EFFICIENT MARKETING

OREGON COUNTRY LIFE

EDITED BY J. F. LANGNER

BETTER FARMING

GOOD FRUIT CHIEF ROAD TO SUCCESS, GROWER IS TOLD

By J. F. Langner

The first essential for the future success of the Oregon Fruit Growers' association, which has been organized for marketing purposes, is that the grower members produce good fruit.

No matter how efficient is the packing or selling end of the association it can accomplish little unless quality as well as quantity production is a part of the program.

The grower has a real duty to his association. Nature has given to the Oregon horticulturist a combination of soil and climate for the production of fruit which is second to none. It is the duty of the grower to spray, till, irrigate and prune in such a way as to encourage the production of the highest grade and quality.

QUALITY MAIN IDEA

Professor Lewis, chief of organization of the Oregon Growers' association, in pointing out some of the foregoing facts, cites as an example that "Sunkist" advertises "uniformly good oranges."

The Oregon Growers' association is to advertise Oregon fruit. It is to adopt a trade mark and a brand. No amount of advertising or branding will have value unless a uniform quality is maintained.

There are many growers who have not joined the Oregon Growers' association. In many cases they are selling their fruit outside of their primary market, the local canneries or manufacturers of fruit products.

It should be the first thought of the grower to see that his closest local market is maintained. Many berry growers have failed to realize that the Phes company, King's Food Products company and the Eugene Fruit Growers' association are potent and important factors in the upbuilding of the fruit industry of Oregon.

OREGON INTERESTS HURT

At this time interests inimical to the best welfare of the fruit growers themselves are buying up huge quantities of Willamette valley fruits and are shipping them in some cases out of the state to be manufactured into jams, syrups and other fruit products which are then advertised as a product of California or Washington.

The effect of short sighted policies on the part of the growers in breaking down their local market may even result in big local buyers being forced out of business because of lack of sufficient raw material to continue manufacturing on a profitable scale.

The duty of the grower seems clear. He must support his local manufacturer. Rival foreign concerns want to see the local buyer go out of business.

HIGH PRICES FORCED

They are forced to pay high prices because they are in competition with the local buyer, but once the fruit growers put their market solely in the hands of foreign purchasers without a local market to maintain fair prices then they will quickly find that it has been the local manufacturer of fruit products who has been the real factor to whom they may attribute to a great extent their present prosperity. The foreign buyer without local competition will quickly reduce prices to far below cost of production because he has no local interest in keeping the grower prosperous.

The Oregon growers' association will be perhaps the most potent factor in the building up of Oregon horticultural industry in the future. It is this organization which is taking the Oregon banner forward, whose policy it will be to make the word "Oregon" a household word in every home.

It is the Oregon growers' association which will develop the horticultural industry of this state as nothing else can develop it.

Jersey Jubilee to Open With Banquet

The Oregon Jersey jubilee will start off with a reception and banquet at the Hotel Portland on the night of May 3. On the night of the 4th a big banquet will be held at Salem. During the three days of travel 18 Jersey herds will be visited. More details of the jubilee will be given as soon as they are definitely decided upon.

BEEF CATTLE PAY

M. R. Biggs, well known Crook county Shorthorn breeder, and his registered bull, Secret Master.

More Prizes Offered By Lane County Fair

Eugene, April 3.—Ray Wood, secretary of the Lane County Fair association, says that with the offering of about $1500 in prizes in excess of last year the fair, September 21 to 24, promises to be the most successful on record. A special feature is the reinstating of the needlework exhibit, under direction of the Eugene Needle club, and the special prizes offered for juvenile exhibits in the industrial section.

Livestock will also be given more attention than in the past, with several sheds to be built to allow a larger exhibit of sheep, goats and swine. Mr. Wood says that as in the past all cattle exhibits will be closely examined for tuberculosis, enforcing the state law strictly.

Washington Farm Bureau Organized

Yakima, Wash, April 3.—The Washington state farm bureau was tentatively organized here at a meeting of farm bureau representatives from Spokane, Kittitas, Lewis, Franklin, Snohomish, Grays Harbor, Clallam and Yakima counties. Counties not represented but which have given assurance of their interest and cooperation are: Island, Clarke, Whatcom, Adams and Pierce. George W. Hayden of Lewis county was chosen president, S. Sorenson of Kittitas county vice president, A. G. Craig of Spokane county, treasurer. Mrs. A. M. Westover of Snohomish county will handle home economics; L. M. Sharp of Kittitas county, livestock; P. S. Govan of Clallam county, dairying; O. S. Gossard of Yakima county, marketing; A. N. Henderson of Whitman county, soils and crops; Clarence Glenn of Grays Harbor county, poultry, and F. L. Audraim, state club leader, club work.

Kent Farmres See Tractors Tried Out

Kent, Or., April 3.—Between 150 and 175 farmers witnessed a public demonstration here of all tractors which are being sold by dealers in this section of the country. This demonstration was arranged by the Kent farm bureau community committee in order that those interested in purchasing tractors might be able to judge the merits of the different machines working under the same conditions. The demonstration brought out the fact that round wheel tractors of the standard type can do effective work in this section, where the land it not quite as rolling as that found from Grass valley north. The Webfoot, which is a track layer and only recently put on the market, demonstrated its ability to pull six 14-inch plows at any depth desired. All tractors were required to plow at least eight inches deep.

Canning Trade Has Big Growth

Albany, Or., April 3.—Unusual growth and development was achieved by the Puyallup & Sumner Fruitgrowers' Canning company during the past year, according to its annual report. The company has a large branch here, to which extensive improvements are being added.

DAMAGE TO TREES BECAUSE OF FREEZE LESS THAN FIGURED

By A. E. Murneek
Assistant Horticulturist, O. A. C. Experiment Station

Optimism has now taken the place of anxiety over the amount of damage done fruit trees during the December freeze. Most of the trees injured show unmistakable signs of recovery. In connection with this recovery there are certain points of particular interest to the grower.

A longitudinal section through a twig or fruit spur even this early in the season will reveal a thin bright white layer of new cells formed right below the bark surrounding the still more or less discolored older tissues. This can be seen with the naked eye, but better through a lense. From now on this new layer of tissues will rapidly increase in thickness and carry on the functions of distributing to all parts of the plant, the elaborated sap coming from the leaves. This is an unmistakable sign of recovery of an injured tree. Of course some trees have been hurt beyond recovery.

TESTS ARE EXTENSIVE

Based upon evidence obtained from a large number of injured twigs and branches sent to the horticultural department and forced in the college greenhouses we have further advance evidence as to how such branches, twigs and buds will develop and function. Altogether over 100 lots of various fruits have been under observation.

In almost all cases spurs that showed quite serious discoloration of the pith and sap wood (often mistaken for cambium), give rise to a healthy thick layer of old wood, through which circulation of sap to and from the developing buds has been maintained. It is surprising how well even under such artificial conditions these twigs have brought forth leaves and blossoms.

A word as to buds. Generally perfectly dormant fruit buds are at least as hardy as the tissues of the sap wood, the pith or other parts of the wood of the same tree. Leaf buds are still more resistant to low temperatures. When the December freeze occurred the buds were in as dormant condition as they could ever be. Hence in many instances where wood and bark of the twigs has been injured buds have remained unhurt.

SOME FLOWERS SPARED

When a blossom bud is injured by cold not all flowers in the bud are necessarily killed. The terminal blossom of the cluster due to its further development is usually the first one to suffer, to be followed by those near by, and last of all the marginal ones. Thus a bud containing say five or six blossoms, when injured by frost, may give rise to any number of flowers below the normal count for the particular bud. Some blossom buds on branches under observation in the greenhouse, gave rise to one, two or three flowers instead of the normal five to seven.

Mixed buds, as in the case of apples and pears, when badly injured by cold, will have in many cases all their blossom parts killed. These buds then develop and function as leaf buds. A number of such instances were found among buds of apples and pears sent in for examination. An ordinary leaf bud is well protected, is hardy and in most cases remains unhurt though other tissues of the tree may be injured.

Loganberry Thrives In Clatsop County

Astoria, April 3.—"Clatsop county promises to be a loganberry center," was the expression used by J. E. Beezley in discussing the future of raising small fruits in this section. Mr. Beezley has had wide experience in raising small fruits and although he has a ranch in Polk county he has decided to make his home here. It is his belief that at least enough acres of land should be grown in loganberries to assure a company establishing a plant in this section. He stated that the land in this county was especially suitable for the raising of small fruits and made the direct statement that loganberries and strawberries would grow here as well as any place in Oregon.

Measures Sun Rays' Intensity

Medford, Or., April 3.—Measuring the intensity of the sun's rays in the fruit belts of the Pacific coast and studying smudging operations is the work of Professor H. H. Kimball of the United States weather bureau, who has just arrived here from the fruit sections of Southern California and will continue his other investigations in the other fruit regions of the Northwest.

Livestock Questions Answered

By Dr M. Howes, Veterinarian.

No. 1

Question—I have a 6-year-old horse with some kind of skin trouble. The hair comes off in spots and he seems to itch very much, rubs against the stall and manger. The skin is off mostly on the neck, face and front legs. Can you suggest what the ailment is and a remedy?

Answer—Without a microscopical examination of some of the affected parts of the skin, I will not be able to tell whether it is eczema pleuritis or the mange, due to a parasite. However, I am going to suggest that you wash him thoroughly with a 5 per cent solution of liquor cresolis compositus. Do not wash him all over with it, only the affected parts.

No. 2

Question—We have a horse that is wind broken—that is, he makes a noise when being worked. A neighbor tells me he is what is called a roarer. Can anything be done for this trouble?

Answer—Two operations can be performed on this horse—(a) A so-called radical operation, which aims to totally cure this condition. This operation is rather expensive and is not warranted unless the horse is of some value. (b) The placing of a trachotomy tube in the throat. This makes it possible to work the horse daily, and a serviceable animal out of one which otherwise would not be able to perform heavy labor.

Breeders Organize

Chehalis, Wash., April 3.—Breeders of Jersey cattle in this section have formed a permanent organization and elected the following directors: N. C. Sorenson of Alpha, Grant Gleason, Chehalis; Antone Adolphsen, Chehalis; N. C. Sears, Winlock, and J. B. Belcher, Swofford. N. C. Sorensen was elected president, J. B. Belcher vice president and Grant Gleason [illegible] chosen is the Lewis County Jersey Breeders' association.

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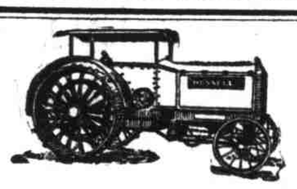

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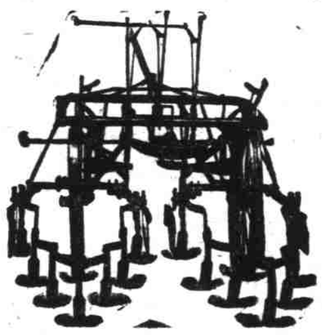

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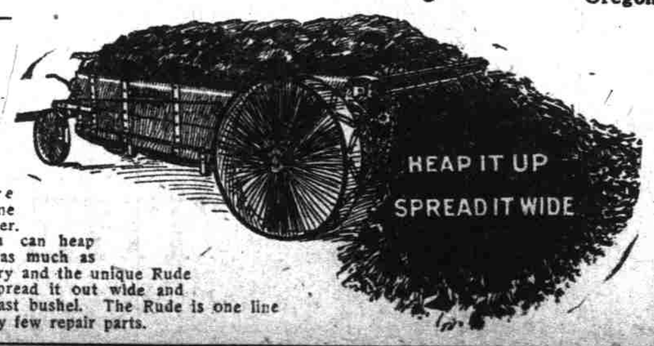

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