



INDUSTRIAL OREGON PRODUCES QUALITY PRODUCTS



This cut is used by courtesy of the Associated Industries of Oregon.

This cut is used by courtesy of the Associated Industries of Oregon.

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 |
| Pears, October 9 | Irrigation, May 21 |
| Dairying, October 16 | Mining, May 28 |
| Wax, 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 |
| Mint, 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, 1935 | 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 |
| Beans, February 19 | |
| Poultry and Pet Stock, Feb. 26 | |
| City Beautiful, etc., March 5 | |
| Beans, Etc., March 12 | |
| Paved Highways, March 19 | |
| Head Lotuses, March 26 | |
| Silos, Etc., April 2 | |
| Legumes, April 9 | |
| Asparagus, Etc., April 16 | |
| Grapes, Etc., April 23 | |
| Drug Garden, April 30 | |

"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.

There is no other one thing that will do so much to conserve and build up the fertility of our soil. Beets make a rotation crop. They do not rob the land. They get their sustenance from the rain and the wind. They are a cultivated crop, and leave the land clean from weeds.

"The growing of sugar beets is one of the most natural and nationally profitable uses to which our reclaimed land can be put. Thousands of American citizens have invested years of careful work and all the money they have in developing small sugar beet farms. To them the president's action means that they can continue without going bankrupt or living like peons on a Cuban plantation. To the country at large the decision means preservation and increase of a domestic supply of a vitally basic commodity. With the tariff lowered we would soon have no domestic sugar crop and then closely organized interests, operating outside the jurisdiction of our anti-trust laws, could change us what they pleased for sugar."

BEEF MARKET DEMANDS WILL REGULATE THE PRODUCTION OF CATTLE FOR BEEF

What the Consumer Wants, What He Can Pay for, What the Producer Can Produce, and What It Costs to Produce, Determining Factors—Beef in the Markets Ought to Be Standardized

The type of beef animal on our markets is determined, like any other commodity, by what the consumer wants, what the producer can pay for, what the producer can produce, and what it costs to produce. The final product will always be something of a

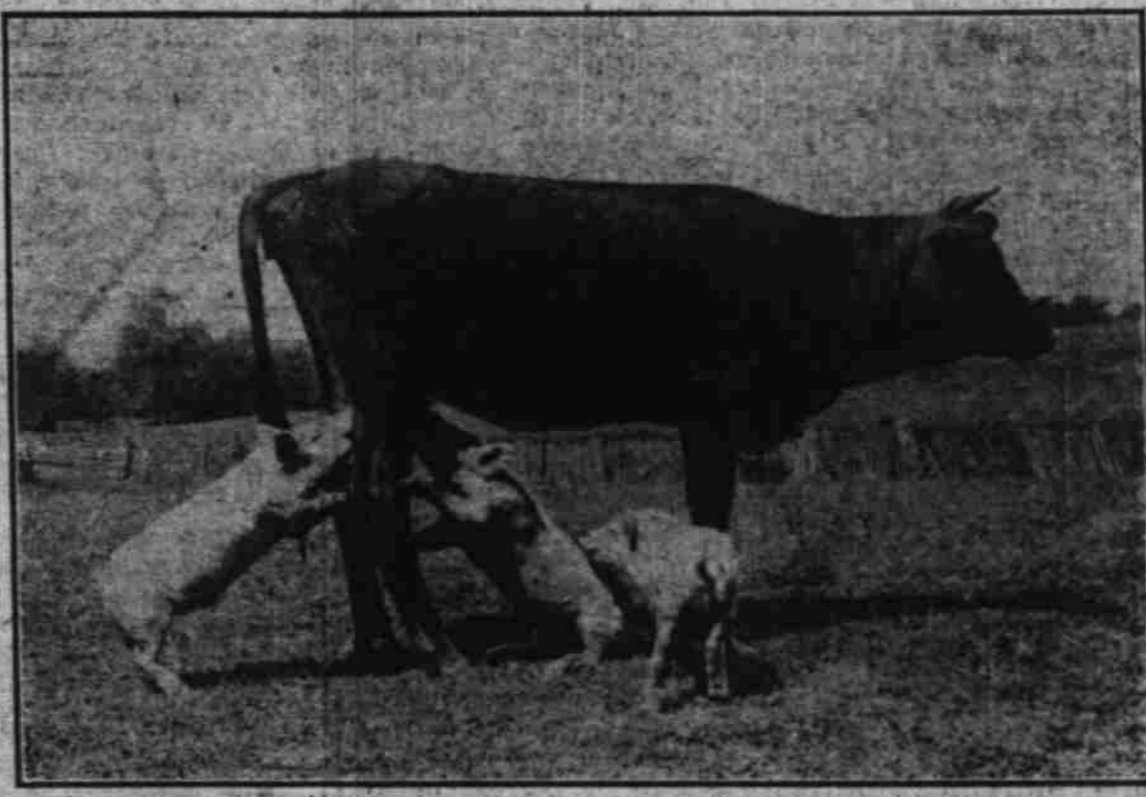
THIS WEEK'S SLOGAN

DID YOU KNOW That Salem has become an important live stock center, through the building and operation and growth of the Valley Packing Company, a concern owned by local capital; that this stabilizes and guarantees the best prices in the United States for all kinds of marketable live stock; that the farmers of the Salem district ought to raise more and more cattle and horses and hogs and sheep and poultry, for the profits they can make directly, and for the benefits that will come to them indirectly in the better farming methods that will thus be encouraged; and that this is the very best farming and fruit growing and mixed farming section in the whole United States, and, for the matter of that, in the entire world; and that there is room here, and there are incomparable opportunities for thousands of new men on our farms and ranches and ranges?

DECREASING NUMBER OF COLTS IN OREGON WILL MEAN INCREASING PRICES

But the Increase is Likely to Be Gradual, and Not Sudden—The Number of Colts Not Large Enough to Replace Old Horses—Only Good Colts Should Be Raised

E. L. Potter, professor of animal husbandry of the Oregon Agricultural college, says that, within the past year, there has been some little renewed interest in the horse breeding industry in the state of Oregon, and in other parts of the United States. This interest has been due partly to enthusiasm, and partly to the fact that there is said to be a decrease in the number of horses. At the present time there is little increase in the price of horses in the state, and no marked reduction in the number of horses in the United States.



Modern beef animals are not what they used to be

MODERN LIVE STOCK INDUSTRY IS HELPED BY GROWERS OF SUGAR BEETS

The Increase of the Meat Supply to Keep Pace With the Growth of Our Population Must Come From the Farms of the Country, Rather Than the Ranges—The Days of the Old Fashioned Cow Boys Are About Over

"The change in the complexion of cattle and sheep raising," said Townsend, "is the result of the Western Slope Cattle and Sheep Association of Colorado and Utah, recently, made to the gravity of the problem facing the growers of sugar beets. We have to raise sugar beets on our irrigated land every four years to free it of weeds and soil it for grains and other crops. Furthermore, the nation's meat supply is becoming more and more interlocked with the sugar beet problem."

"Add to these considerations the fact that we now produce only one-fourth enough sugar to supply our domestic needs and are dependent on foreign sources for the other seventy-five per cent and it becomes easy to see the importance of preserving the budding domestic industry."

Mr. Monell's association gives the cost of raising beets per acre as follows: plowing \$3.95; leveling \$1.70; seed \$3.02; planting \$94; cultivating \$3.35; irrigating \$3.57; handwork \$22.00; plowing out \$3.57; hauling \$11.08; rental of land and water \$15.000; depreciation of stock and equipment \$2.00; interest on stock and equipment investment \$6.00; taxes on equipment \$1.90; fertilization \$10.99.

These costs total eighty-six dollars an acre. The sugar beet grower is paid in direct proportion to the price of sugar.



The cost of growing sugar beets is said to be somewhat lower in the Willamette valley, especially in seasons and on lands receiving no irrigation. The profits depend on several things, including the number of tons grown on each acre, the sugar content per ton, the price of sugar, and the uses made of the pulp from the grinding of the beets, the tops and the molasses, the by-products.

The United States is the only great nation except England dependent on outside sources for four-fifths of its sugar supply. England, normally a free trade country, has put a bound of 4.24 cents on all home-produced sugar, in the hope of developing the domestic industry.

Even our present tariff, giving the farmer less than one-half the protection afforded the English sugar beet grower, has not kept the price at a point where the farmer can hope to do more than break even, according to statistics furnished by various associations of beet growers.

"I find that the entire reclamation area has been stimulated and helped by President Coolidge's decision to retain the sugar tariff," Secretary Work said at Cheyenne.

MOVING PICTURES OF OUR CLUB WORK

Railroad People Assist in Taking the Guess Out of Farming in This State

When the two reel of boys' and girls' club work at the county fairs of Lane, Tillamook and Clackamas, and at the state fair, are filmed, and added to the four already flashed and turned over to the Oregon Agricultural college, the set will be the most complete ever taken of club work anywhere. This enterprise is carried on by the Southern Pacific as its contribution to the welfare of the state in general and to promote club work in particular.

R. E. Kelly, manager of the development work of the company, after a study of club work in the west and southwest, decided that this rather expensive bit of promotion work would be the best thing the company could do to boost the club work. To "take the guess out of farming" and help make farm life in Oregon prosperous and attractive was the aim of the director, and the college club men say the set does that very thing to a nicety.

"Oregon Junior Goes to College" is the main title. This young chap meets with an accident on a badly rundown farm and in the ensuing vision sees his ideal farm achieved by good management. He is awakened and shown how to start by informing himself of approved methods, and soon finds himself on the campus with 500 other youngsters from all parts of the state.

Stock, seed, poultry, and bread judging, managing animals and birds, planting potatoes and learning of their diseases, are some of the boys' activities. The girls learn sewing and cooking, and laundering and home-making. All play and drill, eat and laugh, and have good times as well as profitable work.

compromise between these various factors and in no case is there more compromising than in the beef market.

What the consumer would like to have is easily answered: He wants first class, grain fed steer beef. What he can pay is, however, another matter and there is only a relatively small percentage of the people of the United States who are in a position to pay for this grade of beef. The great majority must content themselves with a lower grade. It is quite probable that while practically everyone would like to have the very best, that the rank and file of American consumers would be quite well content with a medium grade of beef such as would come from a good beef bred cow or steer, well fattened on grass or hay—beef, for example, of good color and quality, and fat enough to dress out 55 to 58% on stock yard weights. Such beef can be produced at a considerably less figure than a fine grade beef product, especially in the region west of the corn belt. It can also be produced in very much larger quantities. On the other hand, beef from old, thin cows and especially cows of dairy breeding, is not really wanted anywhere. Millions of pounds of such beef, however, are consumed every year because the purchasers are unable to get anything better at a price which they can afford to pay.

It is very probable, however, that the possibilities of the producer have more to do with the class of beef coming onto our markets than the demands of the consumer. In the first place, probably 25 or 30% of our total supply of beef, excluding veal, comes from the dairy herds and is, of course, practically all cow stuff. Of necessity, the bulk of these cows are old. In many cases, they lack fat and are not good enough to justify fattening. A few young fat heifers will be included, but not very many. In all cases, the stock will be of inferior breeding and confirmation, judged from the beef standpoint, since nearly all dairy breeders are breeding their cattle as far away from the beef type as they possibly can. The question comes, "Can this dairy beef be improved?" The answer is "No," not to any appreciable extent. Its breeding cannot be changed without detriment to dairy production, which on most any dairy farm is more important than the beef value of the discarded cow. It is true that many of the dairy cows coming to market could be improved by a three to four months' grain feeding, but they would still be inferior beef and on the basis of present demand, the old dairy cow that would receive three or four months of grain feeding would not



Good type of draft horse

and one-half million horses and nearly five and one-half million mules in the United States on January 1, 1925, compared with eighteen million horses and five and one-half million mules for January 1, 1924.

The drawback with horse breeding in the United States is that there have been too many small horses and horses of poor type. These horses have been used where good draft horses should have been used. Farmers and horsemen have used them because they were cheap and answered the purpose of real horses.

Many Horses Are Old A great many horses at the present time are old and figures show that fewer colts were raised within the last year than in previous years. The stallion registration board figures for the United States also show that there has been about a ten per cent decrease in the number of stallions stood for public service. This decrease is particularly marked in the state of Oregon, where there has been a decrease in the number of stallions stood for public service within the last few years.

THE PHENOMENAL CARRIES THE DWARF

Communicates This Disease to Loganberries; Only Way to Get Rid of It

That the disease of loganberries and phenomenal blackberries known as dwarf is scattered throughout the Willamette valley is shown by specimens sent into the Oregon Agricultural college experiment station, according to Dr. S. M. Zeller, plant pathologist. This disease can be eradicated only by roguing and planting disease free tips.