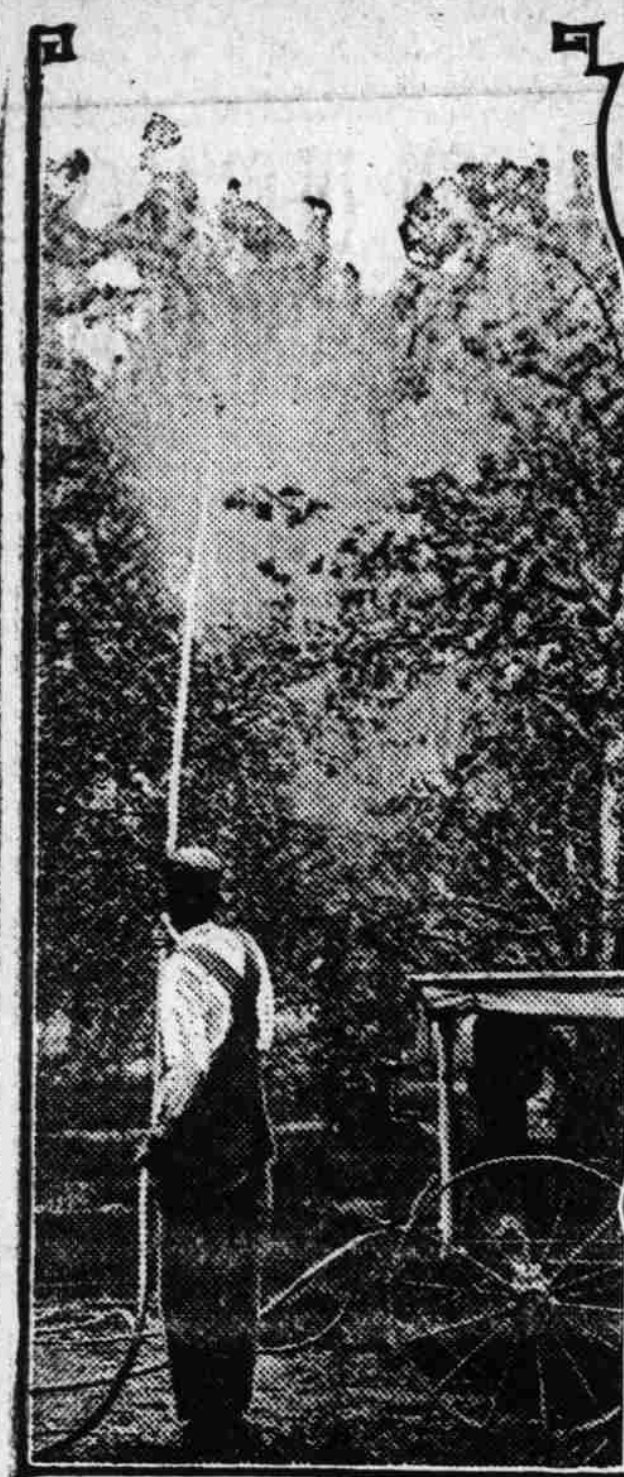


# My Fight With the Middleman



SPRAYING

By JAMES P. RICHARDSON.  
(Dean of the Prosser Preparatory School, Houston, Tex.)

EVERAL years ago, in response to the urge then prevalent of "Back to the Farm," I traded my large city property for an 80-acre apple farm in the Ozark mountains. This farm had once been exceedingly valuable, but under a non-resident owner and a very shiftless tenant it had been allowed to degenerate till it was almost valueless. I took possession in July and the gross receipts for sales that fall from the entire farm were less than \$30—less than a dollar an acre in income.

I had moved to the farm with my family and I devoted that winter to studying apple culture. I procured and read all the pamphlets issued by the national government and the state on this subject and corresponded with successful apple growers. By spring I felt myself competent to assume control. Under my direction we pruned and plowed the orchard and sprayed at what we thought the proper time. We had a large crop—what seemed to me a large one—picking more than 4,000 bushels of apples. They were, however, of poor grade and affected with bitter rot and San Jose scale, while the curculio moth made heavy ravages. My net income was \$700.

I realized now that it was necessary to appeal for help. I did so. Upon the suggestion of the state board of agriculture I secured the services of a young man just graduated from the college of agriculture, where he had spent four years in studying fruit raising, particularly apples. He came to the farm in January and I at once put him in complete charge.

He knew his business. I believed in him from the start. To watch him prune the trees was an inspiration. He took the utmost care not to infect one tree from another, using aseptic solutions with his tools. He cut the trees till I feared there would be little left. But most of all to be admired was his method of determining when and how to spray. From the various trees he cut cultures which he forced to grow in fruit jars, and watched them for the development of the various kinds of diseases. With this knowledge he set his time for spraying, and mixed his ingredients to fit the special cases.

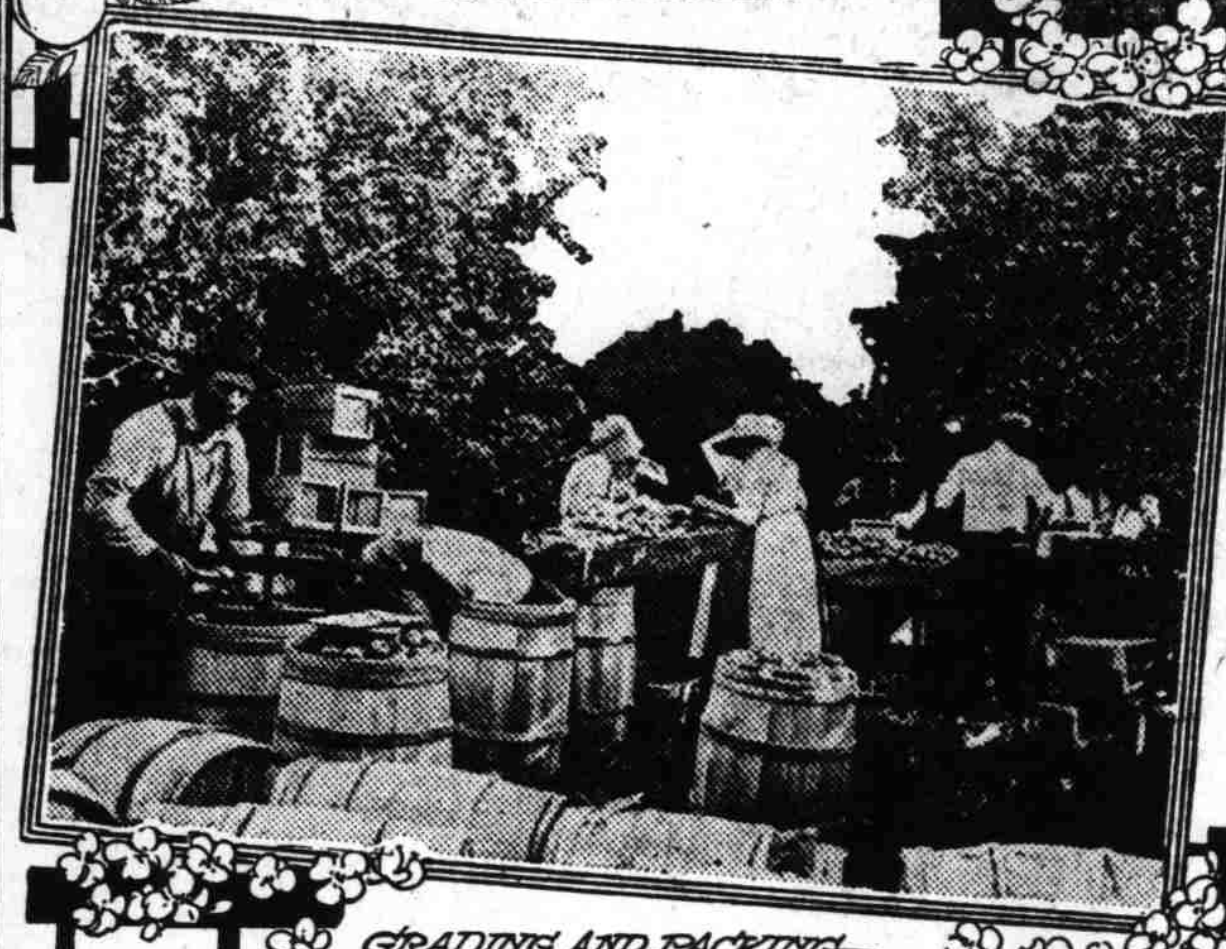
The result was astounding; that very year we harvested more than 8,000 bushels of apples, and more than three-fourths of them were of first grade. My old farmer neighbors who had laughed at the "college feller" who ran my orchard, now came and admitted that he was right and asked him to give them suggestions with their own fruit.

But not yet had I succeeded; for I learned that it was not enough to know how to raise superior apples. I must also learn how to market them. We sold them through the usual channels of the jobbers in the large cities, and our income for the whole season was but slightly more than \$1,800—just 20 cents a bushel on the average for first-class fruit.

The jobbers reported to us that our shipments came at a time of glutted markets, or were so badly damaged on the way that they had to be sacrificed. One carload of Jonathans which I had carefully selected and packed myself, knowing that not a poor apple went into the boxes, was turned into vinegar as being too small and too poor to be sold for eating; at any rate that was the report sent



A CITY MARKET



GRADING AND PACKING

us and upheld by affidavits. For this carload we got \$180.

During the winter I formed a new campaign. I moved to the city, leaving the farm in charge of my tried and true assistant. The week before the Jonathans were to ripen I visited every grocery store in the city, large and small, and offered to deliver to them such apples as I showed as samples, for \$1.90 a bushel box, prepaid. As that grade of apple was then selling to the retailer by the jobber for \$2.50 at the least, they were pleased by my offer, and within three days I had sold three carloads—1,800 boxes. I wired to the farm to ship them, and gave the express company the names and addresses of the consignees.

About ten o'clock in the morning of the second day the express company telephoned me to come down at once. I did so, and there found all my apples but 100 boxes, piled in the hot depot. Every shipment except one had been refused by the dealers. They had not even opened them for inspection, and in most cases had refused to let them be unloaded from the delivery wagons.

I started out to learn the cause of this extraordinary behavior. My first inquiries were unsuccessful, the dealers evading answer. But after a while I found an old German who was willing to talk, and he told me that the jobbers of the city had sent an agent to see them the day before and told them that if they took my apples as agreed, the jobbers would refuse them further "courtesies"—which meant they could buy no more fruit from the regular wholesale dealers. In self-protection, therefore, the retailers had to decline my shipments. The one who had dared to disobey this drastic order from the overlords was the largest retail firm in the city, which also conducted a wholesale department, and had taken the apples in that side of their business.

Still unconquered, but feeling mighty weakened, I went to the jobbers direct. The first man who learned my name turned on his heels from me and slammed the door of his office in my face. The next one told me with an oath that he couldn't do business with me. So it went along the row till at last by giving a fictitious name and even denying that I was myself, I found two jobbers who would take the apples, to be sold on the morrow on commission.

The next morning I attended the sale of my own apples on the sidewalk in front of the wholesale house. I saw the apples sold at prices ranging from \$2.50 to \$2.80, and I felt quite reconciled to my fiasco. But when I came in for settlement their books showed that no box had sold for more than \$1.50, and their clerks all declared that to be the case. I was offered and had to accept that sum, less their commission of 25 per cent. The other dealer reported that he

had found no sale for my apples and had shipped them to an adjoining town 50 miles away, where they were sold at a price, which, after deducting two commissions and the additional freight, left me 55 cents a bushel.

Naturally this took all the fight out of me and the rest of our crop was marketed through the jobbers. The total sales for the 8,000 bushels were \$4,500. But these apples cost the consumer more than \$20,000.

I had a new scheme for the ensuing year. I advertised in the papers of several towns that we would deliver fancy No. 1 apples to the homes of the people, with the privilege of inspection before paying, express prepaid, for \$2 a bushel. At that same time the usual retail market price was more than \$4. We also sent circulars to the people whose names appeared in the telephone books. As a result of this campaign we sold less than 600 bushels, which did not pay for the cost of the advertising. Evidently the housewife is not anxious to save money, or else she has little faith.

Since then we are going on raising the best apples we know how to produce. We prune and plow and fertilize. We spray carefully. We pick by hand with the utmost solicitude. Our apples are large and free from bitter rot and other blemishes.

But we sell them through the jobbers, and we receive an average of \$2 a bushel even now with the prevailing high prices, and these same apples cost the retail dealers twice that sum. The difference goes into the rapacious and never-satiated maw of the men who do nothing to raise fruit or to sell it or to put any real value into it; but who live on the efforts of the other two real laborers. I think that they ought to spell their names with an initial R instead of J.

But they have on their side antiquity and religious prestige. For even "way back in the time of the Garden of Eden there was there an apple tree. Eve tended this tree and watched its fruit. When it was ripe she presented it to Adam. Thus Eve was the producer and Adam the consumer. But that was not all. Even there was to be found the middleman; the Bible calls him by a more characteristic name.

## Educated Clerks.

Two Terre Haute school teachers, both college graduates, spent a week recently clerking in a Chicago bakery. One day they sold several articles to two customers. The bill came to exactly 93 cents and both were elated, because of the size of the sale. They were further elated when they heard one of the women remark to the other one as they left the store: "They must have educated clerks here now. Did you notice that they counted up the bill in their heads instead of using a piece of paper as the old ones did?"

"Oh, yes, I know, it's a bird," came the proud reply.

"No it isn't either," said Mrs. M. "It is one of those baby carts that fold up."

## Strangers Prepared For.

"Does this dog growl?" asked the lady of the dog dealer. "Oh, yes, ma'am," was the answer. "Well, I want a dog that doesn't growl." "Don't you want something that will growl when strangers come around?" "No, My husband will attend to that."

# IMPROVED UNIFORM INTERNATIONAL SUNDAY SCHOOL LESSON

(By REV. P. B. FITZWATER, D. D.,  
Teacher of English Bible in the Moody  
Bible Institute of Chicago.)  
(Copyright, 1919, Western Newspaper Union)

## LESSON FOR NOVEMBER 2

### TEMPERANCE LESSON. (World's Temperance Sunday.)

LESSON TEXT—Jer. 35:1-5, 12-14, 18, 19.  
GOLDEN TEXT—Whether therefore ye eat, or drink, or whatsoever ye do, do all to the glory of God.—1 Cor. 10:31.

PRIMARY TOPIC—A true temperance story.

JUNIOR TOPIC—What alcohol does.—Prov. 23:31, 32.

INTERMEDIATE TOPIC—The clean strong life.

SENIOR AND ADULT TOPIC—Our personal responsibility for temperance reform.

### I. The Rechabites Tested (vv. 1-5).

In the days of Jehoiakim the Lord charged Jeremiah to bring the Rechabites into the house of the Lord and test them regarding the drinking of wine. This he did in a place where the people might behold them, the aim being to teach Israel by example. The father of the Rechabites had given command that they should not drink wine. The filial obedience put to shame the Israelites for their lack of obedience. Jonadab, the father of the Rechabites, was only a man, but the one whose commands Israel were disregarding was the Almighty God, their Creator and Savior. It is God's plan that every man be tested. Being a free agent he only can have character through testing. It was for this reason that God placed Adam and Eve in Eden and permitted the devil to test them. While we should be concerned with the removal of temptations from men, we should be more concerned with teaching them their responsibility and showing them how to overcome.

### II. The Filial Loyalty of the Rechabites (vv. 6-11).

Though they were out of their own country, in the midst of a foreign people, they refused to drink wine, declaring that they had been true to the instruction of Jonadab all their lives. Obedience to his instructions had been practiced by all men, women and children. It is a fine thing when children keep in memory their fathers and render obedience to their commands.

### III. The Loyalty of the Rechabites in Contrast With the Disloyalty of the Israelites (vv. 12-16).

1. The appeal (vv. 13, 14). He made the appeal on the basis of the filial loyalty of the Rechabites. He reminded them that the Rechabites were obedient, though their father was dead long ago. He also reminded them that he had spoken to them in person, rising up early to do so.

2. The ministry of the prophets (vv. 15, 16). When the people failed to render obedience to God he sent to them the prophets, who plead with them to amend their ways by turning away from their idols. Matthew Henry indicates the points of contrast somewhat as follows: (1) The Rechabites were obedient to one who was but a man; the Jews disobeyed the infinite and eternal God. (2) Jonadab was dead long since and could not know of their disloyalty or correct them from it. God is all-wise and lives forever and will punish for disobedience. (3) The Rechabites were never put in mind of their obligations, but God sent his prophets who rose up early to remind them. (4) Jonadab left the charge, but no estate to bear the charge; but God gave the people a goodly land and blessed them in it. (5) God never tied up his people to any hard task like Jonadab did, yet God's people disobeyed him and the Rechabites obeyed their father.

### IV. Judgment Upon the Jews for Disobedience (v. 17).

God declared that he would bring judgment upon them according to what he had said. Judgment is determined upon those who disobey and rebel against God.

### V. Reward of the Rechabites for Their Loyalty (vv. 18, 19).

Because they had been true to the commands of Jonadab they should have continued representation before God. God has such regard for filial obedience that he lets no act go unrewarded.

### God Knows His Own.

The church must keep herself pure. Neither false doctrine, nor false life, is allowable. The searching eyes of God see every corner of his dwelling-place. Nothing is hidden from his search. "The Lord knoweth them that are his, and them that are not his cannot deceive him. So, 'let everyone that nameth the name of Christ, depart from iniquity.'"

### The Miracle of Divine Grace.

The miracle of divine grace is too great for our understanding. The most dreadful thing about sin is the terrible feeling that the sinner can never again be as though that sin had never been.—Rev. Reginald J. Campbell in the Churchman.

### Power of Prayer.

Prayer is the summing up of the Christian life in a definite act, which is at once inward and outward, the power of which on the character, like that of any other act, is proportioned to its intensity.—Benjamin Jowett.

### What We Will and Must.

There is no contending with necessity, and we should be very tender how we censure those that submit to it. "Tis one thing to be at liberty to do what we will, and another thing to be tied up to what we must.—L'Estrange

# WISE POLICY TO SELECT SEED FOR TWO YEARS FROM THIS SEASON'S CORN CROP



Save Two Years' Seed From This Kind of Field—There May Be Nothing Like It Next Year.

(Prepared by the United States Department of Agriculture.)

The 1919 corn crop is a wonderful crop from which to select seed corn. Over most of the country it is well developed, fully matured, hard and sound—just the sort of corn that a fellow can bank on for a good stand and big yields.

But it takes time to select seed corn. You are busy. Some other job is calling you before you finish the one you are at. You guess you will not take the time to select any seed corn to speak of.

All right—it's your business. But think ahead a little. Imagine that it is the spring of 1921. The year 1920, say, was a poor corn year. Frost came early and nearly all of the corn was soft. You haven't any that is fit to plant. The busy spring season is at its busiest. A score of things are calling to be done at once. You have to hitch up the horse or crank the car and start scouring the country for some man who has a crib of old corn. Probably you fail to find him and have to wait while the county agent or somebody "sends down South" and gets you some hard corn to plant. Some waste of time connected with the process, isn't there? After you get it, perhaps it is unadapted to your locality and yields a poor crop of immature corn.

### Save for Two Years.

This is one of the reasons why the corn experts of the United States department of agriculture urge farmers to select out of this year's crop enough seed corn to meet their needs for two or three years. No farmer, particularly in the northern portion of the United States, has time not to do it.

Still, the mere saving of time is not the only reason. By getting two or three years' supply of seed corn out of

a crop like this, the farmer takes out an insurance policy that he can continue raising a variety of corn that has proved its merits. If he neglects this opportunity of providing himself with a good supply of the right kind of seed, he may have to start over with a variety that he knows nothing about, that may not be adapted to his locality or his land, that may bring with it some disease or insect pest, and that, in any event, he will have to experiment with for several seasons before he knows what it will do for him and what he must do with it.

### Where Every Day Counts.

The sowing of seed corn from a crop of the right kind is a matter of importance everywhere, but more particularly so in the northern portion of the country. That is where the vicissitudes of the seasons are most likely to bring about a soft crop. There, also, low vitality means the heaviest handicap. The South, with its long-growing season, might sometimes afford a corn crop that gets away to a slow start, but in the North every day counts from the time the corn is put in the ground until the crop is safely harvested. Anywhere, however, the saving of the right kind of seed has a direct and important bearing on production.

The department of agriculture believes that every farmer can better afford to take the time, however much his labor may seem to be needed elsewhere, to select at least two years' supply of seed corn from this year's crop, than to run the risk of being caught, spring after next, with no suitable corn to plant, with the resultant delay, annoyance, and actual reduction of yield. The day or so that the farmer puts in selecting his seed corn will probably be the most profitable day's work he does in the whole year.

# FIREWOOD PREPARED FOR WINTER SUPPLY

## Labor Requirements Reduced by Use of Machinery.

Where Co-operative Plan Is Not Feasible Many Farmers Prefer to Hire Work Done Rather Than Buy Individual Rig.

(Prepared by the United States Department of Agriculture.)

Use of power machinery in preparing firewood will reduce labor requirements to a point where the farmer should be able to get his wood ready to burn without seriously neglecting other work. A great many farmers already have gasoline engines suitable for furnishing the power for wood-sawing machines. The sawing machines themselves are comparatively inexpensive and the labor one saves will be sufficient to pay for it long before it is worn out. One outfit can do the work for several families each year. The purchase of a complete outfit, including an engine to furnish power, may be profitable for a group of farmers or for one who has an opportunity to do custom work for his neighbors.

Where the co-operative plan is not feasible, many farmers prefer to have their wood cut with a hired outfit rather than to purchase an individual rig. The machines are sometimes hired by the day or hour and sometimes by the cord. In cutting poles or heavy wood that has not been put into cordwood, the outfit is usually hired on a time basis. When the saw owner furnishes the fuel for the engine and his own time, \$1 or less per hour is usually charged in the eastern part of the country. If the saw is kept busy, wood can be cut at the rate of at least two cords per hour. Thus the use of a hired machine for cutting wood will cost the farmer less than 50 cents per cord. In cutting cordwood the outfit is often hired at a fixed rate per cord. Where the saw owner furnishes the fuel and only his own time, the price is usually 35 to 50 cents per cord. If a custom rig has a great deal of sawing to do every year the charges for depreciation, interest, and probable repairs will be considerably less per cord than on the individual outfit. Con-

sequently, the custom outfit can do the work at a price equal to or below the cost of doing it with an individual outfit and still return a profit to the owner.

## WASTERS OF SOIL FERTILITY

Gullies Between Corn Rows Act as Channels Which Wash Deep and Do Much Injury.

(Prepared by the United States Department of Agriculture.)

Gullies are wasters of soil fertility. In many corn-producing sections the rows between the corn sometimes act as channels which soon wash deep and carry away much of the best soil of a field. Although it is not a simple matter to reduce these gullies, it is practical to attempt it. A successful scheme practiced throughout the corn belt by many farmers consists in thrashing settings of grain—in grain follows corn in the crop rotation—at intervals along the gully so that the by-product straw will be deposited in such a manner as to blockade and prevent further soil erosion. Even though wheat and rye straw are valuable for bedding purposes, it is advisable to sacrifice some of the latter as the farmer will eliminate a material source of loss and an eyesore from what probably is otherwise an attractive field.

# GENERAL FARM NOTES

All seed corn should be tested.

A well-filled silo will save feed worries next winter.

A concrete walk from the house to the barn saves many a kitchen floor scrubbing.

By using a hay press many farmers are able to store a great quantity of feeds without erecting new buildings.

A barn without plenty of light is not necessarily a wholly bad barn, but it is a long way from being a good one.

A half hour spent each day planning the work will shorten the total time needed in which to get the work done.

## 'Twasn't a Bird

Something had gone sadly wrong in the postoffice, and various employees hustled hither and thither and knitted their brows in attempts to ascertain what was what and why.

Mr. Springsteen, postmaster, lost just a trifle of his customary calm as he queried among messengers, carriers, clerks and others to learn how it might be that a poor little oriole was injured while in transit by parcel

post from his office. And, furthermore, he must learn how it happened that the little oriole had not been duly insured as directed by the owner and consignor.

"Indeed," said Mrs. M. (said owner and consignor), "I surely told that man to insure the oriole, and now I ought to be paid."

"I certainly am sorry the poor thing got hurt," humbly replied the postmaster.

"You know what an oriole is, don't you, Mr. Springsteen?"