Farmer Cannot Remain Unorganized

By M. MELVIN STEWART
Secretary-Treasurer Maryland Farm Bureau Federation

Organize, Standardize, Merchandise, Advertise. In these four words you have the solution of the farmers marketing problem in a nut shell. And truly—marketing is the great pressing problem of the farmer today.

I am not only interested in the production of fruits and vegetables but have spent the greater part of my business life in the marketing of these commodities. And no retailer. jobber. broker, commission merchant, wholesale or other middleman will ever solve the producers problem for him. It's the grower's own problem. He holds the key to it—ORGANIZE.

The farmer has no one to blame but himself for his troubles. At the last session of our State Legislature, were the farmers' interests represented in the vast lobby assembled there? No. Were the bakers, the miners, the lawyers, horse shoers, railroads, bankers, labor unions, merchants, etc., there? Most assuredly YES.

Can't Afford To Stand Still

And so, the farmers cannot remain unorganized, they can not stand still, isolated, every man for himself. Self preservation demands that he meet these varied organizations, in the legislative halls, in the Courts, in the Markets and around the conference table with an organization as well financed and managed.

The county farm bureau is the basis for such an organization. Into such an organization. all farmers be they truckers, dairymen, tobacco growers, fruit growers or any other commodity producer, can meet and work together on problems of a general character. Likewise through the County Farm Bureau, the dairyman or the tobacco growers can secure backing and support from all the other farmers of the county and State and nation in the solution of problems particularly applying to the production and sale of dairy products or tobacco.

Part Of State Federation

You ask how will the farmers of Washington county, Maryland, help the Kent county farmers. Simply this, each county farm bureau is a member of the State Federation, thus all of the 23 counties of Maryland will be banded together in one strong thoroughly organized, well financed farmers' body.

Then again you ask, how will the tobacco growers of Kentucky or Virginia, or Connecticut be of assistance to a Maryland grower. That is easy Already most of the states of our country have State Farm Bureau Federation are united in the great American Farm Bureau Federation with over 1,500,000 members. Suppose a tariff or freight rate problem affects the tobacco growers of the country, then American Farm Bureau Federation has the machinery by which an effort is made to correct the injustice or the discrimination.

Co-operation Extended

You again ask, how is the Farm Bureau to function in the marketing of milk, or tobacco or fruit, or hogs. This situation is met by the State Federation forming commodity selling organizations. Fortunately, in this state the dairymen and the tobacco growers already have strong sales organizations. The fruit growers have their plans already to form a fruit sale organization this winter.

You ask how will the state fruit growers organization function with the apple or peach growers of New York or Georgia. This situation has been met already by a National organization known as the Federated Fruit Growers which national body has taken over bodily the nation-wide sales organization known as the North American Fruit Exchange.

What has been the secret of this long established fruit and vegetable sales organization? What service have they rendered to farmers in the marketing of this particular commodity. As an example—60 per cent of the Michigan grape crop formerly went to six cities, resulting in bad distribution and clogged markets. Now Michigan grapes are distributed to 230 cities in 38 States.

Plan Of Procedure

How, First Organize,—join the County Farm Bureau, which also makes you a member of the State and National Federations. Then join a Farm Bureau commodity marketing organization. This commodity sales organization will teach and assist you to Standardize your variety. Your pack, your grades and your package. It will create and advertise brands that can become as well known as the California Sunkist oranges, the Sun Maid raisins or the Red Star Brand potatoes of the Eastern Shore of Virginia Produce Exchange.

Go to any large market and try to sell potatoes in competition with the Red Star brand goods. The trade will take Red Star's every time. Why? Simply this: the Eastern Shore of Virginia growers have standardized on one variety—the Irish Cobbler, on one grade—U. S. Grade No. 1, on a standard size and capacity container—the U. S. Standard barrel containing 1856 cubic inches, on a standard brand — the Red Star. They have built up a reputation, have established confidence and as a result sell practically every barrel at a price they set, f. o. b. farmers' loading point. Thus they have MERCHANDISED their product.

I mean this by Merchandising. Do you set the price on things you buy, your farm machinery, your fertilizers or your fruit packages.

No, the manufacturer does not consign them to a commission merchant. or to a dealer, in your town, nor does he wait for a cash buyer to visit the factory, does he? Not by any means. The manufacturer has organized his plant and sales has standardized his product, labelled it and merchandized it. He sets the price.

Then ADVERTISE your product. Give it a distinctive name. Build up good will and then guard it jealously. Do nothing that will lower your grade or quality. You have established confidence and that means, repeat orders —the very life of successful marketing.

So join us now! Be a member of the Kent County Farm Bureau.

E. P. Cohill Tells How His Apples Increased $47.50 Per Barrel After Short Trip.

SOLD THEM FOR $2.50 BARREL

What are your farm problems Are they of production or of marketing? Can you solve them by yourself, or is your volume of business insufficient to tackle them alone? Are you putting your product on the market in proper grade, pack, and condition to attract thediscriminating buyer? Are you getting cost of production for your product? Why? Who is at fault. you or your market?

E. P. Cohill who operates hundreds of acres of orchard near Hancock, Washington county, relates the following experience: "Some years ago I was interested in establishing a southern outlet for a part of my apple crop. Accordingly I went to Atlanta and visited the wholesale merchant whom I most desired to handle my product. He treated me most courteously but said his trade was so well satisfied with a brand of Michigan apples that he did not wish to change.

Showed Him His Own Fruit

I asked if I might see this fruit. He acquiesced and led me to his large storage room. I opened a couple of barrels and found apples that looked familiar to me. I looked under the top hoop and sure enough there were the initials of our own packing girls. I called for sponge and water, soaked off the highly lithographed label, and uncovered our own Ronoloway Range Brand. The wholesale fruit merchant stood by, pop-eyed. I asked him what the fruit had cost him. He replied 'six-fifty a barrel." It was a part of a shipment I had sent to Sioux City, Iowa, at two and a half a barrel. He had purchased my apples through a firm at Detroit, Michigan. Before I left him I had arranged to furnish him apples at five dollars a barrel, doubling the price to me, and reducing his price a dollar and a half."

There is under construction at Hancock a community packing house which wlil give the small grower all of the advantages of the big orchardist. The fruit will be marketed through the North American Fruit Exchange, the designated National fruit marketing medium of the American Farm Bureau Federation.

Explains Farm Bureau Views

Commenting on Secretary Wallace's statement, Mr. Gunnels says:

Vitalizes Extension Work

"The Farm Bureau was the first organization to recognize in a substantial manner the value of extension work. As a non-secret and non-sectarian organization it was entirely proper that its offer to co-operate with the Department of Agriculture and the colleges of agriculture in the development of extension work be accepted. Secretary Wallace's statement disposes of all contentions to the contrary.

"In furnishing such financial co-operation to extension work, theFarm Bureau is proving its "Forward, Farm Bureau" spirit. It pays the bill and generously invites not only its own members, but all of the people of the members. but all of the people of the farming community to partake of the benefits of the work. The funds not budgeted for us in co-operative extension work, the Farm Bureau then uses to develop through its offices or their representatives in the county, State and nation, many activities which do not properly come within the sphere of action of an extension agent. The Farm Bureau program puts into practice the teachings of the Extension Service, and at the same time, seeks new facts upon which to base additional activities in the service of its members."

PROPER RATION FOR CALVES

Ground Oats and Oil Meal Are Favored in Small Amounts at Start, Gradually Increasing.

A good grain ration for the calves will be ground oats—seven or eight pounds to one pound of oil meal. For a few days feed one pound per head per day and be sure all calves get their share, when you can increase the grain to all they will clean up twice daily. Feed silage to the calves when they begin eating well by feeding all they will clean up in half an hour. Much trouble is always avoided in getting calves going along well if you are careful in the starting of the calves on new feeds and increased rations. About two pounds of silage per head to start them on would be sufficient, noting that all the calves get to eating. The calves will pay well for the time spent in bedding them well and giving them comfortable quarters during cold snowy weather. As soon as the calves are eating regularly and well and cleaning up the feed before they leave the trough, they should gain between one and a half pounds to two pounds daily. If they are soggy, close to the ground kind of calves, they should do well for you and make baby beef.

After a few weeks, part of the ration, say one-third to one-half, could be ground barley or corn. They will certainly not make enough gain in flesh on silage alone.

SIMPLE REMEDY FOR SCOURS

According to New Jersey Specialists Trouble Is Result of Carelessness in Feeding.

Ordinary scours in calves are a simple digestive disorder, the result of carelessness in feeding, according to New Jersey dairy specialists. They should be attended to at once. Cut the feed in half and give a dose of castor oil (one-half pint). Clean and disinfect all utensils.

White scours is a germ disease and is usually fatal. Prevention methods constitute clean quarters for cows at calving time, thoroughly disinfecting the calf's navel at birth and clean quarters for calves with plenty of sunlight.

A good remedy when calf scours are prevalent is as follows:
One ounce bismuth subnitrate,
One-half ounce salol,
Three ounces bicarbonate of soda.

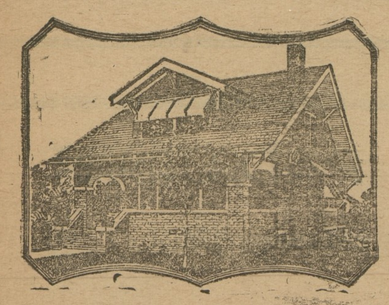
Give one tesapoonful of this mixture in one-half pint of milk three times daily.

Good Sire Will Help.

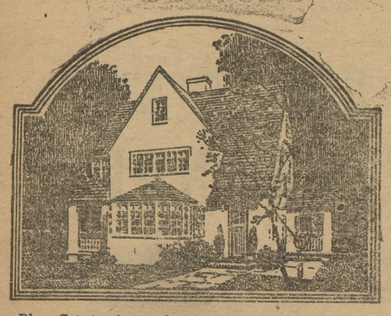
The fixed charges of maintaining a cow that milks 4,000 pounds of milk a year is but little less than those of maintaining a cow that milks 6,000 pounds of milk. A good herd sire will put the herd on the road to cheaper production by increasing production.

Milk Feed Cost Varies.

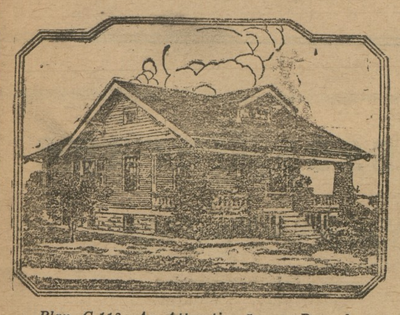
Dairy improvement association records show that the feed cost of 100 pounds of milk varies from 40 cents to $1.30, depending largely on the production of the herd.



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Plan C-63½—A popular English design—6 rooms.



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for 350
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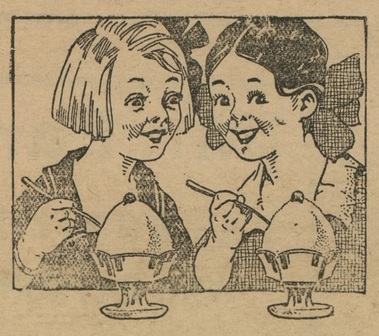
If you are planning to build or remodel this year it is time to get started. Our builders' service makes it as easy to build a home as to sign a lease. Through it you can own "the prettiest home in town." We have the Curtis plan service covering 350 Better Built Homes. These homes range from three to eight rooms in size. There are Colonial, English, Western and Southern types; there are bungalows, cottages, story-and-a-half and two-story "square" houses.

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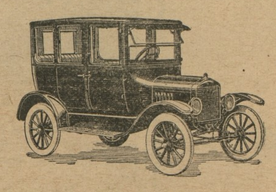
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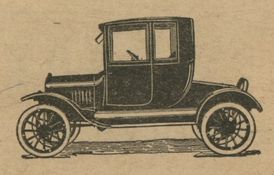
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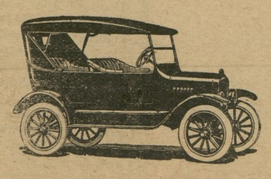
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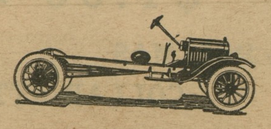
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