

## Suggestions for National Marketing Program as Basis for United Action

Eleven Planks Considered Fundamental to Well Rounded Program—All Agencies Engaged in Improvement of Marketing Methods Must Travel Toward Same Goal—Undue Emphasis Must Not Be Placed On Any Single Factor

By George Livingston, Chief, U. S. Bureau of Markets

(Continued from last week.)

6. Cooperative marketing of farm products.—Farmers' cooperative marketing organizations are a permanent economic institution and are destined to have a far-reaching effect upon the farmer and the general public. They enable the farmer to participate in the profits of distribution and at the same time open up a more direct road from producer to consumer. But development in this direction must be based on the safe foundation of economic laws. Plans must be sound and workable. It is easy to draw up an ideal cooperative marketing plan on paper. It is quite a different matter to put it into successful operation. Many cooperative organizations whose operations begin auspiciously go on the rocks with discouraging promptness. Success in cooperative marketing depends quite as much upon capable management and competent leadership as upon the plan of organization. Many believe the protest against legislation legalizing cooperative marketing organizations is a measure of the potential possibilities of cooperation in the marketing program.

### Marketing Costs Must Be Studied

7. Development of cost of marketing information.—Information on the cost of marketing and studies of marketing methods must furnish a basis for public information and education as well as point the way to improvement in present practices. The consumer wants to know what part of his dollar reaches the producer, and he is entitled to this knowledge. Meanwhile the farmer is increasingly anxious to know what becomes of that part of the consumer's dollar that he never sees, and he is entitled to the knowledge. In fact, an accurate knowledge of the costs of marketing by the various methods, and the costs of the different steps in each method, must constitute one of the basic planks in the marketing program. We must know what is a fair price for each step or service in the various processes and we must be able to compare intelligently and impartially the efficiency of the different methods.

8. Agricultural tariff.—An agricultural tariff policy is dependent upon the general tariff policy of the Nation with respect to other industries. Agriculture must be placed upon the same basis with other industries in our tariff laws. If industry is protected by tariff, agriculture must be accorded the same protection.

9. Development of a financial policy.—A definite agricultural financial policy, however, is essential to a marketing program. The financial resources of the farm must be mobilized and long and short term credits provided. Development of warehouse facilities for farmers must be a part of this policy. The most promising plan is the development of a warehousing system which will provide a warehouse receipt readily acceptable as collateral for loans, both in local banks and in large money centers. The United States warehouse Act, now in operation, provides the basis for a bonded warehouse system. The farmer, in order to place his business on an equal basis with other businesses, must not be forced to liquidate in order to obtain money. Like any other business man he must be able to use his resources freely as collateral.

10. Transportation.—Agricultural development must be given adequate and thorough consideration in the formation of future transportation policies. By transportation in this connection is meant transportation in its broadest sense, a well-devised, sound plan that shall coordinate highway and water transportation, as far as possible, with existing rail facilities.

By building adequate highways to meet branch railway lines and reach water routes as feeders, many communities will be given transportation facilities that no single railroad could furnish under existing conditions, and for which the highway alone would be insufficient. The building of many such highways in the more densely populated East has made it possible to pull up branch rail lines which, under charter provisions, must be operated but, by reason of the highway competition, are unprofitable to operate. The rails and locomotives can be used elsewhere to the advantage of the whole country.

Coordination of Transportation Transportation by the rivers of this country can and should be coordinated with the railroads, to the advantage of both, and certainly to the advantage of the thousands of farming communities along our rivers with elimination of that cutthroat competition that has in the past been harmful to each, but more harmful to the communities served than to anyone else. Such transportation can not be of great value for the perishable products of our farms in most cases, but it can be of immense advantage in the handling of nonperishable products.

11. Regulation of potential monopolies.—Finally, potential monopolies of all kinds producing, handling, or manufacturing farm products or farm supplies should be subject to reasonable Federal or State regulation and super-

## MAYFLOWER RELIC FOR PACIFIC HIGHWAY

An interesting ceremony recently took place at Jordans, Buckinghamshire, England, when the American Society of Friends received a piece of the timber from the ship, Mayflower. The relic is to be incorporated in the Peace Portal erected on the Pacific Highway at Blaine, Wash. Members of the party who took part in the ceremony were, Samuel Hill, Honorary Life President, Washington State Good Roads Association, Baron Moncheur, Belgian Ambassador to England, and A. Cotterell, of the English Society of Friends.

## MAJOR P. EDWARDS CANDIDATE AGAIN

State's Only Representative on National Legion Governing Board

"When Paul Edwards slams his fist on his desk and exclaims in the forceful terms which he occasionally uses, that 'We'll do it!' I sit back with the perfect assurance that the thing, whatever it may be, will be done," declared an old friend of Maj. Paul Edwards, executive officer of the Washington National Guard recently. He



Major Paul Edwards

was paying a compliment to the forceful personality of this aggressive officer through whose persistence and determination a large measure of the success of the big task of reorganizing the state military forces has been due.

In addition to his National Guard work which has kept him at his desk often late into the night, he has held one of the most influential American Legion posts in the state. He is national executive committeeman of the American Legion for the state of Washington, and as such is the state's only representative on the national Legion governing body. Though the public has heard little of his work he has been laboring constantly for the welfare of the ex-service man through out the state.

The success Major Edwards has made of this important though inconspicuous post has induced his friends to urge him to shoulder the burdens of the position for another year, and has expressed his willingness to be a candidate for re-election at the state convention in Hoquiam, July 14, 15, 16.

A. C. Sweet, cow tester for the Snoqualmie Valley association reports that 295 cows were tested for thirteen dairymen. These averaged 1129 pounds of milk and 41.2 pounds of fat. One hundred and forty-nine cows produced forty pounds fat or more.

vision in order to insure a square deal to both buyer and seller.

National standards for farm products Government inspection of farm products, development of a complete and authentic market-reporting service, development of foreign markets for surpluses, conservation of farm products during marketing, cooperative marketing of farm products, development of cost of marketing information, relation of agricultural tariff to general tariff, development of a financial policy, development of transportation policies in direct relation to agriculture, and regulation of potential monopolies—these it seems to me are the fundamental factors which underlie the marketing program. The problem is as old as agriculture itself. Progress toward its solution can be achieved only by the recognition and application of basic principles. It will be made the more rapidly if the many private and public agencies of the United States which are now interested in marketing unite on a program which considers and includes these essentials.

## MARKETS VARY WITH SEASON

Timothy and Alfalfa Hay Are Down \$4.00 Per Ton

### MEATS DECLINE SOME

Recent Rains Insure Good Crops Throughout Inland Empire

From the south as far as Walla Walla and from all other parts of the Inland Empire unusually heavy rains for this time of the year during the past week have practically insured spring crops very heavy in most districts and fair in others. Winter wheat is virtually made in all parts of eastern Washington now, harvesting to begin by July 15 toward the west.

Spring wheat in the Walla Walla section will be only fair, hopes of cutting at all having been abandoned prior to the recent rains, but in most other parts a good crop is assured.

Hay is Down With the oncoming of the hay harvest, timothy and alfalfa have both declined \$4 per ton. Mixed hay is reported off the market.

The cattle market the last week has been in an unsteady condition, but next week is expected to see a more substantial demand and the light runs anticipated will probably bring good money.

The sheep market has declined slightly, though a steady demand continues.

Grain Quotations Ranges of wheat quotations during the week were as follows: Inland Empire cash quotations—at Walla Walla, 98c; at Pomeroy, 90c.

Livestock Quotations Following are the closing livestock quotations of last week at the Spokane Union stockyards:

Cattle—Prime steers, \$6.00@7.00; good to choice steers, \$5.00@6.00; medium to good steers, \$4.50@5.00; fair to medium steers, \$4.00@4.50; common to fair steers, \$3.50@4.00; choice cows and heifers, \$5.50@6.00; good to choice cows and heifers, \$4.50@5.50; medium to good cows and heifers, \$4.00@5.00; fair to medium cows and heifers, \$3.00@3.50; canners, \$2.25@3.00; bulls, \$2.50@4.25; light veal calves, \$8 @9; heavy veal calves, \$4.00@8.00; stockers and feeders, \$4.00@5.50.

Hogs—Prime mixed, \$5.00@9.25; medium, 8.50@9.00; heavies, \$7.00@8.50; fat pigs, \$7.00@8.00; stockers and feeders, \$3.00@9.00.

Sheep—Prime lambs, \$6.00@6.50; fair to medium, \$5.50@6.00; yearlings, \$3.50@4.00; wethers, \$2.50@3.50; mutton ewes, \$1.00@3.25.

Produce Following are produce prices quoted to growers at Spokane:

Hogs and Veal—Country dressed hogs, 125 to 175 lbs., 14@15c lb.; fancy veal, 90 to 125 lbs., 17@18c lb.

Live Poultry—Hens, fat and over 4 lbs, 19c lb.; hens, fat, 2 to 4 lbs, 17c; broilers 1 1/2 lbs. and over, 25c lb.; springers, 20c lb.; if staggery, 17c lb.; young roosters, 17c lb.; old roosters, 8c lb.; ducks, young, 25c lb.; geese 18@22c lb.; Belgian hares, 10c lb.

Dressed Poultry—Hens, plump and fresh, 22c lb.; young toms and hen turkeys, 30@35c lb.; fat geese, 21c lb.; fat ducks, 30c lb.

Ranch Butcher—15c lb. Butterfat—30c lb. Eggs—Good fresh ranch eggs, \$7.50 @7.75.

Hides—No. 1 green cows and steers, 3c; green salted cows and steers, 4c lb.; No. 1 bulls and stags, green, 2c lb.

### A WIRE FRYING BASKET

HAS MANY KITCHEN USES

If one happens to possess a wire frying basket, which of course is kept scrupulously clean, there are many daily uses for it besides the occasional deep-fat frying for which it was bought.

After washing fruit, celery, or lettuce, the wire basket will be found a more effectual drainer than a colander. If it can be set directly on the ice to keep the product crisp, say home economics experts of the United States department of agriculture.

All the tomatoes for a salad may be scalded before peeling by lowering them quickly into boiling water for a few seconds. Some peel peaches in the same way. Beets may be readily peeled if after cooking they are plunged into cold water merely long enough to loosen the skin but not chill the hot vegetable.

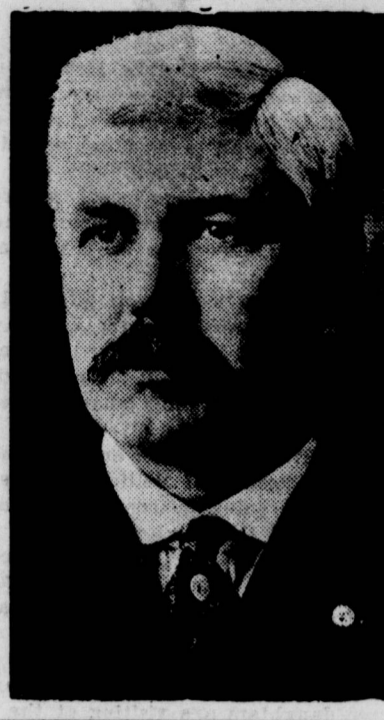
In boiling eggs for the family breakfast, place the required number in the wire basket and lower into boiling water. When the eggs are done they can easily be removed all at the same time by lifting out the basket. In frying croquettes or potato chips the use of the wire basket to hold the material to be fried saves time and energy.

For frying doughnuts instead of placing the doughnuts in the basket use the bottom of the basket to force the doughnuts under the surface of the fat as soon as they rise to the top. This use of the basket saves time and fat, for doughnuts fried under the fat absorb less grease and can be fried in a shorter time. The basket can also be used to drain the fat from the doughnuts after frying.

### YAKIMA WOULD COOPERATE FOR CARLOADS OF EGGS

An effort has been launched at Yakima under the auspices of the farm bureau to secure the construction of a cooperative packing plant to handle a carload of eggs daily.

## DIRECTS STATE RECLAMATION WORK



As director of land settlement and reclamation department of Governor Hart's cabinet, Dan J. Scott is at all times in direct touch with the various irrigation systems, completed and proposed, throughout the state, and is working on plans for land settlement as outlined by the legislature in making a special appropriation for land settlement work.

Mr. Scott is a pioneer farmer of the Ritzville district, settling in eastern Washington in the early '90's. He has been a successful farmer and has been prominent in activities, not only in his home district, but throughout the state. His present position is one of great responsibility and with him rests final decisions in matters pertaining to irrigation and irrigation districts.

Mr. Scott is now working out plans for administration of the land settlement act fund. Under this he will purchase for the state a tract of land to be resold, with improvements, to actual settlers. Under the act, ex-service men will be given preference rights to settlement.

## MUCH GRAIN WASTED BY CARELESSNESS IN THRASHING

Hundreds of thousands of bushels of grain are lost to consumption each year on American farms because of improper adjustment and lack of efficiency in the operation of thrashing machines. The United States Department of Agriculture has given considerable attention to this loss with a view to ascertaining how far improved methods can be economically introduced to adjust waste. It is true, experts point out, that sometimes the time and labor involved in checking a small loss is worth more than the saving. Nevertheless, there are many leaks on almost every thrashing job which might easily be stopped if the farmer or machine operator would spend a few hours in the study of the problem and a few dollars in replacing worn and damaged parts.

Feeding the grain into the machine adjustment of the cleaner, and other small items go to make up a total that may mean gain or loss. Much grain is wasted by failure to clean up at the

end of the setting. The United States Department of Agriculture has issued Farmers' Bulletin 991, "The Efficient Operation of Thrashing Machines," which contains much good advice on this subject. This bulletin may be obtained by writing to the United States Department of Agriculture, Washington, D. C.

### BEEES ARE THRIVING

Bees came through the winter in almost perfect condition and with hardly more than two-thirds of the usual loss of colonies during the winter. Partly due to this and partly to the progress of apiculture in 1920, the number of colonies of bees this spring is estimated by the Bureau of Corps Estimates, United States Department of Agriculture, as 7.4 per cent above the number of a year ago at the same season. Among the States in which notable advance has been made in number of colonies are nearly all of the North Atlantic States, Maryland, Ohio, Michigan, Wisconsin, South Dakota, Louisiana and Montana.

## PROJECT MEN TO MAKE TOUR

King, Pierce and Snohomish County Leaders to Examine Projects in August

### SEE EXPERIMENTAL FARM

Seventy Leaders and Many Farmers Will Make Up the Caravan

County agents of King, Pierce and Snohomish counties met recently in Seattle and arranged for a trip for the project leaders of the three counties to take place in August and examine some of the outstanding projects in the three counties. The party will spend a day in each county starting in Snohomish county and working south.

August 4, 5 and 6 are the dates that have been selected, but this time may be changed later if found necessary. It is expected that at least seventy-five project leaders will make the trip and farmers who are interested in the work will be welcome to accompany the party.

One of the principal stops in King County will be at the John Sinn place near Novato where a small experimental farm is being conducted under the direction of A. B. Nystrom, county agent. There the party will have a chance to examine the new Hulan clover, alfalfa, fertilizer tests and weed killing.

### ARSENATE OF LEAD FOR GREEN CABBAGE WORM

The green cabbage worm can be killed with an arsenate of lead spray in which laundry soap has been mixed to make it adhere to the leaves. This treatment will also kill the cabbage looper and other cabbage worms. Nicotine sulphate or kerosene emulsion and soap should be used against the harlequin cabbage bug and plant lice or "aphis."

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