

EFFICIENT MARKETING

OREGON COUNTRY LIFE

EDITED BY
J. F. LANGNER

BETTER FARMING

OREGON GROWERS
FIND SOLUTION OF
MARKET PROBLEM

By J. F. Langner

The fruit growers of Oregon have found the problem of marketing their dried fruits solved for them by the organization of the Oregon Growers' Cooperative association. R. C. Paulus, general sales manager, on his return from a two months' tour of the East, arranging for agents and brokers, said:

"We have probably the finest distributing and sales organization of any cooperative association outside of California, and we have certainly the very finest distributing machinery for Oregon products owned by any cooperative association in the Pacific Northwest."

MUST DISTRIBUTE RIGHT
Production without proper distribution is valueless. It is of little use to raise fruit if it is to rot on the ground because of lack of marketing facilities or because the market price is so low as to make it unprofitable to expend money and labor in harvesting. Production in the Willamette valley is increasing annually. Markets must be and are being created to take care of this greater production. The world's markets are now being opened up by Paulus for the dried fruit products of the Oregon fruit growers.

But while under proper management it is fairly easy to create broader markets for non or semi-perishable fruits, it is not at all easy for the grower to create new markets for his highly perishable fruits such as raspberries, strawberries, blackberries and loganberries. The normal local consumption of these fruits by the Oregon public is not a tithe of the total production. The growers have to and must continue to depend on canneries, preserve fruit factories and soft juice factories for their primary market.

SOFT DRINK PRODUCTION
And these factories must be maintained and permitted to continue to grow. The grower has almost as vital an interest in the proper maintenance of these factories as he has in his association itself. These factories are the great employers of labor in the community. They are the primary distributing points through which flows all the money from the consumer to the actual producer.

The Willamette valley produces a far greater tonnage of highly perishable soft fruits than can be consumed locally, and these factories are the media through which these soft fruits are converted into a product of the fruit which permits it to be distributed all over the country in such form as best meets the taste and desire of the consumer.

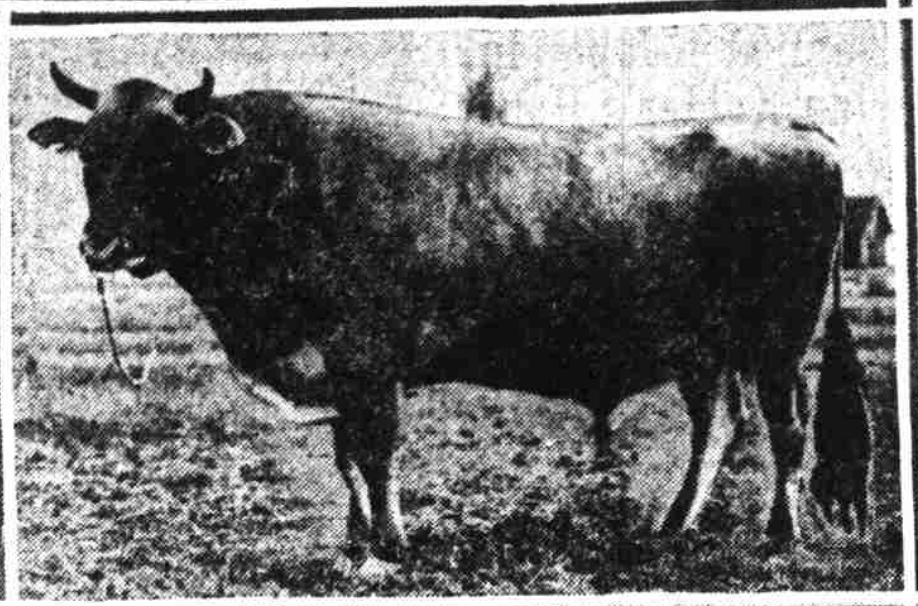
The growing of loganberries is one of the newest and perhaps destined to be one of the greatest of Oregon's fruit industries. Only a few of the loganberries can be consumed in their fresh state. They are largely converted into loganberry fruit juice and preserved by manufacturers who have established plants in the center of production.

DEMAND IS CREATED
These factories, by huge advertising campaigns, have created a demand among consumers all over the United States for the Oregon loganberry. One firm has put Oregon on the map as the center of the loganberry industry, and Oregon has to stay on the map. So many people want to buy loganberries in some form or another that there are now apparently not enough loganberries to go around. There is a greater demand for loganberries than there is today visible supply.

A few years ago loganberries were a drug on the market. They sold as low as 2 cents a pound. Today as high as 12 cents a pound is being offered for loganberries. This is due to the fact that demand today far exceeds supply. This demand has been created by the loganberry juice manufacturers by advertising. They have instilled a desire on the part of the public for Oregon loganberry juice.

HOW ADVERTISING WORKS
But there is a limit to the price the public will pay for any product, and with it there is a limit to the price the manufacturer can reasonably be expected to pay. There still will be a much bigger crop of loganberries next year than there is this year, and in 1922 the crop will be even larger. The growers must look upon the growing of loganberries in terms of the industry. Not a bit of use thinking of only the present.

CONSIGNMENT JERSEY SALE



Jersey bull at the head of the herd of pure bred owned by McArthur & Stauff of Rickreath, bred to four high record Register of Merit Jersey cows consigned to Western breeders' sale, May 8.

If prices go sky high there is a limit to the demand.

Buying a product which is a luxury is largely a habit engendered by the judicious use of advertising. The consuming public of America has the loganberry buying habit today—a reasonable price. If the price goes so high as to prevent consumption in normal channels there may be a lot of loganberries unsold at the beginning of next season and the producer will find demand on the part of manufacturers curtailed, with a consequent lowering in prices.

STEADY MARKET NEEDED

The raisin growers, the prune growers, the berry and other growers of California learned a lesson at an eventual cost of millions of dollars to themselves. They learned that a stable market based on consistent creation of demand and the production of a quality product to meet this demand was far better than a high price one year and a low price the next; they learned that the public would not stand either for the speculator between the grower and the consumer or the speculating producer.

The Oregon loganberry growers might also remember that as long as they sell their berries to be made into Washington jam they are not creating a permanent market for their own product. Write the advertisements for their catalogues—always mentioning The Journal.

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

67c BUTTER FAT 67c
REMEMBER

We pay but one price to all and that price is always OVER THE TOP.

We Need Your Cream Shipments
You need the extra price for your work.

THEN ALWAYS SHIP TO
PEERLESS BUTTER CO.
45-47 Front St., Portland, Oregon

JERSEY BULL

If you mean business, write for information about this fine yearling. He is a splendid individual with the best of backing. Rich in the blood of GOLDEN GLOW'S CHIEF.

Green Meadow Farm, HENRY STEWART, Albany, Oregon

CROP YIELDS HIGHER
ON COAST WITH USE
OF SUPERPHOSPHATE

Farmers Find Corn, Potatoes, Rutabagas and Tomatoes Do Better From Fertilizer.

By F. L. Ballard
Assistant County Agent Leader, O. A. C.
Forty farmers in Lincoln county last season applied superphosphate to 40 acres. The consequent increase in crop yields varied from 10 to 100 per cent, with an average increase of 25 per cent. Much of this land so treated was planted to intensive crops, such as corn, potatoes and tomatoes. Farmers believe that the increase in crop yield resulting varied from \$10 to \$40 per acre above cost of application. A full carload of superphosphate has been ordered for application next season.

Superphosphate appears to produce increased crop yields in several other of the coast districts. In Clatsop county superphosphate has produced from 10 to 50 per cent increase in yield when applied to rutabagas and other root crops. As a result of demonstrations in that county conducted during the past year, County Agent Lechner will order a carload or more for the farm bureau this season.

In Columbia county applications were made to corn in several instances at the rate of 400 pounds per acre sown broadcast. No advantage was gained from drilling in the rows. The fields so treated returned two tons more per acre in ensilage than untreated fields.



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SUBSTITUTE FOR SUGAR
and is more Wholesome
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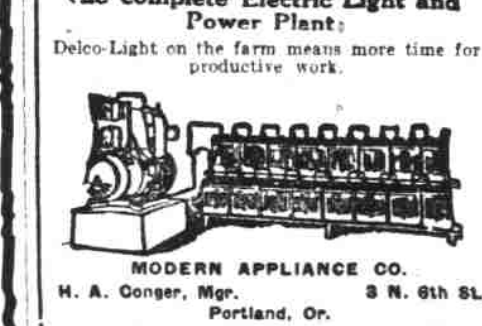
If you own an orchard or keep bees, you should have a copy of our Catalog. It lists everything for the successful handling of bees and the production of honey.

We are pioneers in the bee supply business in the Northwest, are thoroughly familiar with local requirements and carry a large and complete stock.

Ask for Catalog No. 503
You can keep bees any place where they can forage within a mile.

PORTLAND SEED CO.
PORTLAND, OREGON

DELCO-LIGHT
The complete Electric Light and Power Plant.
Delco-Light on the farm means more time for productive work.



MODERN APPLIANCE CO.
H. A. Conger, Mgr., 3 N. 6th St.
Portland, Or.

According to all observers the stage of maturity was advanced at least ten days. Several of the Columbia county farmers treated their potato fields with superphosphate at a cost of \$6 per acre and report an average increase of 43 bushels per acre.

Alfalfa Meal Plant
Machinery Arrives

Umatilla, April 10.—The C. S. McNaught company has received a car of machinery for the installation of a molasses alfalfa meal plant. It will be possible to make and sell by the car lots molasses alfalfa meal, which is so highly prized by the dairymen of Oregon. It is believed the mixing of the molasses with the alfalfa meal in a plant located in the heart of the best alfalfa producing district in the Northwest will give greater confidence to the dairymen who are users of the product, and will assure them getting good alfalfa hay in the mixed feed, with no adulterations.

Cottage Grove, Or., April 10.—C. F. Skelton weighed three of his Plymouth Rock hens, which are in good laying order, and found they weighed 27½ pounds. Good sized chickens.

No. 1. Question—I have a cow that has an obstruction about half way up the test. Can this be remedied by the use of a milking tube? If not, what would you advise?
Answer—The use of a milking tube may help for a short time but usually in the end only aggravates the trouble. The best results are obtained by a veterinarian opening up the test and entirely removing the obstruction. It is needless to say that following this operation the cow should be kept in a clean stall so that the test will not become infected.

No. 2. Question—I have a very fine herd of Jersey cattle and have never had any abortion. Will you kindly advise me how an abortion can be prevented and also what the cause of this disease is?
Answer—Infection is the cause of this disease. There are probably several organisms that are capable of producing premature birth. The prevention of the entrance of infection to your herd can be made possible by the refusal to breed



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At every Giant Powder plant the chemical laboratory controls the processes of manufacture. They make continuous tests that insure the unvarying high quality of Giant Powders. Each pound of Giant Powder is exactly like every other pound of the same grade. Such uniformity means economy, efficiency, safety. Professional users of Giant Powders—miners, quarrymen, contractors—all know that the name "Giant" stands for utmost dependability in explosives. When you have land to clear, trees to plant, subsoil to be broken or ditches to be blasted, tell your dealer to get for you one of the Giant Farm Powders—Eureka Stumping or Giant Stumping. Don't accept any ordinary dynamite, but insist on genuine Giant Powder, bearing the Giant trade mark on every box.

A postcard will bring you our book, "Better Farming with Giant Farm Powders." Its 32 pages are full of short-cuts and labor-saving methods.

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"Everything for Blasting"
210 First National Bank Bldg., San Francisco
Branch Offices: Denver, Portland, Salt Lake City, Seattle, Spokane



STUMPING FARM POWDERS EUREKA

Livestock
Questions
Answered
By Dr. M. J. Jones, Veterinarian

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outside cows to your bull, and the raising of your own young animals so as not to admit any new animals to your herd. This is called herd immunity. Two other factors tend to cause abortion: (a) Too scant feeding of cows running on poor pasture so that their vitality is below par. (b) A condition of plethoria brought on by continual high feeding and little exercise will also lower the vitality of the animals and thus make them more susceptible to this trouble.

No. 3. Question—What would cause a sow to eat her pigs?
Answer—Probably due to some digestive disturbance. Give the sow plenty of run, and feed cooling and laxative ration. The administration of one cup of full of melted lard is of benefit in some cases.

Moline Tractor
For Sale at a Bargain

I have a Moline Universal Tractor in first class condition that can be used for plowing, harrowing, planting, etc., and has a motor that will develop 10 to 12 H. P. on the belt for stationary work. Flows 10 to 12 acres per day, and eats only when it works. Turns in a 16 ft. circle and backs as easily as it goes forward.

I want to sell or trade this tractor at once, and if some one will let me have a little money on it I will include a sulky carrying a two Bottom Gang 14 inch plow. Make me an offer. Might trade for auto.

C. C. HURLEY

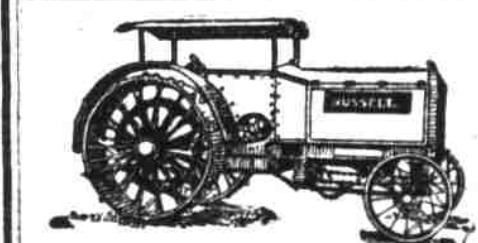
294½ Margin St., Portland, Ore.

World Record Jerseys
48 AT PUBLIC AUCTION 48

PORTLAND, OREGON, MAY 8, 1920

This will be a 900 lb. fat combination sale of Oregon Jerseys. Twenty-four open and bred heifers.

For Catalogues Apply
Western Sales and Pedigree Company
Fourth and Stark Streets, Portland, Or.



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We are now getting in our supply of TRACTORS AND THRESHERS, for spring delivery.

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MAIL THIS COUPON
Send me full particulars and terms on "Russell" Tractors. I would also like to receive Free Catalogue describing machinery checked (X).
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Will Actually Saw 16 to 18 Cords a Day

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"Everything for the Dairyman"
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PORTLAND, OREGON

MONROE & CRISSELL,
910 Front Street, Portland, Oregon.

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State _____
R. F. D. _____ No. of Cows _____

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