

BUSINESS MEN SAY CITY PROSPERITY DEPENDS ON FARM

Recent Discussions of Problems of Farm by Portland Business Men Considered as Promising.

CITY DEPENDS ON VALLEY

Prosperity of Future Must Come Largely From Orchards and Farms of Willamette Valley.

By J. F. Langner

Recent discussions of the fruit growers' problems and the Oregon Fruit Growers' association before the Portland Ad club and the Chamber of Commerce prove that the Portland business men are waking up to the fact that the prosperity of the city of Portland is largely dependent upon the prosperity of the agricultural community, for which the city is a clearing house.

Portland's prosperity has been due largely in former years to the lumber industry. In the future the prosperity of the Willamette valley, the Umpqua valley and the Rogue river valley will be largely in the development of the horticultural industry of Western Oregon. There is a vast difference between productive wealth from timber and productive wealth from agriculture and horticulture. Standing timber has basic value before it is cut. When it is cut its value is measurably increased but instead of actual production, only a conversion of wealth has taken place.

AGRICULTURE IS DIFFERENT With agriculture it is different. The farmer plants his seed or his tree; instead of cutting the tree down and forever destroying its continuous productivity, he gathers fruit year by year and consistently adds to the wealth of the community. Of course, without the original lumber industry of the Pacific Northwest the Willamette valley would doubtless never have been cleared to the extent which has been necessary to take care of the present increase in production. But unlike the lumber industry, which is highly specialized and highly departmentalized, the farmer is expected to carry the burden of innumerable expenses and to be an expert in a dozen different lines, not only of production, but in handling the products after they are produced. In the lumber business a logger is a logger; the man that runs a donkey engine continues to run a donkey engine; the man who snakes, continues to snake, and the faller continues to chop.

But in the case of the farmer, when he has produced a few prunes or pears, on a tree which he has planted and cultivated, his work really only just starts. To take care of his fruit after it has been produced he must process or store it, which requires a knowledge and ability totally different from that of planting and production. He must, if he is not to lose money upon his heavy investment—have at least a thoroughly comprehensive system of bookkeeping so as to ascertain as nearly as possible the actual cost, not only of production, but also of processing, storing and marketing. Fruit growers today are attending grading and packing schools. After everything else has been done to produce a profitable crop, they have to acquire the knowledge of grading and packing so that they are not losing the fruits of their labor by reason of the fact that they are falling to grade and pack their fruit in such manner as the market may require.

FARMER MUST WATCH MARKET Finally, the farmer must keep a close watch upon the market—difficult enough for the man who is absolutely closely in touch with the market—and presenting untold difficulties to the farmer who is unfamiliar and completely out of touch with it. This lack of intimate knowledge of broker activity costs the farmers of Western Oregon and fruitgrowers millions of dollars a year.

Modern farming should be looked upon by the up-to-date farmer as a modern industry—to be run just as any other industrial occupation. The secret of the efficiency of the modern industrial world is division of labor. The trades, professions, arts and vocations are divided and subdivided, distributed and redistributed into groups more and more specialized, and the result has been an immense increase of product, both in quality and quantity. Everywhere this has been done but in farming, where the division of labor has made little or no progress since the time when Adam and Eve raised their own fig leaves and strung them together into aprons. We may only expect to see any considerable increase in quantity and quality production of farm products when the farmers combine their capital, departmentalize their business and put it on the same economic footing as the big business with which they have to compete.

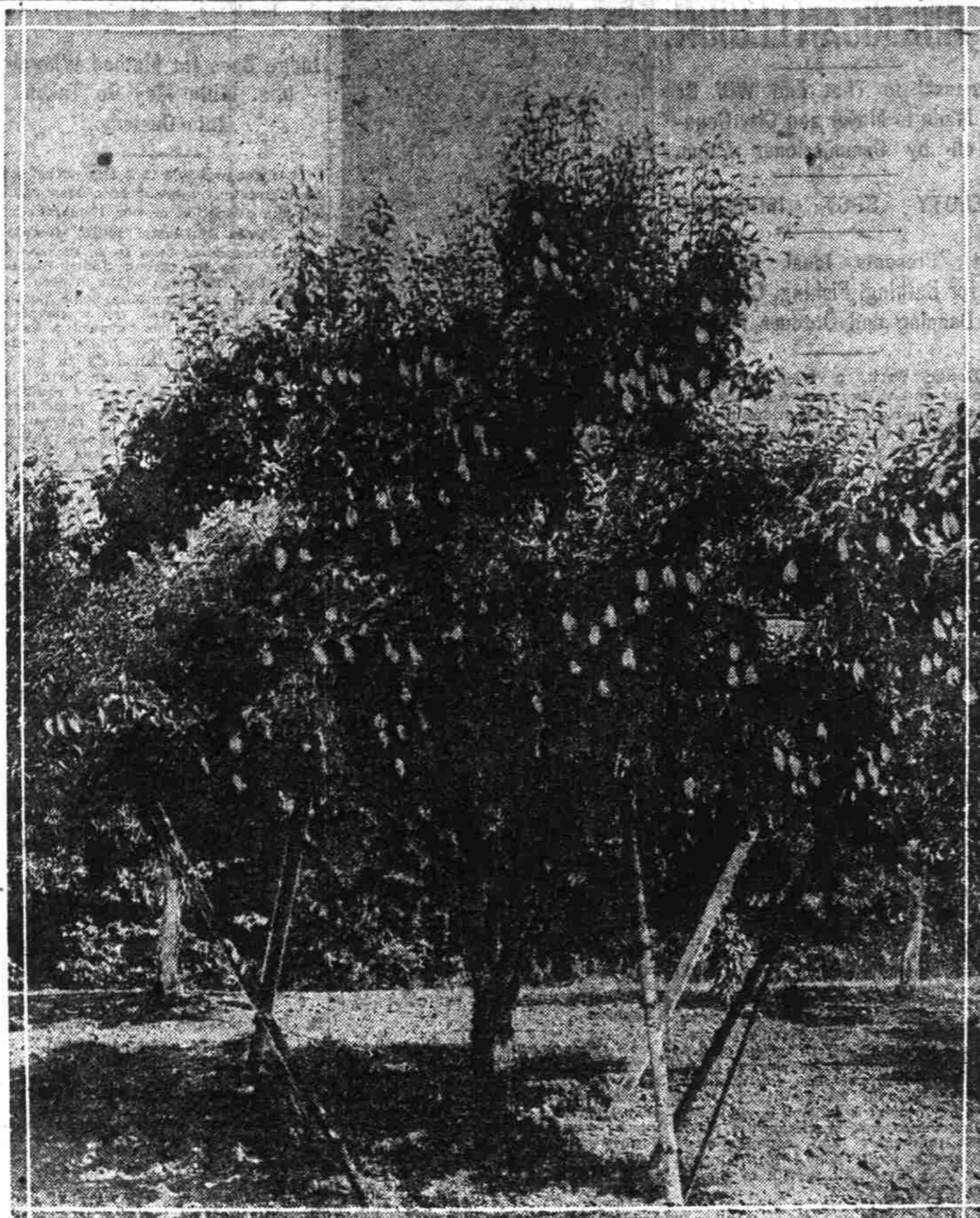
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PEAR ORCHARD PRODUCES \$600 AN ACRE



The 10 acre pear orchard of W. C. Harding, near Roseburg, harvested over 85 tons of Bartlett pears this year. Mr. Harding sold the entire crop at a price which netted \$68 a ton f. o. b. his orchard.

GROWER'S ASSOCIATION NOTES

The Kennewick-Richland Marketing union has for some years done a valuable work in the district which it covers in our neighboring state of Washington. Like our Willamette valley their valley seems especially adapted to the raising of all sorts of fruits, and the Marketing union of which F. H. Krug of Kennewick is the manager, has done much towards securing a fair market price for its growers. Mr. Krug was a recent visitor at our Salem office, and he advised us that the numerous local cooperative organizations of his state are looking forward to getting together in a statewide movement such as the Oregon Fruit Union. This local organization will, after the first of January, be taken over by the Oregon Growers' Cooperative association.

Through the service department of this association, the Umpqua Valley Fruit Union has joined the Skookum Packers this season and will market upwards of 150 carloads of apples under this famous brand. A very high-grade of apples is being produced in the Umpqua valley and the tonnage is increasing annually at a rapid rate. R. H. C. Wood is the efficient manager of the Umpqua Valley Fruit Union. This local organization will, after the first of January, be taken over by the Oregon Growers' Cooperative association.

Prune men in the Dallas district are preparing for a heavy harvest of prunes.

and the season will probably open on Italians about the twelfth of this month. McMinnville growers are beginning the harvest of their Gravensteins this week. They have leased a warehouse, and are using the service of the Willamette Valley Fruit Exchange, one of the organizations which have affiliated with the association. They will put in a size and can take care of a large tonnage of the apples of that district in a modern manner. An efficient inspector is stationed at McMinnville, and the growers are thus assured of high-grade service in handling their pack.

Professor C. I. Lewis, who recently resigned as chief of the division of horticulture to take charge of the organization department of the Oregon Growers' Cooperative association, has been selected as judge of the Washington state fair at Yakima.

The association is preparing a booth at the Oregon state fair which opens on September 22. An attractive display is promised.

Send Wheat Samples To Various Centers

Oregon Agricultural College, Corvallis, Sept. 6.—Wheat specialists of O. A. C. and other experiment stations are preparing the 497 varieties grown in the wheat nurseries by the federal department of agriculture and college experiment stations. Complete collections of all varieties will be sent to the offices of the

federal government at Washington, to the Oregon branch station at Moro, the cooperative wheat nursery at Chico, Cal., and to the Idaho station. This is a part of the work to systematize wheat classification and to eliminate duplicates and poor varieties, and to determine the varieties best suited to the conditions under which they are to be grown.

Chickens Must Have Clean, Fresh Water

A plentiful supply of clean, fresh water must always be available to the hens. The fowls drink freely, especially when laying heavily, and should not be stilted of such a necessary and cheap material as water. The water pan or dish should be kept clean. If it is not washed out frequently a green slime will gather on its inner surface. This should not be allowed to happen. It is well to keep the water pan outside the house and in the shade in the summer, but in the winter, when the water may freeze, it is best that the pan be left in the house, and it should be raised about a foot above the floor so that the hens won't kick it full of litter when scratching for their feed.

CRITICAL SITUATION DEVELOPS AT TUMALO IRRIGATION PROJECT

Lack of Sufficient Water is Sure to Cause Serious Difficulties Unless Remedied at Once.

Bend, Sept. 6.—A critical situation faces the settlers on the Tumalo irrigation project for the season of 1920 unless something radical is accomplished in obtaining a greater water supply. With a large increase in the acreage on the project under cultivation, and with demands for opening of more lands to cultivation the call upon the water sources is becoming greater. That it is impossible to accommodate the acreage now under cultivation is indicated this season by the necessity for water rationing throughout the project. One section of the project obtains water for a period of 10 days and then is without water for about 20 days. This condition is proving harmful to the late crops at this season of the year.

DISTRICT MAY MEET OPPOSITION Although the water situation is critical all over the project, it is believed that the formation of a district will not meet with unanimous approval. Many of the settlers hold preferred water contracts under which they have sufficient water, while a large number hold the more recent contracts. There is a contention between these two classes of contract holders. The holders of preferred contracts say they are entitled to all the water specified in their agreements whether the remainder get any water or not. In the opinion of some of the farmers the solution to the situation hinges on the formation of an irrigation district whereby all would be on the same water right basis.

COMMITTEE STUDIES SITUATION A committee of farmers is now working on a petition which will bring before the settlers the question as to whether they desire to form a district. If sufficient number sign the matter will be brought to an election. The Tumalo irrigation project, now under the control of the state, is one of the thriving districts in the state. This year the crops have been the biggest ever grown. The settlers number about 200 families.

THREE AVENUES OPEN The farmers have three avenues open to obtain more water. If the government develops the proposed Benham Falls reservoir site on the Deschutes river above Bend it is believed that there will be ample water for the project during the dry season. If this is not done the settlers have recourse to construction of a storage reservoir on Crane prairie and bringing the water to the project. The third measure is to seal the Tumalo irrigation project reservoir so that it will hold water. The reservoir has never held its capacity, due to development of leaks in the bottom. It is believed that these leaks can be stopped.

NEW PUBLICATIONS OF THE U.S. DEPARTMENT OF AGRICULTURE

The following are new publications relating to farming, which will be of interest to Oregon farmers; practically every county agent can supply a copy upon application:

- Swine Management—George M. Rommel and F. G. Ashbrook.
Killing Hogs and Curing Pork—F. G. Ashbrook and G. A. Anthony.
The Production of Baby Beef—S. H. Ray.
The Dehorning of Cattle—Richard W. Holman, V. S. D.
Milk Fever: Its Simple and Successful Treatment—John B. Mohler.
Contagious Abortion of Cattle—Adolph Eichhorn and George M. Potter.
Equipment for Farm Sheep Raising—V. O. McWhorter.
Sheep Scab—Marion Imes.
Prevention of Losses of Livestock From Plant Poisoning—C. Dwight Marsh.
Bees—E. F. Phillips, Ph. D.
The Treatment of Bee Diseases—E. F. Phillips, Ph. D.
Grains for the Dry Lands of Central Oregon—L. R. Brethaupt.
Measuring Hay in Ricks or Stacks—H. B. McClure.
Alfalfa—J. M. Westgate.
Red Clover—J. M. Westgate.
Bean Growing in Eastern Washington and Oregon—Lee W. Fluharty.
Sweet Clover: Growing the Crop—H. S. Coe.
The Field Pea as a Forage Crop—H. N. Wimal.
Vetches—C. V. Piper and Roland S. McKee.
Good Seed Potatoes and How to Produce Them—William Stuart.
Fruit and Vegetable By-Products—C. I. Lewis and W. S. Brown.
The Economical Use of Irrigation Water—W. L. Powers.
Practical Information for Beginners in Irrigation—Samuel Fortier.
The Use of a Dairy for Farm Accounts—E. R. Thomson.
The Farmer's Income—E. A. Goldenweiser, statistician.
Emergency First Aid—Alice Dolman.
Home Canning by One Period Cold Pack Method—O. H. Benson.

ing the dry season. If this is not done the settlers have recourse to construction of a storage reservoir on Crane prairie and bringing the water to the project. The third measure is to seal the Tumalo irrigation project reservoir so that it will hold water. The reservoir has never held its capacity, due to development of leaks in the bottom. It is believed that these leaks can be stopped. Brulising is a very common cause of loss in new potatoes. This may be caused either by poor handling methods or by poor containers.

Klamath and Lake Cattle Production Gives Way to Sheep

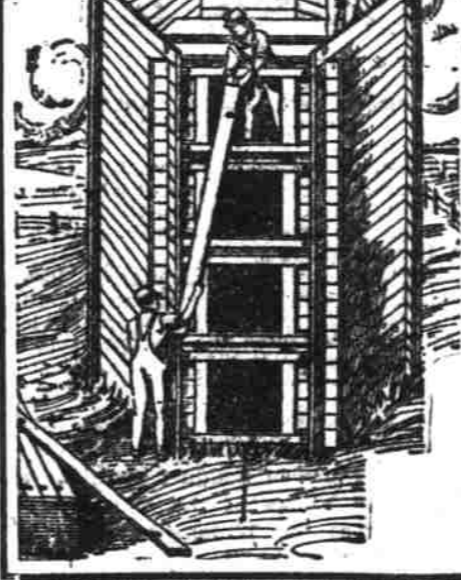
Salem, Sept. 6.—Fully half a million dollars' worth of cattle will be shipped out of Klamath and Lake counties this year, according to Dr. W. H. Lytle, state veterinarian, who has just returned from a tour of Southern Oregon. Many cattle men are disposing of a large portion of their herds and turning to sheep, Dr. Lytle states, the high price of hay, combined with the high price now being paid for cattle being responsible for the apparent change of heart among stockmen who have heretofore confined their efforts exclusively to cattle. Cattle are now bringing from \$70 to \$85, and hay is commanding anywhere

from \$15 to \$35 per ton, the latter price being paid for good quality timothy, which is bought up by the loggers for feeding horses used in logging operations. Great clouds of grasshoppers, regarded by some as the "seven year" locust, are to be seen in the neighborhood of the Klamath marsh, Dr. Lytle states, and serious damage is being done to hay fields which were not cut before the arrival of the hoppers, whose visitation amounts to practically a plague. First Three Days' Feed For the first three days chicks may be fed a mixture of equal parts of hard boiled eggs and rolled oats or stale bread, or stale bread soaked in milk. When bread and milk are used care should be taken to skimmer all the milk out of the bread. From the third or fourth day commercial chick feed may be fed until the chicks are old enough to eat wheat screenings or cracked corn.

ADVERTISING Copy is the final structure of advertising—the word and picture that appears in print. Based upon an analysis of popular demands and a consideration of the distribution and merchandise plans, good copy first gets attention, then creates desire in the mind of the ultimate customer. Copy must carry conviction or it fails in its mission; in its last analysis advertising is made successful through the selling force of copy. This well established agency has a competent staff of professional advertising men and an organization equipped to handle campaigns nation-wide in scope. Our services are at the disposal of the Oregon Producer seeking more profitable and larger markets. HALL & EMORY AGENCY, INC. A Nationally recognized Oregon Agency. SEATTLE PORTLAND OREGON CHICAGO. Advertising Merchandising.

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