

Bureau of Markets at O.A.C.

A bureau of markets is the latest step toward efficiency in the School of Commerce of the Oregon Agricultural College. The work of this new bureau, which should find a hearty welcome from farmers' organizations in the state, is outlined in the following article by J. A. Bexell, Dean of the School of Commerce at O. A. C.—Editor.

(Special to the Farm Magazine.)
A BUREAU of farm market and organization designed to secure greater efficiency in marketing farm products and improved social service, has recently been added as a sub-division of rural economics in the farmers' business courses conducted by the school of commerce of the Oregon Agricultural College. The scope and activities of this newly created bureau



J. A. Bexell, Dean of the School of Commerce, O. A. C., Who Contributes the Accompanying Article.

of markets may be gathered from the following statement of Dr. MacPherson, of whose department the bureau will be a part:

1. The bureau is arranging with the farmers' organizations already existing in the state for the fullest co-operation in order to secure greater efficiency in marketing and social service.

2. The bureau will co-operate directly with any group of farmers in the state to assist them in forming such associations as are best adapted to meet the business needs of their locality. It will furnish expert advice, based on a survey of the neighborhood, as to the kind of association needed. Through its field expert it will enable the farmers to perfect their organization with a minimum of friction and expense. It will assist newly organized societies in establishing efficient accounting systems. Societies furnishing the bureau with monthly statements of their business will be entitled to free audit and expert advice.

Co-operation.

3. The bureau will co-operate with the farmers' organizations and associations of consumers in assisting them to make the most effective use of their marketing possibilities of the parcel post.

4. The bureau will make a collection of all the laws obtainable relative to marketing co-operations and agriculture in general. Through this information the Agricultural College will be in a position as never before to co-operate effectively with the legislative committees of farmers' organizations in securing the best laws for the state.

5. There will also be collected and filed in the bureau blue prints of typical plants such as creameries, cheese factories, canneries, dryers, flour and feed mills, etc. Along with these will be collected catalogues of business houses dealing in supplies for such plants, with the prices for which such equipment is obtainable. From this information the bureau will be able to supply estimates as to the lowest cost of building and equipping plants for various associations.

6. All departments of the college

will co-operate in carrying out a system of surveys of the state, which will supply accurate data regarding commodities produced and the efficiency of the systems by which such commodities are marketed in every county in the state.

Publicity Campaign.

7. Through experiment stations and extension bulletins, press notices and extension lectures, the bureau contemplates a systematic publicity campaign on the whole subject of marketing and rural credits, including the function of organization, standardization of products, packing, shipping, etc.

The school of commerce was the pioneer in correspondence instruction at the college. For four or five years it has offered three courses in business methods known collectively as the "Farmers' Business Course," which consists of the following courses: First, farm accounting; second, rural law, and third, rural economics. These courses are offered to students of Oregon without tuition.

A course of the greatest practical value to farmers is that of co-operative accounting and management, and there are few if any similar courses carried by other schools of commerce in our whole country. It covers the business management of co-operative societies, including organization of employees, structure building, office equipment and arrangement, correspondence and filing, book keeping and cost accounting adapted to different co-operative associations such as creamery and cow testing associations, auditing and financing, advertising and marketing, depreciation, membership meetings, annual reports and statistical analysis of operations.

Growth of Commercial Courses.

Commercial courses in the Oregon Agricultural College were established 47 years ago. At that time one course was offered in political economy, one in political science and one in accounting. The demand for commercial training has grown steadily since that date, until now it is organized as a separate school, comprising the departments of business administration, political economy, political science and stenography and office training. The degree bachelor of science and commerce has been awarded since 1900 to students who have completed four years of work. One hundred and seventeen students have been graduated with this degree.

The activities of the school fall under three different divisions—the resident instructional work, the correspondence instructional work and the investigational work in rural economics, of which the markets bureau is a part.

A fair idea of the extent of the instructional work may be had from a consideration of the following figures: In 1912 and 1913 there were 1,702 students received instruction in the school of commerce, counting a student for each course in which he was registered. Seven hundred and sixty of these were enrolled in other departments and 942 were regular students. As early as October 3 this year 1,044 had registered, which would indicate that the total class registration would be not less than 2,500.

School Recognized.

The work of the school of commerce is now recognized by the highest authorities on commercial education. In a recent report of the Educational Committee of the American Association of Public Accountants on one hundred of the leading commercial schools in the United States, we are ranked with ten schools giving the most complete courses in commerce. The schools are as follows:

1. Columbia University.
2. New York University.
3. Northwestern University.
4. Oregon Agricultural College.
5. Saint Louis University.
6. University of California.
7. University of Denver.
8. University of Illinois.
9. University of Pennsylvania.
10. University of Pittsburg.

Not only is our work recognized

Using the Babcock Test

BEFORE 1890, when the Babcock test was invented, no simple, accurate method was known by which the farmer could measure the richness of the milk or cream which he sold, or the milk or cream which remained. At creameries and cheese factories each patron was paid in proportion to the weight of milk delivered. It was then commonly believed that 100 pounds of milk from one cow would make as much butter or cheese as an equal weight of milk from any other cow. Cows were valued according to the number of pounds of milk they produced.

Proving a Cow's Value.

The relative value of different cows in a herd is now determined by weighing and testing the milk of each. Many cows produce a profit of from \$25 to \$50 or more per year, but in almost every herd tested some "robber" cows are found whose milk does not pay for the feed consumed by them. By replacing the poorest cows with better ones, the herd will be improved.

Although there is only about one-eighth as much fat in separator skim milk as in milk skimmed from crocks or shallow pans, it should be tested for fat frequently to see if the separator is skimming as closely as it should. Ordinarily separator skim milk tests about five-hundredths (.05) of 1 per cent, but if, by running the separator too slowly or separating the milk when too cold or for other reasons, the skim milk should contain .15 per cent or more fat, the loss may amount to \$1 or \$2 per cow per year. This amount of money will more than pay for the entire expense of installing and operating a Babcock test. Although the fat in the skim milk is not wasted when fed to pigs or calves, yet it is much more profitable to sell butter fat as cream or butter than it is to make veal or pork out of it.

Weeding Out the Robbers.

The dairyman who buys and uses a Babcock tester will soon find that he is aided in three ways: First, by testing his cows he will be able to weed out the "robbers" and retain his best producers for breeding and milk and butter fat production. Second, by frequently testing the milk or cream before it is sold he should have a check upon the test made at the factory. Third, by occasionally testing the skim milk he will be able to see that no butter fat is being wasted.

On many dairy farms the Babcock test is saving annually many times its cost, and at the same time is enabling farmers to select their best cows and improve their herds as rapidly as possible. A Babcock tester should be used regularly on every dairy farm and in every rural school in the country.

Value of Testing Cows.

Cow-testing is of great importance. Anyone who knows how to handle the Babcock test can successfully test the cows in the home herd. Thousands of dairy farmers are now

among educators, but there is an increasing demand for our graduates in positions of responsibility. One of our last year's graduates was recently appointed business agent on one of the state farms of Kansas at a salary of \$1,600 and perquisites.

testing their own cows, or have joined cow-testing associations in order to have the work done for them, at a cost of about \$1 a year, for each cow in the herd. Very few dairymen who have had their cows tested for a year or more are willing to discontinue the work. For by this testing the owner knows the weight of the milk and of butter fat produced by each cow. This enables him at the end of the season to pick out his most profitable cows, whose calves should be kept to improve the herd, and also to know which are the poorest cows in the herd which should be replaced, because in very many cases they do not pay for their feed.

Weighing the Milk.

For cow-testing it is necessary to weigh and test the night's and morning's milk of each cow once in each month. This is the plan followed by most cow-testing associations, and it is also suitable for farmers who do their own testing. In addition to the Babcock test outfit, a milk scale is needed. After buying the milk scale and using it a few times, many find it so little work that they prefer to weigh the milk every day, although the testing is done only one day in each month. The daily weighing of milk enables the owner (1) to feed each cow in the most economical way according to her flow of milk and to observe how the flow of each cow is affected by changes of feed or other conditions; (2) to quickly detect any sudden decrease in milk flow, which may indicate illness, and to give prompt treatment to such cases; (3) by comparison of one day's milk flow with another, the owner can be sure that the milk used once a month for fat testing is normal in quality (4) daily weighing of the milk shows which milker is doing the best work.

If the milk is weighed daily the total weight of each cow's milk at the end of the month is obtained by adding up the daily weights. If the milk is weighed only on one day in the month this weight is multiplied by 30 or the actual number of days in the month to get the total weight for the month. To get the weight of butter fat produced each month, the weight of the month's milk is multiplied by the per cent of butter fat which it contains, found by sampling and testing each cow's milk for fat.—J. Samius in the California Farmer.



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