

Scientific Marketing of Farm Products Topic in House at Washington, D. C.

VALUE TO FARMER OF COOPERATION AS TOPIC IN HOUSE

Representative from Prune District of California Points Out Advantages During Debate.

INSTANCES CITED AS PROOF

Elimination of Speculator Gives Grower Three Times as Much as Before; Same to Consumer.

Washington, June 21.—(WASHINGTON BUREAU OF THE JOURNAL).—Representative Hugh S. Herman, a new member of congress from California, represents the prune district of the Santa Clara valley. He is particularly interested in horticulture and in marketing cooperation.

During the debate on the agricultural appropriation bill in the house Mr. Herman made a speech, in which he maintained that cooperative selling effort on the part of the fruit grower does not harm the consumer, and gave results of his observations of what has been accomplished in California.

PRICES NOT ELEVATED

He said in part: "I do not believe that farmers' combinations put the price up to the consumer, as has just been said. That has not been my experience. The raisin growers of San Joaquin county, in California, are producing four times as many raisins today, are getting three times as much as they got before, and still the consumers of this nation today are paying less for raisins than they did 10 years ago. Farmers' combinations do not raise the price to the consumer. The combination that raises the price to the consumer is the combination of men that get together and handle the farmer's products after they leave his hands. I never could see any logic why the farmer should plant his crop, intelligently, guard on it for 10 years, use the best years of his life diligently cultivating the soil and then, when his fruit is ready, when it should be most carefully guarded on its way to the consumer, to give it over into the hands of the speculator, whose only thought is to get as much out of it as possible.

SPECULATORS BERATED

Why should the man who raises beans, sugar beets, strawberries, apples, cotton, and corn inform himself as to the best way of making his acres produce, and when the market is good, to sell from his labor turn his product over to the man who sits in his office waiting for the time for the good thing to be ready to pick? Will you tell me if it is necessary for capital and labor to organize, if every business finds its success dependent upon organization, why, then, should the speculator or trader be organized to organize to survive. It is for the best interests of the consumer and the best interests of the producer that the organizer should, that he thoroughly inform himself as to the market conditions, and it is the duty of this nation to aid the great producing areas and to get the best prices for their products, by which he can intelligently judge of the world's supply and the nation's supply in the particular line of crop that he is interested in.

GROWERS EXPLOITED

Under the old system that prevailed a few years ago when no crop reports were available, the individual orchardist had no way of knowing correctly the crop and crop conditions. Adverse reports could be cleverly circulated causing him to feel uncertain as to the prices, and as a rule the crop was secured by the speculator at prices far below what should have been realized. The speculator himself who had the best information as to the crop, was dealing in uncertainties. Profits had to be large in proportion to the chances taken. Brokers were large, the packing charge was large; the speculator would have to take chances, and often made great gains, and so did the wholesaler and retailer. As a consequence of uncertain conditions on the market and the lack of information, the speculator was forced to hammer the price down to the producer. The jobber was forced to buy at as low a price as possible for fear his competitors might buy still lower, and so with the wholesaler and retailer. Each one was fearful of the market and afraid to lay in a supply without the possibility of large profits.

OLD SYSTEM GAMBLE

The old system of marketing was the worst form of speculation. It was a gamble pure and simple. The system paid the orchardist the lowest possible price for his product and gave him neither advertisement nor standardization in return for the vast amount of money that it cost. The old and faulty system of marketing charged the consumer the highest possible price to the possible cost in future years. "Tax in transit" from grower to consumer was very great, often four times what the product of the soil brought the producer. Under the old and faulty system of marketing the man who did the work did not get the money. The orchardists of California have lost each year millions of dollars by early and unwise selling, because they had no way, individually, of telling as to the actual condition of the market. The government of the United States should aid to the fullest this great producing class of its citizens to properly market their products, and this house should maintain the appropriation for the department of agriculture with the necessary funds to inform all growers and consumers of our nation as to the actual conditions of the world market.

COOPERATION ASKED

When the government fully cooperates with the farmer in his marketing associations the consumer will receive his goods at a very much lower figure than ever because the broker would be anxious to handle the product at a small profit where his profit was sure. The jobber would not hesitate to order a year's supply for fear of a decline in price; and so with the retailer. They would be satisfied with fair profits because it was a sure one. The excessive "tax in transit" under the faulty system that has heretofore prevailed would be eliminated, and, in my judgment, to a large extent the distrust and contention that has existed between the producing and consuming market would be eliminated.

The orange growers of California, in connection with the federal market director, have to a large measure solved the questions of marketing the oranges. For many years it was difficult to secure the proper information, and while one market was glutted other markets were depleted. While consumers in one section of the country were paying a high price for the oranges, the consumers in a nearby city were paying a low price. One producer of oranges might have struck the market on a fortunate day while his neighbor might have been equally unfortunate in another market.

MARKET DIRECTORS LAUDED

There was no system, no cooperation and no satisfaction to the great consuming cities of the East. The activities of the federal market director have met with the approval of the producer and have saved money to the taxpayers of this nation. The market director of the state of California has shown his wisdom in advocating the combination of farmers, not for the sake of raising the price to the consumer, but of cutting out the speculator, who is a detriment not only to the consumer but to the producer.

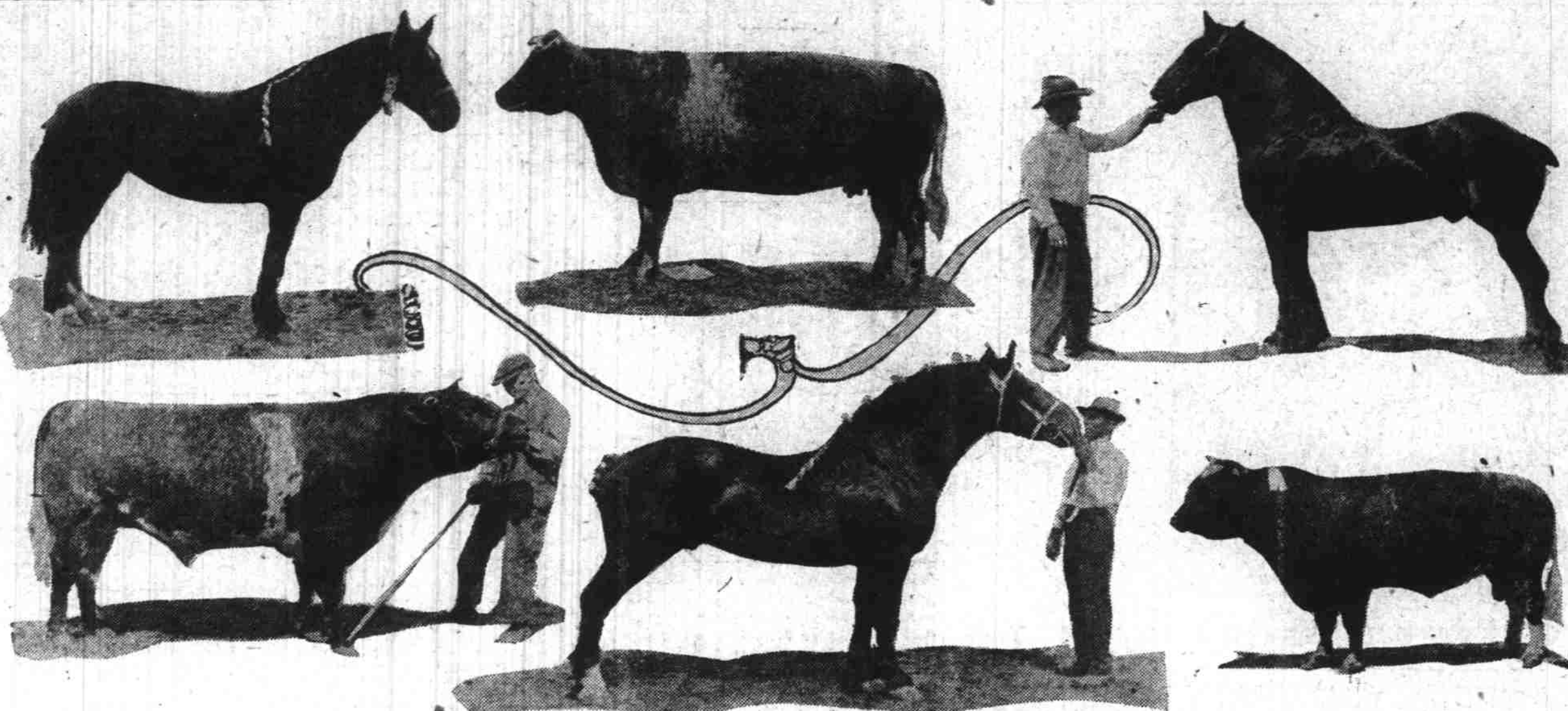
Cans Better Than Pans for Handling Products of Dairy

Milk and cream from even a few cows can be much more conveniently handled in regular milk cans than in the shallow pans and wide-mouthed buckets commonly used. Cans are convenient for collecting the milk at the barn and transferring it to the house. These cans may be bought in various sizes. For handling cream and skim milk where separators are used, or even where cream is set to sour for butter making, the "shotgun can" is very convenient. It can be easily covered and set in water and is convenient to handle.

Farmers who handle cattle, and dairymen who milk cows, always dread a late summer dry spell. At such times the green pastures turn brown and the effect is noticeable on the cows. The farmers who have silos can take care of the situation easily—just as easily as they can avoid the high priced feeds in the winter time.

To encourage the exhibition of purebred dairy cattle, the state fair of Idaho has appropriated \$5478 to be distributed in premiums.

CHAMPION HORSES AND CATTLE AT UNION STOCK SHOW



Above, from left to right—Pretty Pet, grand champion Percheron mare of show, owned by Eastern Oregon Experiment Station; Helen's Pride, first in aged cow class, owned by L. W. Cordiner, Walla Walla; Wilson's Idol, grand champion Shire stallion, owned by W. R. Ledbetter, Allee. Bottom—Village Preserve, owned by G. W. de May, Hot Lake, first and senior in yearling class; Salem, grand champion Percheron stallion, owned by A. R. Hunter, Island City; Good Prospect, grand champion Shorthorn bull, owned by W. J. Townley of Hot Lake.

LARGE CROWDS OUT TO VIEW STOCK AT BIG SHOW AT UNION

Livestock Exhibits Far Surpass the Entries of Previous Years in Numbers.

By E. J. Flestead
Field Animal Husbandman O. A. C.
To state that the Union County Livestock show, held at Union, Or., June 11-12-13, was a complete success, would be putting it rather mildly. Every detail was planned in advance and the uninterrupted schedule of events was staged to the entire satisfaction of all present. Record-breaking crowds were held to the high point of interest by the continuous appearance of thrilling and educational exhibits.

On the basis of numbers and quality, the livestock exhibits of this year have far surpassed entries of previous years. Judge A. E. Trowbridge, Columbia, Mo., said: "I have never, in my show experience, seen an exhibit of livestock where so many good individuals with so very few inferior animals were on exhibition. In the Shorthorn classes alone over 100 head were in keen competition for the many awards."

The horse department did not have, in numbers, a record show, though the quality of animals exhibited did not fail to impress the great importance of the industry. The many interested farmers viewing the grade draft class, consisting of 15 high class individuals, were not slow in expressing appreciation not only of the exhibit, but the wonderful permanency of the draft horse. Many of these farmers had had experience with tractors, which fact seemed to sharpen their interest and appreciation for the ever-reliable horse.

To do complete justice to the extensive livestock exhibits, practically every animal should receive honorable mention, but space will not permit—thus we must confine our remarks to a few individuals. The grand champion Percheron stallion, Salem, shown by A. R. Hunter, Island City, was a beautiful individual of unmistakable Percheron type. He might have had a little more size at the age, though he was a favorite among the breeders.

CHAMPION ANIMALS SHOWN

The grand champion shire stallion, Wilson's Idol, shown by Ledbetter & McKennon, was a very high class individual with wonderful action. He has a beautiful black coat, emphasized with a small white snip on the face. He lacked some in size for the breed. The Clydesdale yearling filly exhibited by E. J. Reynolds, La Grande, carried away grand champion female of the breed. A very good prospect showing the characteristic quality of the breed. The grand champion Percheron mare and finally sweepstakes of the show was a black 2-year-old, owned by Robert Withycombe of Eastern Oregon experiment station, a mare with scale and bone and favorite among the breeders. The strongest department of the show was the cattle department, and of this

department the Shorthorns were very much in evidence.

The first honors in the aged bull class went to Good Prospect, owned by W. J. Townley. This bull was finally made grand champion of the show. He is a very smooth, deeply-fleshed bull, with plenty of size and scale.

BULLS ATTRACT

The old consistent grand champion, General Hampton, owned by W. W. Green, was not shown this year except in aged herd. He was on the ground, however, and came in for his share of admiration. The bull, Hercules Duke, a 2-year-old, shown by W. G. Cordiner, is a very good individual. He lacked in finish, though he was a great ring-side favorite. The senior yearling bull, owned by G. W. DeLay, is a very promising individual, very masculine with considerable scale and size. He is not as smooth as some of the bulls, though a favorite for his place.

The aged female class was a very impressive exhibit. W. G. Cordiner won first on a roan 3-year-old, Helen's Pride. This cow had a wonderful middle, though her head and neck, also her hind quarters did not equal the cow Fork Branch Mildred, that stood second in this class. The latter cow was a ring-side favorite for its place. Bonnie Jean, owned by W. G. Cordiner, was first as a 2-year-old and under three. She was finally made senior and grand champion of the show. The junior champion heifer, Ruberta's Missie owned by G. W. DeLay, is a smooth white eifer though not carrying as deep in flesh as might be desired. The get of sire class brought out some 32 individuals, first being won by W. J. Townley on the get of Good Prospect.

The Herefords were represented by the herd of Robert Chandler, Baker, Or. The grand champion bull, Donald Rupert, was a promising individual, lacking, however, in width.

The Polled Herefords were represented by the herd of Phillips & Hord. Dr. W. T. P. Thy of Hot Lake and Frank McKennon, La Grande, showed very fine herds of Holstein cattle. Brown Swiss cattle were shown by Ed Myers, and the Ayrshires by W. W. Stevens. The sheep and swine exhibits were small, but were entered by men who are constructively working for the betterment of the industry.

One of the most interesting features of the show was the Shetland pony events staged by Mr. Levy. They were very pleasing and called forth considerable very favorable comment. Most of the light horse classes were shown before the grandstand. The favorites were the old horse, Galloway King II, owned by G. S. Levy, and one of his get, a grey gelding owned by Robert Withycombe.

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HOOD RIVER FRUIT-SHIPPERS SHOW HOW COOPERATION WORKS

Association Manager Makes His Annual Report—Growers Confident System Is Success.

Hood River, June 21.—The best argument that could be put forward on behalf of cooperative methods of selling apples and other fruit was offered at a meeting of the directors of the Hood River Apple Growers' association when, following the usual business, the directors declared that \$100,529.17 was available for dividends to growers who are members of the association. The announcement was based upon a report put forward by Manager Stone, which showed that the sum available for dividends consisted of money saved on the estimates for handling and marketing the fruit of growers who are members of the association.

By close attention to detail Manager Stone and his staff have effected this remarkable saving on costs of stores, advertising and per box charges, and these returns are quite distinct from any profits derived from the sale of apples and other fruit. One of the most noteworthy features contained in the manager's report is that, in spite of the heavy increase in the cost of labor, materials used by orchardists and all other requirements, the charge to the growers by the association has remained the same during the six years since the association was organized, a showing which, the directors declare, cannot be equalled anywhere in the world.

Not unnaturally, the growers are themselves very enthusiastic in their conviction that cooperation in marketing fruit is the short road to success.

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Manager
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System of Marking Hens to Determine Their Age Outlined

It is a practice of some poultrymen and farmers to maintain old hens in the flock and to cull the younger hens and pullets because of the difficulty in distinguishing between the birds after the pullets have matured. Farmers should avoid such confusion by marking the young chicks in the web of the foot with a toe punch before they are transferred to the brooder or the brood coop. A system such as the following offers practical means of identification for chickens:

The bird without any holes punched in the web of either foot should be known as No. 1; No. 2 has a punch mark in the right half of the right foot; No. 3 bears a mark in the left half of the right foot; No. 4 shows a mark in the right side of the left foot; No. 5 a similar mark in the left half of the left foot; No. 6 bears marks in both sides of the right foot, while No. 7 carries similar marks in both sides of the left foot. Bird No. 8 is identified by a mark in the left side of the right foot and another on the right side of the left foot, while No. 9 is known by a mark in the right side of the left foot; No. 10 shows a mark in the left side of the right foot and the left side of the left foot, while No. 11 is marked on the right side of the right foot and the left side of the right foot.

This system of marking may be continued indefinitely according to the ingenuity of the individual poultryman in mapping out a foot-print schedule. It provides means of identification for fowl as efficient as the Bertillon system of finger-print records of criminals.

Food Production in Reclamation Belt to Show Big Increases

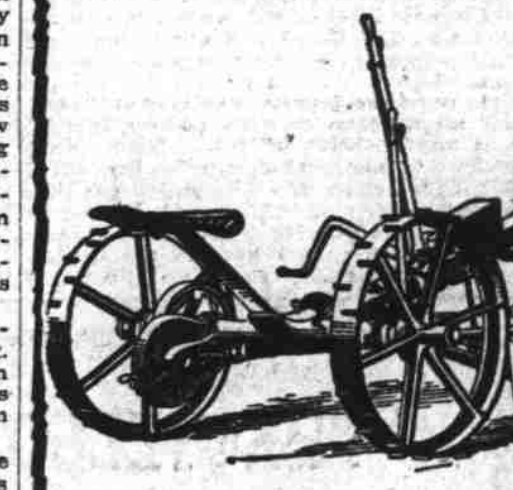
Prospects throughout the western reclamation belt indicate that the food production records of 1917 and 1918 will probably be eclipsed by those of the current season. Prices of essential food-stuffs are high enough to make it attractive and profitable for farmers to

produce on a big scale. Reports indicate that labor supply is abundant and good, although demanding high pay. Credits are not cramped, with the consequence that native farmers are not handicapped in their operations. This is why it looks like a boom year for the rubber-foot farmers of the far West.

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and that is just about all that does. Call it performance if you prefer, but it is all the same.

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