

WAY FOUND TO GIVE FARMER MORE OF CONSUMERS DOLLAR

It is by Cooperation; Bad Marketing Contributes to Poverty of Agricultural Sections; Organization Absolutely Essential to Successful Marketing of Farm Products.

(Written for the Raleigh News and Observer by Carl C. Taylor)

Co-operation is a form of business enterprise. A business enterprise is a systematically organized method and set of machinery for carrying on some essential part of our economic life. Cooperation is a definite method of combining all persons and processes concerned with a given business enterprise in order that they shall work for a purpose or result that is common to all concerned in that purpose. We have shown in the two previous articles that there are many processes and many persons concerned with the marketing of farm products. In a blind sort of way these processes and persons have been working in a common cause—that of getting goods from the primary producer to the ultimate consumer. Cooperative marketing proposes to consciously direct these processes and persons. In doing so it will guarantee a sure attainment of the ends desired in efficient marketing.

The consumer pays more than two dollars for every dollar which the farmer gets. In some cases the consumer pays ten times as much for the product as the farmer receives. In other words the farmer gets from ten to fifty cents only of the consumer's dollar. This is due to the following facts:

1. The individual does not have the time, or facilities for efficiency marketing his product.
2. He is not in a position to know what the market demands or when it demands it.
3. He cannot individually grade, standardize and otherwise prepare his products for the market.
4. He is not in a position to store and hold his products until the consumer wants them and the price is right.
5. Even if he were in a position to store his goods he is often not able to finance himself while he waits.
6. As an individual he is at a disadvantage in market bargaining.

On Border of Poverty
The inevitable results of these facts are that the farmers whom all recognize as vitally and fundamentally important in the economics of the world, live on the border of perpetual poverty generation after generation. Bad marketing is not the sole cause of their economic poverty but is one of the chief causes.

- Bad marketing contributes to the economic poverty of the farmers because:
1. Although farmers perform a definite division of the world's labor, they are not organized so as to translate their labors into adequate market prices.
 2. They actually violate the law of supply and demand because they do not know what are the market demands.
 3. They fail to get the premium on their best products because their products are ungraded and unstandardized.
 4. They dump their products on the market and break their own price.
 5. Because other groups are organized for storing holding and financing goods during a period of waiting, these other groups are much more dominant in dictating prices than are the farmers.

Organization Necessary
Business is always organized business. The farmer's need is not to get results, which he can get by present methods of carrying on business unless they are organized. Cooperative organization of growers for the purpose of marketing their products will make it possible for them to accomplish many things which are essential to efficient marketing:

1. Organization will make it possible for them to assemble products in large enough quantities to effectively and competently take all the succeeding steps in marketing.
2. Organization will place them in a position to hire experts to grade and standardize their products and thus make it possible to get the margin or premiums paid for standardized products.
3. Organization will give them sufficient quantities of products to make curing and processing possible thus making the products suitable for storage and shipment.
4. Organization will enable the farmer to own and manage store-houses and thus be in a position to retain his seasonal excess or surplus until the market demands this surplus at fair prices.
5. Organization will enable the farmer to have a standardized, cured and warehoused product to use as standard and acceptable collateral upon which to borrow money and with which to finance their whole marketing process until all their products are sold.
6. Through organization the farmer will be strong enough to force right freight claims and adjustments dictate fair bargaining and in every way cope with organized business.
7. Cooperative commodity marketing associations will enable the farmer to include under one business management several of the steps in marketing and thus introduce real business administration into distribution.

tion.

8. After organization has placed them in a position to utilize the business machinery and use the business experience of the world, farmers will get better prices for their products and at the same time render better marketing service to the world than has yet been known in the marketing of farm products.

Evolution of Marketing
The evolution of marketing, whether of manufacturing or raw goods, has developed through four steps.

1. Direct sales from producer to consumer.
 2. A commission man system in which the commission man acted as a "go-between."
 3. A series of specialized marketing process or steps, each process operated by a specialized agent.
 4. A consolidation of these various steps under one management.
- Under direct marketing only a small per cent of the world's surplus products were distributed. People sometimes starved to death within a few hundred miles of great surpluses of food. Very little marketing is now direct from the producer to the consumer because the producers and consumers are too far apart.

The commission man stage is always a temporary arrangement. Few products except farm products are today sold in that way. The stage to specialized marketing processes—storage, processing, packing, shipping, etc.—is almost universal today. In a few instances the step of business integration and administration has been taken. We have previously cited oil and steel. Many farm products still remain in the commission stage. Most of them go through the marketing process by passing from the hand of the producer into the hands of the first specialized middle man and from there successively from specialist to specialist until finally having changed ownership many times they reach the ultimate consumer.

Incalculable Gains Possible
Cooperation has already made considerable headway in accomplishing the fourth step in marketing the consolidation of the processes. It is probably destined to continue until we have a thorough integrated coordinated and administered marketing system. The gains of such an accomplishment will be incalculable. These gains will mean in the business of marketing or distributing products somewhat the same thing as factory production has meant in the business of refining products. If any one lacks the faith to believe this thing all they need to do is to study the history of Danish marketing development of the last sixty years, the story of the California co-operatives or even the development of the marketing machinery of some great American corporation.

The old fashioned child who used to commit the Psalms to memory now has a child whose memory course consists of learning all the movie stars.

A total of 3,058 farmers were helped by county agents to home-mix their fertilizers in 1922 saving \$31,000.00 on 17,444 tons.

The people protested when commissioners in eight counties wanted to discontinue home demonstration work and now all but one have decided to support the agents.

ENTRY NOTICE NO. 2567
State of North Carolina, Watauga County, Office of Entry Taker for said county.
T. T. Shook locates and enters 50 acres of land on the head waters of Dutch Creek, in Shawneehaw township, beginning in the old Norwood line, and running south to Alfred Townsend's line, and with his line to James Rupard's line then with his line to Adolphus Rupard's line on top of the white rocks, then with the top of ridge to the beginning and various courses so as to include all the vacant land. Entered Feb. 26, 1923.
H. J. HARDIN, Entry Taker.

50 GOOD CIGARETTES 10¢

GENUINE "BULL" DURHAM TOBACCO



CHRISTIAN RELICS IN JAPAN

Documents of Great Historic Importance Have Found Place in the Museum of Tokio.

It is reported that Marquis Kokujun Tokugawa has discovered among his heirlooms a large stock of old books and other articles relating to Christianity in Japan during its forbidden period in the Tokugawa era. These will be donated to the Museum of Tokio and that of Mito, the native city of the marquis. The books will be placed at the disposal of students of Christian history in Japan.

Since the time of the Third Shogun there had been in the Tokugawa treasures a series of large boxes known as "ever-closed cabinets." The present marquis, upon deciding to open them, was surprised to find a number of books and personal effects that included copies of the Bible written in Japanese kana and representing the original sounds of foreign language, while the dresses were those worn by Japanese Christians at the time of the Amakusa Christian rebellion.

Up to now relics of the Christian era in Japan consisted of paying stones engraved with a cross upon which Christians were forced to walk, rosaries and statues of the Madonna and Child under the form of Kwanon, Goddess of Mercy, holding a child to avoid detection. These are found chiefly in southern Japan, where Christian villages also were discovered in remote mountainous districts during the time of the persecution.

Presents from the pope to the lord of Sendai, who received them upon the occasion of the first Japanese embassy to Rome, are preserved in northern Japan.

Comparisons Are Odious, But—

The woman was watching the man tide eddy and flow before her. "Do you know," she said, "although the flappers have the utmost contempt for their young brothers who are just entering the exalted estate of young manhood, they are not unlike them these days. The boys, poor dears, dash madly around all week in their hated knickerbockers, and then on Sunday they strut forth in long-trousered splendor and a large fund of easily offended dignity. Their 'older' sisters have been able to make their families believe almost anything, but, unfortunately, the mothers fail to agree with the theory that a dress or skirt should be sent to a heathen Chinese just because 'it isn't stylish any more.' So the abused darlings swaggle in short skirts during the week and then glide demurely and awfully through their week-end dates. Rather amusing, isn't it?"—Chicago Journal.

Counterfeiters Foiled.

To foil forgers a new type of bank-note has been designed for issue by the Bank of Ireland, which, it is claimed, cannot be counterfeited. The secret lies in the selection of certain shades of green and blue which fail to register when photographed, thus rendering it impossible for forgers to duplicate the engraving exactly. The new notes are available in the denomination of one pound sterling. The central design consists of a large oval bearing the word "One," surrounded by a sunrise effect made up entirely of tiny letters spelling "one pound." The reverse keeps the same coloring, but the design is a star, with a picturesque representation of "Edin," the most ancient name for Ireland, and rays composed of the words, "Bank of Ireland."

Affidavit Should Go With This.

Bird-lovers are finding the good Samaritan acts of a certain pair of eagles near Beech park almost too human for the monarchs of the air, generally known to be flesh-eating, with a predilection for rabbits in particular, says a dispatch from London, Canada.

This particular pair of eagles, finding some bunnies scrambling aimlessly about in a field, took them up gently by the ears and carried them to a neighboring farm, depositing them carefully near the barn.

The next remarkable act of one of the eagles was to break a window in the barn. Through the hole the birds carried the rabbits, depositing them gently in the hayrack, where the bunnies have made themselves quite contented.

Potato Appropriately Honored.

The family potato has at last been given just recognition. Poets may sing the praises of pomegranates and tropical fruits, but the potato now has a monument erected in its honor. The granite tablet, erected by farmers on a piece of land in the Hartz mountains, bears the inscription, "Here was made the first experiment in growing potatoes in 1747." The experiment was tried just 175 years ago. At that time few people consented to eat the food which this year, especially, will do more than anything else to stave off hunger in Germany. The cultivation of potatoes had started in Bohemia more than a century before the experiment was tried in Prussia.

Woman Has Large Responsibilities.

As manager of the transportation department of one of the largest oil and lumber companies in the world, Miss Anne Baker of Paduch, Ky., directs the towing of something like 2,000,000 railroad ties each year along the Mississippi and Ohio rivers.

Power of Suggestion.

"Why do you agriculturists find so much fun?" "I dunno," rejoined Farmer Corn-tassel, "it's something we catch from you all speechmakin' politicians."

HELPED BY RADIO

Broadcasting of Weather Information Aids All.

Farmers in Particular Have Been Benefited by Recent Advances Made in the Science.

The marvelous advance in radiotelephony which makes it possible for anyone to receive messages in spoken words, without having to learn a telegraphic code, has enormously increased the broadcasting of weather information during the past year, not only to farmers all over the interior of the United States, but to aviators and ships at sea, both on the oceans, the Gulf of Mexico and on the Great Lakes.

To receive radiotelephone messages requires only a limited equipment, simple and inexpensive. Thousands of farmers have installed receiving apparatus recently, with the result that the isolated rural home is brought instantly in touch with the many kinds of information, instruction and information that are being broadcast continually.

Weather information thus reaches the farmer as promptly and effectively as any urban business man. Farm operations are absolutely dependent for success upon a knowledge of weather conditions, and the protection of crops from disaster due to frost, drought, storms and other weather phenomena is only possible if adequate warnings are received in time. Heretofore a large number of the farmers of the country were so located that they could not be supplied by newspapers or telegraph with the daily forecasts and warnings of the weather bureau of the United States Department of Agriculture in time to be of service to them. Radiotelephony has changed this.

Also the number of broadcasting stations has increased to meet the needs of those equipped to receive the messages. A year ago daily state forecasts were being broadcast from 12 radio stations in only 7 states, and chiefly by radiotelegraphy, which few were able to take advantage of. Last July there were 98 stations in 35 states broadcasting daily weather forecasts and warnings by radiotelephone. Weekly reports on the effect of weather on crops and highways, and other information issued by the weather bureau are also disseminated by these stations.

The weather bureau does not own or operate any wireless equipment. The radio distribution work is accomplished through plants operated by other government agencies, by corporations and by private individuals, and without expense to the weather bureau. An exclusive wave length of 485 meters has been assigned by the bureau of navigation, Department of Commerce, for the broadcasting of weather forecasts and market reports. No station can use this wave length unless specifically licensed to do so. To avoid unnecessary crowding of the air and interference with schedules only two stations are licensed to broadcast in any city or community. This limits the number that would otherwise gladly co-operate in the work. There are at present about 400 licensed broadcasting stations in the United States.

The Rare Albino.

In the struggle for life among creatures of the wild, the albinos have a very poor chance of existence. They are handicapped by their defective eyesight and their conspicuous appearance, and it is seldom that they reach maturity. Now and again, however, in different parts of the globe, exceptions are recorded and quite recently the London Zoological society has been fortunate in securing a pure albino monkey captured at Morogoro, Tanganyika Territory. The ordinary monkey of this species is greenish in color, with sooty-black face and hands, and hazel-brown eyes. In the white specimen the hair is snowy white, the naked hands and feet are pale flesh-color, and the eyes pinkish, with the iris faintly blue. The albino is the result of a congenital deficiency of coloring matter in animals, persons or plants. Among persons the albino was first observed by the Portuguese in certain West African negroes.

Of Course He Lost Her.

Bluebelle and Fred had been going together for a long time and everybody considered matters as good as settled. Bluebelle had already adopted an air of ownership very pretty at times, perhaps a little trying now and then, if the truth be known. Then came the break. They were no longer seen together, and at a dance there was a manifest coolness.

"What caused all this?" asked a friend of the girl.

"He had called to take me to the theater," explained Bluebelle with a pout. "I sent word that I'd be down in a minute and he said he'd be back in an hour."

Ministers' Sons.

Of 12,000 prominent men in the United States, 1,000 are sons of preachers. Of 2,145 notable men of England, 1,270 are sons of preachers. In 1910, ten out of every 51 persons in the Hall of Fame were sons of preachers. Five of our Presidents were sons of preachers.

Hungary Drills Oil Wells.

Hungary hopes to become a petroleum country and is drilling a number of test wells in a search for an extension of the Gallician oil area.

ELECTRICITY HAS BECOME FARMER'S BEST HIRED MAN

Handy Motor Saws Wood, Grinds Feed, Runs Water Pump and Brightens Life.

MEANS REAL WATER SYSTEM

Old Fashioned Kerosene Lamp, Tallow Dip and Even the Lantern Disappear When Electric Lights Arrive.

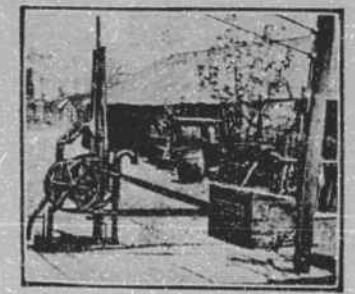
Imagine a hired man who would work for a cent an hour, require no board or lodging and think nothing of putting in from ten to fifteen or even twenty hours a day, if desired?

Most farmers would doubt their own ears if they heard about such a human marvel. Yet there is a marvel of that sort, that will do all the above—only it isn't human. Some might say it's more than human, which it really is.

It's a fairly familiar object, this superhired man. It's a typical electric motor of one-eighth horsepower, which is the equivalent of one-man power.

Until farmers in various sections of the United States began adopting electrical methods, few realized how valuable electricity can be to those who follow agriculture as an occupation. A motor of the size mentioned,

and might take to every farm, is the possibility of electric lights. Usually these will be put in even before a motor-driven pump and the resulting water system. Almost always the electric lights are the first

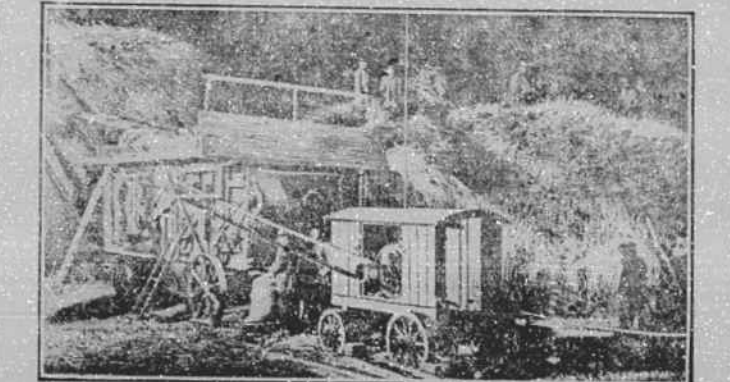


Electric Water System on a Farm. Motor is Inclosed in Box.

thing for which electricity is used on the farm. Many farmers secure electric power solely for the sake of the lights, although it must be said that they do not often stop with the lights. Other electrical improvements follow.

Old-Time Lamps and Candles Go

The time-honored kerosene lamp, the tallow dip, with its ever-present fire peril, even the almost inevitable lantern, are all apt to vanish and never return when the electric lights arrive. Those who have lived on farms, especially folk of the present generation who were brought up on



Motor Running a Grain Thresher at Farm.

ed, which costs \$40 to purchase and uses energy at the rate of less than one cent an hour, has been compared to a horse, which might cost anywhere from \$150 to \$250, and would be an expense equivalent to 10 cents an hour after being purchased. The motor under consideration, of course, would only do one-eighth as much work as the horse, but motors come in various sizes. They can be secured in sizes that will do fully as much work as a horse; others will perform much more work than a horse could do.

A five horsepower motor has been found busily operating a wood saw and a feed grinder. A one-half horsepower motor has given great satisfaction in running a farm pump.

The End of Water Lugging

On many farms the installation of an electric light and power system would make possible some really convenient devices, such as most folk would associate with trolley cars, street lighting, telegraph wires, and other metropolitan elements. An electric motor installed up to operate a pump would make it feasible on many farms to have a regular residence water supply installed in the farm house, with pipes and faucets, as up to date as the home of any city dweller.

The day that this system went into operation would be a date which the farm wife would remember for a long time. Not to be compelled to draw and carry heavy pails of water many times a day would be a magical event in her life. The first time that she went over to her kitchen sink, turned the faucet and saw the water flow out, without any further effort whatever, would be a moment of breathless delight.

Along with this boon, which electricity has already carried to some

farms, whose youthful period occurred at a time when electric lights were as yet unknown anywhere, can recall the monotony of taking care of the kerosene lamps.

Every few days they had to be refilled, and almost as frequently the glass chimneys had to be washed. This latter required care, for lamp chimneys are fragile, and are apt to be slippery after coming out of warm, soapy water. And every night the same laborious operation was necessary to "light up." It would take two or three minutes sometimes to light one lamp.

But times have changed mightily on some American farms—so much so that the men and women who were boys and girls on the old farm and since have gone forth to city life would find a fascinating comparison possible if they should now return. They would find the old folks spending their years as comfortably as city dwellers. None of the old routine of lighting the lamps would be observed. Instead of that, "Pa" and "Ma" would complementarily step over to the wall, twitch a switch—and the rooms would instantly shine with light! Electric light!

When "Tom" Edison invented the first of these electric lights, many years ago, at Menlo Park, N. J., and when W. D. Coolidge increased the brilliancy of the electric light by his experiments at the research laboratory of the General Electric Company, at Schenectady, N. Y., a bright possibility for the farm folk of the United States, as well as for the city folk, at once blazed forth. Today the electrifying of the farm, although it requires an outlay of capital to start with, is considered worth all it costs by those who have already accomplished it on their own farms.

HOME LIGHTING AN ART

But Possible at Low Cost With Electric Lights.

Lighting Engineers Say Any Home Will Improve Under Light Edison Invented.

Electrical trade men see indications that the subject of lighting the home is coming into its own. Much more attention is now being given this question, illuminating engineers say, than was ever before the case.

Just as it is now a foregone conclusion that a goodly percentage of new homes built during the ensuing decade will be of the all-electrical type, so it is also believed the lighting of those new homes will produce astonishing and artistic results, in the country as well as in the city.

Meanwhile, experts are pointing out with new vigor the importance of adequate lighting, the delight of artistic lighting, and the ease with which both may be obtained in these days of highly efficient electric lamps. A common belief of the public, that to properly light a house by electricity is very expensive, is shattered by an analysis of the matter.

It is shown that a moderately large house can be finely lighted for a sum varying from 5 to 10 cents a day. It is also declared that those who build

their own homes can both install and maintain an ideal lighting system for 10 cents a day—less than the price of a cigar or the cost of an ice cream delicacy.

Morover, there exists the absence of that momentary but recurrent irritation that comes from a poorly placed light or a dull light. It is recognized, with growing appreciation that the modern brilliant electric lights make life smoother and happier to live.

Result of Edison's Genius

Until 1879, when Edison produced the first practical electric lamp, such transforming possibilities remained unknown. And Edison's work was supplemented by discoveries made in the research laboratories of the General Electric Company, from which came tungsten and the gas-filled lamp. These are man's friends after nightfall everywhere.

Their brilliance, however, has made shades very desirable—and thereby a new field for the artistic embellishment of the home has been disclosed.

The harmony of color with light is now suggested, with all its possibilities of those of artistic ideas. Wall fixtures in particular are susceptible to attractive shades. Shades of parchment or silk, painted in colored designs are proving delightful. Families in which there are boys or girls in high school art classes secure some splendid effects from "home talent" in this direction.

MEN WANTED

Men Wanted by Electric Construction Co.

Shulls Mills, North Carolina

WAGE \$2.00 PER DAY

Find Manager at Robbins Hotel.