

OUR PEOPLE EAT NEARLY 60,000,000 POUNDS OF MEAT EVERY DAY IN YEAR

The Live Stock and Meat Industry of the United States is One of Vast Proportions—If You Are Not Eating a Half a Pound of Meat a Day, You Are Not Getting Your Share

Between 55 and 60 million of vast proportions," Mr. Mayer stated. "Getting the meat we eat from the farm to the table involves billions of dollars, millions of head of live stock, and hundreds of thousands of men. Pro-

United States during the last year averaged about 145 pounds per capita or a half a pound per person per day. In addition, the lard utilized in this country represented 15.8 pounds per capita.

"Our daily meat ration of some eight ounces is made up of about 2 1/2 ounces of beef, 4 ounces of pork, 2-5 of an ounce of veal, and 1/2 of an ounce of lamb.

"virtually all of the meat eaten in the United States is produced here. Last year, only 34 million pounds of meat were imported—considerably less than one per cent of our domestic production and only about enough to last our population through breakfast and lunch.

"Exports of meat during last

Willamette valley need in order to provide satisfactory feed for their stock throughout the season. These forest grazing lands have not been used by western Oregon stockmen, partly because the western Oregon stockmen have worked on too small a scale to justify moving their stock so far, partly because they are unfamiliar with handling their stock under range conditions, and partly because the drive through the Cascades has been somewhat difficult. The last difficulty, with our present supply of roads, should not be insurmountable, and would not be so to stockmen in the habit of handling stock under range conditions. The other two difficulties will require time and patience to overcome.

Also Cut-over Lands

In addition to forest grazing lands on higher parts of the Cascade mountains, there is being made available every year considerable areas of cut-over lands in the nearby forests. Almost any of this cut-over land, if well burned after logging, and a good mixture of domestic grass sown in the ashes, will provide at least five or six years of very fine grazing. Most of this land being at a higher altitude than our valley pastures and foothills, comes on later in the spring, and is better for dry weather and would, therefore, be a splendid supplement to the grazing we now have. By the latter part of May or the first of June, the valley and foothill pastures begin to dry up and lambs on such pastures will have made about all the gains they are going to make for that season, yet will not be quite big enough or fat enough for market.

If these same lambs could then go into the mountains for thirty or sixty days, they would be in prime condition. It is possible that our logged-off lands will afford the finest solution of this problem. In advocating the use of logged-off lands as a supplement to our native pastures, we are doing so in full knowledge of the fact that these logged-off lands grow up to brush in from five to ten years and so finally become practically worthless for grazing purposes. These lands, however, can be made to supply five or ten years of splendid grazing, and since the area cut over each year is increasing, new logged-off areas are available faster than the old areas grow up to brush. In fact, it seems highly probable that if ever a permanent system of timber production is developed in western Oregon, the plan will call for grazing during the first few years after logging, partly as a means of fire protection and partly as a source of increased revenue. The use of such lands in connection with our present valley and foothill lands would enable our stockmen to produce a much better product at a lower cost.

grown under the same conditions. Hence a beef bred calf at \$25 is a better investment than a dairy bred calf as a gift.

The great need of the beef industry, however, is some change in our marketing system which will cause the different grades of beef to be sold on their merits. Our friend, Mr. O. M. Plummer, has well expressed this in his slogan, "Truth in Meats," although this slogan might reflect on the honesty of the dealers, which is not altogether warranted. As the matter now stands, a considerable percentage of our shops in Oregon handle only meats of low grade and the consumers who buy there know what they are getting. At the other extreme, there are a few shops—very, very few, however—that sell only the best grade of meats, where consumers can always be sure of getting nothing but the best. Probably 75 per cent of our retail shops, however, handle meats varying in quality from good to bad, and in such shops the buyer is never sure of what he is getting. Today he gets a good piece of beef, tomorrow it is bad. This situation hurts the trade very much and tends to lower the whole scale of beef prices without any resulting increased satisfaction to the consumer. Our con-

sumers would much rather pay for their meat on the basis of what they are getting. They would rather pay more for the good and less for the bad. Above all, they would like for the quality to be dependable. Only a small proportion of our housewives make a practice of serving beef for company or other special occasions, in spite of the fact that there is nothing finer than a choice beef steak or roast. The reason is that the housewife cannot be sure of getting a choice cut. Hence, she buys pork or veal or poultry, which she finds more dependable. In a great many of our shops, it is possible for a housewife who is a good judge of meats, to go personally and select something of good quality. Not many of our housewives, however, are good judges of meat and it is not likely that they ever will be. They must depend to a considerable extent upon such things as trade marks, reputation of dealers, etc. The possibilities of standardization and the establishment of reliable grades is well illustrated in the bacon trade. There is probably no meat product that is more variable in quality than bacon. Yet the packers, both large and small, are now grading and marking their bacon in such a way that the consumer knows from the

trade mark almost exactly what he is getting. The same thing is possible in beef, and will come in time.

Scaggoose drainage district offers \$310,000 drainage bonds.

Medford to vote October 6 on new \$380,000 water works project.

Oregon wool growers still have 10,000,000 pounds unsold wool on hand.

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Beef making—letting the grass do it "Out Where the West Begins"

Packers, through its president, Oscar G. Mayer, of Chicago. "The live stock and meat industry of the United States is one

BEEF PRODUCTION IN THE WILLAMETTE VALLEY, AND SOME SUGGESTIONS MADE

The Use of the Mountain Pastures and of the Logged-Off Lands for Both Cattle and Sheep in the Dry Summer Time Suggested—Beef Raising From Dairy Cattle in the Willamette Valley Not Profitable

Beef production in the Willamette valley is confined to the foothills and to some scattering acres of the valley land that are suitable only for grass production, according to E. L. Potter, head of animal industry at the Oregon agricultural college, in a special letter to The Statesman. Surrounding the valley proper, Prof. Potter says, we find in many places a rim of foothills covered with a mixture of scrub oak, fir and grass. This rim of foothills marks the transition between the valley proper and the belt of dense timber higher up. At the southern end of the valley, this

finished lamb, with the result that too many of the lambs do not get fat. If, however, these native pastures can be used in connection with some good farming land so that the lambs can be taken off of the native pastures before the grass dries up and given about a month on clover or clover and rape, they will finish off in splendid shape. In the meantime, the ewes will do well on the native pasture for the remainder of the year. This we have found to be the most profitable way of using these native pastures. It requires, however, as stated some

that he is not going to make anything out of them, and he is willing to sell them for whatever he can get. The man with plenty of grass usually buys these steers at a low price, runs them on grass for one or two years, and then sells them for beef. There is usually a heavy loss in producing these dairy bred steers, but the grass owner usually buys them at a price which puts this loss on the dairy farmer, and which may even yield him a profit. Until our dairy farmers learn better what it costs to raise a steer and how little a dairy bred steer is worth in any case, there will probably be considerable members of these animals produced and the average quality of beef produced on Willamette valley grass will be increasingly low. It is quite possible to breed and produce good quality steers on Willamette valley foothills and pastures, and it is being done in many places, and would be done much more extensively were it not that the cattlemen find it more profitable to finish Jersey steers which they can buy for little or nothing from the



Finishing up the good ones in the feedlot

little farming land in addition to the native pasture, and also it requires a little more care and attention to the planning of the year's operation and to the details of management than many of the users of such lands are willing to devote to it.

Not Profitable Practice. Therefore, a high percentage of the users of this land, being unwilling to devote to the sheep the attention and care necessary, find it more profitable to raise beef cattle, and it is quite probable that these lands will for many years to come continue to produce a good many beef. The quality of beef produced on these areas is sometimes good, but more often poor. It is the habit of many of our dairy farmers to keep some steer calves. They keep them until they are one or two years old, by which time the owner finds

tenance. For example, experiments at the Oregon experiment station show plainly that 35 pounds of alfalfa fed to two 1000 pound steers at the rate of 17 1/2 pounds per head per day, will merely keep the steers alive and will make no gain whatever. On the other hand, if this 35 pounds of hay be fed to one steer, he will make a gain of one pound or better per day. With grass, the difference is even greater. The grass that will make a gain of 1 1/2 pounds to 2 pounds a day on one steer when divided between two will only keep those two alive. There is no question in the mind of the writer but that in the judicious handling of our pastures lies the greatest opportunity for improvement in beef production, an improvement that will result not merely in a more desirable finished product, but which will result in a lower cost of production.

BEEF MARKET DEMANDS REGULATE PRODUCTION (Continued from page 5)

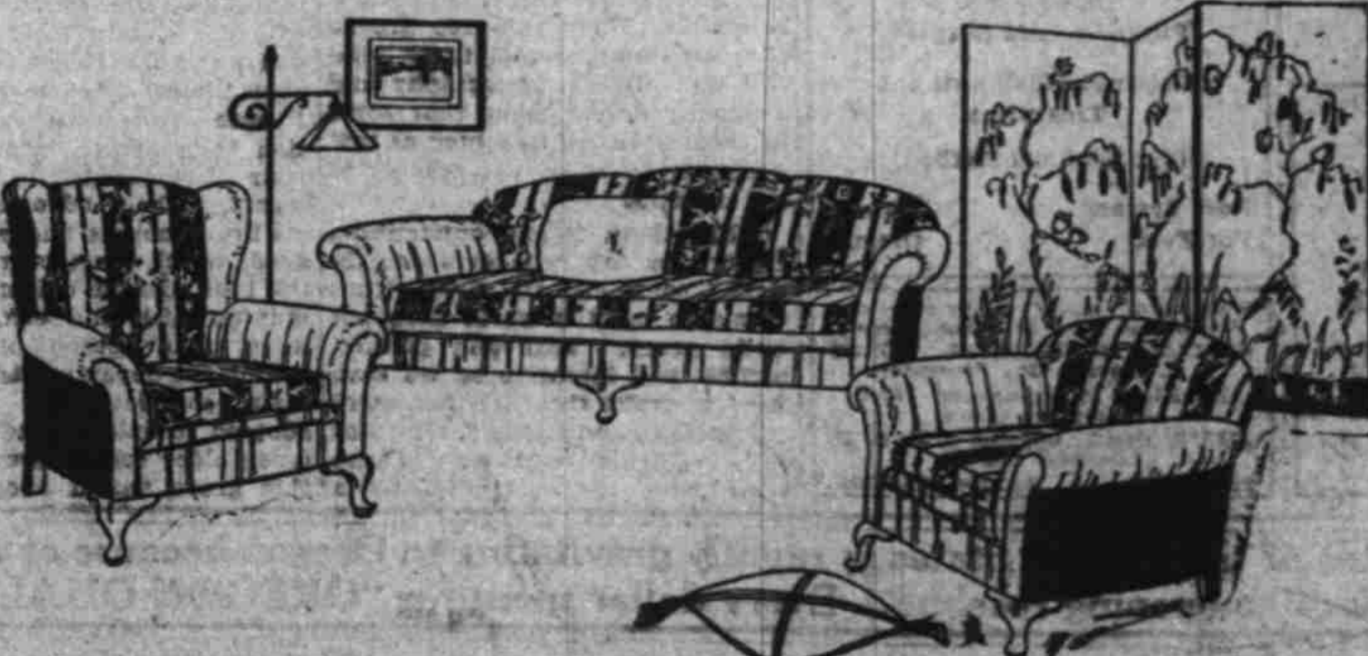
The big handicap to either beef cattle or sheep in this area is, as already stated, the dryness and scarcity of feed during the summer months. The future livestock production on these grazing lands will largely depend upon the solution of this problem. At the present time there is quite a considerable area of summer grazing land along the summit of the Cascade mountains in the national forest. This land is used almost exclusively by stockmen from eastern Oregon, especially sheep men. Many of these men drive or ship their sheep for more than one hundred miles to summer range. These high mountain ranges afford splendid feed for three or possibly four months in the summer. They are usually available some time in June and are good until the danger of fall storm, which will be some time in September. This type of grazing is exactly what the stockmen of the

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