

1931

## Research (An Editorial)

John D. Clark

Follow this and additional works at: <https://digitalrepository.unm.edu/nmq>

---

### Recommended Citation

Clark, John D.. "Research (An Editorial)." *New Mexico Quarterly* 1, 2 (1931). <https://digitalrepository.unm.edu/nmq/vol1/iss2/2>

This Contents is brought to you for free and open access by the University of New Mexico Press at UNM Digital Repository. It has been accepted for inclusion in *New Mexico Quarterly* by an authorized editor of UNM Digital Repository. For more information, please contact [disc@unm.edu](mailto:disc@unm.edu).

## Research (An Editorial)

By JOHN D. CLARK

**R**ESearch is a word which is often heard. Too often it is interpreted as meaning something of academic interest to a professor, something which the millions of a General Electric Company can transform into dividends, or something a great philanthropic foundation can conduct, reporting on it in a bulletin, which will attain a ripe old age on the shelf of a library. When called by some other name, it frequently seems closer to the daily life of the average man.

The Los Angeles Chamber of Commerce is interested in finding more markets for the products of the five thousand odd factories in the neighborhood of that city. The nearer its possible customers are to Los Angeles, the better the chances of securing their trade as increasing distance from that Pacific Coast metropolis means closer approach to the factories of the east. A Western customer is *the* man the chamber seeks to serve.

To purchase, one must have some product with which to make payment, and it was with a view of finding how much produce Los Angeles consumes which is not made, mined or grown in the West, that the Los Angeles Chamber of Commerce conducted some research under the name of a trade survey.

Mr. Albert V. Weigel reported the findings of the survey to the annual meeting of the Albuquerque Chamber of Commerce. In brief, they are in the following table, which gives what Los Angeles purchased last year in New Mexico, and what it purchased from points east of our state:

	From New Mexico	From East of New Mexico
Sweet Potatoes	59 car loads	149 car loads
Vegetables		214 car loads

84 ] *The* NEW MEXICO QUARTERLY

	From New Mexico	From East of New Mexico
Dressed poultry (mostly turkeys)	68,613 pounds	7,500,000 pounds
Butter	81,753 pounds	250,000 pounds
Cheese		1,000,000 pounds
Hogs		300,000 head

Interesting as are these facts themselves, and as significant as they are, it should be of far more interest to us to note that an outside agency, financed by far-seeing business men, has conducted the research which so clearly points out to us economic opportunities of which we ought to take advantage.

More than once men have asked "Of what real good will the Middle Rio Grande Conservancy Project be to us when agricultural depression is so general?" We have not given our own answer. An outsider has given it for us.

New Mexico has yet to appreciate how much more than the cost of research it may be worth to her to *get the facts*.