

EFFICIENT MARKETING

ROAD IS TOO LONG
FROM PRODUCERS
TO CONSUMERS

How the producer and the consumer may establish closer relationship is the big problem of today. It is generally agreed that the road from the farmer to the city consumer is too long; with many middlemen along the way to exact toll for the services, whether large or small, which they render.

There are three principal phases which make up any marketing system—concentration, transportation and distribution. The exact scope of each depends entirely upon the particular commodity to be marketed. While each bears a relationship to the other, yet for convenience they may be considered separately. Each also bears a relationship to both production and consumption.

CONCENTRATION GROUP PROBLEM

Under concentration may be grouped all those operations necessary to bring to a central point for shipment enough of any particular article to make shipment of this commodity, to the best available market, profitable. Since but few farmers produce enough of any particular crop to warrant the establishing of an individual transportation or distribution agency, the matter of concentration becomes a group problem.

COOPERATION IS SOLUTION

Properly conducted, cooperative marketing organizations are making it possible for the producers themselves to concentrate their particular crops into large pools carefully graded which attract buyers. Most buyers are glad to have this service rendered and with efficiency in the cooperative association much better price is netted the producer than he would receive from a speculative buyer.

By the very act of concentrating large quantities of any crop, not only are more favorable markets available, but transportation costs are greatly reduced because of the volume which permits shipment of carloads to market rather than many shipments of a few hundred pounds. Other advantages are gained such as a unit body to work for

MODERN METHOD OF MARKETING CHICKS

Distribution, covering that part of the marketing system from the time the product reaches the consuming center until in the hands of the consumer is the hardest part of the entire marketing problem to solve. It is practically impossible in most cases for the producer to control distribution or take a very active part in it. Yet, here is where so many tolls are taken for very slight services given. A case recently brought to the writer's attention is that of fruit going to the New York market by boat. After being placed upon the docks, this fruit may pass through a half dozen hands before it is on its way to the retail trade, yet no service is given for the many profits made, profit which in fact aggregates in many cases more than the entire cost of harvesting and concentration.

It has been predicted by some that chain stores will eventually be developed that will buy in large quantities directly from producers' organizations and in this way eliminate much of the unnecessary marketing costs. It is to be hoped that some such means is developed.

IDAHO MAN JOINS
COAST WOOL MEN

H. G. Peckham of Wilder, Idaho, recently elected president of the Idaho farm bureau federation and a prominent breeder of registered Ramboullins, has joined the Pacific Cooperative Wool Growers.

He was formerly a director of the Boise valley wool pool and is now interested in seeing Idaho growers adopt cooperative wool marketing by joining the Pacific Cooperative Wool Growers, which is signing up members in Idaho. Growers feel that as the Oregon association made a good record in 1921, which was a very difficult year in the wool market, it can make even a better record in 1922, when some degree of normalcy will have returned to the wool trade.

Members of the Pacific Cooperative Wool Growers from Josephine and Jackson counties met in Medford March 26 to confer with Manager R. A. Ward, President Fred W. Herrin and Director W. P. DeFord.

Southern Oregon growers are greatly pleased with the results obtained by marketing graded wool cooperatively through the association. The majority of growers report netting 20 cents a pound or better for wools sold in 1921 through the association, while the best price offered locally for similar wools was 15 cents a pound. In 1922, it is estimated, over 55 per cent of the wool grown in Jackson county will be marketed through the association.

POULTRY
NOTES

The period for storing eggs for future use is not at hand. At the present market price a large number of people will no doubt decide to store a quantity of eggs for use next winter during the high price season. Some backyard poultrymen make it a practice to store a considerable quantity of eggs during the spring season and later sell them out to neighbors or on the market as stored eggs. By a little effort many poultrymen with medium-sized flocks could induce several of their neighbors who do not have poultry, to take over a quantity of their eggs and store them either with waterglass or lime solution process.

Look with suspicion on the hen with bright yellow shanks this time of year. She has probably been lazing on the job until spring came. D. A. C. Expertment station.

Many farmers at Joseph, Or., are starting to raise larger flocks of poultry. An order for 300 baby chicks of the White Leghorn breed has been placed by one man.

Specialties to Be
Featured at Union
Feeders' Gathering

Oregon Agricultural College, Corvallis, April 1.—Aside from the experimental work on feeding, several special features will be staged at the Union feeders' meeting to be held at the Union branch experimental station April 13 and 14. The demonstrations will be put on by men actually engaged in that work.

A. E. Kavanaugh, assistant district forester of the Portland office, will discuss "Range Values and Range Appraisal," and William Follman of Baker will speak on "Feeding the Stockman." The main object of the assembly will be to view the results from experimental feeding at the Union branch station.

Stump Blowing Is
Proved Successful

Montesano, Wash., April 1.—Stump blowing experiments were conducted near the Wishkah Grange hall recently. Both the "Pacific" and "20" per cent powders were tested, and it was proved to the satisfaction of the 40 ranchers present that the former variety will do equally as good work as the latter, and at less cost. The stumps blown were fir and had been cut 28 years. Forty-eight sticks of Pacific dynamite, costing \$4.07, were used to blow a solid stump four feet and eight inches in diameter. The demonstration was under the auspices of the farm bureau.

Holstein Breeders
Association Elects

Albany, Or., April 1.—C. R. Evans was named president, J. P. Stearns vice president and George A. McLean secretary-treasurer of the Linn County Holstein Breeders' association at the annual meeting of the association held at the community house at Albany, March 28. The association voted \$25 for the purpose of stimulating boys' and girls' club work in Linn county.

FULLER'S HEAVY LAYERS
Bandon, April 1.—A record of 418 eggs during the first 18 days of March is claimed by E. J. D. 24 pellets owned by Bandon by Mrs. A. D. Hack. Considering weather conditions during that time, which were extremely moist, it is a record that egg production is one of the prime possibilities of this locality.

MODERN METHOD OF MARKETING CHICKS



A semi-cooperative plan of marketing baby chicks has been worked out by Mr. and Mrs. C. N. Needham of Salem, who are shown above at left. The insert at upper right is a close-up picture of Needham, while in the center is shown the hold-over brooders, and at the bottom the shipping room with stacks of ventilated "Pullmans" in which the baby chicks travel.

POULTRYMEN PASS
ALL AMENDMENTS

The Pacific Poultry Producers by a large vote, canvassed the past week, decided to adopt two amendments to their articles of association and seven amendments to their bylaws. Among other things this vote will make it possible for the organization to store a much larger quantity of eggs during the flush season and, in this way, have a much greater influence upon both spring and fall markets, thus stabilizing the prices to a great extent.

The capitalization is to be increased to \$150,000, which, it is said, will make the holding of eggs over weak market periods possible as well as give the organization more working capital, which has long been needed.

Purebred Holstein
Sire Produces Cows
That Beat Mothers

Montesano, Wash., April 1.—The first purebred Holstein sire purchased by William Polson of Montesano for his herd of fine Holsteins, produced cows that gave twice as much milk as their mothers. Polson is one of the county's greatest boosters for purebred stock.

To Drain 1200 Acres
In Lake Creek Area

Harrisburg, Or., April 1.—A group of farmers in the Lake Creek neighborhood, north of Harrisburg, have organized a small drainage district and will soon proceed to drain an area of about 1200 acres. The work will be largely donated by the following people, who are immediately interested: C. C. Jackson, George E. McNeil, John R. Eyster, Mrs. Marietta Palmer, Balf Boud, Clarence Williams, Mrs. Dicy Brock, Martin Cummings, John Porter, Emma Knighton, Mary Drinkard, Emma Arnold and James Johnson.

MORE PROFITS FOR
FARMER—LEWIS

Speaking before the Marion County Realtors' association, meeting at the Marion hotel, C. I. Lewis of the Oregon growers reviewed the agricultural situation of the United States.

"Business conditions are much better, but the farmer must market his crop at a profit this coming season if he is to recover from the depression," said Lewis. Lewis illustrated the need of closer organization of the producers and greater advertising of Oregon products by comparing our sacrifice of prices with the premiums paid for California products.

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UNIQUE POULTRY
PLANT IS SUCCESS

More than 6000 baby chicks are being sold to poultrymen each week by C. N. Needham, who is conducting a unique poultry plant at Salem. Through the plan which Needham is successfully using the acts as the agent for some 30 prominent poultry farms located in western Oregon. In this way he is able to supply customers with baby chicks from virtually any strain of high class standard breeds and from a few specially fancy breeds.

The Needhams have developed their present business during the past four years when they came to Oregon from Fresno, Cal., where they had engaged in the poultry business for some five years. Mrs. Needham takes a lively part in the business.

PLAN WORKS WELL

The plan under which this business is being conducted is proving advantageous to both Needham and the many poultrymen who are assured of a definite market without having to worry over orders or collection.

Needham takes all of the marketing responsibility but assumes none which would naturally be connected with the maintenance of the flocks and the hatching of the chicks.

Under this semi-cooperative plan the poultryman may devote all of his time and energy toward growing superior chicks while a specialist is doing the marketing.

SMALL BEEKEEPER
LOSER, IS CLAIM

"Bees do not pay on the average farm because kept on too small a scale and not properly cared for," says H. A. Scullen, commercial bee keeper and instructor in entomology at Oregon Agricultural college.

Bees for commercial honey must be kept on a large scale, and if kept in connection with farming, they should constitute one of the major farm enterprises. If they are carried as a side enterprise, the farmer has a tendency to neglect them and give his attention to his other work.

The capitalization of a man must keep 20 or more colonies of bees to make it a paying business, for the money invested in necessary equipment is too great for the investment in a small number of bees.

Bees pay only the honey producers that go into the business on a large scale and devote their time and capital to the enterprise. In some instances several colonies may be kept to supply the family table with honey, but if the farmer has plenty of time and a liking for such work and needs bees for pollination.

Beginners sometimes start with a few colonies and build up to a large working number as quickly as possible. To start in the business properly, it will cost approximately \$2500 for the first 100 colonies and \$1000 for each additional 100 colonies.

Oregon Jersey Has
Fine Milk Record

Eugene, April 1.—Zilla's Alice, 282,897, a four-year-old Jersey cow owned by George T. Platt of Thurston, produced during the year ending March 19 12,422 pounds of milk and 704 pounds of butterfat with an average test of 5.8. Being due to freshen within four weeks after the completion of her test this cow's record will add one more gold medal Jersey to Oregon's rapidly growing list. Her sire is Fanny's Bobbie, 127,658, and her dam, Miss Zilla, 223,201.

SHUT TREATMENT ADVISED

"Spring oats and spring wheat should be treated before seeding," is the advice of County Agent Robert Cowan to all members of the Grays Harbor County Farm bureau.

FARM BUREAU
NOTES

O. E. Walcott, who is an organizer for the National Farm Bureau movement, was in Chehalis the past week in conference with Secretary Woodruff of the Lewis county unit, and arranged for an intensive membership drive beginning April 10. Walcott is an Illinois farmer. A meeting of the farm bureau will be held April 8 to properly initiate the campaign.

"No Digger in Polk County by 1924," has been adopted as the slogan of the county farm bureau in their campaign for rodent extermination that started in Polk county the past week. A series of 17 meetings were held in various parts of the county during the week, conducted by I. N. Gabrielson of the federal bureau of biological survey and Paul Carpenter, county agricultural agent.

The Aurora Farm Bureau has organized with the following officers: E. Brad, president; R. J. Tucker, vice president; A. J. Zimmerman, secretary. The local organization has 52 members.

The annual meeting of the Union County Farm bureau will be held at La Grande April 3. The meeting will be an all-day affair.

Cold Winter Hard
On Wheat; Farmers
Busy Reseeding

Walla Walla, Wash., April 1.—Reports from farmers in various districts of Walla Walla county indicate that considerable reseeding of fall wheat plantings has been found necessary. The long freezing period of the winter, during which the cold persisted the greatest length of time known to this section, caused not only some of the wheat in the light land districts to be winter-killed, but in the Rulo section, where the cold was less severe, the wheat was killed by the frost. With added work of reseeding the farmers of this section are working larger crews to get their spring work finished.

Oregon Nut Growers
Ask Investigation
Of Chinese Methods

Washington, April 1.—(WASHINGTON BUREAU OF THE JOURNAL.) Growers of English walnuts in the Walla Walla valley have appealed to Senator McNary to have a study made of walnut growing in China and Manchuria. They wish especially to learn what varieties and cultural methods are used and what the prospects may be of large competition in nut growing from the countries of the Far East.

The department of agriculture has informed the senator that if congress will give it \$2500 for the purpose, a representative will be sent to China to investigate the situation. The Oregon senator will ask the appropriations committee to include this item in the agricultural appropriation bill.

STUDENTS REPAIR
FARM MACHINERY

Oregon Agricultural College, Corvallis, April 1.—Broken down and discarded farm machinery finds a "happy home" in the farm mechanics department of the Oregon Agricultural college. Farmers bring in broken plows, reapers, harrows, discs, and other farm implements. The only cost to the farmer is the actual cost of repair parts.

The shop is a mighty busy place with 30 well-trained students working at different hours each day and putting the peg and interest into the work that makes the prospect reputation. These future farmers are shown the best way to put the implements in order by an experienced foreman. At this time of the year there are always 30 or more varieties of farm implements to put into repair for spring work. The farm crops department of the college uses large amount of farm machinery on the college farm and finds the shop in the farm mechanics building a convenient hospital.

"I wish you would put this reaper and harrow in good condition," said a farmer recently as he untied the machinery from the rear end of a heavy work wagon.

"It is considerable cheaper for me to haul in this machinery 15 miles and pay the cost for repair parts than to order the repair parts and do the work myself."

A three months' course is offered at the college at the first of each year. A number of farmers and their sons take advantage of this opportunity to learn how to reduce the upkeep and repairing on farm machinery.

BERKSHIRES GIVEN TO COLLEGE
Washington State College, Pullman.—April 1.—Robert C. Stockdale of Prosser, who received his M. A. degree here in 1913, has presented the college with three yearling Berkshires bred from the sire of the grand champion boar at the Berkshire show at Los Angeles in February.

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