

field work of the latter survey has been largely done by the Reverend John Christopherson, Pastor of the North Middletown Christian Church. We have had calls, either to make surveys in person or to direct the making of surveys by community leaders, in the following counties: Laurel, Whitley, Lee, Henry, Jefferson, Daviess, Grayson, Butler, Mason, Letcher.

The demand for this survey work on the part of business men, preachers, teachers, physicians, and farmers who realize that in no other way can they gain that exact knowledge of social and economic conditions within the community, which is so essential to rational community replanning, is sufficient to keep one person busy the year round.

Marketing Investigation.

Some of the greatest economic problems confronting the farmer today are those involved in the marketing of his produce. At the same time there is undoubtedly no phase of his business with which the farmer is so little acquainted as he is with the marketing phase. The manufacturers of shoes, clothing, tobacco, etc., have an absolutely accurate knowledge, not only of costs and methods of production, but also of costs and methods of marketing. They are constantly studying to devise more efficient and hence cheaper ways and means of placing their products on the market. Now the farmer has just as great need as any of these to know how every bit of his produce gets from his farm to the manufacturer or the consumer. He needs to understand the functions performed by each individual through whose hands it passes, and whether those functions are necessary, properly performed, and performed at a reasonable price. He needs to learn the lesson long ago familiar to the clothing and tobacco manufacturers, that one of the prime essentials in securing a good price is to put on the market high quality, standardized products, bearing either the stamp of the individual producer or of a producer's association, thus guaranteeing to the purchaser complete satisfaction or money refunded.

It is to gather and present in an orderly and systematic