

EFFICIENT MARKETING

PLAN SUGGESTED
TO IMPROVE BIRDS
IN OREGON FLOCKS

By R. C. Stewart

Are Oregon poultrymen missing an opportunity of improving the general quality of the poultry in this state? To be sure a great deal has been done in the past few years to improve the flocks, and results are already apparent. The work of the Extension Poultry Specialists has been of great benefit in bettering methods and general quality wherever influence upon the breeders could be exerted. The cooperative marketing organization through its careful system of grading has also been an influence toward the improvement of the laying flocks. It might be well for the Extension service, the Farm Bureau and the poultrymen's marketing organization to consider the system of accredited flocks and accredited hatcheries developed by the poultrymen of central California.

Working with the farm bureau and the agricultural college the Central California Poultrymen's association, has worked out a plan for the constant and gradual improvement of the poultry flocks which will in turn improve the quality of the eggs handled by the organization, resulting in better profits to the producer both because of larger yields and improved products.

PLAN SET FORTH

The following is taken from a communication from J. W. Barber, manager of the Central California Poultry association:

"The accredited hatchery plan put into effect last year was a long step in the direction of better producing stock. There is no doubt that the comparatively low production of many of our commercial poultry farms has been due to the purchase of chicks from the large hatcheries which bought their eggs from all kinds of sources without any effort at selection. Under the new plan the accredited hatcheries are securing eggs from only approved flocks, which as time goes on will have more and more production pedigree behind them. The plan is carried out as contemplated. In buying chicks from these accredited hatcheries, the poultryman will be assured of getting stock that with ordinary good care will produce better than the average. He may even go further and obtain through the hatchery stock from the flock of a particular breeder whose stock he has satisfied himself is above the ordinary and is being handled in a scientific way. If he cares to go further he can himself have his hens culled so as to select the best producers and then he can mate them to cockerels with production pedigree behind them. He can then purchase from some breeder with whose methods he is familiar and in whom he has confidence. He can then produce his own hatching eggs, which he can have custom hatched at one of the hatcheries if he does not care to undertake the hatching himself. In a very few years he can by these means very considerably increase the production of his flock, and thus add considerably to the profits of his business."

HIGH PRICED PRODUCTION

If in addition to paying more attention to the breeding of his laying flocks, so as to increase his egg production in the fall and winter and will acquire himself with the proper management of hens on which electric lights are used, he can obtain additional income by securing more eggs in the fall and winter when they are high priced and fewer in the spring when they are low priced. The future of the poultry industry as a commercial proposition seems to us now to rest very largely on the two points touched on above: that higher producing stock and higher relative egg production in the fall and winter months.

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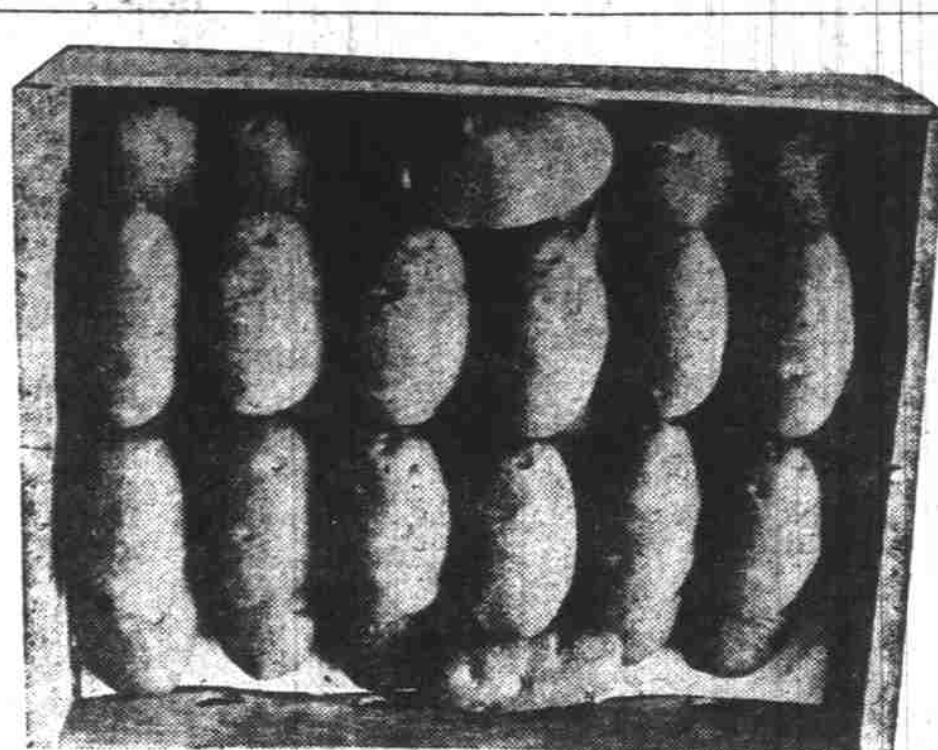
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POTATO QUALITY IS IMPROVED



A peck of Noted Gem potatoes representative of those grown in Central Oregon. Much interest is being shown in planting only the best of seed potatoes in the various potato producing sections of the Northwest. Certified seed production is proving to be a vital factor in improving the quality of strains adapted to the climatic conditions of the various sections.

ASHBURN JERSEYS
TO BE INSPECTED

The Jersey jubilee boosters will have the opportunity to see the results of one of America's leading Jersey breeders when they inspect the J. M. Dickson & Son Ashburn herd, near Shedd, on their three-day tour of the valley, beginning May 25.

The Ashburn herd is now under the management of C. C. Dickson, whose name stands at the head of American Jersey breeders in the 1921 honor list for Jerseys, with seven medal cows to his credit. His nearest competitor bred four medal cows and the third highest, three. This gives Dickson the distinction of holding as many medals as his two nearest competitors combined. To get into the gold medal class, a cow registered in the American Jersey Cattle club must produce in one year not less than 700 pounds butterfat—enough to make approximately 850 pounds of commercial butter—and carry a calf for not less than 155 days of the year.

This herd has a gold medal bull, Valentine's Ashburn Baronet, a distinction awarded on the performance of his daughters which make the medal cow rank. This herd has also a silver medal bull, St. Mawes of Ashburn, and is the only herd in America having both gold and silver medal bulls.

Dickson is a member of the committee of five in charge of the jubilee tour. Other members are G. G. Hewitt of Independence, Willard Brown of J. C. Brown & Son, Shedd; F. E. Lynn of Perrydale and C. L. Mulkey of McMinnville.

Luncheon for 500 will be provided at noon on May 25 by the Linn County Jersey club. The visit to Ashburn will last from 11 to 3 o'clock of that day.

Woman Has Record
As Potato Grower

In normal years approximately 40,000 acres in Oregon is planted to potatoes, with a yield of from three and a half to four million bushels, says Wallace L. Kaddery, assistant county club leader. A 10-acre tract owned by Mrs. W. L. Rayburn in Umatilla county, was the record-breaker for the year having 1000 sacks passed with a clean bill of health.

MODERN HATCHERY
ELECTRICALLY RUN

The Oregon Corvallis hatchery, operated by S. H. Moore & Son, is electrified in every detail and modern in every respect. Moore became interested in poultry 23 years ago when he was operating a large grain elevator at Brimfield, Ill. At that time he kept poultry as a side line to use up by-products of the elevator.

Poultry raising was a hobby with him but he now says that his time was well spent, for after studying the business thoroughly and investigating various kinds of incubators, he is now finding concrete use for all the information he gained at that time.

BUYS ENTIRE BLOCK

A full block in Corvallis has been purchased by Moore, who expects to develop the largest commercial and custom hatching plant in the state. He has his plant temporarily upon a quarter block situated near the Agricultural college, where five of his children have attended. One of his sons, who is interested in the business with him is at present an instructor in the Benson Polytechnic school of Portland.

Moore's present plant was first built for a capacity of 10,000, but it did not hatch enough to supply the demand. The next year he enlarged to 15,000 capacity, but again could not supply the demand. This year he has a capacity of 30,000 and his entire capacity is spoken for up until the first of May. His orders are coming in from five states and he is setting customers hatchling from a very wide territory. He prefers, however, not to broaden his business over too wide a territory, as he does not believe it pays to ship baby chicks too far.

ALL DONE BY ELECTRICITY

The entire battery of incubators in use in this modern plant were manufactured by Moore and are completely electrically operated. Electricity is used for heating, lighting and an electrical alarm system is installed to give notice of any variation in the power. An emergency plant has been installed for emergencies when the power might be shut off.

The Mountain States Power company supplies the electricity for use in Corvallis and is keeping a close watch of his latest method of hatching, and is keeping the figures as to cost and quantity of electricity used for future reference. A special brooder of a "bookcase" type has been built by Moore where he can hold over the hatched chicks for a day or so.

The eggs hatched by Moore turn out very strong, healthy chicks, indicating that his system of hatching is one of the best used.

Specialist Takes
Bees to College

Oregon Agricultural College, Corvallis, May 13.—Bees—23 colonies of them—were brought to the college by the bee culture class after a six mile trip in the country with H. A. Scullen, bee specialist. Every bee was hived safely, although one student was reported smoking the bees out of his trouser legs. The student will transfer these bees to modern hives with permanent foundations.

EXAMINATION ANNOUNCED

The United States Civil Service has announced an open competitive examination for assistant marketing specialist to be held June 21, 1922.

Battle Ground Union
Of Dairymen Given
Hearty Indorsement

Ridgefield, Wash., May 13.—A special meeting was called recently by Dairymen of the Baker, Salmon Creek and Pleasant Valley districts, south of this place, to consider the advisability of organizing a local chapter of the Battle Ground Dairymen's union. The session was held under the auspices of the Salmon Creek farm bureau at Salmon Creek and drew a large attendance. Dairymen are strong for the movement, and about 90 per cent of them in various districts will join the Battle Ground union. The Salmon Creek farm bureau will investigate the feasibility of placing a dam across Salmon creek to furnish power and light to farmers and others in that section of the country, which has a complimentary telephone system owned and maintained by the bureau, and for this a committee was appointed.

North River Dairy
Men Are Organized;
Officers Selected

Montesano, Wash., May 12.—R. N. Howard, D. Ruddle, Robert Hissop and Aaron Lyons were chosen members of the board of directors when dairymen of the North River valley met at the Hissop & Frank ranch recently and completed the organization of the North River Dairymen's association. Howard and Hissop were chosen president and secretary-treasurer, respectively. The association has been formed to maintain the new cheese factory which is to be built at Vista this summer. It is expected that this factory will consume all the milk produced in the North River valley. Attorney E. E. Boner of Aberdeen, County Agent Robert Cowan, Clarence Glenn, president of the farm bureau, and N. J. Bruen of the Aberdeen National bank were present to help with the organization work.

Grays Harbor Men
Heaviest Buyers at
Sale of Holsteins

Montesano, Wash., May 12.—Twenty-eight cows and nine bulls of the 62 head of registered Holsteins sold last week at Elma by the Jefferson County Holstein association were bought by dairymen of Grays Harbor county. The sales totaled \$13,830, an average of \$215.84. The bulls averaged \$140 and the females \$235.19. Governor Hart was the heaviest buyer present, bidding nine head for the herd of the Western Washington hospital at Stellacom. William Polson of Montesano and Willis Hopkins of Elma purchased five head each. Ed Valentine and W. J. Bernis, both of Montesano, acquired three head each. A. O. Hamilton of Chehalis was a heavy buyer. The sale was topped by Chimmicum King Kordyke Sadie Lady May, bid in for \$510 by a Chimmicum breeder.

Contract Let for
Centennial Building

Contracts have been awarded to Dwight P. Robinson & Co., New York for the construction of a building to accommodate American commercial exhibits at the Brazilian Centennial exhibition to be held at Rio de Janeiro beginning September 7. The building will be constructed of American materials so far as possible and will be purely a commercial enterprise, having no direct connection with exhibition plans of the American government under the \$1,000,000 appropriation recently made by congress.

FARM VALUATIONS
OVER 77 BILLIONS

Total value of farm property in the United States is given as \$77,924,100,338 says the Census Bureau. Stated in another way, these figures represent the total capitalization of the farming industry. That tremendous sum of money represents the machinery that produces the food stuffs and raw materials for clothing.

It has been said that it would take the combined investments of all the railroads, all of the mines, and all of the quarries in the country to equal the enormous outlay of capital utilized in the gigantic field of agricultural production. Further, that the income from crops and livestock for a single year, during normal times, practically equalled the entire national debt.

The owners of this colossal industry are the 8,488,243 farmers of this country whose farms were enumerated in the last or 1920 census. The average size of farm is 148 acres, 78 acres being improved.

The average value of the farms throughout the country was \$12,084 or \$75.5 per acre greater than at the 1910 census. The average value per acre was \$81.52, an increase of 74.3 per cent.

The 50,206 Oregon farms had an average acreage per farm of 269.7 acres, of which 97.9 acres were improved. The average value of these farms was \$16,304 which shows a 40.4 per cent increase for the decade. The average value per acre was \$60.44 and increase of 33.6 per cent. From 1910 to 1920, Oregon had an increase in the number of farms of 10.2 per cent whereas for the country as a whole, the increase was only 1.4 per cent.

Barred Rock Pullet
May Set New Record

Oregon Agricultural College, May 10.—If "No. 88"—a Barred Rock pullet of the college, who is in an egg-laying contest at Puyallup, Wash., keeps up her present rate of speed, she will set up a new world's record. It is announced at the college. With a record of 159 eggs in the first six months of the one-year contest, "No. 88" is already ahead by three eggs of the record made in a similar time by "K-24"—who won a world's record with 332 eggs in the year. Only four other Barred Rocks are close to the record of "No. 88." One laid 137 eggs in the half year and the other three, 156 each.

Eggs Evidence May
Hatch Out Chickens

Aberdeen, Wash., May 12.—A case of eggs stolen from a grocery house and taken with the thief to the police station when he was apprehended, has started on an incubation stage, according to police officers. The eggs have been held as evidence against the thief who gave security for his appearance and did not return. The air in the room where the eggs have been stored has been kept unusually warm and the police maintain that the eggs will hatch. The question now is if the grocery man can demand the chickens if they are hatched.

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Jersey Gives 587.29
Pounds Butterfat

Lula Wilda, a registered Jersey cow owned by J. J. Vati Kleek & Sons of Beaverton, has just completed a record of 587.29 pounds of butterfat as a junior 2-year-old. She is the third daughter of Sultan Telvio to freshen, and her record insures that he will be a silver medal bull.

Pictures of this bull and his first three daughters to freshen appeared in a recent issue of this paper. At that time the unofficial record given out by Van Kleek for Lula Wilda was considerably below the official figures just received.

WANT POTATO SPRAYER

Montesano, Wash., May 12.—Potato growers of the Brady district have made preliminary arrangements for securing a community potato sprayer. At least 160 acres will be planted to potatoes near Brady this year.

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