

## EFFICIENT MARKETING

## OREGON PRODUCTS MISBRANDED IN EASTERN MARKETS

Crops Sold in East as California and Washington Products With No Protest From Growers.

By J. F. Langner

W. P. Strandborg gave Journal readers last week a pitiable illustration of the condition of the market for Oregon fruits back East. He said that people in Denver told him Hood River apples came from near Seattle. That he could not buy a genuine Oregon apple from the best wholesalers and retailers in the country. Strandborg says that geographically Oregon is entirely unknown, many people believing that it is a part of California. Even great publications have noted Portland as a city inaccessible to ocean going ships. The man who will deliberately tell the truth, and nothing but the truth, of Oregon, would be branded as a liar in the East.

The general conception is that it is a wild and mountainous country where buckaroos go around with ever ready revolvers on their hips, whose favorite sport is to kill a man in the morning before breakfast, hunt buffalo or Indians in the afternoon and raise particular havoc at night in some dancing saloon, where fare and roulette may be indulged in as a side amusement. Very recently there came to our notice the case of a woman who refused to travel to Oregon because, as she wrote, "That is the country where I have seen moving pictures of wild cowboys chasing Indians off wooden bridges to which they had set fire so that the train is wrecked and the passengers killed. I would not go to such a country for anything." The woman who wrote that is an average American from the East.

## SPIRIT IS LACKING

The geography book of the East apparently stops at California. Anybody, even the most illiterate, can tell of California, but few can tell of Oregon and its great present and potential resources. It would seem almost next door to impossible to awaken a real spirit of state pride and cooperation among all public bodies in Oregon to the end that the products of this state be properly advertised as such. There must be lacking a pride in our state which continues to permit Hood River apples to be so little known as to be offered as the product of a district near Seattle.

If California products were to be sold as the products of Oregon, there would be such a howl raised by the people, the various chambers of commerce of the entire state of California, every civic, public and state body would take the matter up so publicly and effectively that the trouble would be speedily remedied. The Oregon State Chamber of Commerce is about to commence a campaign of education of the Eastern citizen on the possibilities in Oregon for good settlers. To make the campaign even more effective, the chamber will doubtless add to its activities its cooperation in making those products now sold as the products of California and Washington sold as Oregon products.

In the opinion of the writer it seems to be of paramount importance to let the entire country know what we are at present producing. At the present time we are in the position of a man who stands at the window and watches someone steal his automobile from outside his front door without calling on the police for help. California and Washington are likened by Strandborg to a bunch of pickpockets who stand in front of their victim and dangle before his

eyes the watch they have just stolen from him without his recognizing it. It is no use being content with what we are doing at the present time. We have to look forward to the future. While Oregon sits back and lets the other Pacific coast states take away from her the fame which is her just due, California and Washington continue to progress. Because we progress a little is not sufficient. We must progress as rapidly and as efficiently as do our neighbors. Fruit, not climate, made California famous, for, with the exception of that small portion situated around Los Angeles, the California climate is infinitely inferior to that of Oregon. Advertising California fruits as the product of California brought millions of people to that state. Advertising Oregon fruit as the product of California has helped to fill the purse of the Californians and deplete the resources of Oregon. Advertising Oregon fruit as the products of Oregon should bring millions of settlers to Oregon.

Stop and consider for one moment that Oregon City is the oldest American city on the Pacific coast; that Oregon was being settled and cleared by Americans long before California, and then think of California, with its 3,000,000 or 4,000,000 inhabitants, its infinitely greater wealth, its numerous large cities, its industrial and farming development; all these with inferior climate, inferior natural resources and inferior scenic beauty, and compare it with Oregon's 1,000,000 inhabitants. Oregon has lacked the spirit to get up and do it; it has been self-sufficient.

Because we have meekly submitted to the pillaging of our neighbors, we see our lands lying idle and untilled, and the fruits of our labor stolen from us. If the people of the cities refuse to be awakened, then let the farmers take the initiative by refusing to permit Oregon products to be misbranded as the products of California and Washington. Unending prosperity will come to the farmer as an individual.

If every fruit grower in Western Oregon joins the Oregon Growers' Cooperative association, which will market all fruit under a nationally advertised brand, it is certain that he will receive better prices on the average than he receives today, better marketing facilities, have more money to spend, see an increasing value in his land and be a better farmer and citizen generally. It is the farmer who can and will do more for the people and prosperity of the state of Oregon than the resident of the congested and vitiated cities. It is the farmer, too, if he will get the spirit of cooperation, will make 1920 the banner year in Oregon.

## Livestock Questions Answered

By Dr. M. J. Howes, Veterinarian

**Question**—Why can an animal that has been condemned because of the tuberculin test be slaughtered and in some cases its carcass used as food?

**Answer**—Unless the lesions found on postmortem show that the animal had generalized tuberculosis, the carcass is fit to eat. Where there are only a few lesions so located, showing that the disease was not being rapidly carried through the blood, the meat is fit for use as food. In all cases the diseased parts are either destroyed or used to make fertilizer.

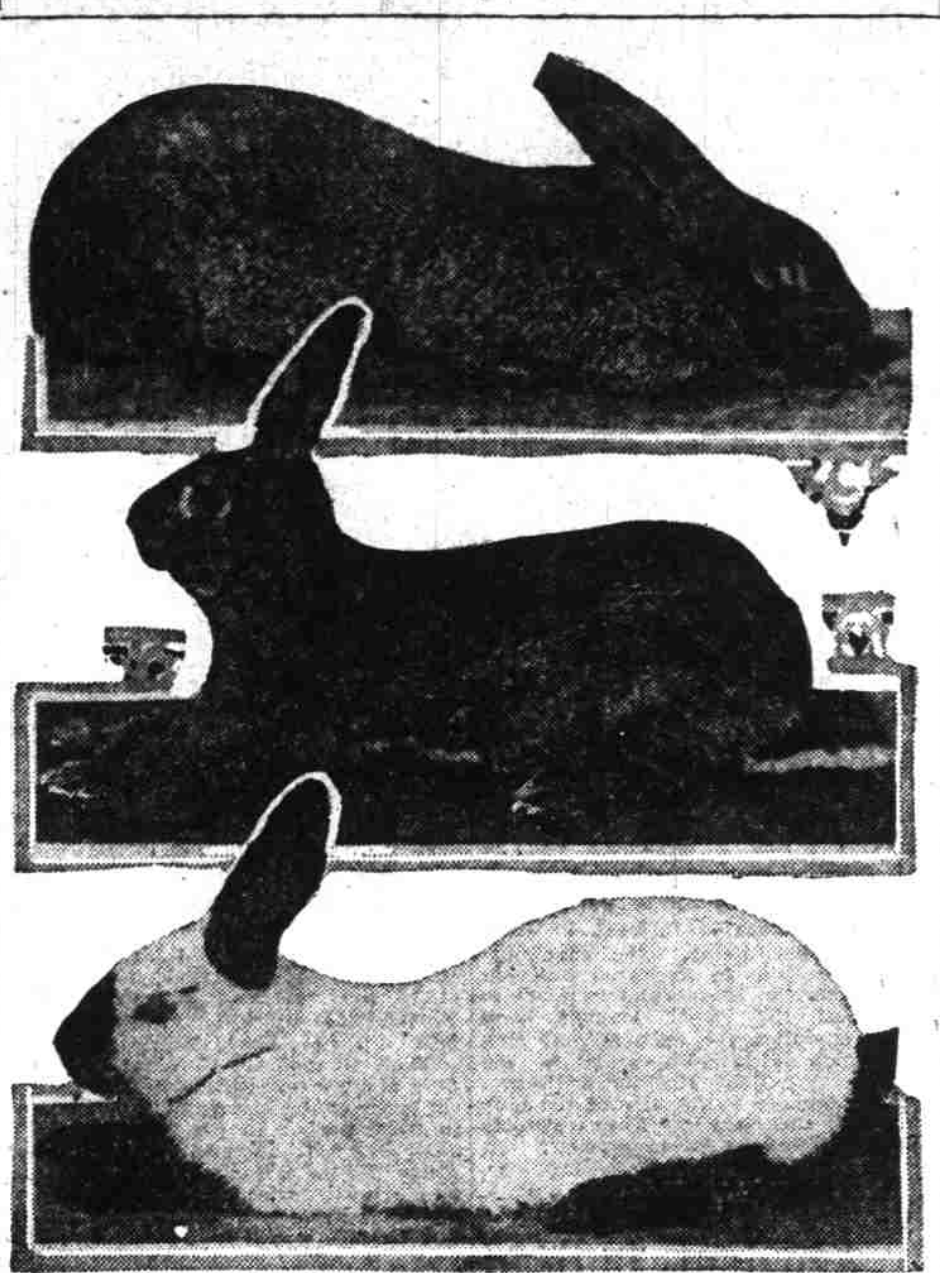
**Question**—One of our grade cows has been off her feed for about three weeks. She eats by spells and then for a day or two does not seem to care about any food. There is a swelling between her under jaw also between her forward legs.

**Answer**—Probably your cow has swallowed a wire or nail and this has penetrated the stomach and has entered the heart, if so she will not respond to any treatment. Place cow on about two-thirds of normal feed and give one dram of fluid extract of nux vomica night and morning.

**Question**—What books on cattle and horse diseases would be best for me to buy? I live in a locality quite isolated.

**Answer**—You do not need to buy any. The United States department of agriculture publishes two books, one, "Diseases of Cattle," the other "Diseases of Horses." These are distributed free of charge. Write to Washington, Department of Agriculture, for them, or better still, write your senator from your state and he will see that you obtain the same.

## BREEDING RABBITS PROFITABLE



Flemish, Rufus Red and Himalayan prize winning rabbits at the recent Pet Stock Show in Portland.

## Avoid Extremes of Cold and Heat in Storing Potatoes

The requirements for the successful storage of potatoes are summed up by the United States department of agriculture as follows:

- (1) The tubers must be protected from extremes of cold and heat. A temperature ranging from 35 degrees to 40 degrees Fahrenheit is considered satisfactory.
- (2) Sufficient ventilation must be provided to remove foul air and excess moisture.
- (3) The storage house must be so constructed as to make it possible to exclude the light, as the table quality of potatoes quickly deteriorates in the light.
- (4) The tubers should be dry and reasonably free from dirt when put into storage. An excess of moisture or of soil increases the amount of heat generated in a newly stored pile of potatoes. The soil tends to close up the spaces between the tubers, thus cutting off air circulation and helping to retain heat that would otherwise escape.
- (5) All diseased, badly cut, or bruised tubers should be removed from the crop before putting it into storage.
- (6) It is not advisable to store potatoes at a greater depth than five or six feet, and the floor dimensions of a bin should not be greater than 12 by 15 feet unless provided with a series of ventilating shafts for the escape of moisture and heat. Ventilated division walls and floors are also desirable.

Full information on this and many

other points in connection with potatoes is contained in Farmers' Bulletin 1064.

## RABBITS

The rabbit industry is rapidly assuming much importance, both as a commercial factor and from the standpoint of the food value of the meat produced. The raising of this animal contains advantages that are not to be found in the rearing of any other of our domestic animals.

If not made a business in itself, it offers excellent opportunities as a sideline in connection with poultry. Rabbit meat is beginning to be recognized as one of the leading meats for food supply. It is very pleasing to the taste and is conceded by physicians to contain more nutriment and to be more easily digested than any other meat. Rabbit raising merits so much attention that considerable space is going to be devoted to the subject in these columns each week. Items of interest covering all phases of the industry will appear.

## Creamery Buys Jerseys

Albany, Jan. 3.—Sixteen Jersey cattle a bull and 15 cows, were sold by J. A. Brown of Fayetteville to the Stanfield Creamery at an average price of \$200 per head. Mr. Brown is reputed to own one of the best Jersey herds in the state.

When answering advertisements mention the farm pages of The Journal.

## ASHLAND IRON WORKS GIVEN CONTRACTS FOR 100 DOWNE TRACTORS

Spokane Valley Orchardists Place Orders and Machines Will Be Turned Out at Once.

Ashland, Jan. 3.—The Ashland Iron works has a contract for making 100 orchard tractors for delivery to Spokane valley orchardists. The tractor was turned out and tested last month by the designer, W. F. Downie of Seattle.

The tractor is built especially for orchardists and is between the light garden machine and the heavy farm tractor. It is driven with four lines operating the carburetor, friction, clutch, brakes and steering apparatus. "It will handle a 12 inch plow and do all kinds of cultivating, harrowing, disking, mowing or anything a team can do," Downie says.

It is built with a 10 horsepower cylinder, water cooling engine and has two speeds, 1½ or 3 miles an hour. It is light enough to handle one plow or go over the same ground with harrow or planter, low enough to go under trees and has a 16 inch clearance between ground and bottom casing. Orchardists are much interested in the new model.

## July and September Big Harvest Months

There are some months in which more than one half of the national crop is harvested. June barely misses being such a month for strawberries. In July 52, 53, and 58 per cent of the entire harvest is performed for barley, oats, and raspberries, and 72 and 74 per cent for rye and timothy hay. August is almost devoid of a harvest of more than one half of the total, and the list has only timothy seed, with 54 per cent of the entire harvest. September, on the other hand, is most prolific of such harvests. The percentages representing sorghum for syrup, tobacco, clover seed, dry beans, and flaxseed are 52, 53, 54, 55, and 56. The high fractions are 64, 65, and 67 per cent for hops, buckwheat, and cranberries. Last of all is October's harvest of sugar beets, 56 per cent of the whole harvest, according to the bureau of crop estimates, United States department of agriculture.

## Dallas Man Head Of Mohair Growers

Dallas, Or., Jan. 3.—U. S. Grant has returned to his home in this city from Phoenix, Ariz., where he attended the annual meeting of the National Mohair Growers' association. Grant was reelected president of the association, a position he has held for several years. A. C. Gage of Portland, editor of the Angora Journal, was elected secretary-treasurer.

## Wins First Prize

Albany, Jan. 3.—Lyle Davis won first prize for the best calf exhibited by the boys of the Shedd Calf club Saturday afternoon. Prizes aggregating \$75 donated by the American Jersey Cattle club, were awarded to six owners of calves and to seven of the boys participating in the judging. Harold Troutman won first prize in the judging contest. Oregon Agricultural college officials who attended the exhibition stated that the Shedd boys had the best calf club on the Pacific coast.

## Heart Rot Fungi Treatment of Fruit Trees Is Suggested

Oregon Agricultural College, Corvallis, Dec. 27.—It is feared that, following the very low temperature Oregon has just experienced, fruit trees of most varieties are more susceptible to attacks of heart rot fungi.

The use of Bordeaux paste in connection with all pruning work on all kinds of trees is advised by H. P. Barra, plant pathologist at O. A. C. It is through the wounds thus made and left uncovered that the heart rot fungus enters the wood. Once there, it is very much harder to control.

Bordeaux paste will effectively close these wounds to the entry of all fungus spores. It is made after the following formula:

A—Copper sulphate, 12 pounds; water, 8 gallons.

B—Quick lime, 24 pounds; water, 8 gallons.

Dissolve the copper sulphate (blue stone) and slake the lime separately in the amounts of water indicated. Then mix the two, or equal amounts of each, make just enough for each day's use. Paint this over the surfaces exposed by the pruning cuts.

## Demand Grows in U. S. for Soy Beans

Soy beans are growing in favor as a crop in this country, as their oil and cake are in import. The crop of 1917, as estimated by the bureau of crop estimates, was 2,245,000 bushels of threshed beans, and that of 1918 was 3,000,000 bushels. Soy-bean oil was imported to the extent of 163,000,000 pounds in the fiscal year 1917, 227,000,000 pounds in 1918, and 237,000,000 pounds in 1919. Soy-bean oil cake, left after the extraction of most of the oil, is a feeding stuff practically appreciated enough to cause the importation of considerable and increasing quantities.

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## Peach Trees Hurt By Freeze Subject To Fungi Attacks

Oregon Agricultural College, Corvallis, Jan. 3.—Peach trees, injured, but not destroyed, by the excessively low temperature, are liable to severe attacks from die-back fungi, which do not ordinarily cause a great deal of damage. Thorough spraying with Bordeaux mixture, 6-6-50, just as soon as it is possible to get into the orchard, so as to protect the devitalized twigs from the spores

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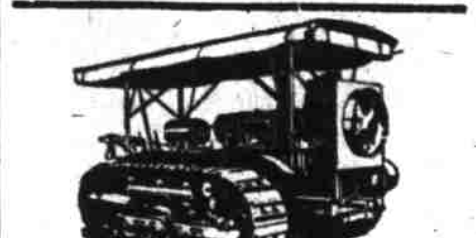
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## BETTER FARMING

of the die-back fungus, is recommended by Professor H. P. Barra, plant pathologist at the college.

This application will not prevent injury already done by the low temperatures, but will do much to prevent extension of such injury by fungus attack, will also control peach leaf curl and prevent the serious consequences of the disease.



## "Accuracy"

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C. K. Spaulding Logging Co., Indiana Silos, W. P. Fuller & Co., Paints, Varnishes and Oils, The Port of Portland, Holly Rice & Cereal, Stearns-Hollingshead Co., S. & H. Candies and ZePyrol, Pacific Phonograph Co., Stradivara Phonograph, Swift & Co. (Union Meat Co.), Pacific Coast Cranberry Exchange, Oregon-Pacific Co., Freight Forwarding.

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