

Oregon Poultry Producers' Association Adopts Petaluma Marketing Plan

POULTRY INDUSTRY IN NORTHWEST IS FLOURISHING ONE

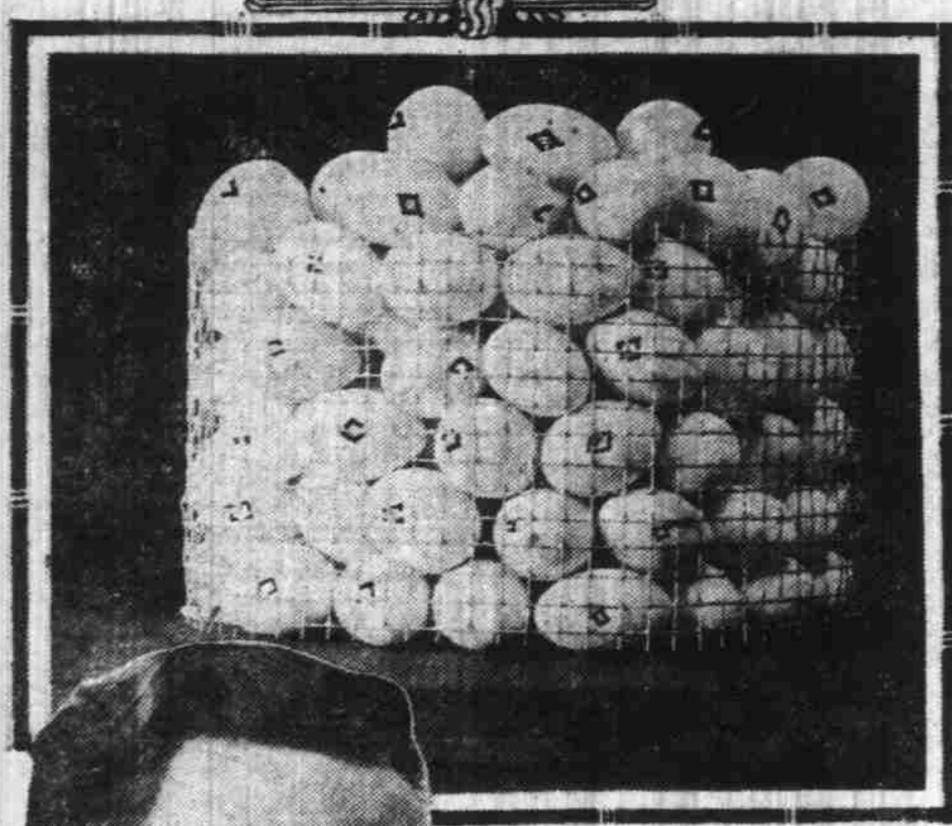
By C. S. Brewster
The poultry industry in Oregon and Washington has been growing steadily and rapidly and in recent years has gradually been put more and more upon a commercial basis as has been the case in California. This development has been hampered to a certain extent, however, because of the dissatisfaction which many poultrymen have felt regarding the conditions under which they were compelled to market their eggs. They have felt that it was not right that they should invest their money in land, buildings, equipment and stock, and then expend their time and money, energy and skill in improving their flocks and producing more and better eggs only to see the largest fruits of their industry go to enrich the dealers who largely controlled the Portland egg market.

Here and there individuals have developed special markets and have prospered, but the majority have been at the mercy of the dealers, who fixed the price at all times and forced the producer to take what they offered him. Eggs are a highly perishable product, which must be marketed promptly, or put into cold storage. The individual producer is not in a position to store and, even if he could store, would not be in a position to sell his storage eggs in competition with the regular dealers. In other words, the producer has had to sell his eggs practically as fast as they have been produced, and even if he sold direct to the consumer he sold at a price made by the dealers, as fixed in the daily quotations.

Until recent years, the production of eggs in Oregon was comparatively limited—not sufficient to take care of the local demand. There were not a sufficient number of poultrymen producing eggs as a specialized business to make a marketing organization successful. Neither was there a definite need for it. Production has now reached a point where it is sufficiently in excess of the local needs to permit of the excess being shipped to other markets. With this condition prevailing, the poultryman is more at the mercy of the dealer than ever.

ORGANIZATION HELD NEEDED
About a year ago progressive poultrymen, realizing the necessity for organized effort, formed the Oregon Poultry Producers' association. This association has grown slowly, but steadily. It has been marketing eggs in Portland for nearly a year now, and has, in the question, had a very beneficial effect on the market. The entire level of prices has been raised and every poultry raiser has secured higher prices, because of the work of the association, than he would have under normal conditions. A careful study of the marketing situation in Portland, made this past winter by the state bureau of markets, verifies this statement.
The association has had a direct influence on the market, to a considerable extent stabilizing prices, preventing them from being suddenly reduced and manipulated for the benefit of speculators. If a greater proportion of the poultrymen belonged, it would have more to say about prices; as it is, it helps the producer without injuring the consumer. The only person who doesn't like it is the speculator.
The principal handicap of the association, so far, has been the fact that

POULTRY ASSOCIATION EGGS



Above—Day's collection of "Nu Lude" brand eggs of the Oregon Poultry Producers' association by a member. Below—U. L. Upton, manager of the association.

there are so many poultrymen who are so selfish, small and nearsighted that they will stay outside of the organization and receive the benefits of the work done by those who are members.

REASONS ARE GIVEN
The following are but a few of the reasons urged why the poultrymen should support the new organization:
Because the experience of growers in many lines has proved that only through cooperative marketing can the producers get a square deal, protect themselves against price manipulation and secure the full market value of their products.
Because through their association the poultry producers of California have, during the past two years, come nearer to getting the full value of their eggs than ever before.
Because under this form of organization the member's liability is strictly limited by the amount of his stock. This fact, together with the large capital of the association and the additional safeguard of state supervision, through the state market director and his representative on the board of directors, absolutely insures against loss. Because the stronger the association

to the association and help the producers to get more money for them, and for you.

SEEKS NEW OUTLETS
Because the association is constantly seeking new outlets and wider markets for eggs, to take the surplus off this market and thereby prevent the quotations from being forced down to a point unprofitable to the producer. During a large part of the year, Oregon produces a surplus of eggs above local needs. If this surplus is dumped on the market, down goes the price. By storing the surplus eggs in the spring, and by shipping them elsewhere at other times, the association can prevent the market from being glutted and maintain fair prices.

INDUSTRY BY ITSELF
In most sections of the country, eggs are merely a by-product of general farms; in Oregon, on the contrary, egg production is now becoming an industry by itself. Under modern conditions the industry prosper most which are most thoroughly organized. The egg industry is no exception to this rule; it can only prosper continuously through organization. The egg dealers have been organized for years, and for years they controlled our product completely for their own benefit.
The Poultry Producers' association is fighting to get control for the producers. We are well entrenched and holding the line strongly, but we need reinforcements to enable us to go "over the top" to victory.

Thrash Hard Spring Wheat From Shocks, Advice to Farmers

When thrashing can be done early, the most economical method is to thrash directly from the shock. Thrash when the grain is dry, either before or after it has gone through the sweat. If the grain is too dry, it will crack badly in thrashing.
Wheat thrashed before sweating in the shock will go through the sweat in the bins, giving the grain a darker and richer color. Grain that is thrashed when damp will sweat too much and become hot and bin burned. When grain is stacked it should be allowed to go through the sweat before thrashing.
See that the separator is well cleaned before the thrashing is started, in order to prevent the mixture of grain and the scattering of weed seed from the neighboring farms.
Watch carefully the working of the machine to see that the grain is entirely removed from the straw and that the chaff is blown out.
Stack the straw, use it as feed or bedding for livestock, and so convert it into manure.
Write to United States Department of Agriculture, Washington, D. C., for a copy of Farmers' Bulletin 678, "Growing Hard Spring Wheat."

Because, by shipping eggs to his own association, the member makes sure that they cannot be used to hammer down his price on the market. Why supply the other fellow with ammunition to use against one's own interests? The poultry producers have a right on the market every day to fight for the producers, but the producer's eggs are now being used by the dealers against him and, therefore, against you. Send eggs

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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

POULTRY NOTES

The Mediterranean or egg breeds are best suited for the production of white-shelled eggs. Representatives of this class are bred largely for the production of eggs rather than for meat production. Among the popular breeds of this class are: Leghorn, Minorca, Ancona, and Andalusian.
When taking eggs to market, protect them from the sun's rays in warm weather. Ship or deliver eggs twice or three times weekly.
A standard-bred male at the head of a mongrel flock will improve the quality of the stock materially. A mongrel

male will produce no improvement in quality.
Notice the candler has places for the good eggs as well as for checks (cracked eggs), dirty eggs, and "rots." When selling eggs insist that they be bought on a quality basis.
Eggs from "stolen" nests should not be marketed; they are of unknown age and quality and should be used at home.
Market white-shelled and brown-shelled eggs in separate packages. Eggs irregular in shape, those which are unusually long or thin-shelled, or which have shells otherwise defective, should be kept by the producer for home use, so that breakage in transit may be reduced as much as possible.
Fowls for breeding purposes should be strong, healthy, vigorous birds. The

comb, face, and wattles should be of a bright-red color, eyes bright and fairly prominent, head comparatively broad and short and not long or crow-shaped, legs set well apart and straight, plumage clean and smooth.

Golden Rod Poultry Food

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Protein and ash are the elements that make growth and with fat or vegetable oil added you have all that is used to make eggs.
If you are feeding Golden Rod feeds, you are getting these vital elements.
Poultry food made from wheat, corn, kaffir, barley and all such grains have too much of the carbohydrates, largely starches, which can only be used to produce heat and power and are sadly short of being a complete egg or growing food. Our Golden Rod Poultry food of all kinds is largely composed of hulled oats—the one best grain. Carries more protein and ash than the others above mentioned. If you want big, strong framed chicks and the hen's limit in eggs feed:

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GOLDEN ROD CHICK MILK MASH
GOLDEN ROD GROWING MASH
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AND BUTTERMILK EGG MASH

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