

Getting Good Prices for Stock

A GREAT deal has been said, much has been written, and not a little has been done to teach the farmer to increase his yield per acre and the size of his herds. "More corn and wheat per acre," is the motto. "Save the calves" is the watchword. In almost every county in the Union today thoroughly informed men are telling the people that they are not producing enough, that the land will produce more, and how to get it. These same men, and they are good men and sincere, are telling the people that our flocks and herds are being depleted and that our farms and ranches must be restocked or in the not distant future we shall want for meat and hides and our soil will lose its fertility.

The steadily falling average yield per acre of corn and wheat on the older farms justified this warning to the people. It accomplished something, too. We now grow more wheat and corn per acre and the last Government report says the number of cattle has increased. As the work progresses we shall continue to grow bigger and better crops and to increase and improve our livestock. And then what? Suppose we do produce more grain and feed it to that larger and better bunch of hogs? How are we going to maintain that increase unless we know equally well how to market?

Marketing.

The battle is only half won when the grain is produced and properly fed to livestock. It's a long way to a satisfactory market, particularly with livestock. The marketing of grain is simpler.

In many sections farmers have organized for the co-operative marketing of small grains. Many of their organizations are National in scope and contemplate the storing and holding of grain for better prices. In doing this they have made a long step in the right direction and have accomplished much. But a proper system of agriculture demands that a large portion of the products of the soil be fed to livestock to conserve the fertility of the soil and when cattle, sheep, or hogs are finished they must be sold.

Three Courses.

When a farmer has raised a crop and fed it to a car of hogs, for example, he must sell. Heretofore, and today, to a large extent, he has lacked directness. It has cost too much to get to the killer.

A "One-Price" Policy That Won Out in West

THE well-known slogan, "Buy Pacific Coast Products" is producing a live inquiry on the part of the people, generally, as to the history of some of the institutions worthy of the consumers' support.

People are not going to buy Pacific Coast products simply because they are made in the Pacific Northwest, but when a concern manufactures a product that not only competes with but equals that of Eastern concerns, it is certainly worthy of Northwest patronage, and when quality is combined with selling methods of the best there is all the more reason why Northwest goods should be favored.

There is perhaps nothing remarkable in the fact that the Crescent Manufacturing Company, of Seattle, in the year 1895, was a feeble infant of the commercial world; that for a few years it struggled for its very existence and during hard times of '97 had its moments of despair; or that with the Klondike rush came a turn in the tide, and it took a firm grasp on life. Or is it remarkable that it has been growing gradually but steadily ever since, and the year 1915 finds it sending out an increasing volume of baking powder, spices, extracts, teas, coffee, etc. In this there is nothing remarkable at all, or it is identical with the history of many best-known Western industries.

But in one respect the company is unique, and there is the fact that years ago it conceived and pioneered a plan that to its contemporaries seemed ridiculous. The Crescent company developed a method of merchandising by which it proposed to get a square deal for everybody—the manufacturer, the jobber, the merchant and the consumer, and to insure getting this square deal it proposed to sell goods at certain prices, to maintain those prices to all buyers, large and small, and in turn, asked all dealers to maintain prices a selling.

Other manufacturers laughed, jobbers joked and retailers thought it might be a good thing, but were sure

possible use it might be in military operations or marches, military experts, both German and American, answered the question recently. This step to the Germans is known as the "parade march." The English and Americans dubbed it "goose step," because of its similarity to the strides of the barnyard fowl.

The "parade march" is used only on occasions of review, when the troops desire to pay honor to some dignitary in a stand they are passing. The step is started just before the stand is reached and when it is passed, so that it is continued only for 40 or 50 yards.

American troops turn their eyes toward the reviewing stand, this action having superseded the old custom of "presenting arms." No other army has a step similar to the "goose step."

How did it originate? Ah, that's a puzzle! Germans in Washington who are familiar with the step say it has been in use so long they do not know.—Washington Post.

Speculator Unnecessary.

There was a time when the speculator, the man who lived by gathering up stock and shipping to market, was a necessity. Stock was scattered, shipping facilities limited, and experience was necessary to the successful handling of a load of stock. Today he is unnecessary. Any individual can easily get the necessary information from the central market and get it weekly, and when on the basis of that information he goes to market, his stock will sell just as high as though he were the biggest shipper of the day. Salesmen sell the stock and not the man.

Furthermore, the man with but 10 or 20 hogs is just as well off as the man with a full carload. The open, competitive market is also within his reach. He can go in with his neighbors and make up the load—mark the hogs and go in with them.

Get the Money Yourself.

They will be sold, and weighed separately and each man get his money. More than that, he gets all the money. The man who finally buys them does so because he pays more than any other buyer can pay, and nobody has had a profit for shipping them in. And that is the idea today—to get all the returns that accrue to the growing of a crop and feeding it to a bunch of stock. Under present conditions there is no necessity for a division of profits along the line. Send your stock to a central market, make the packer buy in competition. Send it yourself and get all the money.

It could not be done. The public wasn't interested. But that was in 1895. Today the "one-price" system is better known. The public understands the wisdom of buying certain goods at a certain price, and enjoys the knowledge that such goods can be purchased as cheaply in the small town store as in the big city emporium. The public having recognized the advantages of the system, the jobbers respect it, and the list of manufacturers who have declared for the one-price system as the only fair one in merchandising, is growing apace.

That with the maintaining of uniform prices the business of the firm has developed to its present volume, is unquestioned indorsement of the Crescent idea. But further than this, and in witness of the general growth and importance of the maintained price policy in the commercial world, is the fact that this principle in merchandising, conceived and developed in the West, has spread to the East. It has grown to practically National importance. In his annual report Secretary of Commerce Redfield referred to the "one-price," pointing out that justice to the consumer more than to the manufacturer, depended upon knowledge of the truth and proper solution of the questions involved in the system of "price maintenance." President Wilson, some time ago, appointed an inquiry as to the merits of the system.

Bound by their common interest in the maintained price system of merchandising, there is an association of business men of all denominations, numbering among its members many of the greatest industries of the country, as well as small merchants and retailers, all believers in the "one-price" system.

The Infantry "Goose Step."

Now that the German army is so much in the spotlight considerable attention is being attracted by the famous "goose step" of the infantry. In this the right leg is stiffened at the knee, the forward movement, the toe extended. Then the leg is dropped stiff to the ground.

Some speculation having been aroused as to the purpose of this seemingly fatiguing step and what

possible use it might be in military operations or marches, military experts, both German and American, answered the question recently. This step to the Germans is known as the "parade march." The English and Americans dubbed it "goose step," because of its similarity to the strides of the barnyard fowl.

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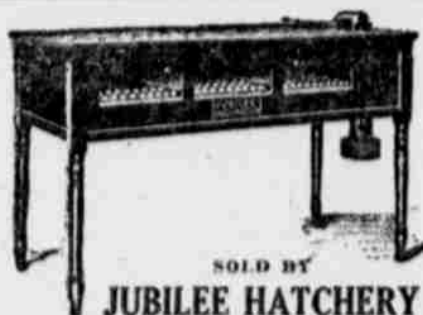


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