

FARMERS FIND ADVANTAGES IN COOPERATIVE BUYING

Most Effective Local Organizations Found Where Necessity Drew Farmers Together—Loyalty to Association Necessary for Success—Manager Should Be Given Broad Powers

(Special Information Service, U. S. Department of Agriculture.)

The success or failure of a farm depends almost entirely upon the results obtained in marketing the products grown. Experience has proved that the farmer who undertakes to market his products through speculators or who attempts to ship and market them in some very distant market is laboring under a great disadvantage.

Marketing is a specialized function and is really the most serious problem confronting the farmer to-day, and the rank and file of farmers are not equipped to perform this service for themselves in a satisfactory manner. Many difficulties encountered in marketing farm crops have been overcome through the organization and operation of farmers' cooperative marketing associations. Cooperative marketing has passed the experimental stage, and the 14,000 or

the best chances of success. Farmers who are satisfied with the results obtained without an organization do not feel a need for an association. Necessity for an organization may arise from the lack of marketing facilities, or from dissatisfaction with existing agencies. When a cooperative marketing association is under consideration it is advisable to have a preliminary survey by competent local people or by experienced cooperative organization specialists from the United States Department of Agriculture, whose advice and services are available upon request. In making such a survey care should be taken to ascertain the need for an organization, the attitude of the farmers toward such an undertaking and the approximate development of business available. If such interest is evident and other conditions appear favorable for an organization, a meeting of the interested parties



More examples of successful organizations in operation in this country offer positive proof that the principles of cooperative marketing are fundamentally sound and practical.

The most successful cooperative organizations confine their efforts to the shipping and marketing of certain specialized products, such as citrus fruit, apples, peaches, potatoes, melons, poultry and eggs, dairy products, live stock, tobacco, and grain. The substantial growth of cooperative marketing activities in this country is perhaps best illustrated by the fact that the aggregate volume of business done in a single year through cooperative associations and exchanges runs up into the hundreds of millions of dollars.

The handling of farm crops by groups of farmers through central associations and exchanges offers many advantages, such as the improvement and standardization of grading and packing; the obtaining and use of reliable crop and market information; the intelligent development of permanent markets; the effecting of savings through the collective sale of farm products and purchase of farm supplies; the proper financing of all activities, including the building of warehouses, the preparation of crops for market, and their movement to the markets; and the employment of trained and efficient business and sales management.

An organization founded on direct need with a well-defined purpose has

should be held and by-laws containing a definite working plan should be adopted. This plan should prescribe the objects of the association whether it is to be of stock or nonstock form, the method of financing, the duties and powers of the officers and members, and the general plan of operation. It is advisable to incorporate in the plan definite methods of handling the members' products, systems of pooling the results and making returns for products sold. A cooperative association should be incorporated in order to give it the proper legal standing.

In most instances contracts between the members and the association, whereby they agree to market certain products through it, are of vital importance. This is especially true in the case of associations handling perishable products. Contracts promote loyalty and protect loyal members and the organization. Loyalty on the part of the members is essential to the success of an organization. Disloyalty has caused the failure of more than one cooperative organization. Strong men should be selected for officers of the association and men who will cultivate loyalty and inspire confidence.

The manager is the keystone of the organization. His selection is of the utmost importance. He should be experienced in marketing the line of products entrusted to his care; he should possess tact and good judgment, and be honest and above suspicion. The success of the organiza-

tion depends upon his ability to meet the members and the trade with which the organization deals, and to retain their confidence. He should possess the proper qualifications for the position; he should be given broad powers and the hearty support of the members in his work, together with a salary that will attract ability and be commensurate with the services expected of him.

Ready to Give Aid

It may be of interest to know that the Bureau of Markets of the United States Department of Agriculture maintains a staff of experienced organization men whose duties are to assist producers of all farm, dairy, and orchard crops in the organization of sound, substantial cooperative shipping and marketing associations and exchanges. Assistance is given in the preparation of organization plans, methods of financing are suggested, and practical advice given in the matter of operating such enterprises. The advice and services of these men are at the disposal of the farmers.

REORGANIZATION OF LEGISLATURE URGED

Belief that each county in Oregon should have at least one representative in the lower house of the legislature is growing. This is a matter which will come up when the legislature meets in January and a special committee is appointed to reapportion the districts of the senators and representatives. It promises to be a political storm center, for no county will want to surrender any of its present representation and most of them will want more than they now have.

If the plans of certain lawmakers are successful the people of the state will be asked to change the constitution so that the membership of the house can be increased from 60 to some number sufficiently large to carry out the programme. How large the house should be under a new arrangement has not been determined, even tentatively.

There are now 11 joint representative districts and these joint districts range from two counties to six. For instance, Crook, Deschutes, Jefferson, Grant, Klamath, and Lake counties form a joint district and have two joint representatives. In the coming session it happens that the two representatives come from the same county and five of the counties in the district are dependent on these men who live within a few miles of each other.

Among the members of the Multnomah delegation and others scattered throughout the state, it is being advocated that every county have one representative; that all joint districts for the house be eliminated, and that after each county has one representative, the counties whose population justifies them can have additional members. On this basis 36 of the present members would be accounted for, and the remaining 24 members would have to be apportioned among the more populous counties, such as Multnomah, Lane, Marion, Clackamas and Washington. Multnomah now has 12 representatives and one jointly with Clackamas; Marion has five; Lane, Linn, Washington and Clackamas three each.

East of the Cascades only three counties can boast of their own representatives, these being Baker, Union and Umatilla, and Union also has a half-interest with Willowa in another. All of the other counties of Eastern Oregon, representing a good half of the state, are in joint districts. Representation is based on population, the federal census figures being the foundation. With every county having its own representative, Eastern Oregon would have 18 as against 13 at present Hood River and Wasco are a joint district, but are allowed two joint members, so they virtually have one each.

One of the disagreeable features of joint districts is that usually there are local rivalries and jealousies mixed up in the elections and one county of a joint district fights against another county in the district and no matter which county the joint representative comes from the other counties frequently feel that they are being neglected and their interests ignored—Oregonian.

No, we are not infallible. But our critics are.

When you are ready to meet fortune half way just keep on going until you get to it.

True, civilization may be degenerating, but that's no reason why you should wait for it to catch up.

When all other means of evading the law have failed, some runners might adopt the expediency of kidnapping the prosecuting attorneys.

BIOLOGICAL MEN GO TO MALHEUR

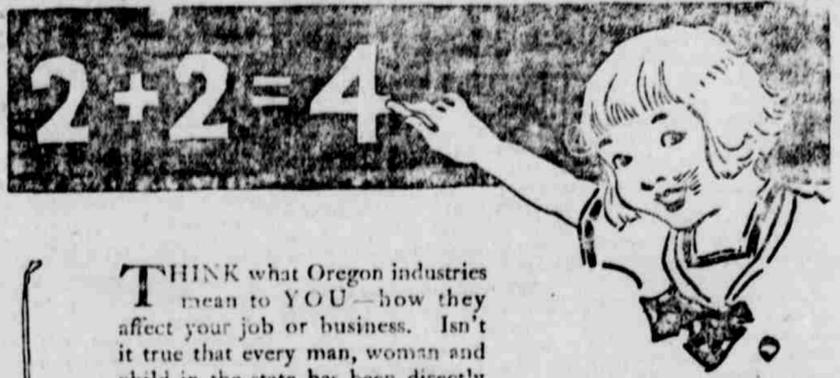
Russell Ferguson and Albert Swain left Wednesday for Malheur county where they will be stationed for a time aiding Mr. Horn in the extermination of gophers and moles. These boys had been engaged in rabbit poisoning in this part of the country for several weeks, but owing to the recent rains and warm weather the new grasses has started up and the rabbits refused to take the poison preferring the bunch grass. It was decided to lay off the rabbit campaign until more favorable conditions and devote the time to other rodent pests in the meantime.

SUMMARY OF ASSESSMENT ROLL

| Classification | Number | Value |
|---|--------------|------------------------|
| Acres of all lands | 1,364,493.25 | \$ 8,091,374.00 |
| Acres of tillable lands | 855,863.25 | 1,191,317.00 |
| Acres of non-tillable land | 508,630 | 277,850.00 |
| Improvements on deeded or patented land | | 152,687.00 |
| Town and city lots | | 220,645.00 |
| Improvements on town and city lots | | 9,850.00 |
| Stationary engines and m'tg machinery | | 174,030.00 |
| Merchandise and stock in trade | | 41,725.00 |
| Farming implements, wagons, carriages, Notes and accounts | | 126,700.00 |
| Horses | 8,821 | 177,720.00 |
| Cattle | 54,592 | 1,537,850.00 |
| Sheep | 61,335 | 360,350.00 |
| Swine | 106 | 424.00 |
| Total Valuation | | \$12,462,522.00 |

This does not include the assessment of Public Utilities. I hereby certify that the foregoing is a full, true and correct statement, according to the records of my office.

JOHN L. CALDWELL,
County Assessor



THINK what Oregon industries mean to YOU—how they affect your job or business. Isn't it true that every man, woman and child in the state has been directly or indirectly benefited by the industrial growth of Oregon?

Oregon is rapidly becoming one of the greatest manufacturing states of the west. The coast-wide and national fame of her products grows daily.

Every dollar spent for home products increases just that much the development of the state—adds just that much to the prestige of "Oregon Made."

Your loyal support plus the enterprise of Oregon manufacturers equals PROSPERITY. It's as simple as 2 + 2 = 4.

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CRANE Company OREGON