

with the orderly production and sales policies of industry, the weak position of the farmer is realized.

The position of the farmer to-day is not due to any lack of ability on his part nor to any superiority on the part of those engaged in other lines of activity. Manufacturers, bankers and industrialists in general have accumulated capital because of necessity; they have combined many small enterprises into large ones with enormous capital and natural resources purely because it has been economically advantageous to do so. Farmers as a group have not required large amounts of capital and to-day stand for the most part as individualists. The individual today has very little power beyond that resulting from the capital he controls; success in industry has resulted from a combination of the capital and resources of many individuals and groups of individuals. Until farmers can realize that their helpless position is due to independent action, agriculture will continue to be the least influential portion of the economic life of the world.

#### OUTLINE OF MARKETING.

When goods or agricultural products are produced in quantities greater than the requirements of the individual producer it becomes necessary to dispose of the surplus. Agriculture to-day exists primarily for the purpose of production for sale to consumers and it is this movement or distribution of articles from the primary producer to the ultimate consumer that is termed "marketing." In years past, agricultural investigation and research on the part of agricultural colleges and institutions has been confined to the many problems of production. Tremendous improvement in cultural practices of all kinds and in every branch of agriculture has been the result and this has been but right as production must of necessity come before any

distribution is possible. While colleges and other research institutions have shewed the farmer how to make two blades of grass grow where but one grew before, they have not aided him in disposing of the second blade. The mere increase of quantity and quality have not meant increased wealth and contentment for farmers because such do not depend on increase of quality and quantity but rather on the prices received for the output. Is it not true that the years of maximum production see the lowest prices paid for the product? It goes without saying that farmers as a whole have been keenly dissatisfied with their financial returns. On the other hand the consuming public protests that it pays entirely too much for most food products.

It is generally admitted that the difference paid by the ultimate consumer for a given article and the prices received by the producer for the same article has been in most cases entirely too great. This spread between producer and consumer is taken up in the marketing processes and the attitude taken by the farmer is that he is entitled to a larger proportion than he now gets, of the money paid by the consumer for the farmers' products.

#### MIDDLEMEN A NECESSITY.

Middlemen are absolutely necessary in the present scheme of economic life. They perform the task of distributing products from the producer to the consumer and can in no way be replaced. Roughly, the functions of middlemen can be stated to be assembling of small quantities of produce, storage or warehousing, processing, financing, transporting, selling and distributing. A single middleman or dealer does not necessarily carry out all of these functions but all must be done by someone. These steps in distribution are essential for the movement of foodstuffs to the