

EFFICIENT MARKETING

OREGON COUNTRY LIFE

BETTER FARMING

FARM MARKETING BILL ON BALLOT DECLARED NEEDED

By J. F. Langer

"Cooperative farm marketing" is the most widely discussed topic in Portland at the present time. What does the cooperative movement mean? Is it a menace to business? How will it affect me personally? Will it bring prosperity or ruin upon the state? These and many other questions have been running through the minds of Portland business men for many weeks past. And the overwhelming majority of them have answered and been answered "No." It will not ruin the state. It will not adversely affect business. It will not be a menace to continuing prosperity. Rather it will bring unprecedented prosperity to the state. It will bring unprecedented prosperity to business. It will benefit whole communities.

For the first time in the history of cooperative marketing Portland business men have had an opportunity of thoroughly grasping all that the great movement of the century means to legitimate business, both big and little. Portland business men, bankers, farmers and representatives of the Oregon Agricultural college, recognizing the value to the producer, business man and consumer of cooperative farm marketing, jointly drew up the Oregon state market commission act, and it came before the voters as an initiated bill by the Oregon State Taxpayers' league in November. It is probably one of the most constructive pieces of legislation of recent years offered to the people of Oregon. It is a recognition on the part of the business men and bankers of Portland, however belated, that the prosperity of the entire state depends absolutely upon the prosperity of the farmers of the state; that given a prosperous farming community the whole state and every city, town, village and hamlet in the state will be prosperous; that given a poverty stricken, disheartened and non-profitable farming industry, business in the whole state reflects the condition of the farmer in like lack of prosperity.

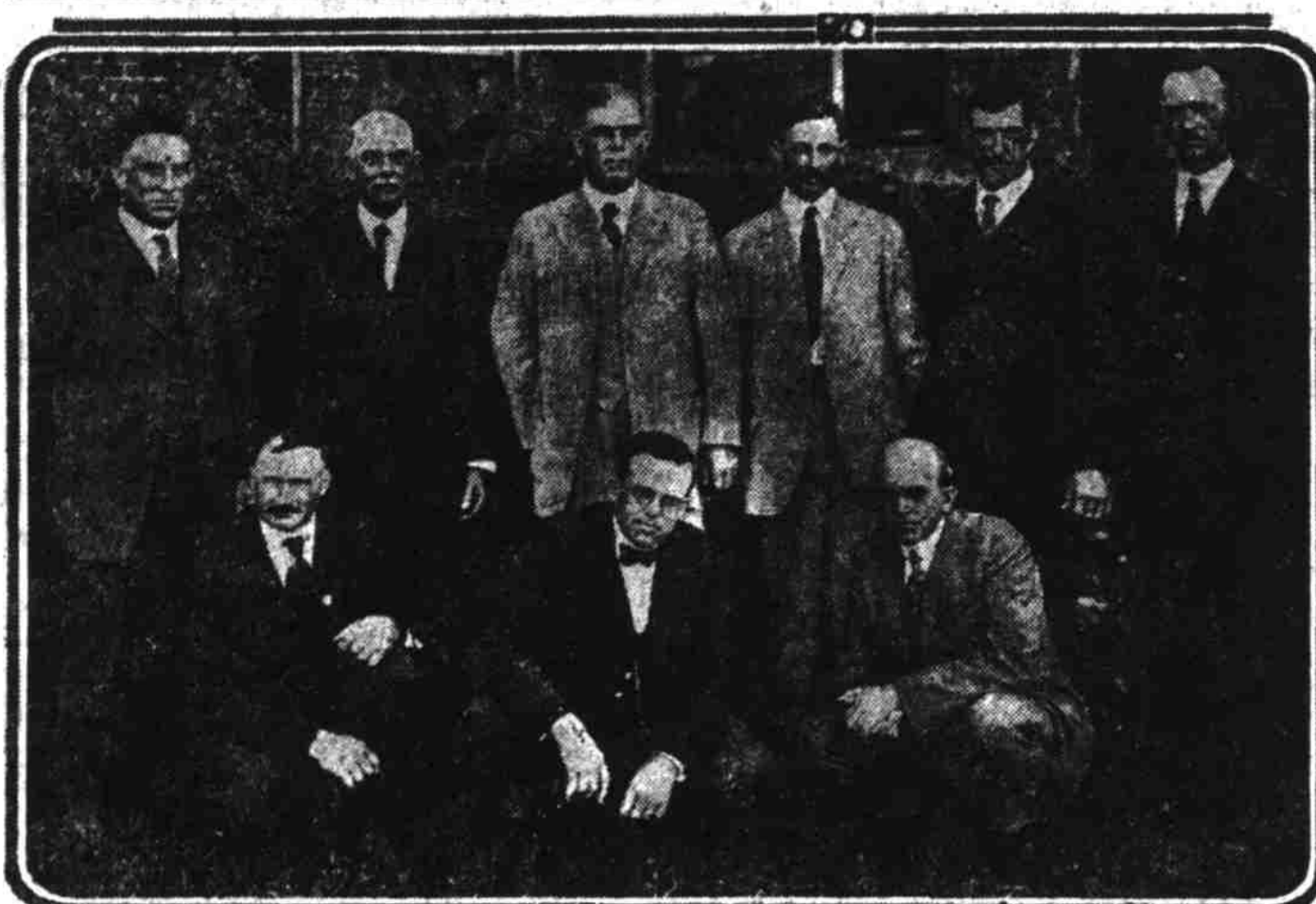
ENLIGHTENING TALK GIVEN

Portland business men during the last three weeks listened to three great addresses from national figures in the cooperative movement. Aaron Sapiro, the famous attorney for California farmers' associations, addressed the Portland Chamber of Commerce on cooperative marketing as practiced in California. To one of the biggest audiences of the year, he conclusively showed Portland business men that their whole interest lay, not in making as much money as they could out of the farmer, but in helping the Oregon farmer to make as much money as possible out of his crop, in helping him market his crop scientifically, in helping him organize business-like cooperative marketing associations which would increase the markets for Oregon farm products and maintain a stable and reasonable level of prices so far as it is humanly possible to do so.

THEORY FOUND SOUND

The second speaker of note to address a Portland audience was Don Francisco, advertising manager of the California Fruit Growers' Exchange, who showed Portland business men that the big growers of California, shipping under the

FARM BUREAU OFFICIALS MEET



Farm bureau representatives in recent conference. Upper, left to right—Rupert Dibble, Columbia county; T. N. Case, Klamath county; George A. Mansfield, Jackson county; C. B. Banning, Douglas county; P. O. Powell, Polk county; O. R. Dougherty, Clackamas county. Front row—H. A. Lewis, Multnomah county; Walter K. Taylor, Benton county; C. E. Niles, Josephine county. All but Dibble are presidents of their farm bureaus.

brand "Sunkist" had, through their cooperative organization, handled successfully over \$50,000,000 of oranges in 1919 at reasonable profits to the growers. He showed them that this had brought prosperity to the whole of Southern California. That the growers, making reasonable profits, had money to spend in the cities, that whole communities had become prosperous because of the turnover of this \$50,000,000 through one association alone. And the cooperating farmers of California last year had \$300,000,000 to spend. They spent this in the cities and towns near where their products were grown.

PRODUCTION STIMULATED

Francisco pointed out that so long as the farmer received a fair price for his products, through their cooperative associations, while the price might be higher than it was formerly, it stimulated production. He went on to point out that low prices tended to decrease production and that consumers would inevitably pay high prices where there was a short crop. It is inconceivable that production at a more or less stable price tends to keep prices at a minimum. As production decreases so do prices increase. This is the inevitable law of supply and demand. Cooperative marketing associations which the state market director of Oregon is to be authorized to foster, by keeping the producer producing, benefit the producer, the business man and the consumer.

WASHINGTON FAIRS

Whatcom county fair, Lynden, Wash.—C. M. Waples, secretary. September 28 to October 2.

Western Washington fair, Puyallup, Wash.—G. D. Osborne, secretary. October 5 to 10.

Douglas county fair, Waterville, Wash.—October 5 to 8.

Wahkiakum county fair, Cathlamet, Wash.—October 5 to 8.

Stevens County Livestock association, Colville, Wash.—L. H. Rath-Hisberger. September 23 to October 1.

Western Royal Livestock show, Spokane, Wash.—J. H. T. Smith, manager. November 1 to 5.

OREGON FAIRS

Oregon state fair, Salem, Or.—A. H. Lga, secretary. September 27 to October 2.

Harney county fair, Burns, Or.—Julian Byrd, secretary. September 30 to October 2.

Wasco county fair, The Dalles, Or.—J. M. Patterson. October 4 to 7.

Multnomah county fair, Gresham, Or.—C. D. Minton, manager. October 4 to 9.

Linn county fair, Albany, Or.—A. C. Schmidt, secretary. Oct. 4 to 9.

Oregon Interstate fair, Prineville, Or.—R. L. Schee, secretary. October 6 to 9.

Hermiston dairy and hog show, Hermiston, Or.—C. M. Jackson. October 8 and 9.

Sherman county fair, Moro, Or.—C. C. Calkins, secretary. October 11 to 15.

Pacific International Livestock exposition, North Portland, Or.—O. M. Plummer, general manager. November 13 to 20.

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Potato Diggers, Potato Sorters, Sprayers, Planters

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By E. B. Fitts

(O. A. C. and U. S. Dairy Specialist)

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The dairy cow for maximum production must have a liberal amount of protein. One of the cheapest and best sources is alfalfa hay. Experienced dairymen everywhere recognize its value and feed large amounts of it even in places far distant from point of production.

This adds expense of handling, baling, freight and commission or selling costs to the cost of hay where it is grown. Even with these added costs it is still the cheapest feed they can buy, and the handicap does not force them out of the business.

Dairying is a manufacturing enterprise with the cow converting raw material—hay—into concentrated product—milk. The nearer the plant is to the source of materials supply, the greater the opportunity for profit.

Alfalfa thrives luxuriantly in the irrigated regions, and corn, or sunflowers in the higher belts, does well and provides succulence of an ideal nature as silage.

Silverton Farmer Enrolled at O. A. C.

A. N. Doerfler, a prominent hog man of the state, has registered this fall at O. A. C. in a special advanced animal husbandry course. As proprietor of the his herd of Duroc Jerseys. His boars loka farm, near Silverton, Or., he has been sold to head the herds of Golden Rod Queen, the first from his herd, heads the Jersey Duroc herd at the Oregon Agricultural college. Many prominent herds in the state.

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