled as one. And the most long-headed policy must be observed because of the



"Burbankism." What we may expect when grafting reaches its highest degree of efficiency.—(From Judge.)

tremendous increase in production which is constantly taking place.

INCORPORATORS OF ASSOCIATION

The incorporators of the new association are: Isaac D. Hunt, vice-president of the Ladd & Tilton bank; J. O. Holt, manager of the Eugene Fruit Growers' association; Professor C. I. Lewis, chief of the division of horticulture of the O. A. C.; Seymour Jones, speaker of the legislative assembly; B. W. Johnson, president of the Willamette Valley Fruit Growers' association; E. L. Klemmer, who controls nearly one-third of the Oregon fruit crop at present in bearing; G. L. Zimmerman, E. W. Mathews and W. E. St. John. E. C. Paulus, general manager of the Salem Fruit union, is the active organizer, and Earl Peacey, county horticulturist and fruit inspector of Douglas county, is secretary pro tem.

THE ASSOCIATION IS BEING FINANCED

by Oregon capital and directed by Oregon growers, the membership being limited to bona fide residents of the state of Oregon, who must also be bona fide farmers in this state with their prime source of income from farm lands owned by them.

POULTRY ASSOCIATION WILL BE ORGANIZED AT GRESHAM MONDAY

The poultrymen of Multnomah county and eastern Clackamas county are to meet at the Gresham library Monday night, June 23, at 9 o'clock, to organize a poultry association. They have had a committee at work for some time perfecting an organization plan and arranging for marketing. It is hoped to start cooperative marketing by July 1.

HERE IS A SUGGESTION FOR A GOOD DRY

mash: 3 parts by weight of corn meal and 1 part beef scrap. Still another ration may be made up of 1 pound of wheat bran, 1 pound of wheat middlings, 6 1/2 pounds of beef scraps and 16 1/2 pounds of corn meal. The dry mash provides a suitable medium for feeding beef scraps, a certain amount of which may or may not be necessary, depending upon the amount of meat scraps available in table waste feed.

TEST ONLY WAY TO LEARN VALUE

Cow's Worth Cannot Be Determined by Casual Observation of Her Milk.

By H. L. Lechner, Clatsop County Agent, Astoria, Or.

That appearances deceive when it comes to telling richness of milk is not a generally accepted fact. The milk that is yellow and shows a large amount of cream on the bottle does not always contain the most butterfat. William O. Reith, who is the only dairyman in Clatsop county with cows on official test, has all the proof that looks do not always count when it comes to telling richness in milk.

Mr. Reith has Guernseys giving rich, yellow milk and some that give fat rich milk that is not so yellow. He has also found that the milk with little cream after 12 hours' standing contained more butterfat than one showing considerably more cream. The official tester will verify these statements.

REASONS ARE GIVEN

What is the reason for this apparent inconsistency? To begin with, all the richness of color in milk is not cream or butterfat. Particularly the Guernsey and Jersey cows' milk and butterfat usually contain an abundance of yellow pigments which cause yellow milk and butter. In Holsteins there is an absence of much pigment, hence even the richer Holstein milk does not look yellow.

Bank Issues Magazine

The First National bank of Bend, noted for its activities in agricultural development in Central Oregon, is now issuing a monthly publication entitled "First National Bank News." The publication contains information of value to Central Oregon farmers and copies can be obtained free upon application to the First National bank.

milk rises quickly, that of others very slowly. Where the rich milk shows a small amount of cream after 12 hours' standing, the fat globules are more numerous but much smaller than where the amount of cream was greater after standing the same time.

ONLY KNOW BY TEST.

Here should be a point for the dairyman who thinks he can tell by looks and by the cream line whether or not his cow is giving good milk. It is only another evidence that we can know only by test and record. Clatsop County's cow tester has been on the job now less than two months and has already found abundance of evidence that one's "opinion" or "idea" of a cow's value very often does not check with records of weight and test.

Deschutes Crops Are Two Weeks Behind

Bend, June 21.—Farm crops in Deschutes county are fully two weeks behind this year. Unusually cold spring and unfavorable growing weather are responsible. A few days of warm weather in Central Oregon will greatly help the alfalfa crop which promises to be the heaviest ever grown in this part of the state. Wonderful results are being obtained throughout the county in the growing of sunflowers, to be used as a silage crop. Labor is scarce throughout entire Central Oregon this year and farmers may have difficulty in cutting their crops.

Economical Harvesting

While heading can be done at about double the rate of cutting with "One Man Harvester," the chances of grain being damaged in stack before threshing crew arrives, is a condition to be taken into account, besides there is a certain percentage of waste every time headings are handled. With "One Man Harvester" straw can be saved by use of Straw Dump attachment, straw and wheat can be gathered each day by second man with wagon.

WHEAT PRICES LOWER

Undoubtedly there will be a marked drop in the price of wheat in the course of the next year or two. One should prepare to meet the reduction in selling by cutting down the cost of harvesting and threshing. The "One Man Harvester" with one man and six horses will take off from 250 to 350 acres within the time that conditions are right for saving the crop.

Quesnell—One Man Harvester

The "One Man Harvester" cutting an eight foot swath produces the maximum results proportionate to man and horse power expended. Larger ranches can use additional machines, as for instance, four "One Man Harvester" with four men and twenty-four horses would cover 32-foot swath, double the average of larger combines, using as many men and horses.

Other machines of similar character require more man and horsepower per foot cut. The heading and threshing method is even more wasteful of man and horse power with relation to results obtained.

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Total cost of operation of "One Man Harvester," figuring wages for operator and horses, interest and depreciation is less than cost of operating a header, thus the threshing expense is saved and turned to a profit. Be independent of the help situation. When six horses with one man can cut and thresh your crop at the rate of 12 to 15 acres per day, why use more?

Large Sums Spent For Orchards in Yakima District

Yakima, June 21.—The American Fruit Growers, Inc., the big \$100,000,000 fruit corporation that has been negotiating for acreage in the Yakima valley for the past six weeks, closed its first deals here yesterday, taking over 25 acres of the Dr. P. W. Cornue orchard in the Selah district, and 80 acres representing the T. A. McNamara orchard in the Ahianum near Wiley City.

College Honors War Victims

Gold Star memorial services for the 60 O. A. C. faculty and student soldiers who lost their lives in the great war were held at Corvallis Monday, June 10. All parts of the state were represented in the honor list of those making the supreme sacrifice.

Walnut Growers Asked to Unite

Knight Percy of Salem, secretary of the Western Walnut association, has just issued the first annual report of the proceedings of the Western Walnut association. The walnut industry of Oregon will be one of the state's most important assets within a very few years, says Mr. Percy, and he recommends that everyone who owns a commercial walnut grove become a member of the Western Walnut association.

about 400 acres in the lower valley, said to be held by the representatives of the corporation, will be closed at once. On one of these \$1000 has been paid on a \$150,000 contract. The prune crop on the place is taken over at an additional \$50,000.

The purchases are made in the name of W. B. Clore of Crutchfield, Wolfolk & Clore of Chicago. The local representative is Ira E. Cleveland of the Growers Service company, this city.

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ORGANIZING THE PRODUCER

By E. E. Pavilla in Western Farmer, June 18.

The proposed statewide cooperative organization of Oregon fruit growers is along the right lines. With the fruit-growing industry of this state giving abundant promise of soon becoming the most important factor in the commercial wealth of the state the time has arrived for banding together the interests and resources of the various fruit raising districts in a manner that will insure the greatest development of this industry as well as secure to the grower the best return for his products. Along with these reasons for creating this organization is another one of equal importance, and that is the marketing of all the fruit products of the state as Oregon grown and packed. At the present time millions of pounds of Oregon-grown prunes and thousands of tons of Oregon-grown pears are being placed on the big markets of the world as the products of California, the fruit being bought by the big fruit handling concerns in the latter state and packed out under a California brand. The same thing applies to some extent to some of the fruits grown in the states of Washington and Idaho. The fruitmen of Oregon feel that they want their state to receive proper credit for its commercial resources, and justly so.

The plan of organization adopted by the Oregon fruit growers is along progressive lines. Cooperation of all the fruit growing districts of the state with a centralized body and with control directly in the hands of the growers, who will own, finance and operate it. All phases of fruit marketing, including fresh, dried and canned products, will be handled, leaving the grower nothing to be desired in selling his output.

The greatest benefit to be derived from the formation of this organization, however, should be the stabilizing of the state's fruit industry, which has of necessity long been conducted on haphazard methods. Complete cooperative organization should place it on a firm basis.

The awakening of Oregon's fruitmen to the benefits and necessity of real and intelligent cooperation in a business way is in keeping with the progressive business development of the present age and may well serve as the harbinger to farm producers along other lines to organize their forces. With business and industry in other walks of life presenting an almost solid wall of united effort it is up to the farmer to keep in step with economic progress.

SOILS ANALYZED FOR CROP VALUE

State College and Federal Specialists Making Surveys in Agricultural Counties.

Oregon Agricultural College, Corvallis, June 20.—Soil surveys to determine the crop relations and tillage qualities of Oregon farm lands will be conducted in two additional counties this summer—Multnomah and Josephine. The surveys will be made by the agricultural college and the United States bureau of soils under direction of W. L. Powers, head of the soils department at the college.

The surveys give a complete scientific record of all leading soil types present in the counties. Two counties have already been surveyed, and it is the intention of the government and the college to continue the work of soil surveys until all agricultural counties of the state have been examined, their soils classified and their qualities recorded.

Field experimental plots are maintained to determine the most profitable crops for the different soil types, and the best cultural and fertilizer systems for each type.

Soil water investigations are conducted in Josephine, Klamath, Deschutes and Harney counties by field agents.

Fruit Growers of Yakima Decide to Advertise in East

Yakima, June 21.—The Yakima Fruit-growers' association announces it will spend \$25,000 in a campaign this summer advertising Yakima boxed apples.

The Saturday Evening Post and other eastern publications and trade journals will be used and wholesale and retail dealers will be furnished with folders to hand out to the trade.

The campaign will begin about the time the Jonathan apples are ready for consumption. Other varieties will be advertised as they are ready for consumption.

A booklet for the housewife giving recipes and color plates of Northwest apples telling their best cooking qualities will be part of the general plan.

Head lice on chicks is one of the drawbacks from now on. No let-up in fighting these pests should be allowed. There are many remedies on the market, but a little lard about the size of a pea rubbed thoroughly on the back of the head and neck is sufficient to rid the chick of these pests. This should be done after dark on a dry, warm night. Previous to this the coop, hen or brooder should be thoroughly attended to.

Salem Fruit Union

THE SALEM FRUIT UNION IS THE LARGEST DRIED FRUIT GROWERS ASSOCIATION IN THE NORTHWEST.

THE MEMBERSHIP CONSISTS OF APPROXIMATELY 600 PROGRESSIVE WILLAMETTE VALLEY FARMERS.

THE TOTAL VOLUME OF BUSINESS TRANSACTED BY THE MEMBERS THROUGH THE ASSOCIATION IN 1918 EXCEEDED \$1,000,000.

AMALGAMATING ALL OVERHEAD EXPENSES IN A CO-OPERATIVE ASSOCIATION, THE MEMBERS OF THE SALEM FRUIT UNION ARE ENABLED TO SELL THEIR PRODUCT AT MINIMUM EXPENSE, THUS ELIMINATING WASTE IN DISTRIBUTION.

THE MEMBERS OF THE SALEM FRUIT UNION, PRODUCERS OF MILLIONS OF POUNDS OF OREGON PRUNES, BERRIES AND EVERY DESCRIPTION OF FRESH AND DRIED FRUITS ARE PLEDGED TO CO-OPERATE—IN THE INTEREST OF PRODUCER AND CONSUMER.

Robert C. Paulus, General Manager SALEM, ORE.

Advertisement for Wilson's Breakfast Rye. It features a logo with a 'W' and 'X' and text describing the product as a granulated mush containing the whole rye kernel. It also lists other products like 'Old Fashion' Breakfast Rye and 'Scottish Oat Meal'. The ad is for The Old Fashion Milling Co., Inc., located at 241 Holladay Ave., Portland, Or.

Advertisement for the Quesnell One Man Harvester. It describes the machine's efficiency in harvesting wheat, noting that it can cut an eight-foot swath and produce maximum results with less man and horse power. It also mentions that the machine is economical and can be used on larger ranches with multiple units. The ad is for Multnomah Iron Works, Portland, Oregon.