

Valley Turkey Industry Now Nationwide

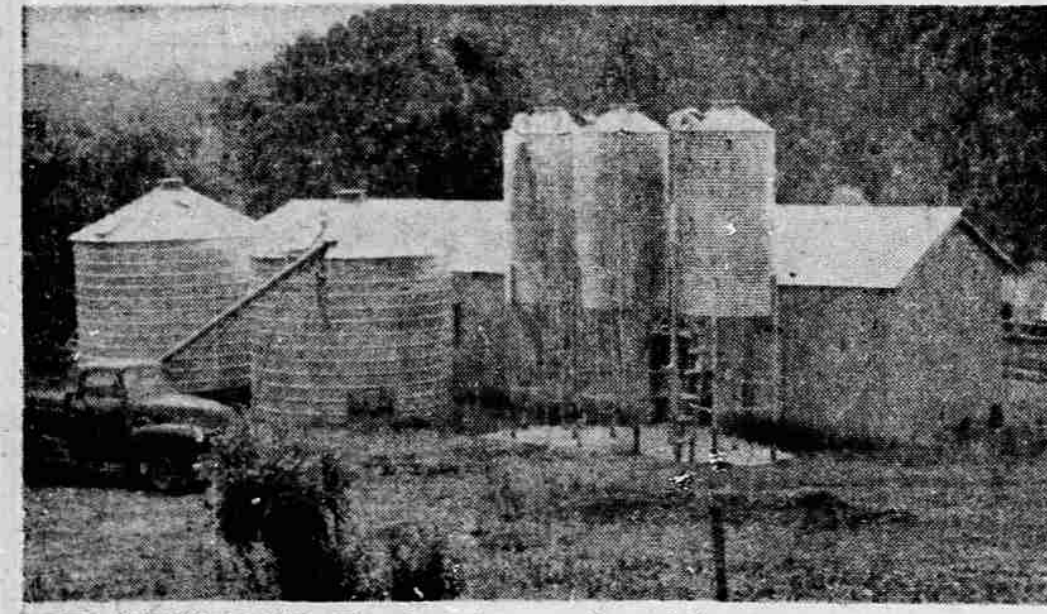
14 MAIL TRIBUNE, Medford, Or. Sunday, Nov. 1, 1959



ONLY THE BEST—Hart-Schneider turkey breeder Les Schneider (center) checks a prospective broadbreasted bronze breeder hen while Marvin Hart (in black hat) and his father, Alvin Hart, discuss selection from their 6,000-bird flock. About 3,500 were chosen to provide eggs for Hart's hatchery distribution.



TURKEYS EVERYWHERE—Alton Hart stands in the middle of a flock of turkeys at the Les Schneider ranch in the Applegate. Hart is owner-manager of the hatchery, which sends more than two million turkey eggs to all parts of the country.



FEED MIXING PLANT—The plant above prepares feed for the 3,500 turkey breeders on Alvin Hart's 120-acre Applegate farm. The large bins on the left store local grains and the three smaller bins are for concentrates. A mixer hammer-mill and egg room are housed in the building.

Two Million Eggs To Be Shipped to All Parts of U. S.

By EVELYN OUSTERHOOT
Mail Tribune Staff Writer

Over two million turkey eggs will be shipped to all parts of the country during the next seven months by Hart's hatchery, 2848 South Pacific highway.

Many will come from farms in southern Oregon but most will be shipped from the company's Turlock, Calif., plant. All could come from Jackson county, an ideal spot for turkey production, if farmers in this area became more interested in producing the increasingly popular Hart-Schneider turkey eggs.

Sales of the eggs, which have grown from the thousands to hundreds of thousands, indicate that the Hart-Schneider broadbreasted bronze strain is a great success. The business which Alton Hart started in 1933 and the turkey which Les Schneider developed over the past 20 years have formed one of the valley's fastest growing industries.

Owner-Manager
Hart is owner-manager of the hatchery and his son, Marvin, operates the family's 120-acre breeder farm in Applegate valley. Four other breeder farms in the valley and 15 more in northern California will produce 2 1/2 million eggs from 40,000 breeder hens this season.

The elder Hart started the hatchery in Talent 24 years ago, and purchased part of his turkey eggs from the Newburg farm of Les Schneider's family.

The actual Hart-Schneider program began in 1948, after Hart persuaded the turkey breeder to move his stock to the Rogue valley and assume charge of all the hatchery's breeding.

Originates Near Portland
The strain, itself, originated near Portland 20 years ago when the first broadbreasted bronze stock came into the United States from Canada. Schneider was one of a small number of northern Oregon producers who purchased the flock from an English breeder who had fought the birds from England.

Through the 20-year history, Schneider has worked with a closed flock to develop his exceptional turkeys. Each of the hens and toms is still selected personally by Schneider, who judges the individual bird according to breadth and width of breast, and other characteristics.

In nationally-recognized turkey meat production tests, the strain has won many first-place ratings for fertility, hatchability, growth and livability.

Breeders from all parts of the country enter 100 of their day-old poults in the competition, and ratings are announced during different periods of development.

Fertility Guarantee
Fertility of Hart-Schneider eggs is guaranteed to be at least 75 per cent, but through a program of natural mating plus artificial insemination, the strain has maintained a fertility well above the guarantee.

In hatchability, the strain has been nearly 6 per cent higher than the average of current tests and placed first in one of the tests for growth the first 20 weeks and at maturity. Hens usually reach 16-17 pounds in 22 weeks and toms, 29-30 pounds in 26 weeks under average growing conditions.

Not all of the eggs produced for Hart's go to other areas. About 500,000 are hatched at the local plant to provide replacements for Hart-Schneider producers.

Flocks Replaced
Each of the flocks is replaced with new poults each year and the hatchery supervises their growth and production. Growers carefully screened, being selected for type of land, drainage, space and other accommodations.

Hart stresses the need for more producers in the Rogue valley, where climate and facilities make turkey egg production an ideal local industry.

The turkey, a nervous and easily agitated bird, thrives best where climatic conditions do not place too much stress on its susceptible nature. Much of the hatchery's advertising is geared to the Rogue valley's mild climate and lush greenery, and Hart says that many buyers ask that their eggs come only from the Rogue valley. One reason for this is the fact that California producers have been plagued with disease problems. The steady production which is possible locally

is an additional guarantee in the Rogue valley product.

Indicates Interest
One major feed company has indicated an interest in establishing local farmers in establishing turkey breeder flocks with feed and finance.

Eggs which are not held by Harts for local flock replacements are shipped immediately to 32 franchised hatcheries in the U.S. and Canada.

The franchise program which began in 1955 with 4,000 to 5,000 hens and 5 hatcheries, guarantees a steady, dependable supply to the retail hatcheries. In addition, it provides the franchise holders with the heaviest program of advertising in the turkey industry.

Eighteen full pages of color advertising are scheduled in leading trade magazines this year. Other targets for Hart's promotion program are the poultry processing and frozen food industries and restaurant and hotel trades.

New Customers
Among new customers this year are the two largest hatcheries in the U.S. and the largest one in Canada, Hart reports. One of them produces 4 1/2 million poults annually.

About one-third of the eggs produce hens and toms for breeders and the remainder are for commercial meat production. Most go to the mid-west, but some are shipped to the east coast, deep south and Canada.

Eggs kept here for local flock replacement are hatched in the Hart incubators and taken to the farms in late spring. At five months of age the best in the flocks are selected for breeders; tested for communicable diseases, under a national turkey improvement program; and vaccinated for fowl pox and erysipelas.

Getting in 'Mood'
When the hens are mature and the best are selected, tested and vaccinated, usually by late October, the lights go on in the laying houses—to lengthen their day and get them in a "mood" for laying.

About 200,000 eggs—cleaned, graded and cased—are delivered to Hart's each week during the seven-month season. They are rechecked before they are rushed by air freight and express to cooperating hatcheries.

Hart describes his chief problem as planning production to coincide with demand, because turkey eggs are a highly perishable product. The hatchery's egg producers meet annually to discuss common problems and new techniques, and Hart announces plans for the coming year's operations.

The receiving station and office at Turlock aids in the northern California schedule.

Year-Round Food
Because turkey is becoming a year-round food in American menus, the industry is seeking increased consumption, as well as the best kind of year-round production.

And when the housewife, processor and restaurateur consider turkey for their food, there are many advantages besides the long-established national love of turkey on the table.

The food is high in protein and low in calories, has less shrinkage, more meat per pound of bone, and is one of the lowest priced meats.

Versatility is also being stressed, with turkey now available ready-to-eat, stuffed and ready-to-bake, halved, quartered, in individual pieces, in soups, stews, cold-cuts, and fillets.

All these are furthering the national turkey tradition, while Hart and Schneider work to further the Rogue valley turkey reputation.

Brethren Board Gives Political View

Portland - (UPI) - The Board of Bishops of the Evangelical United Brethren Church attending the Pacific Northwest EUB conference has announced here that if either the Democrats or Republicans nominate a Roman Catholic as president or vice president in 1960, then the party will lose the board's support.

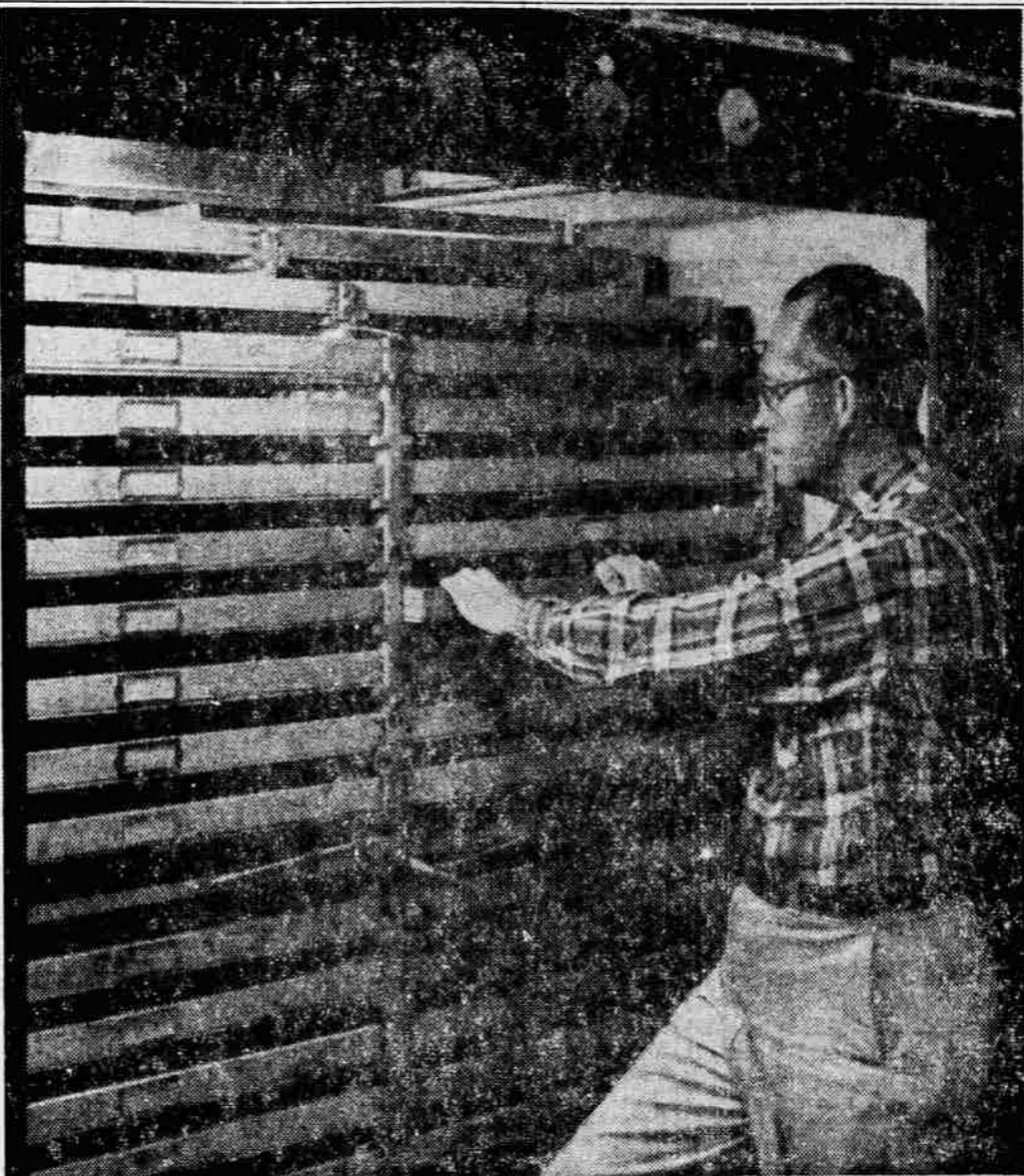
The seven ecclesiastics, who came from all parts of the nation, are here for their quarterly meeting. The denomination is credited by the September, 1958, census with having 746,460 members.

Halloween Prankster Off To Early Start

Portland - (UPI) - Halloween started early this year at the Harvester Tavern in downtown Portland.

A spook with a nickel-plated revolver robbed the establishment of about \$30 Friday night after telling 15 customers to stand still while he made his getaway.

Bartender J. T. Spence said the robber wore a Halloween mask.



EGG TRAYS—Vince Lobdell, Hart's hatchery foreman, (above) is in charge of incubators which house about 500,000 turkey eggs each season. Heat and humidity in incubators are checked every half hour and eggs in trays are turned automatically during the 28-day hatching period. Each incubator holds 21,800 turkey eggs.



TURKEY INCUBATORS—Incubators above hold the 500,000 turkey eggs hatched each season by Hart's hatchery to replace birds on 20 farms producing Hart-Schneider eggs. Each of the five incubators at the right and rear holds 21,800 turkey eggs. Those at left are for chicken eggs.

Winners of Oil Contest Noted

Four Medford residents were prize winners in the Oil Heat-O-Rama limerick contest which ended Sept. 26. The entries were among thousands received in the 13-week contest. There were 54 grand prizes.

Mrs. Marie E. Dizney, 6 Corning court, won a 10-foot section of Fold-A-Fence, according to Kennedy Fuel Oil, her fuel oil supplier. Mrs. W. S. Eubanks, 314 Vancouver ave., won 30th place and received a badminton set, according to the Kennedy company. Mrs. Jesse Ragsdale, 160 De Hague ave., placed 43rd and was awarded a Roast-er-Rod barbecue set. Mrs. Mary C. McCullough placed 46th and received a Roast-er-Rod barbecue set, according to Western Oil and Burner company.

The first grand prize, a 14-foot deluxe Harvey runabout boat, with motor and fully equipped and valued at \$2,500, was won by Mrs. Dean Anderson, Portland, whose limerick was judged best. The contest was sponsored by county fuel oil dealers in conjunction with the Oil Heat Institute of Oregon and Southwestern Washington.

Salem Hunters Hurt As Auto Overturns

Redmond - (UPI) - A trio of Salem men en route to Eastern Oregon on a hunting trip were hospitalized here with injuries Saturday following a traffic accident on the Santiam highway two miles east of Suttle Lake.

The three were Henry Bock, 35, Cleo Threlkel, 34, and James T. Johnson, 37. The car hit a frosty spot and overturned.

standard and custom
EVEREST & JENNINGS
FOLDING WHEEL CHAIRS
ALSO WALKERS CRUTCHES PATIENT LIFTS COMMODORES

Rentals • Sales
Hudson's Pharmacy
613 E. Main—Ph. SP 3-5345
Open Sun.—Holidays 10 am to 9 pm
Weekdays 9:30 am to 10 pm

NOTICE!

ARE YOU INTERESTED IN A CHRISTIAN RADIO STATION IN THE ROGUE VALLEY?

The Proposed Station is to be 1000 Watt Day Time

—ALL GOSPEL MUSIC—

Inspirational - Uplifting

LISTENING ALL DAY—EVERY DAY

Many nationally known Gospel Radio Programs such as "Haven of Rest" and "Bible Institute of Los Angeles" will be broadcast daily. World Wide News - Bible Interpreted - Outstanding Children's Programs - Religious Drama -

If you are interested - Contact

REV. LEO C. WINE - Immediately

P.O. Box 1, Ashland, Oregon - Phone MU 2-3401



NEXT, PLEASE—Length and width of breast, vigor, conformation—all are checked personally by Les Schneider, who began the exceptional strain of broadbreasted bronze turkeys 20 years ago. Each of the 40,000 turkey hens selected by Schneider will provide eggs guaranteed to be of high fertility, hatchability, growth and livability.

Curriculum Meeting Scheduled Tuesday

The second curriculum orientation meeting for school board members and lay people will be held at the little theater room at Hedrick Junior High school at 7:30 p.m. Tuesday, Nov. 3.

The meetings, sponsored by Medford school administrators, are held each year to acquaint district patrons with subjects taught in the district. Tuesday's session will cover secondary social studies.

STA-OFF
CORN REMOVER
Gives instant relief from pain and positively removes hard corns, soft corns between the toes, callouses, warts, papillomas, club nails. It contains several different oils that soften, loosen and does not cause the irritation as do strong acid mixtures. When all others have failed try this one. Try our Bunion Relief, which relieves pain, soreness, swelling first or second application. Both remedies sold on money back guarantee.

Exclusively at
WESTERN THRIFT

Carlos Morris

Managing partner of Conger-Morris to assist you at your time of need

Conger-Morris
FUNERAL DIRECTORS
West Main at Sixth

Ashland Mortuary 4th & C. Sts. Ashland	Hillcrest Chapel North Phoenix Road
--	--

"Your TV WEATHERMAN"
KBES-TV Monday thru Friday 5:00 p.m.
Member National Selected Morticians by Invitation