

## EFFICIENT MARKETING

MILK PRODUCTION  
COSTS ELIMINATED  
BY ASSOCIATION

By J. F. Langer

What is the cost of producing a quart of milk? The question is one of the paramount considerations before the dairymen of Oregon. Figures compiled by the Northern California Milk Producers' association for the six months, ending July 30, last arrive at the answer.

The Northern California association retains Cost Accountant B. F. McLeod to keep accurate figures of the actual cost of producing milk. His report shows that for the first six months of 1920, the average cost per month of producing 100 pounds of milk was \$4.55 or 9.8 cents per quart. The average price received by the dairymen from the distributor was \$3.18 per 100 pounds or 6.8 cents a quart, or an apparent loss to the dairymen of 2 cents a quart. In April only the dairymen received a price which permitted a net profit of 3 cents per hundred pounds above cost of production, or about one-fourteenth of a cent a quart.

The Sacramento Bee prints the text of McLeod's report as follows: "Twenty dairymen promised to keep accurate accounts of feed, etc., and report same each month, but only 10 of them have furnished the necessary data to make it possible to carry on this work. The basis used in this work is as follows:

The interest allowed on investment is 8 per cent, which is only allowed on the stock, dairy buildings, equipment and land actually covered by the buildings and corrals.

Five dollars per cow for the number of cows milking during the month, plus 10 per cent of the net milk credits, is allowed for labor. This basis seems to reconcile itself equally well with both large and small dairies.

Records cover 10 dairies, ranging from 10 to 125 cows. The average number of cows in the 10 dairies is 400.

For depreciation I have allowed 15 per cent on stock, 5 per cent on buildings and 10 per cent on equipment.

Actual amount paid for insurance and taxes is used.

The credits include calves born, at actual value; manure, at \$10 per cow per year; milk used on the ranch; sacks and hides sold as well as all milk sold. A permanent record is kept, including complete account of feed used, average production and butterfat test of each dairy.

Three of these dairies fed hay, concentrates and silage, and their average production per cow was 732 pounds per month. The other seven fed principally hay and no concentrates, and their average production per cow was 592 pounds per month.

The average feed cost per month for all was \$13.85 per head per month. While the two dairies that have made the best showing in every way—one of which No. 6 feeds approximately 33 per cent hay, 47 per cent concentrates and 20 per cent silage, and the other, No. 1, feeds 43 per cent hay, 25 per cent concentrates and 12 per cent silage—have shown an average feed cost per head per month of \$13.82, which seems to show that the average production may be increased and the cost of production may be reduced by proper feeding.

The fact that during the month of April the cows have plenty of green pastures greatly reduces the cost at that time, but as the average production is increased from the same cause, making the supply greater than the demand, the net amount received is also much lower during this month.

The following shows the average cost of milk per 100 pounds and the average net amount received for same:

|                                                                                  | Average Net | 100 lbs. rec'd. |
|----------------------------------------------------------------------------------|-------------|-----------------|
| December, 1919                                                                   | \$5.20      | \$2.42          |
| January, 1920                                                                    | 5.07        | 2.42            |
| February, 1920                                                                   | 5.04        | 2.42            |
| March, 1920                                                                      | 4.74        | 2.42            |
| April, 1920                                                                      | 2.73        | 2.70            |
| May, 1920                                                                        | 5.52        | 3.08            |
| June, 1920                                                                       | 5.52        | 3.08            |
| Average cost per 100 pounds for six months, \$4.55. Net amount received, \$3.18. |             |                 |

Goat Which Wins  
Glory Assured of  
Fine Texas Home

A happy home in Texas awaits the fancy blue-blooded Angora goat which carries off high honors and wins the grand championship prize at the Pacific International Livestock exposition at Portland in November.

"Bob" Davis of Rio Frio, Texas, nationally known as a goat enthusiast and one of the foremost experts on goat judging in the United States, will come to Portland to make the award in the goat division at the November stock show.

"I shall be greatly pleased to come to Oregon and judge the Angoras at the Pacific International," writes Davis in a letter to General Manager O. M. Plummer. "Furthermore, I am in the market for the finest pure-bred Angora sire in the country, so I will serve notice right now that after I have picked the champion of the Pacific International, I am going to buy him, providing my purse is long enough."

Some of the most extensive exhibits in the goat division at the Pacific International will come from Polk county. An Angora sire was recently sold by T. H. and Son of Monmouth for \$1750, and John B. Stump, who owns the adjoining farm, has also sold a number of fine mohair breeding animals at phenomenal prices.

"These Polk county goat men will have a fine lot of exhibits at the November stock show," said General Manager Plummer, "and our Texas judge will probably pay in the neighborhood of \$2000 for the Oregon Angora he takes home."

Call for Concessions  
Spokane, Wash., July 24.—Nine weeks before the opening of the Interstate fair, September 6-11, finds practically every concession space contracted for, according to A. C. Shea, superintendent of exhibits and concessions.

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## CROP REPORTS AID FARMERS



The crop reporting board may work behind closed doors upon estimates from its reporters and traveling field agents throughout the country. The figures adopted by the board become the official estimates of the department of agriculture.

UMPUQUA VALLEY  
ACREAGE GAINING

Roseburg, July 24.—The broccoli acreage of the Umpqua valley is being materially increased this season over that of any former year. While the climatic conditions favor the raising of broccoli in the valley, the last winter was one of the most severe since the crop has been grown in the Umpqua valley.

The coldest weather last winter was from 14 to 15 above, and with a heavy fog or cloudy weather prevailing immediately after the freeze, the plants are greatly protected from the atmospheric conditions, and they seem to revive much better than where bright sunshine follows a freeze.

## DAMAGE NOT GREAT

Damage to the crop was not great, however, and with the experience of the past winter the growers feel confident that no weather in the valley will cause a crop failure. Despite the cold there were much greater yields than any grower anticipated, and the prices averaged much better. The growers received \$1.75 per crate for their broccoli, the crates averaging from 8 to 13 heads, one tier deep.

The crop grows practically without any insect pests, or aphids. The season of 1917, when the aphids was so bad, they were inclined to attack the broccoli, but not to any great detriment. The use of spray once over the field soon eradicated the pests in fields that year, and they have not been bothered since with aphids or any other pests.

## SEEDING TIME STARTED

Seed for the crop is usually sown about the last of April or early in May. Plants are set in the field from late June until late August. Resultant crops usually mature at the same time—the difference appearing only in size of heads—other conditions being equal. While some stable manure is used, the fertility of the region is such that there is no need of extra fertilizers. Legumes, aided by comparatively small amounts of commercial fertilizers high in phosphates, give excellent results.

## CROPS REPEATED

The total acreage adapted to the crop within reach of transportation is so small that growers have been unable to rotate crops as desired, but have in some instances grown four or five successive crops of broccoli with only small decline in yield or quality.

Hand-hoeing is practiced little if at all. Frequent cultivation is given under rain; then the crop needs no attention until harvest time, which comes as soon as the weather begins to warm up in the spring, February to April.

Hard frosts caused some injury to the crops of 1916 and 1917, the thermometer recording to 14 to 16 degrees above zero; but these temperatures seldom injure crops in southern Oregon, as the same degree of cold does in other sections. Fog and cloudy conditions almost invariably accompany these cold periods, giving a far different result than where the cold is followed by bright sun. Another point in considering frost immunity is that nights are always cold, even in summer, and plant growth is slower and harder than in sections where conditions produce a rapid and consequently tender growth.

O. A. C. Graduates of  
1920 Class Holding  
Responsible Places

Oregon Agricultural College, Corvallis, July 24.—Appointments to responsible positions among the 1920 graduates in soils have been announced by W. L. Powers, head of the department. Douglas Ritchie of Corvallis is assistant in the soils department at the college. He receives \$1800 yearly. S. S. Gossman of Wyndmere, N. D., is manager of a big ranch at Lodgepole, S. D. M. M. Alcantara of Iloilo, P. I., is assistant in the Moro branch experiment station, with a salary of \$125 a month. Walter Williams of Corvallis has been made head of the department of agriculture in the schools of Chico, Cal. His salary is \$2500 a year.

Ralph Willoughby of Harrisburg is farming near Coburg. William Gilbertson of Clatskanie is water superintendent of the Warm Springs irrigation district near Vale. Merle J. Looney of Fort Klamath manages a ranch near Merrill, Or. H. H. White of Kerby is managing a ranch near his home town.

PUREBRED BULL  
CALVES WASTED

Nature has her own percentage rules which are as infallible, in the long run, as the dealer's margin at a Monte Carlo gambling resort. According to this inflexible law of averages, there are about as many bull calves born each year as there are heifer calves.

Every good dairyman knows the value of a purebred sire of good record, and what such an animal may accomplish in the way of improving a grade or scrub herd. Despite their acknowledged value, it appears that 73,000 purebred bull calves of dairy breeds were killed for veal or were fattened for beef in 1918.

A chart has been prepared by the dairy division, United States department of agriculture, which furnishes a graphic illustration of what happened to the purebred bull calves in 1918. The line representing purebred Holstein-Friesian cows registered in 1918 runs out to 80,000. The line for the bulls of this breed registered during the same year extends only to 30,000. The difference, 50,000, represents the approximate number of bull calves not registered. Presumably most of them were either vealed or fattened as steers.

The Jersey breed in 1918 registered 30,000 cows and about 12,000 bulls—a loss of 18,000 purebred sires, many of which might be more profitably employed in the work of improving scrub herds.

Guernsey and Ayrshire totals are less, but the percentage of loss is heavy there also. In the face of this waste it is estimated that five grade or scrub bulls are in use for every purebred bull. According to experts of the United States department of agriculture, the replacement of scrub and grade bulls with good purebreds would quickly and materially raise the average production of dairy herds. One of the reasons for the surprising situation outlined is probably an underdeveloped system of distribution.

BIG JERSEY MEET  
CALLED AT SANDY

Sandy, Or., July 24.—The Clackamas County Jersey Cattle club is planning a big meeting at the home of Mr. and Mrs. E. D. Hart, four miles southeast of Sandy, Saturday, July 31. Members of the Multnomah County Jersey club will join in the pleasures of the day and the Harts extend an invitation to all who are interested in the raising of registered Jerseys.

The forenoon will be spent in viewing the stock and attending to the regular business of the club. Bring your farmer-filled baskets and enjoy a picnic dinner in the shade of the old apple tree. Coffee, with cream and sugar, will be served on the side. The following program is arranged, beginning at 1 p. m.:

Song, "Bring the Good Old Jersey Cow," by the club; speeches by Professor E. B. Fitts of the O. A. C., Colonel J. W. Hughes of Forest Grove and C. D. Minton of Portland; open discussion on "Jersey Field Man for Oregon" and "Campaign to Make the Oregon Scrub Sireless"; songs, "Welcome to Firwood" and "I'm Raising Jerseys."

Following the program three women will be chosen to judge the cattle. Judging will also be done by the Boys' Calf club. Mrs. Anton Malar of Firwood farm is secretary of the C. C. J. C. C.

## Grays Harbor Farmers Plan Picnic

Elma, Wash., July 24.—The farmers of Grays Harbor county are planning a picnic at the Satoop river hatchery to be held August 12. Committees have been appointed and are planning a splendid program of music, sports, addresses and refreshments.

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SLUG ATTACKS PEAR  
AND CHERRY TREES

The foliage of pear and cherry trees is suffering from the attack of the slug. Young trees, particularly, may be seriously injured by this pest, according to A. L. Lovett, professor of entomology, at the Oregon Agricultural college.

"The pear and cherry slug is a slimy brown creature about one fourth inch long found skeletonizing the surface of the leaves," he said. "The adult of this slug is a robust wasp-like creature which lays her eggs in the tissue of the leaf."

"Lead arsenate powder—one pound to 50 gallons of water—applied as a spray is the standard application for commercial planting," says Professor Lovett. "Any finely divided dust will also prove effective in control. Sulphur, air slaked lime, sifted wood ashes or road dust blown or sifted over the foliage will quickly end the infection."

That destruction of Oregon timber by insects is alarming also is pointed out by Professor Lovett. Insects destroyed approximately 1,000,000 feet of timber along the coast in the Siuslaw national forest in 1919, according to a report by one of the rangers received by Professor Lovett.

Similar injury in areas along the Columbia river were reported in previous years. Professor W. J. Chamberlin, forest entomologist at O. A. C., engaged at present in forest insect investigations in Klamath county in developing plans for a comprehensive survey of the pests causing these serious losses.

Latah County Fair  
Question Coming Up  
To Moscow Chamber

Moscow, Idaho, July 24.—The Moscow Chamber of Commerce will be asked to take up in the near future the question

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Secretary of Union  
Did Not Resign

A. D. Cross, secretary of the Washington State Farmers' union, who was reported to have resigned, states that the information was entirely incorrect. Cross has resigned as secretary of the Washington State Federation of Farm Organizations, but is still secretary of the farmers' union and says he has no thought of resigning.

## Dairymen Sign League Contracts

Sandy, Or., July 24.—J. A. Draper has been soliciting membership contracts for the Oregon Dairymen's Cooperative league in this section. The majority of dairymen are signing the necessary requirements of membership, one of which is an agreement to sell their cream products exclusively to the league for a period of five years.

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## THE FORM OF GODLINESS

And the Power Thereof

By DR. JAMES E. TALMAGE

Of the Council of the Twelve, Church of Jesus Christ of Latter-day Saints; Salt Lake City, Utah.

Note: For free copies of other articles of this series, send request to the author.

Desiring to purchase some electrical appliances, I visited the salesroom of a large establishment, and was gratified and amazed at the splendid display. There were lamps, some plain and others with gorgeous shades for the table and desk; there were electroliers, ranging from the simplest pendant to the most massive of hanging clusters; there were call-bells in variety; there were electric irons, heaters and other utensils in attractive diversity.

Having chosen a lamp, I turned the switch to test the distribution of the light; but lo, there was no light. The attendant told me that the lamp was there as an exhibit only, but was not connected up; which meant, of course, that they were not connected with the energizing current, which alone could raise the dark filament to incandescence.

I turned to the bells, but when I pressed a button I listened in vain for any responsive tinkle. And so with everything in the shop—planned to look upon, some pieces of artistry of use, indeed, but as displayed, they were ornaments and nothing more, for they were not connected up.

As I left the shop I mused over the circumstance. A burning candle of tallow is worth more in terms of utility than the most elaborate of electroliers without the current. The current, into my musings as I thought of the scriptural description of minds and souls darkened and deceived by outward appearances while devoid of spirituality: "Having a form of godliness, but denying the power thereof." (2 Tim. 3:5)

Men may organize church congregations, and erect church buildings—from humble chapel to stately cathedral—but what are all such but elaborate externals if they are not connected up with the source of Divine wisdom and authority through the circuit of the Holy Priesthood?

There are numerous forms and varieties of outward godliness on display today, any and all of which may be of minor and temporary good through their appeal to human faculties and emotions, while lacking the vitalizing power of the Holy Ghost, by which alone can revelation come from God to man. Furthermore, there are those who deny the possibility of direct communication from the heavens, perhaps not realizing that thereby they deny the very existence of a living personal God.

In the spring of 1820, Joseph Smith, bewildered by the dimensions of conflicting and contending sects, sought the Lord in prayer, to know which of the many was the true Church of Christ. He avowed that as he prayed a manifestation of indescribable glory came upon him; that God the Eternal Father, and His Son Jesus Christ appeared in bodily Presence and conversed with him. This is the Latter-day prophet's account of what followed:

"My object in going to inquire of the Lord was to know which of all the sects was right, that I might know which to join. I was answered that I must join none of them, for they were all wrong; and the Personage who addressed me said that all their creeds were an abomination in His sight; that those professors were all corrupt; that they drew near to me with their lips, but their hearts were far from me; they taught for doctrines the commandments of men, having a form of godliness, but they deny the power thereof." (Pearl of Great Price, p. 31)

How could it be otherwise in view of the long period of man-made sacerdotalism, during which the conception of a personal God had been darkened by the impenetrable umbra of human precept and dogma?

For centuries, sects and churches had been coming into being, to gratify the fancy of men—of many patterns, of strange and sometimes elaborate design, and all of curious workmanship.

Admitting the many current forms of godliness, I pray you give heed to the need of the power of godliness. The Lord has emphasized the distinction in a latter-day revelation relating to the essentiality of the Holy Priesthood, wherein He hath said:

"Therefore, in the ordinances thereof, the power of godliness is manifest. And without the ordinances thereof, and the authority of the Priesthood, the power of godliness is not manifest unto men in the flesh." (Doctrine & Covenants 84:20-21.)

For price list of Book of Mormon and other publications, including "The Vitality of Mormonism," which comprises 184 of these articles, apply to Northwestern States Mission, 816 East Madison street, Portland, Oregon.

Farmer Wants 'Dope'  
To Kill Off Rabbits

The Dalles, July 24.—County agents get many strange requests, as was evidenced by one that reached E. R. Jackson, county agent here. It was an appeal from a Wasco county farmer for "dope to spray potatoes to keep the jackrabbits from eating them up. I will have to do something before harvest, or they will all be gone."

Poultry keeping is a business, not a haphazard side line as it used to be. The commercial poultryman or the farm flock owner succeeds in proportion to the amount of business principles followed.

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A Job is an Opportunity, Not a Task. We must work, not primarily to earn a living, but to keep our self-respect. It's wholesome, hard work that has made the capable, upstanding, self-reliant American farmer.

"If everybody would work at the highest efficiency," says one of the more violent-minded in the labor groups who strike for more money and less work, "three hours a day would be enough to provide the necessities of life." Maybe so, maybe not. It might—in fact, they say, it does—satisfy the Fiji Islander, but it wouldn't provide the sort of home the Country Gentleman reader is working for. THE COUNTRY GENTLEMAN is edited for the farmer who works. Its 52 big, colorful issues cover every farm problem and every home interest, presenting practical, pure fact guidance that makes every word valuable. Let me show you a copy—better yet, send me your dollar today.

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