

EFFICIENT MARKETING

OREGON COUNTRY LIFE

EDITED BY
J. F. LANGNER

BETTER FARMING

BERRY INDUSTRY
OF CALIFORNIA ON
PROFITABLE BASIS

By J. Langner

(Being the third in a series of articles on the California cooperative plan of marketing fruit.)
Berry growing in California, from a hazardous and unprofitable industry, has become well established—so much so—that with the exception of Oregon and Washington—it is perhaps the only other state where production during the last few years has increased. In 1916, the chief outlet to berry growers in California was in the consigning of their fruit to San Francisco commission merchants, surplus supplies going to canners.

Because of the highly perishable nature of the product commission merchants were as a rule eager to dispose of these consignments, often resulting in prices so low as to return the growers' profit less than the cost of production. Thus, under the method prevailing, through the commission merchants' fear of left-overs, the berries of one grower were used to undersell those of his neighbor. The surplus berries were finally sold to canneries at ruinous prices to the growers.

BERRY CROP SIGNED UP

In April, 1917, the Central California Berry Growers' association was formed, and before the close of the year over 80 per cent of the berries, which are mostly grown in territory tributary to San Francisco, had been signed up in the new organization. The association continued and still sells through the commission houses. As, however, the markets were unable to absorb all the fresh berries, it became necessary to dispose of a certain percentage to canneries.

It was determined therefore that all berries should on the market at 9 a. m. should be turned over to a cannery. Notices were sent to all canneries offering to sell the surplus berries under a contract, after 9 a. m. each day. Canners were invited to make bids. They laughed at the suggestion, saying they could buy all the berries they wanted in the public market each day. However, the California Packing company offered to contract for all the surplus at 9 a. m. at 4 cents a pound and the contract was accepted by the association.

The association then informed the commission houses of the terms under which it would consign berries to them. The contract included a cash bond of \$100 by the commission house, not to sell berries under the minimum price fixed by the association and not to sell any berries after 9 a. m. The dealers also laughed at the suggestion. They were given a time limit in which to comply with the association's demand. At the close of the time limit every berry dealer in San Francisco had signed the association's contract.

BERRIES BRING FAIR PRICES

The association now proceeded with the sale of its berries. It consigned the berries to the commission houses and fixed a minimum price of 6 cents a pound wholesale. At 9 a. m. the berries still unsold in San Francisco were turned over to the California Packing company at 4 cents a pound.

The dealers were astonished to find that they had sold nearly all the berries consigned to them by the association and had received good prices for them. In addition they found that they did not have to saddle any loss, because the association had made arrangements to take all the surplus off their hands through the California Packing company. The only people who were left were the other canners who did not have the foresight to realize that the berry growers, once organized, could not be jockeyed out of their legitimate profits as had been the case for years.

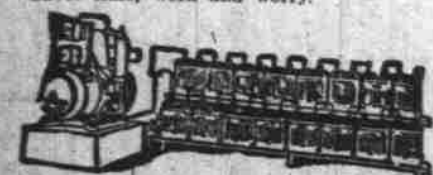
The average price the producer received, prior to organization of the California Berry Growers' association was \$2.50 per chest of 60 pounds of berries, or about 4 cents per pound. The average retail price was about \$5 per chest or 10 cents per pound. During the first year of organization the producer received \$5.40 per chest of 60 pounds, or about 9 cents per pound, or an increase of approximately 110 per cent from the former average minimum. At the same time the consumer paid during the first year of organization only an average of \$7.50 per chest, or an average increase in the retail price of about 25 per cent. The producers' association had increased the price to the growers without putting a similarly increased burden upon the consumer—it had eliminated the speculative feature in the distribution of such a highly perishable product as fresh berries.

ASSOCIATION PROSPERS

The association has continued to prosper under similar management. In 1919 it offered to sell its surplus berries to the canners, as usual. Every canner bid—some as high as 10 cents a pound for the surplus. Later as the demand for berries grew, the canners voluntarily raised the price as high as 14 cents to the growers for field-run unpacked strawberries. The association has practically not increased its wholesale price.

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WOODLARK BLDG.
PORTLAND, OR.

A. J. C. C. OFFICERS TO VISIT



M. D. Munn, president, and R. M. Gow, secretary, of the American Jersey Cattle club. They, with some other Eastern Jersey fanciers, will be in Oregon from May 3 to 7 inclusive to attend the second Oregon Jersey Jubilee.

to the San Francisco commission men, but because of the active demand in 1919 the canners bought huge quantities of strawberries in the open market from the commission men for canning purposes, the surplus not being nearly sufficient to supply the canning trade.

The association has demonstrated that common sense business methods applied to a cooperative group of farmers can be worked out to the advantage of all. The growers, canners and consumers are all satisfied. The association sold its blackberries to canners at 9 cents a pound in 1919 and its loganberries at an average of 9 cents a pound. It handled 140,000 chests of berries of different varieties, worth over \$1,500,000, at an actual selling cost of less than two thirds of 1 per cent. It is not impossible to work out some equitable distribution of Oregon berries to the Oregon canneries and purchasers of fresh berries for preserving fruit juice and canning purposes, which would insure to all the growers a fair and equitable price, based actually on the laws of supply and demand, so as to avoid troubles, lawsuits, and inequities of the bitter feeling existing between some growers and some of the manufacturers of berry products—for the good of the producer, manufacturer, distributor and above all the consumer.

Livestock
Questions
Answered

By Dr. M. J. Jones, Veterinarian.

Question 1.—Is there any disease that a cow might have that would cause a chronic cough? This cow has passed the tuberculin test.

Answer.—Sometimes cows in advanced stages of tuberculosis will not react to the tuberculin test. Such cases can almost invariably be detected by means of a physical examination. Chronic interstitial pneumonia will also cause a chronic cough and also a wasting away of flesh. Any irritation of the throat or larynx will also produce a chronic cough. Some cases of injury to tongue give rise to a chronic cough, especially if there is actinomyces in connection with this injury.

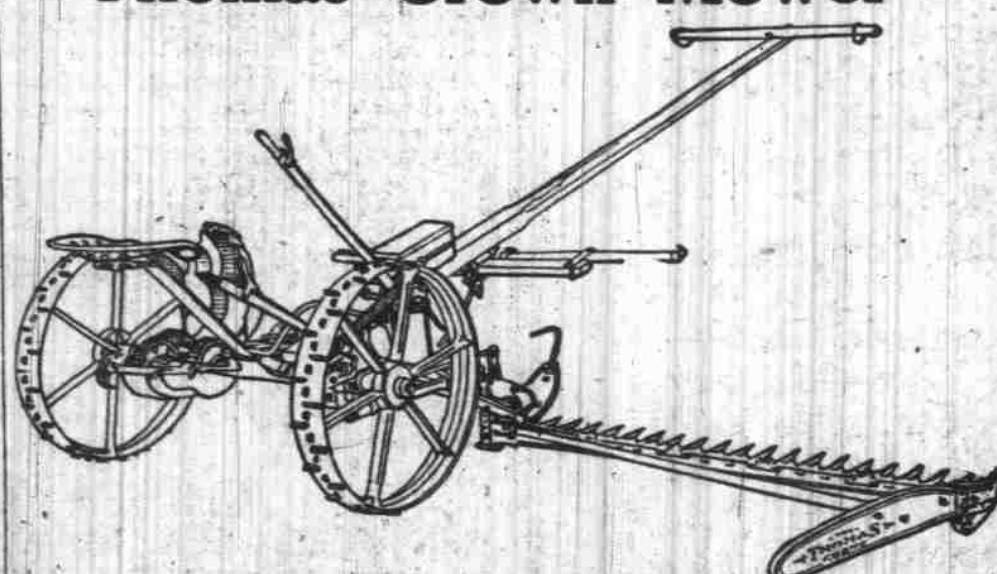
Question.—What is the cause and what can we do for some pigs that have the piles; that is, the rectum seems to protrude about one inch? The pigs also strain a great deal.

Answer.—Your pigs have prolapse of the rectum. Raise the pigs up by the hind legs and gently push the protruding parts back. If the parts continue to come out wash clean with some antiseptic solution and return to place repeatedly. An operation by a veterinarian is sometimes necessary before this condition is remedied.

Question.—What is the correct amount of Epsom salts to give a cow that is constipated?

Answer.—This depends somewhat on the size of the cow. Ordinarily one pound should be the maximum dose. Many times the overdosing with salts results in paralysis of the rumen. It is well to remember that the action of salts or any physic is slow to act in a cow, taking 12 to 18 hours. It is better to give small and repeated doses rather than one large dose.

Thomas Crown Mower



On the Thomas Crown, Changeable Speed Mower, all gears are enclosed. Truck is very strong and is fitted with roller bearings. The two-speed is an exclusive feature of the Thomas Mower and is bringing us an ever increasing trade. No other mower has it and you don't have to run the mower in light cutting on the fast speed required for heavy cutting, because in medium grass and light hay and weeds you can use the slow speed and save a great deal of wear on the machine, making it last much longer. Another special feature is lining up the sickle bar so you always have a true and easy cut, making a very light draft mower.

Write us for catalog, showing all special mower features and describing Thomas Side Delivery Rakes, Orchard and Alfalfa Rakes. If you want the "Best" in Mowers and Rakes, buy a Thomas. If you have difficulty in cutting alfalfa, use a Thomas Mower.

Oliver Chilled Plow Works

321 East Taylor Street, Portland, Oregon

FARMERS ADVISED TO
PLANT MORE WHEAT;
MAY BE SHORTAGE

Washington, May 1.—(WASHINGTON BUREAU OF THE JOURNAL).—With an estimated production this year of 483,000,000 bushels of winter wheat, against 731,000,000 bushels last year, and a normal requirement of 800,000,000 bushels all told for consumption and export, the department of agriculture is advising farmers in the spring wheat country to consider revision of their plans to enlarge the planting as much as possible.

There is a carry over of 150,000,000 bushels of winter wheat but the department says this wheat is of low milling quality and really figures much lower while stocks on hand in the principal spring wheat states are only half of last year's. Unfavorable weather and shortage of labor, it is thought, may reduce the spring wheat area unless information as to conditions stimulates greater effort.

World conditions indicate a normal demand for American wheat, with a possibility that Southern Russia may have 55,000,000 bushels for export, but great doubt as to whether transportation conditions will actually permit the export. Australia has a short crop, with no expectation of export for two years. Old wheat in storage in that country is not permitted to be exported. The Argentine crop promises to be fair.

The department is giving out this information particularly for the farmers of the spring wheat sections, commenting that "the existing shortage of spring wheat of satisfactory milling quality indicates probability of continued active demand for high grade spring wheat from the new crop."

Business Rating of
Dealer Important
To Produce Shipper

When much produce is to be shipped, it will pay the shipper to look up a dealer's commercial standing very carefully before consigning in his care. Marketing experts of the United States department of agriculture call attention to the fact that the rating of any dealer may be secured through firms which make a business of rating the financial and general credit standing of men in different kinds of business. They publish regular reports which give a general idea as to a dealer's standing, though, as is perhaps inevitable, in many specific instances they have been found to be inaccurate. This general credit standing is of prime importance, as a man with a rather low financial rating may be one of the most reliable. Firm letterheads, giving trade references, should not be accepted at their face value without verification.

The chambers of commerce, boards of trade, and similar bodies are often of assistance in giving information as to dealers specializing in different commodities. Local bankers may also help in determining the responsibility of a particular firm. Limited lists of dealers in various commodities are sometimes supplied by the bureau of markets, United States department of agriculture, Washington, D. C., in response to inquiries.

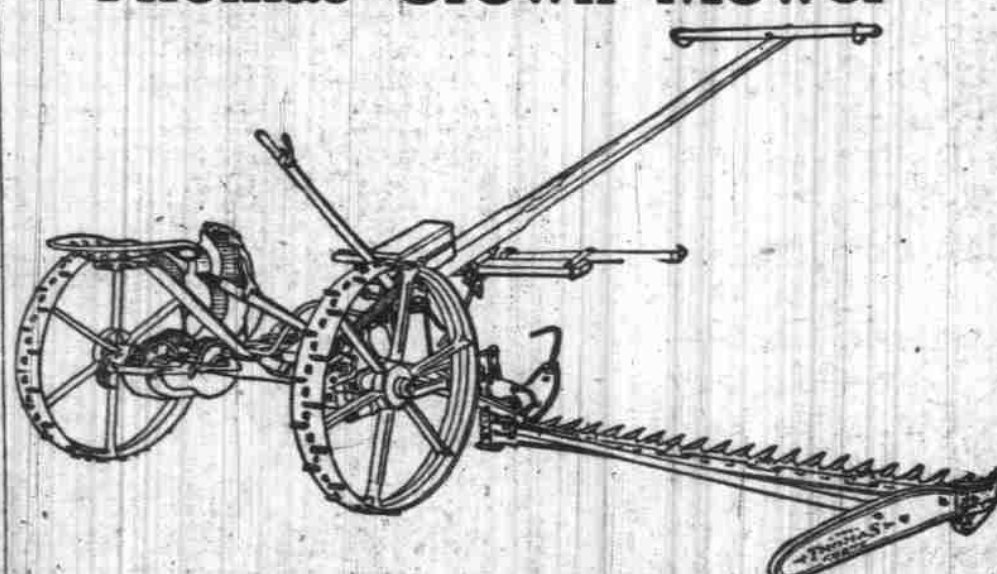
Once a satisfactory representative of customer is found, it shall be the aim of the shipper to maintain his connection with this one firm, as by so doing mutual confidence will be fostered and better results secured than where the shipper jumps from one connection to another in quest of slightly higher prices.

Plans Working to
Help in Marketing
Purebred Livestock

The livestock farmer having only a few purebred animals for sale at rather infrequent intervals often has difficulty in disposing of his surplus profitably, often because purchasers do not know what he has to sell.

The bureau of markets, United States department of agriculture, in cooperation with the state, county and local agencies, has inaugurated a plan which assists buyers in obtaining information regarding the location, character and number of purebred animals. The success of this plan is dependent on the cooperation of the breeders in a county or community with each other and with the county agent. The latter's office should be the headquarters for the association. In this office should be filed complete information regarding the purebred animals belonging to the members. Through the county agent, according to the plan, the state agent in marketing and the bureau of markets at Washington are kept in touch with the supply. These agencies likewise keep in touch with the buyers and so are able to serve an increased number of buyers and sellers effectively.

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321 East Taylor Street, Portland, Oregon

THE SIRE OF
22 R. OF M. COWS

Rinda Lad of S. B. Former herd bull of G. G. Hewitt, who sells his entire Jersey herd June 10. Hewitt in the last score of years has built up a fine herd of high producers.

larger size. A earload usually scales from 3000 to 5000 board feet.

Orchard Fertilizers
Featured in Bulletin

Many Oregon county fruit growers think permanent fertility of orchard soils their most important and difficult problem. Much of the fruit grown in Oregon is produced on so-called light soils. Tree growth is stunted, fruit sets poorly and the size, color and quality of the crop suffer unless the plant food and physical condition of these soils are maintained. The agricultural college experiment station has been investigating fertility problems for seven years, and has made some remarkable and valuable findings. A summary of these is contained in "Fertilizers for Oregon Orchard," a new station bulletin just off the press and ready for free distribution.

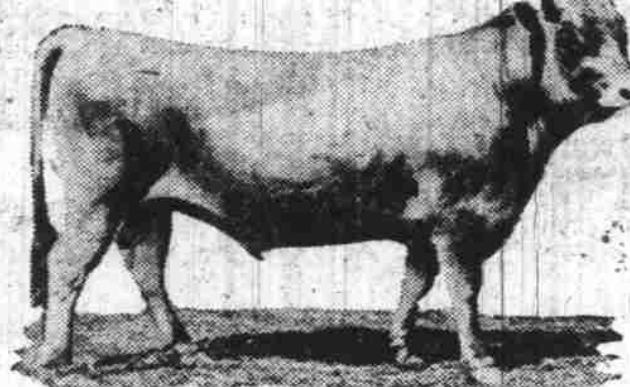
State Veterinarians
Confer in Portland

State Veterinarian Pelton of Washington and State Veterinarian Lytle of Oregon were in consultation in Portland April 27 and 28 with Dr. Joss of the United States department of agriculture and Dr. Foster of the tuberculosis eradication division.

Ben Called "Factory"

Albany, May 1.—Judge George W. Masterson, California poultry specialist, styled the hen a factory and the poultry ranch a branch of industry, like a flour mill, in a lecture before local poultry breeders. He said two years are usually spent by amateur poultrymen in learning that makeshift methods in raising poultry are unprofitable before scientific study of the business is taken up.

Pogis 99th of Hood Farm 48th



His two nearest dams average 1021 pounds 85% butter—gold medal cows. He is a grandson of the long distance dairy cow of the world. He is a 75% brother to Sophia's Agnes, 1000 pounds fat and world champion. I have a bunch of heifers whose two nearest dams average 935 pounds 85% butter. A few splendid bull calves to offer of this breeding.

WILL BEHRMANN Jr., Forest Grove, Or.

MILKER PIPE SHARPELS

Electric Portable MOTO-MILKER



With the "Moto-Milker" you can average 15 cows in 45 minutes. Complete, nothing to adjust, nothing to get out of order.

The "Moto-Milker" has the famous Sharpels "upward-squeeze" and the Sharpels teatcups and equipment that for years have been milking over a million cows a day—the safest, most satisfactory and fastest mechanical milker—working five times as fast as human hands, more gently, more carefully and with better effect on the cow.

As factory agents we carry large and complete stocks and guarantee satisfactory installations and service.

Complete information and interesting literature on request.

Write for Catalog and full information

PORTLAND SEED CO. PORTLAND, OREGON

MUNICIPAL ABATTOIR
SERVES ENTIRE CITY
AT OPERATING COST

The city of Paris, Texas, operates a municipal abattoir which serves the entire locality at cost, according to the United States department of agriculture, which has recently procured data regarding its operation. Hogs are killed in this establishment at all times of the year, and at a cost to the owners of \$1.50 a head, which covers killing, dressing, and cooling the meat. The meat is chilled for 24 hours in one room, put in the cooler the next day, and kept at 32 degrees, and will keep in good condition for a long period. The first four days it is kept in this cooler without additional cost to the owner and after that it is kept at a charge of 10 cents a day for each carcass.

Hogs are killed and salted down at \$2.50 a head, no extra charge being made for the salt, and they are kept in cold storage rooms after being salted down for four days without additional cost, and at 5 cents a day thereafter. This curing room is separate from the regular cooler where fresh meats are kept, and is not kept quite so cold, but no meat has been known to be lost in it. Calves up to 350 pounds are killed for \$1.50 a head and the hide is left on them, though they are dressed and the hide is thoroughly washed. When cattle are skinned there is an additional charge of \$1, the hide remaining the property of the owner of the carcass. Sheep are killed at \$1.50 a head and are skinned without extra charge.

COLD STORAGE FREE

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Hogs, cattle, and sheep are killed

throughout the year. A city ordinance compels every butcher or other individual who sells meat in Paris to have his slaughtering done at the municipal abattoir, which is operated at cost. All the meats are inspected by the city veterinarian, who stamps each carcass. The plan pays its own expenses and has been making enough in addition to cover cost of depreciation. The abattoir cost between \$15,000 and \$20,000. About 10 years ago, when the abattoir was built, the department had a record of original cost of \$10,000 and the daily capacity then was 30 cattle, 30 hogs, and 30 sheep and calves.

Meat in Paris has been selling from 10 to 12 cents a pound cheaper than in some neighboring localities. Competition is assured because it is easy for the hotels, restaurants and others using much meat to buy livestock and have it killed and stored in this municipal abattoir until they are ready to consume it. This results in prices being kept at relatively low levels.

Glenn Strome Has
Ploughing Record

Glenn Strome of Junction City holds what is perhaps the Willamette valley record for plowing. Strome, who uses a Fordson tractor on his farm near Junction City, felt sure that a rain was very close, so at 8 o'clock Sunday morning he began plowing with his tractor and continued until 4 o'clock Monday morning. He had barely finished plowing the tract when the rain began, which, had it fallen on the land before it was plowed, would have made the work impossible for several days.

The advertisements on these farm pages contain many instructive bits of information to farmers. Write the advertisers for their catalogues—always mentioning The Journal.

COMMUNITY CIRCLE
MEETINGS PROVING
SUCCESS IN ASHLAND

Ashland, May 1.—The Bellview district near Ashland is getting state notice for progressive work along community circle lines.

Under the inspiration of the Parent-Teacher association of the district, community circle meetings were started, which have resulted from an attendance of 20 to over 100. The ideal community interest program so much written up in the magazines is manifesting, and the results have brought about a marked social and material progress with an enthusiastic spirit of neighborliness. Ashlanders jump at an invitation to these meetings, the programs of which are made up of the talent of persons of all ages in the district.

A 10-year-old girl will play her first piano solo and "Dick Pooley," Oregon's gifted poet, will motor out to eat homemade ice cream, cake, and incidentally lend his talent to the evening's entertainment. Everybody feels responsible for giving everybody else a good time.

After the regular program, young folks and old folks gather around the piano and sing modern rag and old-time hymns together. Informal discussions of what each one is doing and the best methods are had. Everybody but the infants come to the meetings, and it is said a careful record is kept by household members who stay home with the babies and a strict routine of duty held to.

JERSEY
WORLD
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FROM OREGON BREEDERS

A 900 POUND FAT SALE

One daughter from a 900-lb. Fat Cow
Two sisters from the dam of a 900-lb. Fat Cow
ONE WORLD RECORD 900 POUNDS FAT COW
One 7-months-old son of a 900-lb. Fat Cow
One yearling daughter from an 831-lb. Fat Cow

One World Champion Milk Heifer—831 Pounds Fat

Only 21 Jerseys in the U. S. living or dead, have produced 900 pounds fat. You will have an opportunity to buy the above on Saturday, May 8, 1920. A large number with records from 500 to 771 pounds fat. A total of 54 head of selected females will be included: 24 open and bred heifers.

GREAT COMBINATION OREGON JERSEY SALE
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WESTERN BREEDERS SALES & PEDIGREE CO.

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COL. A. J. HUGHES, Auctioneer, Forest Grove, Oregon
E. A. RHOTEN, Ring Man, Salem, Oregon.
C. D. MINTON, Ring Man, Portland, Oregon.

OLYMPIC
FLOUR

Rigid baking tests at every step from the field to the sack maintain the

Uniformity of
Olympic Flour

In 95 lb., 24 1/2 lb. and 49 lb. sacks at your nearest grocer.