EFFICIENT MARKETING

OREGON COUNTRY LIFE

EDITED BY J. F. LANGNER

BETTER FARMING

FRUIT GROWERS LAY FOUNDATION FOR PROSPERITY

Cooperative Associations, Properly Organized and Conducted, Great Community Builders.

By J. F. Langner

The Oregon Growers' association has made most remarkable strides in its organization. Over 21,000 acres have now been signed up. It is not so long ago when The Journal advised the fruit men to organize, that it was told that it could not be done—that the fruit growers were amply satisfied with their present marketing arrangements—that they were getting a fair price for their product—that speculation in Oregon fruit was non-existent—and that a cooperative marketing association for Western Oregon fruit men would never be consummated. Yet, in the short space of seven months, with Professor C. I. Lewis, formerly chief of horticulture of the Oregon Agricultural college, as chief of organization of the Oregon Growers' association, we find more than one-half of the fruit acreage in Western Oregon now signed up.

Pure cooperation has never failed of its purpose. There is no case on record of a properly organized and properly managed cooperative association not being completed and not fulfilling every purpose for which it was formed.

SCOPE OF WORK GROWS

It will be remembered that the Oregon Growers' association was started with a plan to handle prunes only, growers being dissatisfied with the prices which they received. There was strenuous opposition toward this organization on the part of those who would be hit—speculators largely. But they did not learn that open statements against farmers' cooperative organizations or the motives behind the organization would react upon the very people who were opposed to the farmers' cooperative plan.

The advantages to the state as a whole of the Oregon Fruit Growers' association are not yet at the point where they can be calculated. There are, however, some factors which vitally affect the smaller communities of this state, for example, Salem, Roseburg, Eugene and Medford. These cities, when the association has been going a few years, will grow like mushrooms. They will go through the same transition that Fresno and San Jose, Cal., have experienced. Banks will be gorged with money. Merchants will have so much business that they will hardly know where to turn for products. Farm implement machinery houses will have unprecedented calls for implements. There is no business in the state but will be affected by the new Oregon Growers' association. Why? Because there will be distributed among the fruit growers themselves hundreds of thousands, even millions of dollars of profit which formerly went into the hands of a group of buyers whose requirements were purchased either in Portland, San Francisco or elsewhere.

FRESNO AND SAN JOSE THRIVE

Fresno and San Jose, Cal., are rated today as the two most prosperous cities in the United States. Five years ago the merchants, the bankers and the communities were verging almost upon a state of bankruptcy. Then came the California Raisin association, the California Peach Growers association and the California Prune association. Because these associations were able to largely increase the price to the producer without materially raising the price to the consumer, millions of dollars were left in the hands of the farmers. And where did they spend these dollars? They spent them in their home towns. Those who are opposed to cooperative organizations will tell the farmer that it is the war that accomplished such a miracle, almost over night. But ask the Fresno or San Jose bankers or the merchant or the implement dealer or any manager of the one hundred and one industries that have sprung up in each district to handle the bi-products of the fruit business and they will enthusiastically tell you that the fruit growers' associations have made everyone prosperous.

When the Fruit Growers' association has put Oregon on the map as a fruit producing center with well advertised brand of Oregon fruits, we shall see in this state the same sort of prosperity. Little towns will grow to be big towns, big towns will grow bigger. Back of everything is agriculture. Every city in Western Oregon depends upon the fruit industry for its prosperity and with the normal profit to the farmer which cooperative marketing brings with it, cities of Western Oregon valleys will take their place side by side with those of the cities of California who base their prosperity upon the prosperity of their cooperative associations.

FRUIT ASSOCIATION NOW "OVER THE TOP"

Professor C. I. Lewis, chief of organization of the Oregon Fruit Growers' association, which now controls majority of Willamette, Umpqua and Rogue River fruit production.

C. S. Brewster Will Remain Secretary of State Poultry Assn.

Oregon Agricultural college lost another very valuable professor when C. S. Brewster of the poultry department resigned to take up his new duties as manager of the poultry feed department of Kerr, Gifford & Co. of Portland.

Brewster, who will still remain the secretary of the Oregon Poultry Producers' association, reports a steady increase of interest in the association.

While at the college Professor Brewster held many culling demonstrations in various counties, and did much to bring Oregon poultry to the front through instruction in proper feeding as well as culling.

Kerr, Gifford & Co. are indeed fortunate in securing a man who is so well known throughout the Northwest as a poultry expert.

DANGER FROM PEACH LEAF CURL IF SPRAY IS DELAYED TOO LONG

Records Show That Attention to Trees After Middle of February Proves Failure.

By H. P. Barss
Plant Pathologist, Oregon State Experiment Station

Growers who wait until after the middle of February to put on their peach leaf curl spray will run great risk of failing to control the disease, according to the experience of successful Oregon peach growers who have been fighting the disease effectively for years. It is a well-known fact that the fungus which causes the disease gets into the leaves just as they begin to emerge from the winter buds. If the spray is put on before this happens perfect control can be obtained, but if the spray is put off until after the buds begin to come out successful control will be impossible in the usual season. Much depends on the weather just at the time of emergence, but in Oregon the weather is apt to be rainy and hence very favorable to infection.

It is the early sprayer who catches the leaf curl. The man who waits until the very last minute often finds the weather against him so that he is forced to delay his application until it is too late to do any good. I have heard of growers who sprayed as late as March and by luck got good results. But our records show that such instances must be simply results of especially lucky turns in the local weather conditions, for sprays as late as the first of March are often complete failures.

Perfect control, of course, requires that every twig and bud be covered with the right material. Two materials are commonly used for dormant spray—sulphur and Bordeaux mixture. The Bordeaux (usually 6-6-50 strength) has never failed to give splendid results when thoroughly applied in time. It seems to be effective regardless of how cold or warm the weather may be. With lime-sulphur (usually put on about 1-8, i. e., scale strength) the results are not uniform. Our station records show that while very fine control is sometimes secured with this material still at other times or in other years very disappointing results may appear. We do not know the reason for this, but it has occurred to me that, like other sulphur-containing materials, lime-sulphur is probably much more effective in warm than in cold water. Much of the spraying for leaf curl must be done on cold days. Only occasionally may one expect balmy and sunny days. My advice, then, is to use Bordeaux for leaf curl. It is safest and surest.

The damage resulting from the December freeze makes it imperative that peach orchards be carefully sprayed against leaf curl where there is any chance of saving the trees. The injured trees must have the advantage of all the active, healthy leaf surface they can put forth in order to maintain every possible ounce of vitality. Think of the severe drain on the vitality of the tree if any large proportion of the leaves are attacked by the leaf curl fungus. The affected leaves sucking the reserve nourishment out of the twigs grow into distorted and thickened monstrosities that contribute nothing to the tree but only shrivel up and die in midspring. The tree is then compelled to use all of its final reserve, putting out what new foliage it can. At such a time as the present when the life of trees may hang in the balance, leaf curl should be eliminated by immediate spraying and the trees given every possible chance for life.

In most instances if a spray has been on the tree from 20 minutes to half an hour rain cannot hurt it. This applies to Bordeaux and lime-sulphur. Oil sprays require much longer and hence are more troublesome in unsettled weather.

When spraying with Bordeaux, if a rain comes up or if for any other reason spraying must be discontinued for a time, there is danger that the spray will deteriorate. To prevent this the sprayer can calculate the approximate amount of Bordeaux he has left and put in some sugar dissolved in a little water. This will keep the spray from breaking down chemically and spoiling. Use one eighth ounce of sugar for every pound of bluestone in the spray that is left. W. A. Smart, crop pest assistant at the Oregon Experimental station, who worked out the correct proportion of sugar to use, states that this means about seven good teaspoonfuls for every 200 gallons of spray—one rounded teaspoonful for every 25 gallons. Dissolve in a little water and add, stirring in thoroughly. Too much sugar is bad. Just enough will keep properly prepared Bordeaux in good shape for months. Directions for the preparation of Bordeaux will be sent free on request by the Oregon Agricultural college, Corvallis.

GROWER'S ASSOCIATION NOTES

C. I. Lewis, organization manager of the Oregon Growers' Cooperation association, recently returned from a trip in Southern Oregon. The following is quoted from an interview with Lewis:

"On the 27th of January I met a few growers in a hotel in Medford, and told them that we needed a minimum of 4000 acres, and should have really 7000 acres to operate successfully; that we would work a couple of weeks and see if we could secure 4000 acres. At the end of ten days we had over 100 members and 4250 acres. Not counting what may have been taken in today, we have in the Rogue River valley at the present time 112 members and 4360 acres. By Saturday night we shall probably have reached the 5000 acre mark in the Medford country.

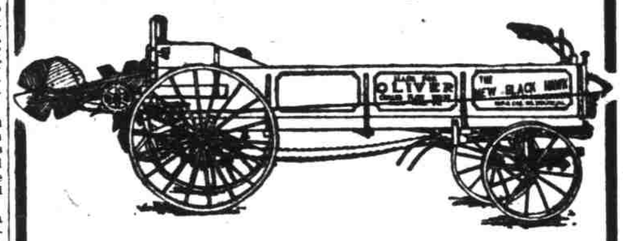
"Things are rolling our way mighty fast right now. I believe another 30 days will easily put us past the 25,000 acre mark and May first should show us 30,000 acres on our books. In the Medford country we had some of the largest orchards and best known men with us. One orchard is 400 acres, and a number have over 200 acres. Another very gratifying condition of the Medford acreage is that it is nearly all bearing."

* * *

Sutherlin, Or., Feb. 12.—At the annual meeting of the Sutherlin Fruit Growers' association, held here Tuesday, the directors voted to sell the property to the Oregon Growers' association. The transfer will probably take place just as soon as the appraisers can look over the property and agree upon a price. The Sutherlin Fruit Growers' association was incorporated several years ago. Its large warehouse and fixtures is valued at $5350.

The pages of "Oregon Country Life" contain many advertisements of interest to farmers. When answering these advertisements mention The Journal.

The New Black Hawk Spreader



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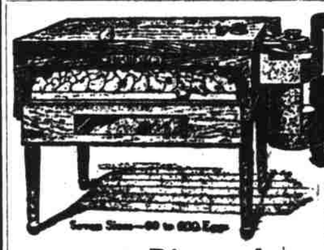

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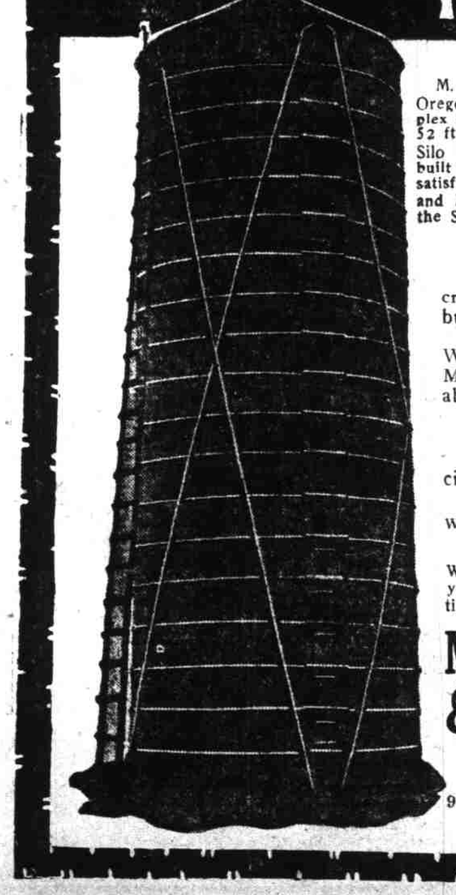

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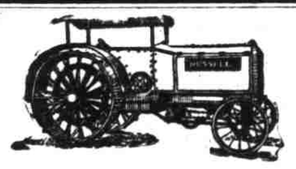

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