

Willamette Valley Farmer

News and Views of Farm and Garden — BY LILLIE L. MADSEN.

Holly, Chicks Mix Well on Valley Ranch

Ambrose Brownell, Former Math Teacher, Makes Both Pay

By Lillie L. Madsen
Farm Editor, The Statesman

He had to sell it or make it pay. He tried the former, and couldn't. Then he tried the latter, and did.

That's the story of Ambrose Brownell, Milwaukie. Of the 35 carloads of holly shipped by railway express from Portland alone last year, ten carloads came from the Brownell Farms. These did not include the thousands of small parcel post packages.

There is no question that Ambrose and Helen Brownell made good by the rule with which so many measure success. Evidence of this can be had in the Brownell home, the spacious lawn, the delightful office, the large packing plant, the 80 well-paid people cutting, assorting, packing holly and making wreaths.

That the couple made good in an even more important aspect, the public can sense only with some difficulty its members get the Brownells off by themselves for a few minutes and hear them laugh and see them smile at "through the years."

"This farm business started," says Brownell, "right after the last world war. I came home from two years in France. My father died. We had this 50-acre farm. Settlements had to be made. There was nothing with which to make them. We decided to sell the farm. But no one wanted to buy it even for the modest sum we offered it for then. Now they can't."

"Had you planned to grow holly?" I asked, realizing some of the trees on the place must be over 25 years old.

"No, not at all. Those who realize or carry out their early plans are very few. Which is just as well. If I had, I'd be math teacher now. I was graduated from Reed college all prepared to teach math. But here was this farm. Something had to be done with it."

Poultry Business Large

In May, 1919, Brownell decided to go into poultry breeding. White Leghorns were the choice. Today he has 6000 breeders, two trap-nest laying houses, accommodating 5000 birds each, a sectional open front brooder house of 6000 chick capacity; portable summer range shelters for growing pullets and cockerels, and individual trap-nest houses for special mating.

But in the beginning of the farm enterprise, more money was needed.

There were months in the year when poultry did not bring in checks. There was holly on the bushes that Brownell's father, George C. Brownell, had planted in 1910. The holly came into bearing when the chickens did not take all the time.

So the Brownells cut the holly and packed it for Portland florists, using the dining room table as the working bench.

"A little hard on the rug, even a little hard on the furniture," Brownell smiled, "but we didn't do too badly. Next year we moved the cars out and the holly into the garage during the packing season. And we had a real enterprise."

Out of this has grown one of the larger of Oregon's many holly projects. Holly from the Brownell farm has been shipped to every state in the union, and before the war, holly was going to Italy, France, Switzerland. Soon,



Two pictures above show scenes from the Brownell Farms, large growers of holly. Cutting holly is an art in itself. Here, at left, are shown some experienced cutters. If not done correctly, next year's holly crop is ruined. Ambrose Brownell, at right, helps load up the holly for its eastern and mid-western markets. Over ten freight cars filled with holly will leave the Brownell farm this season.

Mr. Brownell hopes, it will be going there again.

Adolphsen Sells Holly

Brownell does not produce all the holly he ships. He contracts for some. He also buys more. "Here," he told me to look, "this is Al Adolphsen's new pictures." He held up a branch, more loaded with berries than any I had even seen.

"Al's doing some fine work down at his Salem holly farm. He took over a run-out, poorly cared-for holly farm. The great amount of berries on his bushes are nature's way of protection. The trees thought they were going to die so they made one last effort to reproduce. They did a swell job. Al's doing a swell job at pruning and bringing the trees back into condition."

Brownells have purchased a 100-acre farm some miles up the Clackamas river. There are 10,000 holly trees growing there.

Genetics play a big part in both poultry and holly, says Brownell. At the Brownell farms a continuous search for improvement in holly led to discovery of certain specimen trees. These outstanding types have been multiplied through propagation.

Holly Collection

So far, the Brownell Farms have been mostly work. Now, however, a little play is being brought in. Display grounds are being arranged. Mr. and Mrs. Brownell have become collectors. Even now, growing on the Brownell farms are specimens of the Italian holly with fruit as large as strawberries in contrast to the dainty little Chinese holly growing at its side. There are the golden, the silver, the native California—dozens of varieties. More will be added.

"A success story? No, I don't think so. Just a common sense story," Brownell replied to my statement. "You produce a product a little better than the average. You have faith in its being a little better. Then you have the nerve to charge enough so that you can continue to afford to keep it better than the average. You like your work well enough so that it's both your play and work while it is a growing business. All very simple."

"Very," I said to myself, "like an angel food cake recipe. For some it works—for others it falls flat. Likely it's all in how much faith you got."

(Note: Brownell's comments on commercial holly culture will be given in The Statesman's Sunday "Gardening Today.")

Sprayers, Not Smokers Need More Tobacco

Wendell Bartholomew of Eugene was elected president of the Oregon State Horticultural society at its recent Medford meeting. He succeeds C. C. Clemens of Medford. Other officers chosen include A. P. Mohr, Hood River; Leonard Carpenter and Lon A. Faulkins, Eugene, vice presidents; M. Clark, Oregon State college, assistant extension horticulturist, secretary-treasurer, and C. B. Cordy, Medford, assistant.

Resolutions adopted included recommendations for further development of the state college department of horticulture, increased study of packaging and marketing fruit, a widespread survey and study of the oriental fruit moth menace in the state and

South Pacific Isles Get American Goats

Base and fleet personnel in the south Pacific islands are going to be served by American goats. The navy officials have asked the University of California to help locate 50 goats. They will be used in the farm economic administration projects which provide fresh milk, meat and vegetables. The farms, many of which were established with the aid of University college of agriculture scientists, already are stocked with cattle, hogs, chickens, and have proved a valuable supplementary fresh food source for the armed forces.

A recommendation that more tobacco be made available to produce nicotine sulphate to combat aphids.

The group will meet in Eugene next year.

Rieder Warns Watch Cattle Now for Grub

The time for application of rotenone for cattle grub control is during the winter, from early December on. Treatment must be completed before any of the grubs mature in the backs of the animals and have a chance to escape.

Ordinarily three treatments at 30-day intervals are advised by the state college, as required to catch all of the grubs. The most effective insecticide for controlling the pest is a 5 per cent rotenone applied either as a dip, dust or spray, says Robert E. Rieder, extension entomologist.

A spray formula consists of 7½ pounds of 5 per cent rotenone dust in 100 gallons of water applied with a power sprayer that will de-

velop 400 pounds pressure. This amount of spray will treat from 150 to 200 animals per hour if adequate chutes are available, at a cost of less than two cents a head.

The average dairyman with relatively few cattle to treat may prefer using a 5 per cent rotenone dust which can be applied with a homemade duster by punching nail holes in the lid of a quart jar. The hair of the animal is lightly ruffled during the application so the powder sifts through onto the skin. One quart of powder will treat from 15 to 20 cattle.

EGG SIZE HEREDITARY

The question of egg size is largely one of breeding. Hatchery eggs from hens which habitually lay small eggs will produce more hens that lay small eggs. More selection in hatching eggs should be practiced, poultry experts say.

Ranch Ramblings

By the Rural Reporter

Gath Brothers at Turner report they like the turkey business but do not intend to go out of sheep raising. Neither do they intend to stop raising turkeys. This past year they raised 10,000. They are keeping 450 breeder hens and 50 toms. Selling hatching eggs has been the big business on the Gath farm since they began raising turkeys. California has been the big market. However, 1000 eggs went into Iowa last year from the Gath farm for the first time.

Gaths are running the turkeys on the home place of 350 acres. A total of 1000 acres is managed by the brothers, and the sheep are pastured on the leased land. Turkeys are run largely on sod and stubble. Breeder hens are run in on sod which has had no turkeys previously.

Walter C. Hubbard and Son is the new name for the farm firm at Junction City. The senior Hubbard is well known in the valley for his registered Hampshire and Suffolk sheep. This fall he added Herefords chiefly for his son.

Hubbard bought their present home 15 years ago, the original 92 acres having been increased to 750 acres in three separate farms. Besides this they are operating about 1100 acres of leased land and considerable pasture on a per day basis. They are running about 550 head of purebred ewes and are wintering this year something over 400 head of Suffolk rams.

Hubbard says he has been watching the Herefords at shows for years and long ago had the idea of some day raising them. The idea was nothing new to him, "just a case of breaking the ice and getting started." In addition to the first purchase at the Klamath Falls sale in early November, they have bought two half sisters to her as well as a nicely bred

heifer from the famed C.B.Q. ranch at Fresno, also two young cows, one with calf, from Chester Chase at Springfield. They may, says Hubbard, show at the state fair next fall but that is not "for sure" yet.

1200 AAA Farm Committeemen To Make Survey

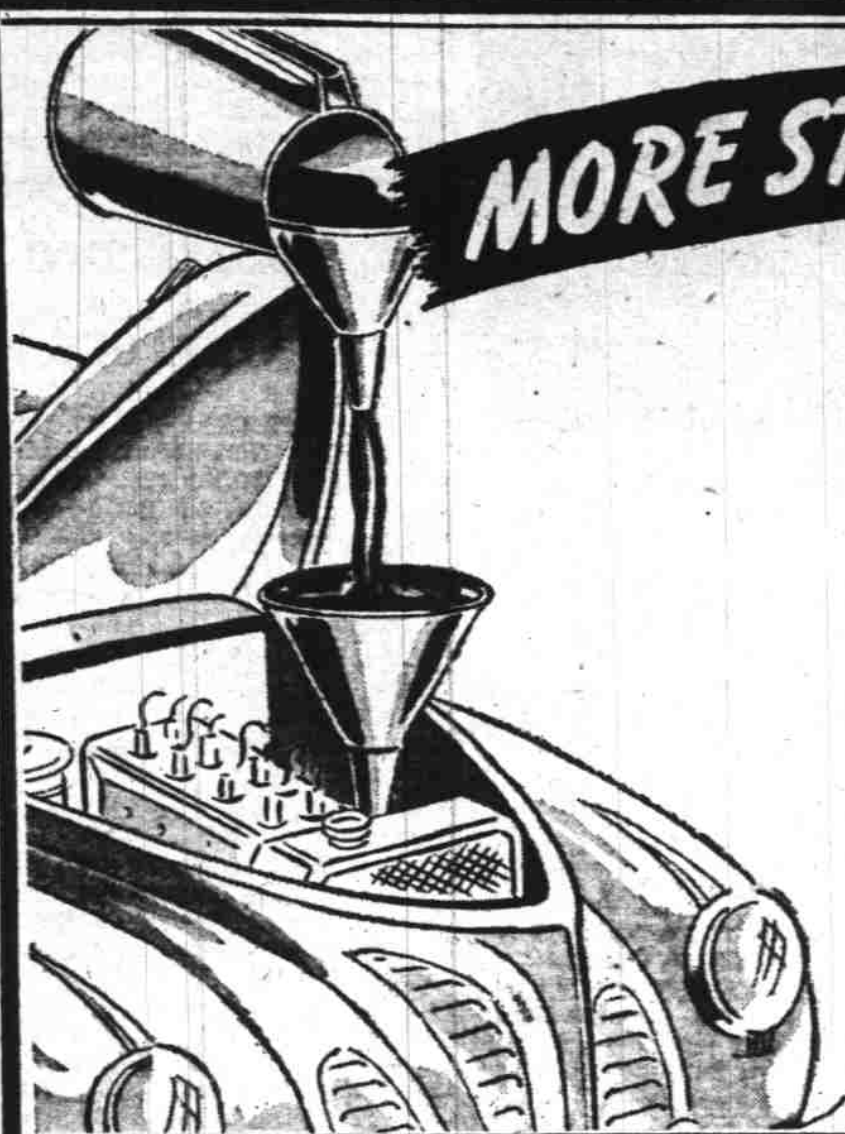
Twelve hundred AAA farmer committeemen, selected in the past two weeks, are going to have a new job during the next three months, says R. B. Taylor, chairman of the state committee. This job will be to make an inventory of the conservation needs of the farm lands in each community. The inventory is intended to show the extent and type of farm practices needed to check erosion, repair damage already done, restore fertility and improve soil and water resources.

The study will also help determine to what extent AAA practice payments are necessary to obtain the needed volume of conservation. The results of the survey will be used in planning the programs and allocating funds to counties for practice payments. The first counties to make test surveys are Marion and Morrow.

SELL AFTER TWO YEARS

Most commercial poultrymen do not keep layers after their second year. Many do not keep any after their first year, or at least if they keep any they keep very few. In farm flocks layers are frequently six and seven years old, and wonder is expressed that no eggs are "found" any more.

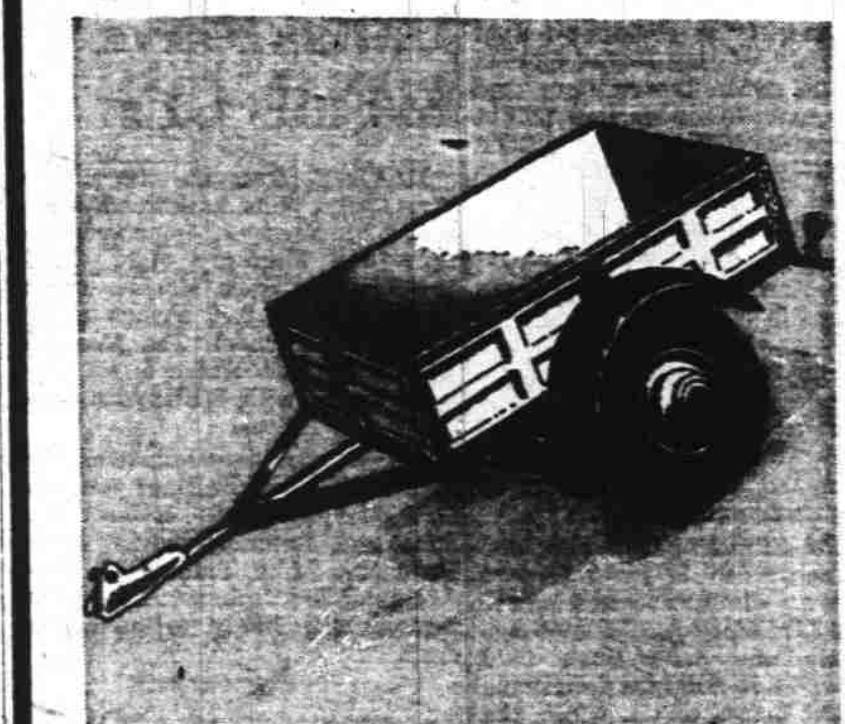
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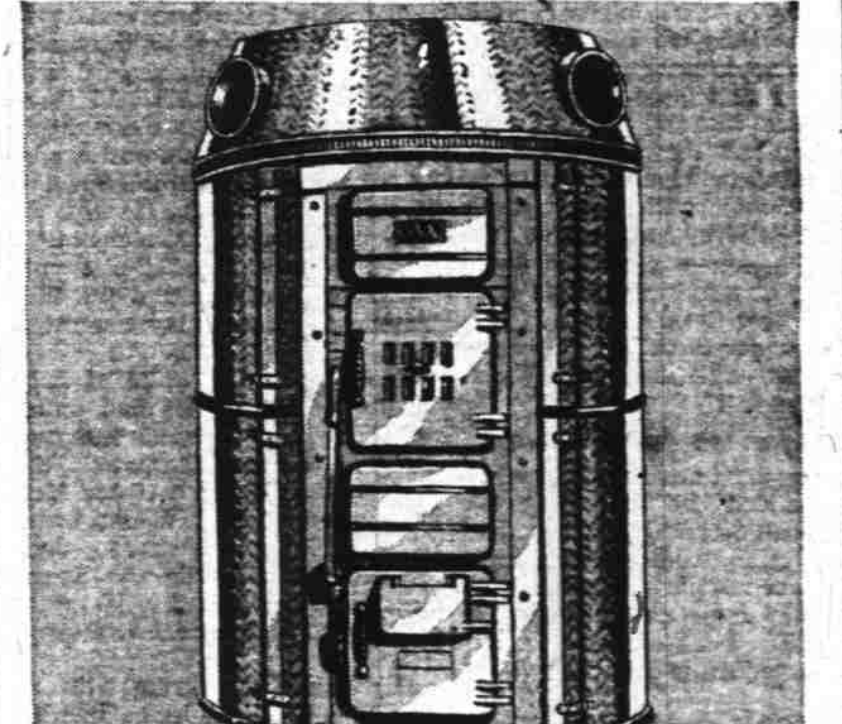
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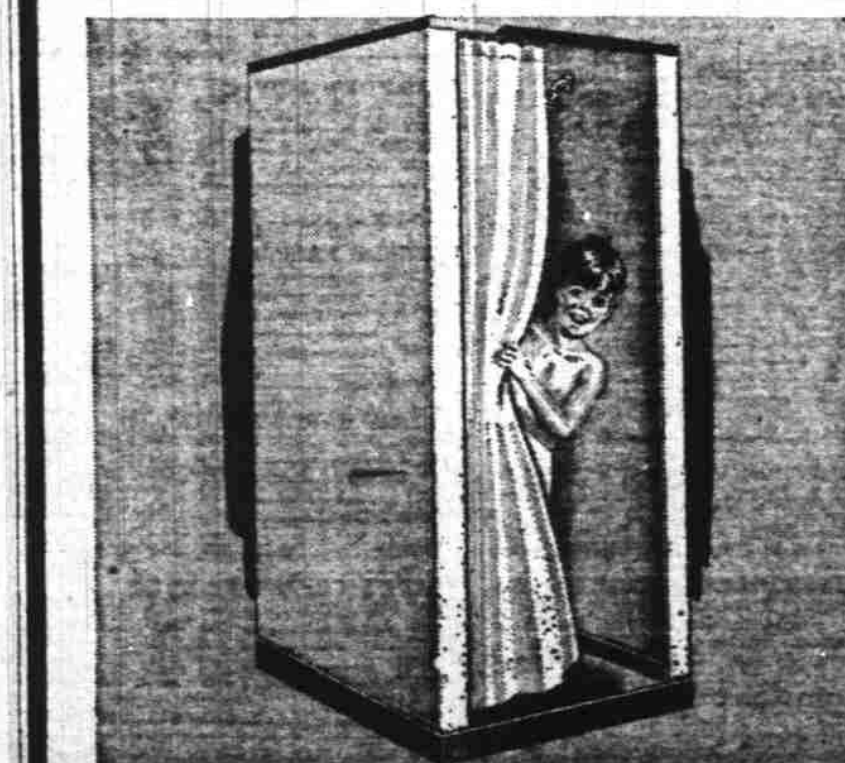
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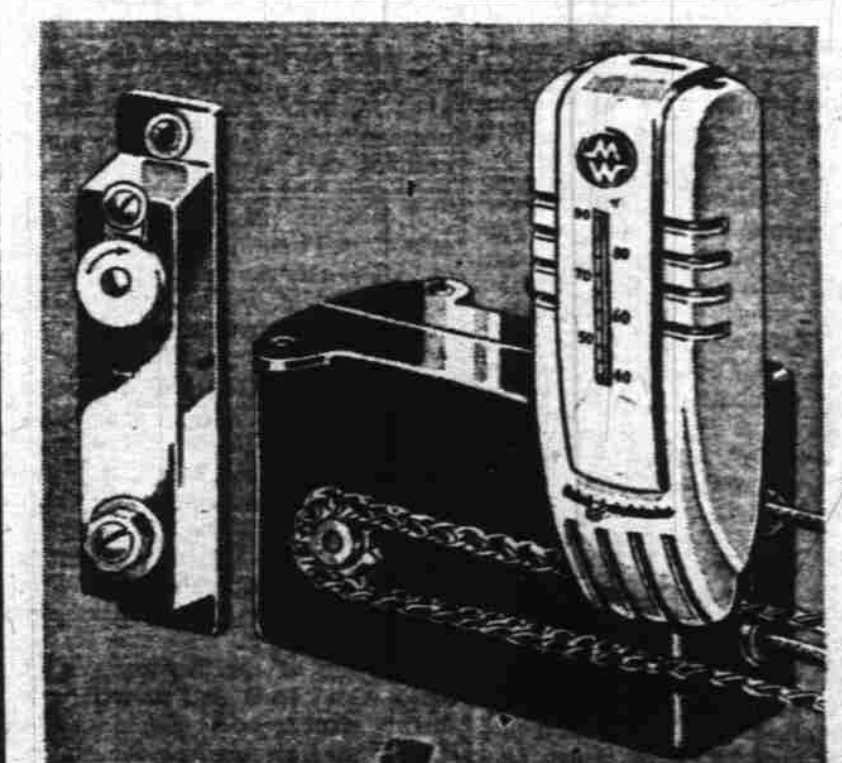
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