

EFFICIENT MARKETING

OREGON COUNTRY LIFE

EDITED BY
J. F. LANGNER

BETTER FARMING

OREGON FARMERS
ENTER PERIOD OF
GREAT PROSPERITY

By J. F. Langner

We have entered upon a period of improved agriculture from which we shall probably not depart, a period of progress and efficiency. A period when the profits of farming will be to those who first save and utilize that which has heretofore been wasted—a period when marketing will be one of the primary factors in successful agriculture as well as scientific production.

GREAT PROGRAM AHEAD

Farmers are looking for means to improve present marketing facilities in every state in the union. The wool growers are reorganizing their association to handle the raw material on some basis which will prevent what is at present believed to be profiteering on a hitherto unprecedented scale in the wool business.

The National Livestock association is considering plans for the marketing of beef cattle, sheep and hogs on some plan which will protect the producer and consumer alike from unnecessary intermediaries. Fruit growers throughout the nation are reorganizing hitherto more or less unsatisfactory local cooperative associations for marketing which have proven insufficient to handle a season's crop to the best advantage. The wheat growers of Washington, Kansas, Nebraska and Idaho are organizing for collective marketing.

COLLECTIVE MARKETING

The cotton growers of the South, through their southern association, are considering the advisability of reorganizing for collective marketing on a national scale, which means the domination of the world's cotton market by a cooperative organization of producers. There is hardly one line of agricultural production which is not earnestly endeavoring to improve marketing conditions by the application of economics instead of politics to the science of marketing.

Marketing efficiency depends largely upon economic production. No product can be marketed to the best advantage which is not produced at the lowest possible cost. Cost of production can be increased or reduced by the farmer almost at will. If the farmer is slovenly in his method of production his cost increases. If he is reducing the productivity of his land by taking away constituents more than he replaces, he is bringing up his cost of production to a point where it will soon run up all the profits at even the highest market price. If he is using old-fashioned methods instead of the labor saving appliances of the present day he is increasing cost of production.

BEST METHODS CHEAPEST

If he is not spraying his fruit trees and quantity production is lessened on this account, then he is increasing cost of production. If he is using scrub bulls instead of purebreds and the milk production of his cows is lessened he is increasing the cost of milk and production. If he is not using ensilage or has no silo he is increasing his production cost. The capital investment is not an expense, although the farmer considers it as such.

Any overt act on the part of the farmer tending to increase cost of production is an economic waste. The farmer has a distinct duty to the public, more apparent than in almost any other line of business. It is his duty to produce food at the lowest possible cost of production. It is his duty to see that it reaches the mouths of the consumer, at the lowest possible cost.

WATCH THE MIDDLEMAN

It is his duty to see that the consumer pays a fair average price for the farmer's product. If the farmers today think that there are large economic wastes in production or that profiteering on the part of middlemen is rampant, then they have it in their power to remedy such conditions themselves without recourse to politicians.

The answer to the troubles of the farmers of California was the application of business principles to the essentials of farming, reduction of cost of production to a minimum and collective marketing. The answer is the same throughout the country.

1919 Census Shows
Umatilla Project
Valued \$2,200,000

Hermiston.—The 1919 census of the Umatilla project, just by the reclamation office, shows that the total value of the crops grown during the year is over \$600,000, averaging almost \$75 per acre. Of the 10,500 acres that are irrigable, over \$700 are in alfalfa and the 6000 acres of mature alfalfa, produced a crop valued at \$488,000. The apple crop is valued at \$68,000, and the

DAIRYMEN LOSE FRIEND



J. D. Mickle, who is retiring from the office of dairy and food commissioner.

returns from stock, poultry and bees is estimated at \$400,000. The highest crop returns were obtained from one quarter acre of muskmelons, which netted \$300, or at the rate of \$1200 per acre. There are 507 farms, over 400 of which are operated by the owners, and over half of the project population of 2500 live on the farms. The total land investment, including purchase price of land, cost of leveling, buildings and improvements, is over \$2,200,000.

GROWER'S
ASSOCIATION
NOTES

Eugene, Feb. 23.—J. O. Holt, manager of the Eugene Fruit Growers' association and head of the packing department of the Oregon Growers Cooperative association, says canned goods will be higher next summer. C. E. Wilcox, head of the canned goods department of Sprague-Warner company, Chicago, expressed the same opinion. Both blamed it on high wages paid. When wages are lower, canned goods will be lower, Mr. Holt said.

Medford, Feb. 23.—The Oregon Cooperative Growers' association, which at first had hard work in getting a foothold in Medford and vicinity, has grown in popularity until up to date 144 local growers have signed up a little over 5000 acres. Other signatures are in sight.

Klamath County to
See the Introduction
Of Silo Systems

Klamath Falls.—The introduction of silos in Klamath county will be furthered by the county farm bureau as the result of several thousand successful experiments last year. H. A. Talbot, a farmer on the Keno road, is one of the first to utilize a silo for dairy feed. Last season he experimented with several acres of sunflowers and found them both highly productive and valuable feed for dairy cows. Hundreds of farmers in this county will raise sunflowers this year as the result of his venture.

Poultry School Opens

The Dalles, Feb. 23.—Under the auspices of the Wasco County Poultry association the first poultry school ever held in this city is now in progress. Poultry authorities have been secured to lecture and demonstrate to the local fanciers, and all phases of the work are exhaustively discussed. Other schools will be held for the benefit of Wasco county farmers at nearby towns. Speakers appearing here today are: Professor C. S. Brewster, formerly poultry expert at O. A. C.; U. L. Upson, manager of the Oregon Poultry Producers' association; A. E. Gronewald, local expert; A. L. Fluharty, county agent, and R. A. Stewart, president of the Wasco County Poultry association.

WHEAT MARKETING
PLAN IS ENTIRELY
IN FARMERS' HANDS

By G. R. Hyslop

The proposed wheat marketing plan for the handling of wheat of Oregon, Washington and Idaho through a non-profit, cooperative marketing association has come in for a considerable amount of inspired publicity, recommending it. Some individuals appear to think that the plan will be a serious blow to the exporters and millers of wheat. Thus far I have not seen any opposition to the plan on the part of the wheat buyers or millers and there are some who feel that the successful adoption, by farmers, of such a plan would, with proper management, reduce the handling cost of wheat to the buyer.

I believe it is entirely possible for farmers to market their product through their own organization; the successful plan, I believe, must originate as the result of a demand coming from farmers rather than as a promotion project passed on to them.

WEAK POINTS SHOWN

The general plan carries a number of good things, but I cannot commend it to Oregon farmers, for the following reasons:

First, I have seen no evidence of any requests on the part of Oregon farmers for any plan of the sort. A committee said to represent the Washington organization committee came to Pendleton for the purpose of securing the indorsement of the plan in order that it might be promoted among Oregon growers. At this meeting of large wheat growers the plan failed to receive indorsement. It was actively opposed by wheat growers who have been marketing through the Tri-State Terminal company, but in the absence of specific contracts and other material relating to the plan, judgment was suspended. A committee was appointed to consider the matter on February 14, and only a few of the members of the committee were present. There may be another meeting held for further consideration.

PLAN NOT INDORSED

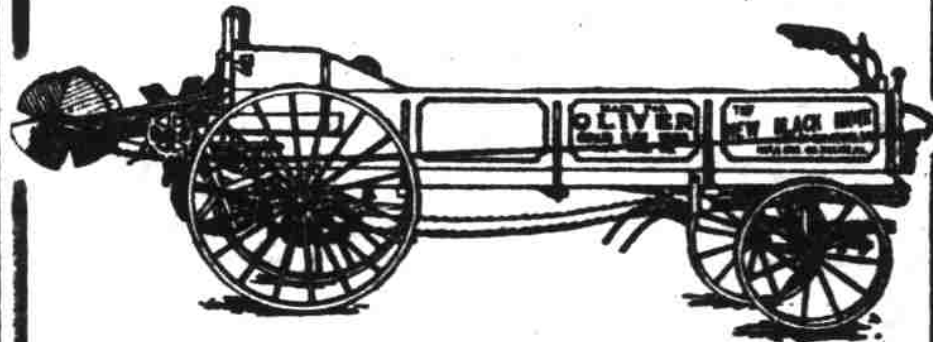
Second, the plan has not received the indorsement nor does it have the support of the Tri-State Terminal company, a farmers' wheat marketing organization. The fact that the new company does not carry this indorsement and the appearance, at one meeting at least, that the purpose of the new marketing system is to undermine the Tri-State Terminal company gives rise to a situation very unsatisfactory from the farmers' marketing point of view—viz., two farmers' marketing organizations in the field, fighting each other will tend to weaken the entire farmers' marketing program. For this reason it seems best that the Oregon farmers stay out of the new organization unless some means of harmonizing the two organizations can be arranged.

Third, most of the so-called non-profit, cooperative marketing organizations are established to handle a perishable product, and include a controlling factor in the crop. Wheat may be stored and is marketed against world competition. Further, several of the so-called non-profit cooperative marketing associations have dealt principally during a period of advancing prices. The crucial test for them is when they try to move crops on a declining market.

LACK CONFIDENCE

Fourth, there are a great many leading wheat farmers who do not have confidence in the men who seem most active in the promotion of the new organization. This lack of confidence is rather widespread and is likely to be more acute with men who carefully consider the proposed marketing agreement. The remaining reasons why I would not sign up a wheat crop with the organization have to do primarily with features of the contract itself and the

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methods that have been made use of in attempting to put it over.

Fifth, Remembering 1918 as a poor crop year in the Northwest and also our competition with Western Montana, I do not believe that 25 per cent of the crop is enough.

Sixth, I think there is too much risk in signing up a crop for a six year period in an untried organization. A shorter time, if successful, should establish the confidence of the members, and enable their organization to continue.

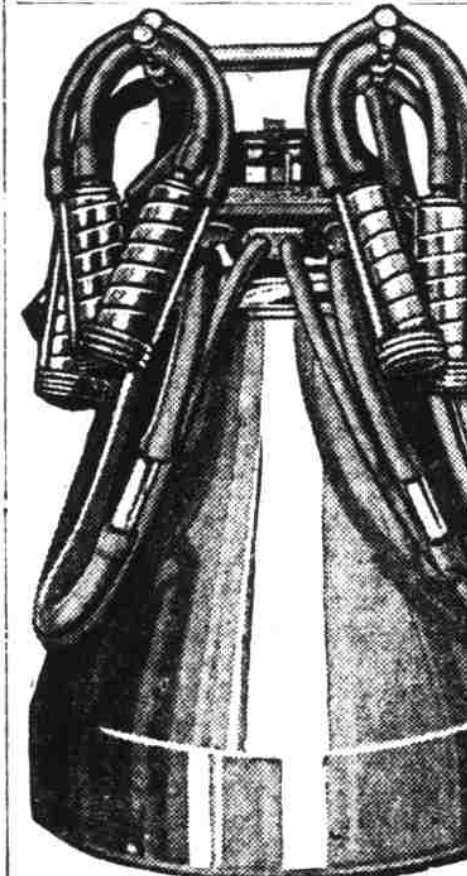
Seventh, The agreement substantially states that in the event that 25 per cent of the crop, as of the 1918 basis, is not signed up by July 1, the organization committee shall notify each subscriber before July 8. The subscriber has the opportunity to withdraw, in writing, if he does so before July 20. If after July 20 there still remains, not withdrawn, 10 per cent of the total production, the organization committee may proceed.

TIE UP CROPS

Three things should be remembered in this connection: (a) July 8 to 20 is a very busy time and the chances are that a good many men on this account may fail to withdraw, or are really in the organization by default. (b) These men failing to withdraw and who have signed on the assumption that 25 per cent was the real basis for organization have their entire wheat crop tied up for a six year period with a marketing organization not possessing very much strength. (c) "For all matters of acreage, or percentages or signatures, and all statements of fact in connection herewith, written statement of the organization committee, signed by its chairman, shall be absolutely conclusive with or without notice to the subscriber." In other words, no subscriber may question the authenticity of figures or percentages given out by the organization committee. The grower has no "come back."

AUTHORITY TOO GREAT

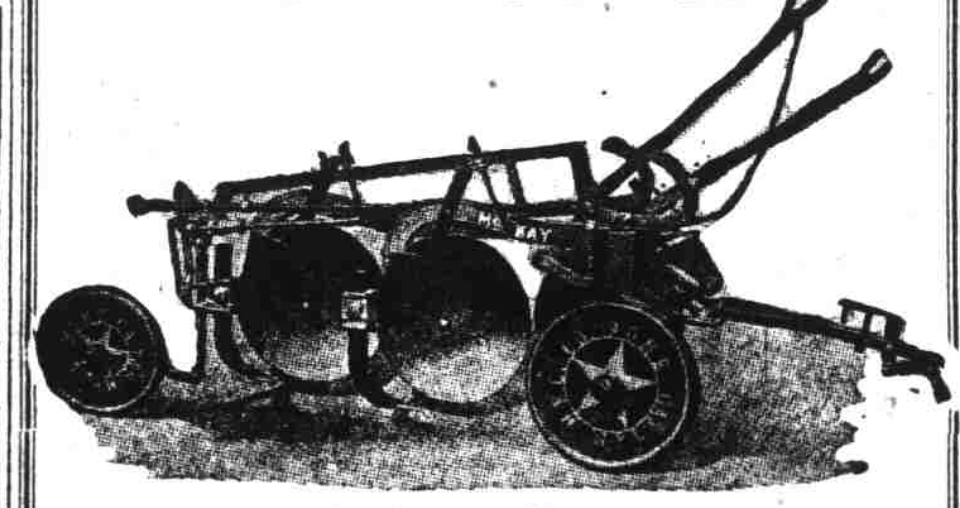
Eighth, One section of the agreement indicates that directors are to be elected by the members from among the members at the annual meeting and that these members shall be actually growers. "The organization committee as the representative of all subscribers to take such steps as it may deem necessary and proper to secure as subscribers hereto, growers representing at least 20 per cent of the said production; to select and name 15 organizing directors conforming, as closely as the discretion of the committee may approve, to the provisions of paragraph three (but not restricted thereto), and including one per-



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son to be named by the dean of the College of Agriculture; and to take all steps necessary or advisable in the discretion of the committee to organize the Washington Wheat Growers' association." In other words, an organization committee selected previous to signing by subscribers is given authorization to name the organizing directors and these directors are given an unusual amount of authority. The joker is in the clause "but not restricted thereto."

Ninth, The agreement is strictly iron-clad in so far as the grower is concerned. Once the grower gets in it, there is no way out, unless (a) he withdraws in writing between July 8 and July 20, and then only in the event that less than 25 per cent of the crop is signed up before July 8. The grower has the opportunity to withdraw, in writing, if he does so before July 20. If after July 20 there still remains, not withdrawn, 10 per cent of the total production, the organization committee may proceed.

Tenth, It seems to me that the organization committee has extreme power and the grower is not properly protected.

STATEMENTS REFUTED

Eleventh, It has been indicated in connection with the promotion of the plan that some of the Tri-State Terminal company directors were in harmony with it. These same men have completely repudiated the statement.

Summing up the situation briefly, the fact that the new organization is long time (six years) experiment, that it is not coming to Oregon at the call of the farmers themselves, and that it is not in harmony with the present existing farmers' marketing organization, that not enough of the crop is included, that the crop is tied up absolutely without proper protection to the farmer, and that a non-elected organization committee has rather unlimited power and the grower has practically no protection, I feel that any farmer signing up his crop in it for a six year period is making a mistake.

Is Great Strawberry Section

Eugene, Feb. 23.—Fruitgrowers in the lower Fiddle creek section of Lane county, south of Florence, expect to make this part of the state famous for its strawberries. They see great possibilities for this industry, as the price realized in Eugene last year to the producer was 15 cents a pound. Due to a subsoil under the sandy loam, the Fiddle creek section raises most luscious strawberries. County officials are preparing to build several miles of road in that section south of the Ada post-office, in order to give farmers road connection with the railroad instead of being obliged to deliver their produce partly by lake.

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Ramsay Farm Loan
Association Elects
Officers for Year

The Dalles, Feb. 23.—The National Farm Loan association of Ramsay met yesterday and elected the following officers: H. P. Sorensen, president; C. F. Douglass, vice president; F. M. Gill, secretary; treasurer. Directors chosen are: C. F. Galligan, H. P. Sorensen, Foster Winslow, J. M. Ostereng, L. B. Redding and C. F. Douglass. Twenty-one loans totaling \$16,500 at 5 1/2 per cent interest were made through the organization to farmers the past year.

Tygh Valley and Wamie has organized farm bureaus and will pay particular attention to the certification of alfalfa and grains.

Seed Alfalfa From
East Oregon Tests
100 Per Cent Pure

A purity test of 100 per cent was the record made of a sample of alfalfa seed at the seed laboratory at Corvallis. The sample came from Nyssa, Or., from a farmer who has had his seed tested for two or three years. It was accompanied by another sample which had but 95 per cent seed, this being lamb's quarters. Such a record is very unusual, owing to the great number of noxious weeds that offer so much trouble to farmers.

During the six months between last July and January 1 some records were kept, and it was found that out of 50 samples of alfalfa all of which contained some weed seeds, 12 were infested with dodder. Of these 12, no less

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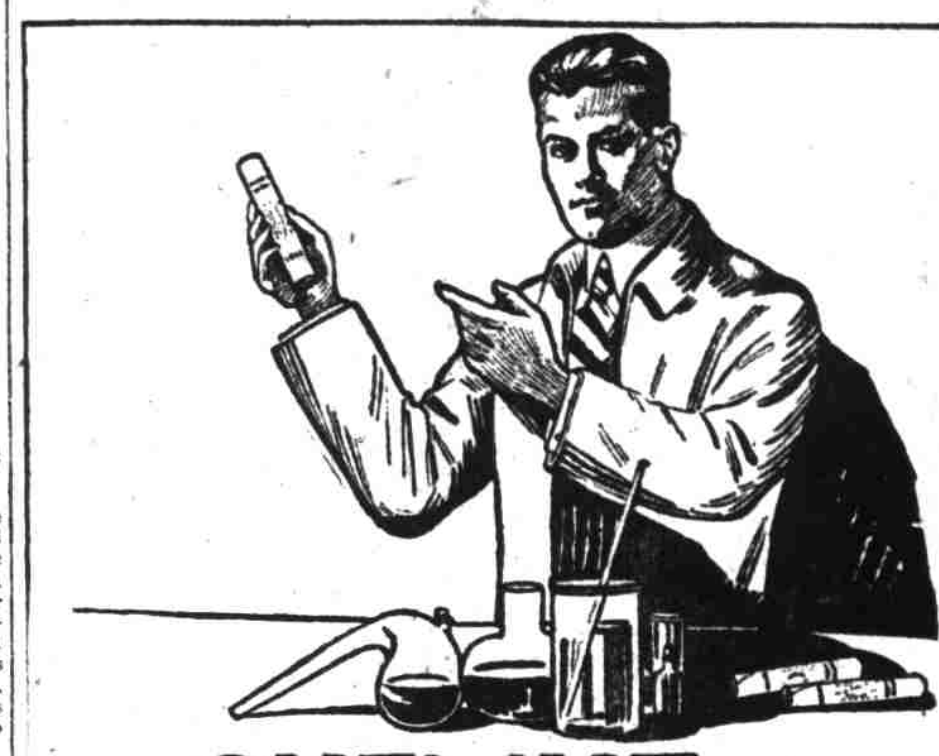
than nine were from east of the Cascades. For this reason it speaks well for Eastern Oregon to be the first to have pure seed.

The farmer submitting the alfalfa seed has followed recommendations made by the Oregon Agricultural college authorities regarding the use of some of the many samples of seed he has had tested during the last few years. At some expense and incon-

venience, he has discarded all but the very best seed, buying from various sources only after being satisfied with their tests, and the result is shown in the purity he has attained.

Seed testing in his opinion pays big returns, and is a necessity in starting alfalfa.

When answering advertisements mention the farm pages of The Journal.



**The CHEMIST says—
"genuine GIANT is
always uniform"**

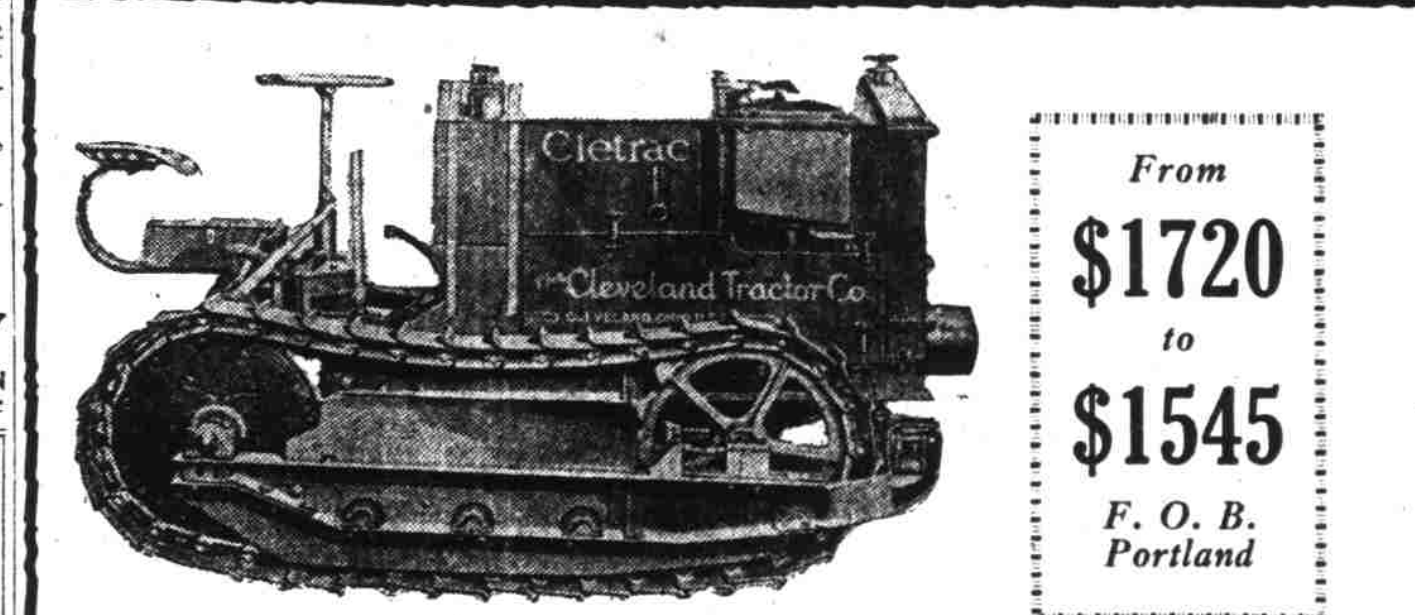
At every Giant Powder plant the chemical laboratory controls the processes of manufacture. They make continuous tests that insure the unvarying high quality of Giant Powders. Each pound of Giant Powder is exactly like every other pound of the same grade. Such uniformity means economy, efficiency, safety. Professional users of Giant Powder—miners, quarrymen, contractors—all know that the name "Giant" stands for utmost dependability in explosives. When you have land to clear, trees to plant, subsoil to be broken or ditches to be blasted, tell your dealer to get for you one of the Giant Farm Powders—Eureka Stumping or Giant Stumping. Don't accept any ordinary dynamite, but insist on genuine Giant Powder, bearing the Giant trade mark on every box.

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