

EFFICIENT MARKETING

NEW ASSOCIATION
SIGNS UP 7500
ACRES OF FRUIT

Meetings at Various Points in
Willamette Valley Productive
of Very Satisfactory Results.

BUYING SYSTEM EXPLAINED

Figures Show That Unorganized
Growers Receive on an Aver-
age Much Less Than Unions.

By J. F. Langner

The first series of meetings of fruit growers held by the Oregon Growers' Cooperative Association have passed into history. Within the last week approximately 7500 acres of bearing orchards have been signed up.

Meetings have been held at Scotts Mills, Sheridan, Dallas, Roseburg, Yamhill, Forest Grove, Salem, Eugene, Corvallis and Sutherlin. In some of these districts more than half of the bearing acreage has already been signed up, and the new members are enthusiastically entering into the spirit of cooperation, realizing the importance of statewide marketing to the fruit industry of Oregon.

FRUIT UNION FAVORABLE

The board of directors of the Salem Fruit Union have passed a resolution endorsing the association, strongly recommending to its growers that they join the new statewide organization. Limitations of local associations are realized. The board of directors of the Eugene Fruit Growers' association have also passed a resolution similar in character to that of the Salem Fruit Union. At the Eugene and Salem meetings approximately 2000 acres of prunes and apples in each district were incorporated in the association, and every day a continually larger percentage of the acreage in each district is being signed up.

"KNOCKERS" ARE BUST

There are, of course, difficulties to be met and overcome. In some sections growers are being advised not to join the association, but this advice is coming from sources which it is well for the grower to analyze. In some cases private packing corporations have advised the growers that they are willing to purchase next year's prune crop at the same price fixed by the association. This is an admission of the fact that it is the association which will make the price. If the association is, as the packers now admit, going to be the arbiter of prices, then it is, on the admission of the packers, essential that the growers join the association in order that this price may be justly and equitably established.

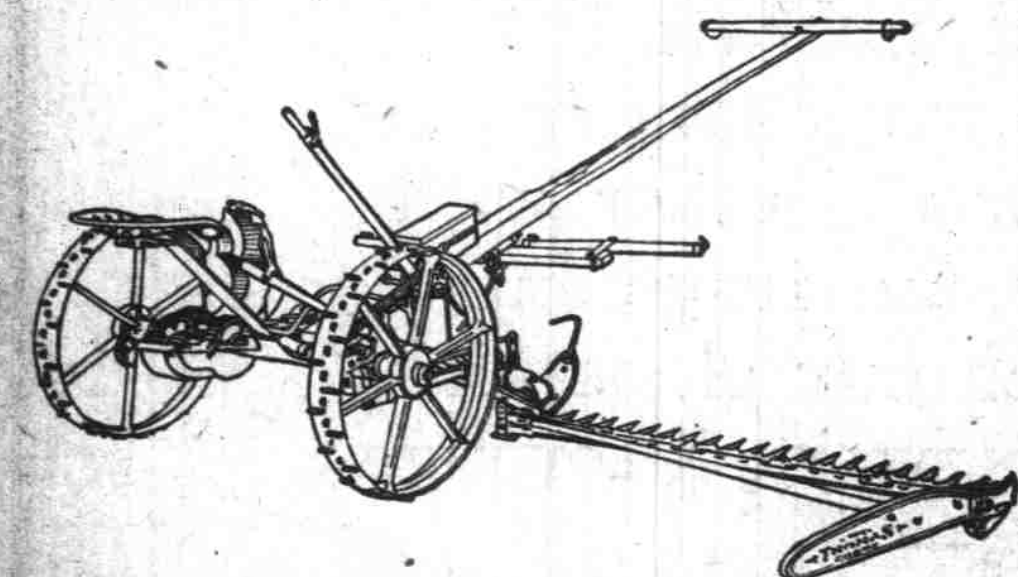
PRUNE PRICE ESTABLISHED

The California Prune and Apricot association has now established the price for its 1919 prune crop. The prices, according to R. C. Paulus, are issued on the regular 10-point selling basis, which begins with 80-85s as a basis, the prices being 30-40s, bulk basis, 15 cents; 40-50s, bulk basis, 14 cents and 50-60s, 12 cents bulk basis. Growers will understand that this does not mean the above figures are the actual prices the prunes sold for but are the basis for arriving at the prices. Thus the 30-40s at 2 1/2 cents above bulk basis of 15 cents brought the California growers 18 1/2 cents; the 40-50s at 1 1/2 cents above the bulk basis price of 14 cents brought the growers of California 15 1/2 cents a pound, and the 50-60s at 1 1/4 above the bulk basis of 12 cents brought the California grower 13 1/4 cents a pound. From which must be deducted 2 per cent cash discount, 2 1/2 per cent brokerage and the association expenses in

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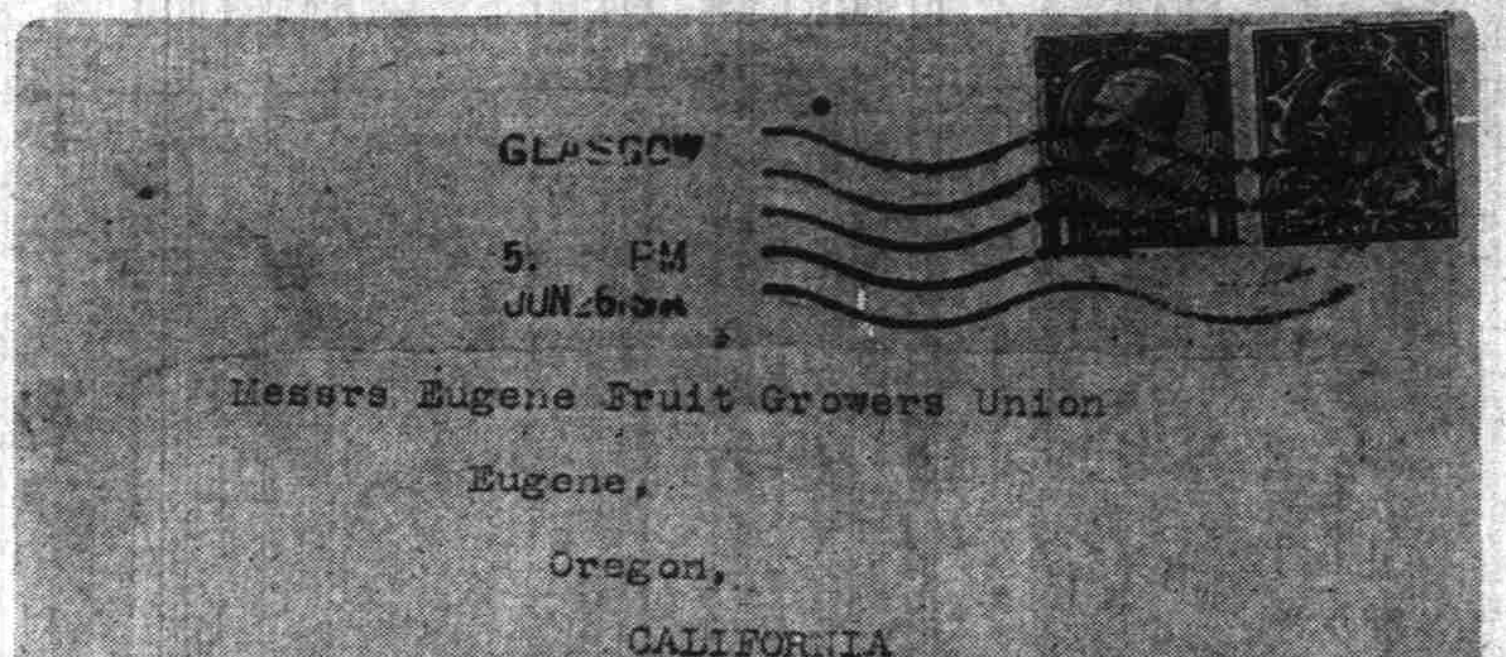
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OREGON COUNTRY LIFE

OREGON A "COUNTY" IN CALIFORNIA



Scottish fruit buyers believe Oregon part of California. Because Oregon does not advertise itself as a great fruit producing state many buyers are under impression that all Pacific coast fruit comes from the southern state.

handling the fruit. The premiums being paid on the larger sizes are approximately the same as the Oregon prunes sold at when the prunes were sold to the trade in the East. Prices for Oregon prunes have ranged from 10 1/2 cents to 20 cents for 30-35s, with drops of from a quarter to one and a half cents per pound for each five points in the larger sizes. The bulk of the crop brought the grower an average of around 12 1/2 cents for 30-35s.

UNORGANIZED GROWERS GET LESS

Most of the unorganized growers in both California and Oregon received from \$30 to \$40 a ton less than the average price which will be received by the California fruitgrower. The technical terms under which prunes are sold are confusing, inasmuch as when sales are made to the eastern trade they are sold on a bulk basis, starting from 80-85s. When they are bought from the grower the bulk price starts from 30-35s. This leaves opportunity for a great deal of confusion in the mind of the grower in attempting to reconcile the bulk base price published on prune sales to the Eastern trade with that received by him for his fruit.

CALIFORNIA PRICES MAXIMUM

The California prune-growers have set the price on their fruit as the maximum which should be asked on orders for 120,000,000 pounds which they now have on file, and still move the crop, so that next year when they begin selling the grocers' shelves will not be full of high priced, unmoved prunes.

All four cooperative associations in Oregon handling dried prunes sold at figures approximating the California prices.

The Oregon association merits the support of every fruitgrower in the state. Every commercial orchardist will have an opportunity of becoming a member. Every commercial orchardist should become a member in his own interest, and in that of his fellow growers.

Dates Are Fixed for
Wasco County Fair

The Dalles, July 19—October 7 to 11 are the dates set for the Wasco county fair, according to announcement of J. M. Patterson, manager of the fair. The entire space of the fair will be given over to agricultural exhibits, there being no machinery or livestock displays arranged for.

Hens Give 10 Dozen

The ordinary average annual production of small flocks of hens given good care is commonly estimated at 10 dozen eggs per hen. Two ordinary hens for each member of the family will supply about 20 per cent more eggs than the average city family now consumes.

'NULADE' EGGS ARE
MUCH IN DEMAND

Manager of Producers' Association Says He Is Several Hundred Cases Behind Orders.

The Oregon Poultry Producers' association is having exceptional success in the marketing of its "Nulade" eggs. U. L. Upson, general manager, reports that he is hundreds of cases behind on orders, in spite of the fact that "Nulade" command higher prices than any other eggs on the Portland market today.

The Oregon Poultry Producers' association was the first really statewide marketing association to be organized in Oregon. There is no reason why every poultryman shipping eggs should not be a member. In fact, he should be a member. Every poultryman, as Mr. Upson says, should get behind the movement and help not only to get himself a better price for his eggs (because this is what statewide organization means), but every poultry producer will have the satisfaction of knowing that his eggs are not being jugged or speculated with, and are going on the market, and

that he is getting a full and fair price irrespective of the jockeying which takes place in the egg market from time to time.

Poultry producers who are not members are asked to communicate with Mr. Upson, at 169 Front street.

Milk Makes Good
Feed for Poultry

When properly fed, milk makes an excellent feed for poultry. In feeding sour milk or buttermilk, however, the feeder must exercise care not to give too much or bowel trouble will likely result. Skimmed milk is an economical feed. In skimming, the most valuable food constituents—the nitrogenous substances—are left in the skimmed milk. Not only does this skimmed milk contain much nutritive material, but it contains it in a form which, as a rule, is easily digested. Skimmed milk may often be advantageously substituted in part for meat. Milk may be used in mixing the soft feed, or it may be given the fowls to drink in addition to water.

Iowa Great Hog State
The number of hogs on farms in Iowa at the beginning of this year, 10,925,000, was exceeded in only five great nations before the European war. Germany had about 25,500,000 hogs, Brazil had over 17,000,000 hogs, Austria-Hungary and the Russian empire each about 15,000,000 hogs, and China a number of unknown but huge proportions.

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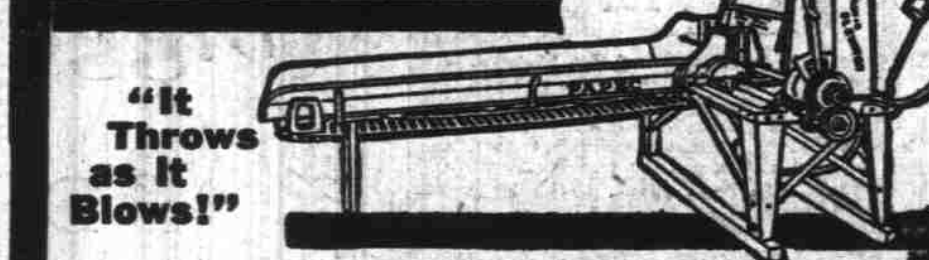
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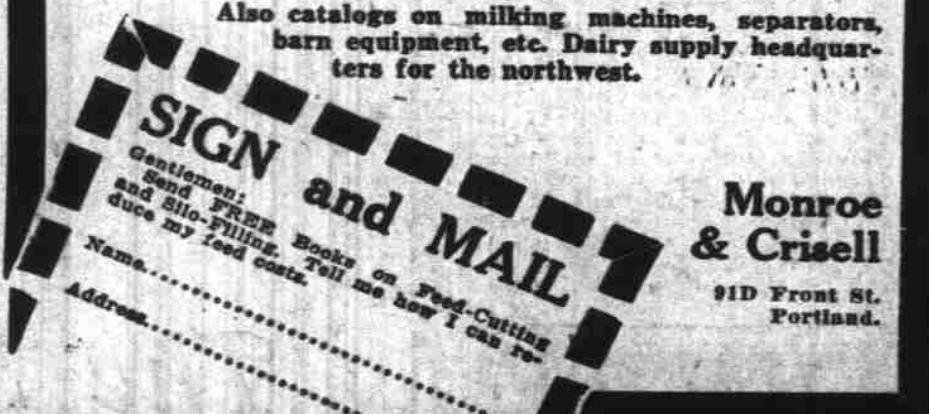
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DISEASE CAUSE OF
SMALLER POTATOES

"Running Out" of Seed Not Responsible for Smaller Production of Tubers.

Oregon Agricultural College, Corvallis, July 12.—Disease and not "running out" of seed stock is at the real bottom of the potato degeneration troubles that reduce the crop to little potatoes and few in a hill, according to the findings of the international potato disease conference recently held at Long Island, N. Y.

"Although the parasites of these diseases have not been isolated, evidence that they exist as the cause is conclusive," says Professor H. P. Bares, plant pathologist of the experiment station and representative of Oregon at the conference. "Leaf roll and mosaic have been observed by growers and inspectors, but they were considered unimportant physiological conditions instead of symptoms of serious diseases."

It was found that leaf roll troubles are due to an attack on the circulation channels that conduct the carbohydrates made in the leaf to the tuber, preventing the translocation of this important substance. Leaves of affected plants go on elaborating starch during the day as usual, but the diseased channels have no power to carry the stored foods down to the tuber during the night. Hence the leaf is overcharged with starch, becomes thickened and finally rolls, giving rise to the name.

In mosaic the leaves are of a mottled appearance, evidently due to injury to the chlorophyll cells. Hence it is likely that the leaves fail to manufacture carbohydrates in normal supplies. In both cases the potato suffers lack of carbohydrates, the principal food materials.

Rabbits Obtain Foothold

Bend, July 12.—The Central Oregon Jackrabbit is coming into his own again, according to frequent reports of Central Oregon farmers. Owing to the light snowfall for the last two winters, and the lack of cooperative work among the farmers, the rabbits have obtained a strong foothold again. Some hard work, experts say, will be necessary this year to reduce the rabbit pest.

Raising of Poultry
Pays Better Than
Work in Shipyards

Canby, July 12.—Canby has at least one real poultry farm that pays real live wages that cannot be equaled by working out, even in the shipyards. Elmer Gribble, well-known poultryman, has a chicken ranch, known as Gribble's Poultry farm, which brought in, in actual cash, \$2100 in the first six months of this year. On the farm are 450 laying hens and 450 pullets not yet laying. Mr. Gribble sold 6659 day old chicks and the money derived will pay for a modern incubator cellar to be made of concrete, 18x32, with an overhead feed room. In addition to this, Mr. Gribble is to build a laying house for 450 hens. The incubator capacity will be 5000 eggs.

He has received 61 cocks from the noted Hollywood farm from extremely high pedigrees, all from hens winning egg-laying contests. All the eggs, except setting eggs, have been contracted for the next year and a half. In 1920 Mr. Gribble will have the biggest and best poultry farm to be found in Clackamas county. Anyone interested in poultry will be shown around farm.

Deschutes County
Farmers Decide on
Closer Cooperation

Bend, July 12.—Deciding that it was time for the farmers to begin some reconstruction work, the members of the Deschutes County Farm bureau, which held its annual meeting in Redmond recently, determined upon an active development campaign. Acting upon the suggestion of C. S. Hudson, president of the State Bankers' association, and the First National bank of Bend to conduct closer cooperative work for better farming conditions in Central Oregon, the bureau will begin at once to outline some definite plans for the coming year.

These plans will be laid before the bankers and farmers at a joint session to be held this summer, probably early in August. The following officers were elected for the coming year: President, Fred N. Wallace, Tumalo; treasurer, John Tuck; board of directors, John Marsh, Gus Stadig, J. A. Melvin, F. B. Baughman, and R. U. Flickinger.

GRAIN BUGS SHOW
A RAPID INCREASE

Shortage of Natural Vegetation Causes Pests to Attack Cultivated Plants.

Washington, July 12.—Grain bugs have increased in numbers so rapidly during the past few years that they are now a serious menace to growing grain in the intermountain and Southwestern states. Their recent development as an economic pest is due to the change from the natural vegetation to the Western states to cultivated food plants. This is stated by entomologists of the United States department of agriculture in bulletin 775, recently published.

This condition has been brought about by the cultivation of large areas formerly devoted to grazing, which practically eliminated many of the native food plants, and caused the insect to attack cultivated crops. They cause damage by piercing the newly formed heads of cereals and feeding on the liquid contents, which prevents the formation of the grain and reduces its weight 10 to 50 per cent from normal. Wheat, barley and rye are the preferred food plants of the grain bug, but it also feeds on other cereals and on cabbage, cotton, peas, beans, tomatoes and lettuce, in addition to many native plants. Weather influences and the work of parasites in each locality where damage has occurred generally have restricted the destructive outbreaks of grain bugs to periodic intervals of two or three years.

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With Goats to Sell

Dec. July 12.—Several farmers here are anxious to secure brush eating goats to sell, by advertising in The Journal, will find buyers. This is a fruit and berry section and people are unwilling to bother with goats for milk or goats giving milk but are in the market for portable, self tending grubbing machines.

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The
Oregon Growers' Cooperative
Association

Limited in membership to, organized and managed by, the bona fide horticulturists and growers of Oregon, who are pledged to cooperate in their own and the consumers' interests.

Announcement of Policies

1. To eliminate the speculator in Oregon food products.
2. To standardize and grade these products.
3. To establish prices on a firmer basis so that producer and consumer may count upon no wild and unnecessary changes.
4. To remove the cause for the big difference between prices paid to the producer and those paid by the consumer (accounting for the high retail costs) by eliminating unnecessary middlemen in the distribution of Oregon products.
5. To take fullest advantage of the publicity that will be given by selling Oregon grown and packed fruits, vegetables and other products in every market in the country labeled as "Packed and Grown in Oregon"
6. To advertise and create public demand for Oregon grown and packed fruits, vegetables, etc.

The Oregon Growers' Cooperative Association Plans the Strongest Factor in the Northwest for Marketing Oregon Grown Products.

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Your Inquiry Is Invited

Address: Earl Percy, Secretary Oregon Growers' Cooperative Association, SALEM, OREGON