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# INDUSTRIAL OREGON PRODUCES QUALITY PRODUCTS



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"OREGON QUALITY" products are establishing themselves in world markets; they make our pay rolls they build our cities; they attract new capital and new people; they provide a market for the products of our farms. Oregon farms produce a wider variety of profitable crops of "Oregon Quality" food than any other spot on earth.

## Dates of Slogans in Daily Statesman

(In Twice-a-Week Statesman Following Day)

(With a few possible changes)	Sugar Beets, Sorghum, Etc., May 7
Loganberries, October 2	Water Powers, May 14
Prunes, October 9	Irrigation, May 21
Dairying, October 16	Mining, May 28
Flax, October 23	Land, Irrigation, Etc., June 4
Filberts, October 30	Floriculture, June 11
Walnuts, November 6	Hops, Cabbage, Etc., June 18
Strawberries, November 13	Wholesaling and Jobbing, June 25
Apples, November 20	Cucumbers, Etc., July 2
Raspberries, November 27	Hogs, July 9
Meat, December 4	Goats, July 16
Great Cows, Etc., December 11	Schools, Etc., July 23
Blackberries, December 18	Sheep, July 30
Cherries, December 25	National Advertising, August 6
Pears, January 1, 1925	Seeds, Etc., August 13
Gooseberries, January 8	Livestock, August 20
Corn, January 15	Grain and Grain Products, August 27
Celery, January 22	Manufacturing, September 3
Spinach, Etc., January 29	Automotive Industries, September 10
Onions, Etc., February 5	Woodworking, Etc., Sept. 17
Potatoes, Etc., February 12	Paper Mills, Etc., Sept. 24
Bees, February 19	
Poultry and Pet Stock, Feb. 26	
City Beautiful, etc., March 5	
Beans, etc., March 12	
Paved Highways, March 19	
Head Lettuce, March 26	
Silos, etc., April 2	
Legumes, April 9	
Asparagus, etc., April 16	
Grapes, etc., April 23	
Drug Garden, April 30	

(Back copies of the Thursday editions of The Daily Oregon Statesman are on hand. They are for sale at 10 cents each, mailed to any address. Current copies 5c.)

## OREGON AGRICULTURE FACES A MOST PROMISING AND PROSPEROUS FUTURE

War Conditions Have Been Largely Overcome and Markets Have Become Stabilized So as to Absorb the Present Supply—Demands of Near Future Will Require New Plantings

(By EDWARD T. BARBER)  
Oregon agriculture is just at the dawn of a new and prosperous era. If all present indications are reliable.

This new era will see a greatly increased new acreage of practically every crop produced, except perhaps that of the old stand by crops of hay and grain.

Pure bred dairy cattle predominate in all parts of the state and the dairy business is facing the future with a reputation established for quality production commanding an ever growing market.

The dairy business is not so well organized as other lines of agricultural industry. There are a few exceptions to this statement. Noticeably at Tillamook where the dairymen have learned co-operation from the bottom up. They specialize on cheese, and Tillamook cheese has established its own market for its superior quality.

The producers discipline themselves by rigid rules, strictly adhered to, by which a uniformly high quality is produced, and the quality maintained so as to hold the market when it has once been captured.

Poultry growing has developed along individual lines more than the dairy business. Pure bred chickens and hundreds of flocks of high record laying hens are found all over the state. The production end of the poultry business is highly developed, but the marketing end is not so well in hand.

Strong concerted action in marketing would greatly strengthen the business in Oregon. The poultry department of the Oregon Agricultural college at Corvallis is especially helpful to the poultry industry. It is largely through the influences from that source that so many large flocks of pure bred chickens are to be found in the state.

Walnut and filbert growing have developed into important industries which present a most inviting field for profitable production. The nut land has been well determined; the nuts are of proven quality which command a premium on the market; the trees are prolific bearers; the market is at the point where it demands more than the supply now grown.

So profitable are these nut orchards that none of them are for sale. But nut land may be purchased at reasonable prices and there is no other line of agriculture offering as large and permanent returns. The nut growing territory of the United States is limited in area. The proven territory of Oregon is the largest, the most prolific in returns of any known territory.

The nut growers have a fine sales organization in active operation and the members observe strictly the rules regarding the grading and preparing of the nuts

for market so as to maintain the high place now occupied. Fruit growing has developed into the largest industry in agricultural Oregon. Proven territory adapted to different kinds of fruits and berries have been pretty well marked out and commercial centers have been established for the various kinds of fruits.

Hood River specializes in apples; also on berries shipped fresh to the markets of Idaho, Montana, eastern Oregon and Washington. Pears are grown in several localities. The most important features regarding them is that the Oregon pears are remarkably free from disease, especially blight.

Prunes form the largest item in Oregon fruit production. Most of the prunes are dried at the orchard and sold to the packers or packed and sold through a co-operative organization. Oregon prunes have been able to overcome the price depression, caused by world war conditions and as there have been no plantings for several years, on account of the disturbed conditions of the market, it follows that the present prune orchards are on the verge of several years profitable production.

The market conditions indicate that before new orchards can be brought into bearing the market demands for Oregon prunes will be far in excess of the possible supply available.

Berries of all kinds grow abundantly here. Loganberries hold the strongest place in point of production. The loganberry industry has suffered from a variety of causes which has put it in bad repute with many Oregon growers. But the excellence of the fruit and the recovery of stable markets conditions are gradually putting the loganberry business back on its feet. It has been hit the hardest by adverse conditions of any of the Oregon fruits or berries.

Blackberries, raspberries and strawberries are exceedingly profitable crops grown either for canneries or fresh fruit markets. Nearly every town in the Willamette valley has a cannery which takes care of the fruits and berries for a radius of ten to fifteen miles.

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## POTATO INDUSTRY OF OREGON IS NOW GETTING ON A SOUND FOOTING

Growers Must Get Together and Work Out Some System of Orderly Marketing and Keep Our Home State Trade Supplied the Entire Season; Not Wait for "Ceiling" Prices—There Are Three Kinds of Growers

Editor Statesman:—You ask us to write an article for your annual Slogan number on potatoes, telling about the potato industry as we see it.

Being growers, we will try and tell about that part of the industry pertaining to growing, and let some one more experienced tell about the marketing end of the business, which is from a financial point just as important as the producing part.

Three Classes of Growers  
The growers may be put in three classes—first, for commercial use; second, for certified or high grade seed; the third we may call a plunger. One of this class plants hundreds of acres one year, none the next.

His is the fellow that has as much or more to do with the over production and shortage as the season. If it wasn't for him the price would be more uniform—but now the price has a range from the floor to the ceiling. With about two years of the floor price he quits and says never again. Then he studies the zig-zag price chart, and figures that next year is the time to hit it, so back he comes.

And so it goes. I guess it has always been and always will be—that is why potato growing is called a game.

The commercial grower plants about the same acreage every year; one that fits in with the rotation and size of the farm. He is the fellow who makes it possible for you to have potatoes on your table all the season and every year. He is in the game to stay and fixes up for the business; build a storage, equips with the best machinery and cuts down the expenses to as low as possible.

The seed grower is somewhat like the commercial grower—in the business to stay, and prepares for it. He selects the varieties that suit his trade and soil best, and tries each year to grow them to the standard of certification.

An Exactng Business  
To pass that standard in Oregon, every link in the chain must be good; pure, clean seed; good treatment; clean, fertile soil, and good management, spell certification.

Buyer Gets All Contracts Filled Quickly in Vicinity  
A total of 150 acres of strawberries have been acquired by Baker, Kelly & McLaughlin, according to reports made here recently. In addition the soft berries have been taken up around Woodburn, and the pool at LaCombe with other buys has enabled the firm to fill all their requirements in this district, although they are still buying.

This firm has been of real service to the growers in this district, and it has been often stated that their work alone kept the berries of many growers from rotting upon the vines in the fields. According to the reports the firm has been paying 6 to 8 cents for the strawberries.

## OREGON PRESENTS A WIDE RANGE OF FAVORABLE CONDITIONS FOR FARMING

Cascades Separate State Into Two Vastly Different Zones, Each Presenting its Own Special and Valuable Factors to Agriculture—Diversified Farming Adapted to Each Section the Key to Success

(By EDWARD T. BARBER)  
Oregon presents as wide a range of agricultural possibilities as it is possible to find any place. Her valleys and plains, her hills and mountains, forests and deserts extending in altitude from the sea level to the many thousand feet present every possible combination of conditions to be found on the continent.

The mighty Cascade mountains running north and south about 100 miles from the coast form a remarkable dividing line. East of the mountains lie vast desert spaces. Volcanic ash soil on which grow sage brush and desert grasses suitable for the sheep and cattle ranges.

Wherever water is obtainable for irrigation this soil and climate lend themselves most generously to agriculture in its most intensified form. A few localities in this part of the state have sufficient rainfall to make so called "dry farming" profitable, especially wheat growing.

In the vicinity of Pendleton wheat growing has become a very important industry. Irrigation farming has been passing through an experimental stage and some of these experiments have not resulted as fortunately as anticipated. But this outstanding feature has been demonstrated beyond question. The soil and climate are natural assets which will always respond to agriculture adapted to the varying conditions. Success depends upon the water supply and the planting of such crops as are suited to the locality. Practically all the disappointments in irrigation here have resulted from attempting to grow crops unsuited

to the locality, and overcrowding the available water supply. In short, trying to irrigate more land under a given system than the water supply would justify. The result was short crops and failure.

The farmer coming to Oregon seeking an irrigated farm will be able to find ideal locations under ideal irrigation conditions in most of the irrigated sections. Those irrigated sections where the water supply has not yet been adjusted to the acreage are still in a rather chaotic stage and until the adjusting process is completed, are to be avoided.

West of the Cascades, Oregon presents a vastly different agricultural aspect. Soil, climate, natural products, everything entering into agricultural problems are on a different basis.

The Cascades parallel the Pacific coast about 100 miles inland. Following the coast are the Coast range mountains. While some fine agricultural sections are to be found west of the Coast range, the most of the agricultural lands of California, Oregon and Washington lie between these two mountain ranges. Occasional cross chains of mountains cut across this intermountain section like the rungs of a ladder. These cross chain mountains cut the space into water sheds, each having two drainage systems, one sloping north, the other sloping south. The San Joaquin and Sacramento rivers of California represent one system. The Willamette valley slopes to the north and drains into the Columbia river through the Willamette river. The north-

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## TREND of the TIMES

Rx, the Life Atom  
Dr. Calvin S. Page received the Noble Prize for research and the book he has written, is entitled, "Rx, the Life Atom." In his recent book, Dr. Page says that his discovery overthrows the principles of physics and denies gravitation. His theories have been scoffed at by scientists and near scientists, still the awarding of the Noble Prize to him is indicative of merit in his claims. If "Rx, the Life Atom," has any value, it must be derived from the form of energy it emanates. The atom is invisible, but we know it exists. Its energy can be detected. Atoms emanate ethereal waves. The Abrams Oscilloclast also emanates an ethereal wave and it is the effect that these waves have on diseased tissues that gives the oscilloclast its curative value. Radium's value no doubt comes from its rays or ethereal emanations. The X-Ray is effective for the same reason.

Your Body is Electricity  
The following article taken from the December 24, 1924 issue of the Kirksville Daily Express comes just as near being a bonified E. R. A. news item as possible. We do not know who the author is, but we do know he has the right idea. When the different cells or atoms of the body become electrically unbalanced we have a diseased condition present; when the cells or atoms are electrically balanced, we are in a state of health. Read what the unknown author has to say:  
"Scientists assure us that all matter is nothing more than combinations of positive and negative particles of electricity. For instance (without going into complicated technical phraseology) your body is solidified electricity.  
"If so, what is disease?  
"Is it not, fundamentally, an electrical disturbance?  
"The body is like a battery generating current, or power. The drain on it is steady. In sleep, it partly recharges and

recharges. But gradually the battery is 'giving out,' like the battery you use in your radio.  
"Finally the radio battery is dead.  
"So, too, the body dies, its power exhausted.  
"Max Rubner's theory again comes to mind. He believed: 'For every pound of weight of his body at maturity the average man produces and consumes 362,000 calories of energy before he dies. Death comes when he has consumed that amount. Nothing he can possibly do will make his body produce more energy; and nothing can prevent his death when the amount of energy is produced.  
"Some of us burn our current up fast, and die young.  
"If a way could be found to recharge our bodily batteries, as we recharge a storage battery, the elixir of youth would be in man's grasp at last.  
"If the human body is really nothing but an electrical device or system, disease logically is an electrical defect—a short circuit, 'low batteries,' poor insulation, inductive troubles, and so on.  
"Following this line of reason-

ing, you picture the future physician who, instead of pills and tonics, might treat his patients electrically. To a run-down person he'd say: 'Sit down in that chair and I'll start the battery charger to fill you with new pep.'  
"The nerves are 'wires' through which flow mysterious currents.  
"And what's beyond? The theory has often been advanced that electricity is not power, but rather a carrier of power. What Will We Do With All This Noise

The following clipping taken from the editorial page of the Los Angeles Examiner makes us wonder what would happen to our ears if we could hear all that is going on around us. The fly makes a noise when he walks across a piece of paper; trees make a noise when they grow; our own thoughts could be heard if our sense of hearing was tuned fine enough. The good Lord must have taken many things into consideration when he made our ears, otherwise life would be a continual uproar. The clipping is as follows:

"There is no doubt there is music or at least noise, all around us, the hearing of which is beyond our faculties.  
"A fly makes a noise crawling over a sheet of paper. Trees make a noise when they grow, atoms make a noise of some kind when they unite with each other in forming different chemical compounds; but they are beyond the limit of human hearing.  
"A device has been perfected in the research laboratory of the General Electric Company by which we are able to hear the effect of a magnet on a piece of iron. It is said that when a magnet is brought near a piece of iron a roaring noise is caused which can be plainly heard from an ordinary radio loud speaker.  
"If this invention turns out to be a success, a wide field is opened before us.  
"Just as the microscope and telescope revealed to us sights that are beyond the range of human vision, so this new invention will enable us to be present at those movements of matter which make sounds too

small for the unaided human ear."  
Body Electricity Blamed for Cancer  
Speaking from the E. R. A. standpoint we say that disease is nothing more or less than an electrical unbalance of the cell or atom. The following news item is of interest to all E. R. A. folks because it "talks nearly the same language." This is what Dr. Robert H. Milwee of Dallas, Texas, has to say:  
"The theory that cell friction, generated by electricity in the human body, was the cause of cancer was advanced by Dr. Robert H. Milwee of Dallas, Tex., at the final session of the convention of the Radiological Society of North America here today.  
"The cause operated where the resistance of certain cells was lowered. Dr. Milwee said, and the theory was in keeping with the known facts that cancer usually was a disease of advanced years and attacked chiefly those who lived under more artificial conditions."  
—Dr. B. H. WHITE.

Beginning about January 1, 1925, The Statesman will supplement its slogan articles on this page with a series of stories of industrial Oregon from the pen of Mr. Edward T. Barber who is one of the most accomplished writers along these lines in the Pacific Northwest. Mr. Barber is a painstaking and careful investigator. His articles will be based upon the most reliable information obtainable and written from a constructive optimistic viewpoint. The following subjects will be included in these articles:

- The Willamette Valley.—Its Physical, Historical, Geographical and General Features.
- Lumbering and Forest Products.
- Manufacturing Industries and Opportunities.
- Market at Home and Abroad.
- Fruit Growing—Conditions and Opportunities.
- Commercial Nut Growing.
- Poultry and Its Opportunities.
- General Agricultural Conditions and Opportunities.
- Labor Conditions.
- Irrigation.
- Educational and Religious Resources.
- Tourist Trails and Scenic Attractions.
- Taxation and Financial Conditions.
- General Living Conditions.
- Dairying, Milk, and Milk Products.
- Mineral Resources.
- Commerce.
- Hydro-Electric Development and Possibilities.

## WORLD'S RECORD YIELD OF POTATOES MADE WITH OREGON GROWN BURBANK SEED

Important Things to Make the Potato Industry Uniformly Reliable and Profitable Here Are Selection of Seed, Rotation, Regular Crop, Right Soils, Varieties That Are in Demand, Storage Facilities, Grading

Oregon grown Burbank seed was used in making the world's record potato yield. It was made last year, in the delta district of San Joaquin county, in heaven-dam or best land, on the Binger farm. The yield was 57,752.75 pounds of Burbank potatoes per acre—956.5 bushels. The previously recorded largest yield was obtained in England—\$3,760 pounds, or 896 bushels, per acre.

Last year, Idaho shipped 13,860 cars of potatoes, Washington 7024 cars, Montana 611 cars, and Oregon 1309 cars. The Oregon points with more than 100 cars were Nyssa with 302, Ontario with 103, and Canby with 103. The rest of the car load shipments were well scattered over the state.

We Should Produce More  
The Salem district should produce more potatoes. Our people may do so, at a profit, by producing better potatoes.

The following are some of the ways in which our growers may do this, according to Prof. G. R. Hyslop, farm crop specialist, Oregon experiment station:  
"The Willamette valley potato has come in for a lot of discussion and criticism the last few years because various factors have resulted in rather unsatisfactory market demands and returns. The real potato growing district of Oregon is the district extending FROM MARION COUNTY NORTH TO THE COLUMBIA RIVER, and this district probably suffers more than any other section of the state because of the inability to sell potatoes at as large a profit as desirable.

Faulty Methods  
"The outstanding reasons why the potatoes have been disappointing to a number of persons are quite numerous, despite the fact that indicates a steady but gradual improvement in potato yields. Reasons why the industry has been under fire are: too much inferior and absolutely poor seed is used; too many varieties are being grown; the industry has many jumpers—they jump in and low prices kick them out; potatoes are not grown regularly or made a regular part of farm rotation on a large enough number of farms; many soils are put into potatoes when they are unfit for proper development of the crop; faulty cultural operations hinder the crop in making a maximum of production; inadequate and even entire absence of storage facilities limit successful marketing of the crop; no grading and improper grading has hurt the industry very much.

Good vs. Poor Seed  
"The time is approaching when folks will begin to purchase seed potatoes, and a very large number will buy on 'ave for their own use, a lot of the small 'single drop' potatoes that weigh from half an ounce to two or two and a half ounces, and will use these for seed purposes.  
"The whole seed is the very best kind of seed to use, it is conceded, but growers should know that these little potatoes that are sorted out of the ordinary crop

are small because of the presence of disease. Some disease, like mosaic, or wilt, or some other trouble causes them to stop growth quite early in the season. Result—that they are small. These small, single drop seeds will reproduce the disease and it is but a short while until the strain of potatoes has 'run out.'

Cull Spuds Make Cull Plants  
"We believe in the use of small, whole seed in cases where the fields are absolutely free from disease, but we know that the sorting out of culls for planting purposes is virtually certain to result in badly diseased stands of potatoes.  
"Your livestock farmer or your dairy farmer does not save out the scrubs for breeding purposes. It is equally true that the potato farmer should not save out the culls for reproducing the crop.

Too Many Varieties Used  
A large number of people are growing too many miscellaneous varieties. If we were able to drop out of the agriculture of the Willamette valley all the potato varieties except the Burbank, American Wonder, and Earliest of All, and possibly a few Giant Chills for the California trade, we would be better off. Many farmers are growing Netted Gems—being attracted to the prices of Netted Gems as quoted in Portland, but it is noted that graded Oregon Burbanks are going right along with the Netted Gems in every way. The experience of the experiment station is that Burbanks give more bushels of potatoes to the acre of equally good variety.

Too Many Jumpers; Too Few Returns  
"The potato growing conditions of the Willamette valley would be very greatly improved if the potatoes were grown in regular rotation. A rotation should be a cultivated crop, followed by grain, followed by clover, and using corn and potatoes as the uncultivated crop would make possible a six year rotation for potatoes. This would keep the land free from disease and keep it in excellent condition for the production of maximum yields. Growing potatoes in rotation means less loss from disease and some other enemies, and a better yield of marketable potatoes per acre.  
"The industry constantly suffers from the 'jumpers-in'—usually people who do not regularly grow potatoes. They buy seed, rent land and put in a large acreage. Then the total yield is large and marketing slow and prices are low. They drop the crop at once, having lost money and caused others to lose to some extent. Potatoes should be a regular crop.  
Good Soils Required  
"A very large number of people are attempting to grow potatoes on soils entirely unsuited to potato production. Some are trying to grow the crop on very heavy soils, and these do not normally make very good yields of potatoes. Others let the potato fields get so much dried out before making the spring preparation that there is

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