

EFFICIENT MARKETING

GROUP MARKETING OF FARM PRODUCE HELPS CONSUMERS

By R. C. Stewart
A common belief is prevalent that all of the extra profits a producer gains by becoming associated with a cooperative marketing organization are taken out of the pockets of the consumer.

The fact of the matter is, the consumer will pay no more and in many cases less for his goods when they are marketed by the producers' organizations. Producers do not organize in order to raise the price to the consumer, but they do organize to secure a larger share of what the consumer is paying for his goods.

PRUNE PRICE LOWERED
In many cases marketing associations have set the price for a certain year's crop materially below the then current price.

Several of the California associations have found this necessary, due to an increase in production without a corresponding increase in consumption.

ALL ARE BENEFITED
This criticism has not come from the consumer, but from the speculator and the independent producer who believes that his business is being hurt.

First, the consumer, who can buy prunes at prices he is able to pay. Next, the distributor, who is assured of being able to buy right along at a fixed price and, therefore, does not need to gamble, and whose stock is moving all the time on account of increasing demand.

During the summer when egg prices were comparatively low, one of the new organizations, the Pacific Poultry Producers, was storing eggs. Did this mean higher prices to the consumer? Positively no.

CANYON BOOST PRICE
The producers' associations do not attempt to broaden the market for a commodity unless the surplus not needed by the present trade warrants it.

BULL DOG SUPERIOR ONE MAN STUMP PULLER ON FREE TRIAL

Send to-day for 40 Page FREE BOOK ON LAND CLEARING

MOHR STEEL COMPANY San Francisco CALIFORNIA

SASH AND DOORS O. B. WILLIAMS CO. 1923 First Avenue South, Seattle

O. B. WILLIAMS CO. ESTABLISHED 1890.

THOUSANDS DEAF RELIEF PORTO PHONE IT'S MARVELOUS WOODARD, CLARKE & CO.

OREGON COUNTRY LIFE

BETTER FARMING

PURE BRED RAMS IMPORTED BY BANK



Cotswold rams to the tune of 150 that the Bend First National bank has imported to cross with the fine wool Rambouillet sheep of Central Oregon.

much larger field must be taken into account, and this is something which can not be regulated by any association. Speculators and middlemen are not necessarily rascals, but like everyone else, they are working to make money in the easiest manner.

COMMUNITY BETTERMENT
It is to the consumer's advantage to keep the producer in the business and the only way this can be done is to allow the men engaged in the primary industries a margin of profit consistent with their work and investment.

The larger profits derived by members of collective marketing associations enable them to use better and more up-to-date methods, which increase production.

Prizes of \$50 and \$100 to Be Given In O. A. C. Contest

Oregon Agricultural College, Corvallis, Nov. 13.—Prizes of \$100 and \$50 are open to the competition of O. A. C. students in agriculture, according to word received by Dean A. B. Cordley of the school of agriculture from Professor H. F. Wilson, formerly head of the O. A. C. department of entomology and now entomologist at the University of Wisconsin.

Registered Jersey Bull
Castlerock, Wash., Nov. 13.—George Bain has just received a registered Jersey bull, 13 months of age, weighing 700 pounds, from the Gentry farm of Aumsville, Or.

Cow-Testing Plan In Jackson County Is to Be Continued

Medford, Nov. 13.—The Medford Chamber of Commerce has made possible

the continuance of the cow testing association of Jackson county for another year, beginning December 1, by guaranteeing a sum up to \$200.

Bank of Kenton

PIONEER BANK OF STOCKYARDS DISTRICT

We invite stockmen and visitors to make our bank their headquarters during the Pacific International Livestock Exposition

See the Western Trailer

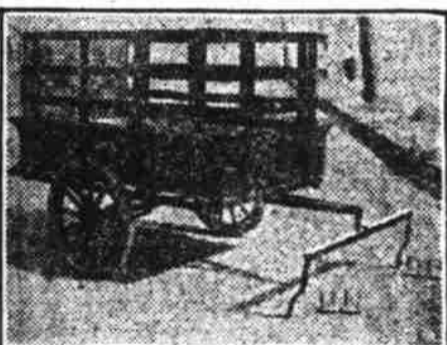


Exhibit at the Livestock Show. The Western Trailer invites close inspection, is built for service, and preserves the life of your car.

FARM TOURIST TRAILER CO.

East Third and Madison Phone East 774

BALLOU & WRIGHT NORTHWEST DISTRIBUTORS



Water Supply Requirements

of every nature are best taken care of by Mitchell Water Supply equipments:

Water Systems Myers Pumps Star Wind Mills Stover Gasoline Engines Irrigation Outfits

Out-of-town visitors to Livestock Show are invited to make inspection of our complete line of Farm Equipment at our place of business.



East Morrison and East Second Sts. Portland, Ore.



NEW ZEALAND MAN STUDIES METHODS

To use Oregon apple packs, packing and market methods in formulating a new and better fruit handling system for New Zealand, Arthur S. Jupp, a fruit grower from Wellington, N. Z., is making a scientific study of handling fresh apples in this state.

"We grow apples in commercial quantities," he says, "and make considerable shipments to South American and English ports. Our great lack is bottoms equipped with refrigerators for our fruit tonnage.

O. A. C. Team Wins Livestock Judging Contest in Idaho

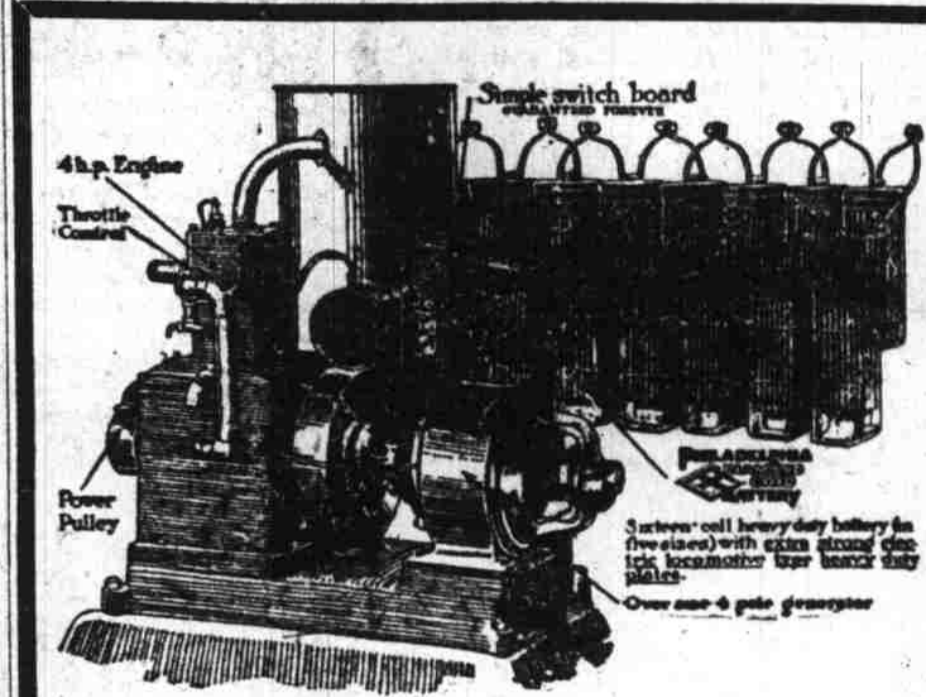
Oregon Agricultural College, Corvallis, Nov. 13.—Another O. A. C. livestock judging team has brought home the bacon by carrying off the honors at the Northwest Livestock show at Lewiston, Idaho.

Wash.; John Feldhausen of Boise, Idaho, and R. W. Hogg of Corvallis. The highest point men of both victorious teams will be selected to represent the college on the student judging team which will compete at the Pacific International.

Oregon Seed Tried
Trials to determine whether Oregon grown cabbage seed stands up well in competition with seed grown by New York and Danish growers, are being

conducted at Oregon City and Oswego. The seed was distributed by A. G. Bouquet, head of vegetable gardening at O. A. C., who will make the tests for solidity, uniformity and size of head.

Advertisement for Giant Powder, featuring an illustration of a man in a hat and a large '49' graphic. Text includes 'The 49er says the genuine dates back to 1866' and 'I remember well when we used black powder for stump blasting and mining.'



Advertisement for Davidson Electric Co. Atwood, titled 'While Attending the Big Show'. It promotes vacuum cleaners and washing machines, with contact information for Morrison St. and phone number 8048.

Advertisement for the New Black Hawk Spreader, featuring an illustration of the spreader and text describing its features, such as the large eight-bar steel beater and wide spread attachment.

Advertisement for Silent ALAMO Farm Electric Power and Light Plant, featuring a large illustration of the power plant and text describing its capabilities and availability for sale.

Advertisement for Oliver Chilled Plow Works, featuring an illustration of a plow and text providing the address at 321 East Taylor St., Portland, Oregon.

Advertisement for Russell Tractors and Threshers, featuring an illustration of a tractor and text promoting their standard equipment and providing contact information for The A. H. Averill Machinery Co.