

EFFICIENT MARKETING

OREGON COUNTRY LIFE

EDITED BY
J. F. LANGRER

BETTER FARMING

COOPERATIVE PLAN
OF MARKETING IS
RAPIDLY EXTENDED

By J. F. Langrer

The rapid extension of the Pacific coast plan of cooperative marketing and its adoption by farmers in other sections of the country is an infallible indication that the fundamental principles involved are being recognized as an economic improvement on the present cumbersome system of distributing food from the farmer to the kitchen of the consumer.

Farmers handling over \$400,000,000 annually of farm products of the Pacific Coast have organized cooperative marketing associations which recognize the basic principle that the practical application of business methods in the packing, processing, storing, transportation and distribution of food products benefits both producer and consumer. They recognize that the main cause of the high cost of food is due to excessive profits taken by unscrupulous middlemen, largely by speculators or profiteers, after the product has left the hands of the producer and before it reaches the kitchen of the consumer. The effect of speculation in high prices, and the purpose of these associations is to eliminate the cause—that is, to remove undue speculation and to minimize excessive profits in the course of distribution from the producer to the consumer.

RESULTS ARE THE SAME

Generally speaking, it is a matter of indifference to both producer and consumer whether the spread between what foodstuffs bring at the farm and what they cost in the city is due to excessive profits on the part of a few distributors or the accumulation of reasonable profits to a great many. The results in dollars and cents is the same.

The producers' associations of the Pacific Coast are organized on the assumption that there are too many middlemen between the producer and the consumer. Even if only a few middlemen are making a modest and reasonable charge for their services, it is recognized by everyone that too many persons getting a living, even though it be legitimate, in such a way as to impose a serious burden upon society, tends to largely increase the ultimate cost to the consumer without materially benefiting the producer.

BUSINESS LEGITIMATE

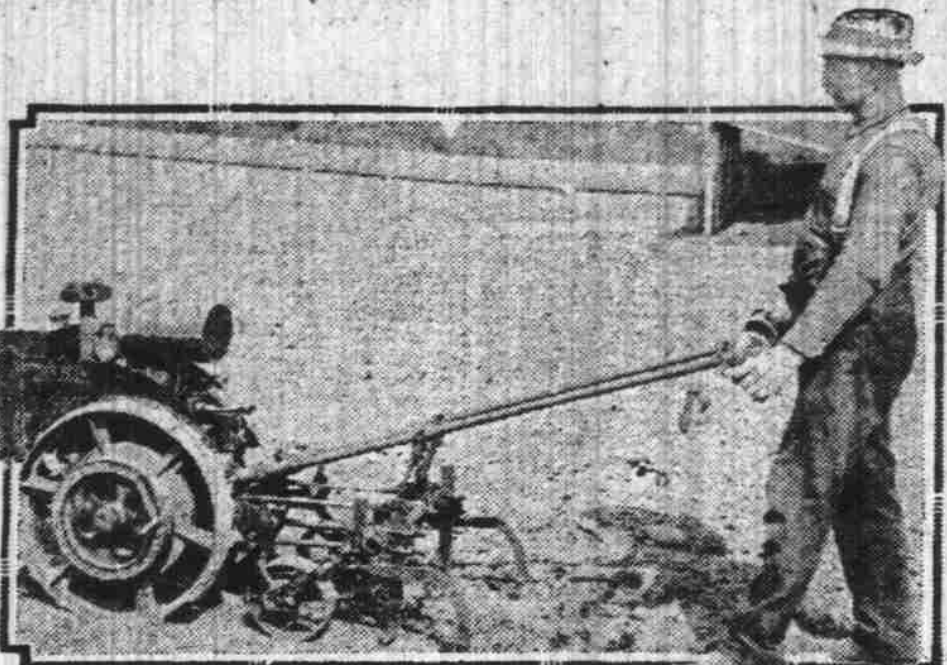
This must not be construed to mean that all middlemen are speculators, profiteers or unscrupulous. On the contrary, the producers' marketing associations recognize that legitimate brokers, jobbers and wholesale houses are a part of the true economic system of distribution, and no attempt is made to interfere with their functions adequately and economically performed.

In between the legitimate distributor and the producer comes the speculator. The man who buys butter at a low price against a raise in the market—that is, who holds it in cold storage until the demand exceeds the supply and prices increase correspondingly—is the unnecessary middleman. The speculator who holds the butter primarily for profit and then sells it through the legitimate distributing system is the class of speculator cooperative associations seek to eliminate. These Pacific Coast associations are organized and financed in such manner as to make it possible for the producer himself to own and operate for his benefit and that of the consumer solely cold-storage plants or other warehouses wherein he can hold his product produced during the surplus period. They seek a natural and free operation of the laws of supply and demand, and without adding anything to the consumer's cost, take to themselves the profits which hitherto have gone to a small but highly organized group of speculators who perform no economic service to the community, and who, because of the very nature of their operations, control in a greater or lesser degree and for their own particular benefit the normal operation of the laws governing prices based on supply and demand.

MIDDLEMEN COOPERATE

The legitimate distributor has nothing to fear from the farmers' cooperative associations of the Pacific Coast. Thousands of brokers, jobbers and wholesalers deal with the producers' associations of Oregon, Washington and California. These farmers' organizations do not injure legitimate business. On the contrary, they tend to stabilize business and put it on a non-speculative basis. An excellent exam-

SMALL TRACTOR AT WORK



E. J. Steel of Portland operating a Beeman tractor in his pansy gardens. Steel says the tractor saves much time and labor.

ple of the value of producers' associations and an indication of how they act for the benefit of producer, legitimate distributor and consumer alike is found in the transactions of the Berry Growers' Association of California. It was the habit of the formerly unorganized berry growers to consign their berries to San Francisco commission houses for sale at market prices. Berries deteriorate rapidly; therefore the commission houses forced all the berries on the market very early in the day, causing a glut and disastrously low prices to the producers. Prices paid to the growers were so much less than cost of production that the very life of the berry industry was threatened. The growers, recognizing that surplus production controlled the price of the whole, organized a marketing association on business lines. They entered into a contract with the commission men not to sell any berries after 8 a. m. The growers made another contract with the California Packing company to take all surplus berries unsold at 9 a. m. The result was that the commission men, having their surplus protected, did not have to dump all the berries on the market first thing in the morning, because the growers' association, through its contract with the packing company, had actually protected the commission men against the very thing they feared most—a surplus which would turn a profit into a loss if perished before the berries were unsold. Before they spoiled. In this way the Pacific Coast growers' associations recognize the function of the legitimate distributor. They do not attempt to enter his field. But they do attempt, and with good effect, to stabilize the market for their own product by applying these fundamental principles which ordinary common sense and good business practice demands of private enterprise.

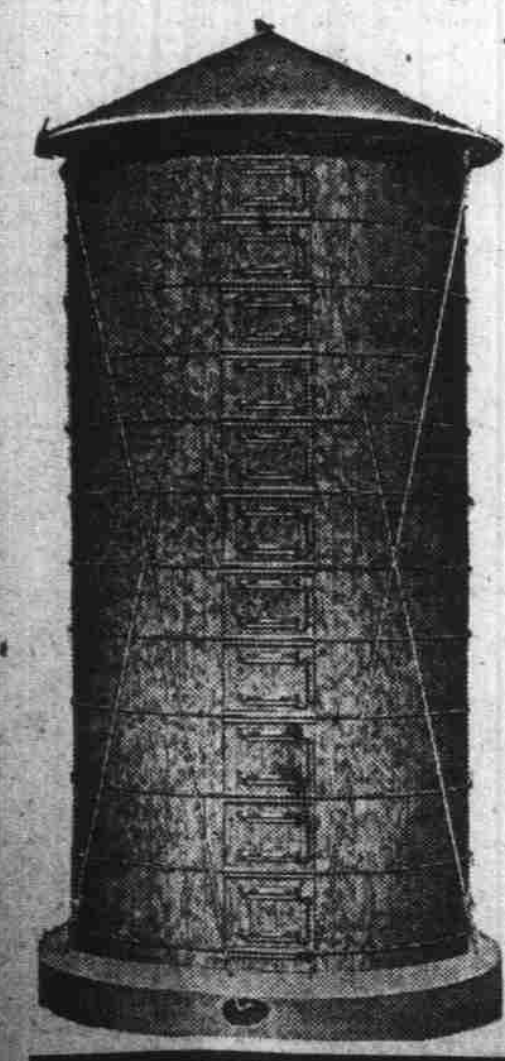
NEW PUBLICATIONS
OF THE
U. S. DEPARTMENT
OF AGRICULTURE

"Harlequin Cabbage Bug and Its Control." Farmers' Bulletin 1087.
"California Oak Work." Farmers' Bulletin 1076.
"Home Supplies Furnished by the Farm." Farmers' Bulletin 1082.
"Control of American Foulbrood." Farmers' Bulletin 1084.
"Beautifying the Farmstead." Farmers' Bulletin 1087.
"Book-Ledge or Psalms." Farmers' Bulletin 1104.
"A Machine for Trimming Camphor Trees." Department Circular 78.
"American Foulbrood." (Professional paper) Department Bulletin 809.
"A Pink Yeast Causing Spoilage in Oysters." (Professional paper). Department Bulletin 816.
Copies of these publications may be obtained on application to the division of publications, United States department of agriculture, Washington, D. C. In order to aid the department in giving prompt attention make your request definite by specifying the distinct class and number of publications desired, for example: Farmers' Bulletin No. 110; Department Bulletin 114; Department Circular 78.

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Livestock
Questions
Answered

By Dr. J. C. McOWEN, Veterinarian

Question—What can be done for a cow that has a rupture located at or near the navel?

Answer—If not too large, blistering will help. However, if it does not help it will tend to make the condition worse. The best remedy is to have a veterinarian operate and completely close up the opening into the abdominal cavity.

Question—Is there anything that can be rubbed on the back of cows to prevent the grubs burrowing through the skin? Some call them ox warbles.

Answer—The life cycle of this fly is as follows: The mature fly lays eggs on the legs of the cow, the cow licks or bites the eggs and swallows them, these eggs hatch out in the paunch, from the paunch they migrate to the walls of the esophagus. After a period of development there they penetrate to the backs of the animals and remain for some time underneath the skin. When the larval stage is completed they pass out on the ground and finally become flies again. The remedy consists in removing them and destroying them at the time they are about to come out from beneath the skin.

Question—I have a valuable cow that has an extra test so placed that it is hard to milk her by hand and impossible to do so with a milking machine. What can I do for this condition?

Answer—The best procedure would be to have a veterinarian operate and completely remove this extra test. The right time to do this is while the cow is dry. However, if you wish to try and remedy this condition yourself, ligate the base of the test as to cause the test to slough off. If the milk leaks out apply red hot iron to the opening.

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NOTES FROM
O. A. C.

Farm Management—The H. C. L. will hit the farm wage as it has every thing else. Join your farm bureau and set a fair wage. Good farm hands require a good farm wage.

Because farming is a business, keep farm records.

Because you need a record for your income tax report, keep farm records.

Because it will lead you into more careful cost accounting methods, keep farm records.

Farm Crops—If you intend to plant clover or alfalfa this month, now is the time to begin to cultivate the soil at weekly or 10 days intervals.

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EXPERT BELIEVES
FARMERS TO MAKE
ALCOHOL AS FUEL

"I see the day coming—and I do not think it is far distant—when the farmer will make his own fuel. Of course it will require some changes in legislation to permit the making of alcohol. If the backwoodsman of Kentucky can make whiskey good enough for a Kentuckian to drink I don't see why the average farmer can't make alcohol good enough to run a gas engine."

Thus said J. B. Bartholomew, a member of the executive committee of the National Tractor and Implement association and president of the Avery Tractor company of Peoria, Ill. Bartholomew came to the coast to attend the foreign trade convention in San Francisco and also to look over the agencies of his big company in Oregon and the Northwest. It was his third trip to the coast within 16 months.

"We are not worrying greatly over the prospective shortage of fuel to run farm tractors or automobiles," Bartholomew continued. "It has been my observation that when the American people need something bad enough, there comes along the man with the brains to invent it. And usually these inventions do not come until they are needed. One who tries to back something that is 25 years ahead of the time usually makes a financial failure of it. It is not good business to be too far ahead of the demand—that's basic. But when we need a new kind of fuel for our internal combustion engines, had enough somebody will come along and invent it or discover it for us."

Bartholomew was very optimistic concerning the tractor outlook in the United States. He said that now the manufacturers are getting closer to the farmers' problems and are making machines that will do almost anything that is required. Oregon is a big field for the tractor, as are also the islands of the Pacific and the Orient, which are reached by export from the Pacific coast.

Lewis County Stock
Men Will Exchange
Visits and Picnic

Chehalis, Wash., May 22.—On June 10 at 9:30 a. m., the members of the Lewis County Holstein-Friesian club will meet in Chehalis and make a trip over the county to visit the various farms owned by members of the association, with the idea of seeing each other's stock farms, and becoming better acquainted. Lunches will be taken and at some point convenient for the purpose, a picnic dinner will be enjoyed. The committee named to arrange for a stock exhibit at the South-west Washington fair held a meeting and worked out a preliminary method of action, whereby they expect to have on exhibit over 40 head of local stock, owned by the members of the association.

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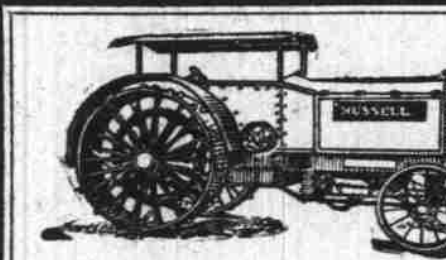
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Thousands Attend
Extension Schools
In Past 6 Months

Oregon Agricultural College, Corvallis, May 22.—At least 10,000 persons have attended extension schools in 43 communities in 14 counties in the last six months, according to Professor E. B. Pitts, dairy specialist, O. A. C., who has had charge of scheduling the schools.

Farm bureaus have pushed this work, the object of which was community development. Subjects covered by lectures and demonstrations have included dairying, farm crops, soils, horticulture, plant pathology, poultry husbandry, animal husbandry and home economics. A new impetus in agriculture and home development has been evident in the communities where these schools have been held, it is pointed out.

When answering advertisements mention the farm pages of The Journal.

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