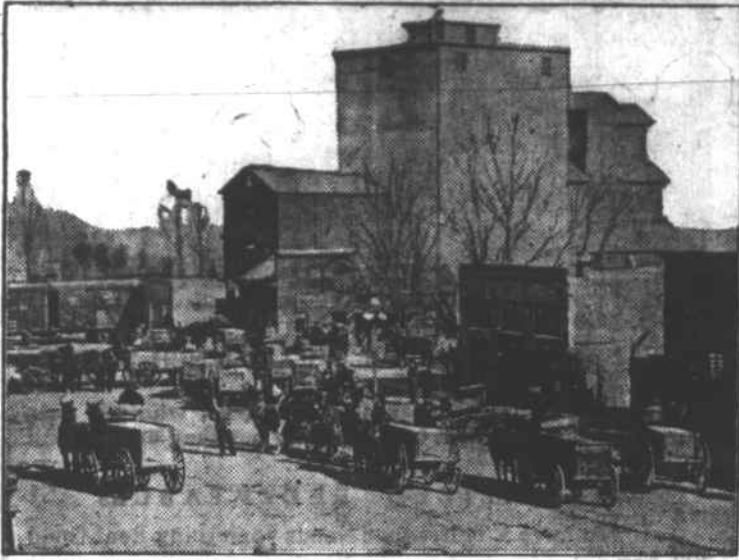


FARMERS LEARNING BENEFIT OF CO-OPERATIVE MARKETING



A Busy Grain Elevator, the Purpose of Which is to Effect Savings for its Members Because it is a Co-operative Institution.

(Prepared by the United States Department of Agriculture.)

"See that bunch of horses over yonder?" asked the farmer, indicating six or seven animals which were impatiently crowding against a fence in an endeavor to nibble some corn growing just beyond the reach of their outstretched noses. "There's a marketing lesson in what those horses are doing. If they only knew it a little pushing in unison would lay that fence flat, but the trouble is they don't understand, and so they won't push together."

Then, after a pause: "Human folks are a bit like those horses. A lot of them don't know how to push—and pull—in unison. Think of the untapped power those animals have, and think of the infinitely greater power we intelligent humans have, when we learn to co-operate. That's the word: Co-operation! A good many farmers have learned its big advantages, but their number is still small beside the millions who might benefit from it."

"There is the Tillamook County Creamery association, for example," continued the farmer. "That's a wonderful organization which has set a lot of people to thinking; and the beauty of it is, their achievements are getting bigger every year."

Recent Figures From Tillamook.
This farmer's thoughts had been turned toward co-operative marketing by reading a recent report from Tillamook County Creamery association in Oregon, composed of 25 farmer factories which co-operate in the sale of their products. The report of the secretary-manager for 1919 indicates that the total sales of cheese from these 25 factories amounted to \$1,954,039, with additional receipts for whey cream of \$32,806 and for whey butter, \$2,506. With the estimated sales from miscellaneous sources amounting to \$18,635, the total for the year was \$2,007,475.

In the first year of its existence, 1909, this organization handled 32,300,000 pounds of milk and 2,500,000 pounds of cheese, and its sales totaled \$386,135, showing that the total sales almost quadrupled in ten years. The sales for the entire decade reached the astonishing total of \$8,612,000. Thus far the production for 1920 is

CEREALS FOR BREAD SUPPLY

Corn, Wheat and Buckwheat, Staple Breadstuffs, Are Raised Nearly Everywhere.

(Prepared by the United States Department of Agriculture.)

Cereals, such as corn, wheat, and buckwheat, are raised nearly everywhere throughout the United States. These grains are staple breadstuffs, but the general practice of farmers is to buy flour and meal rather than grind or have their own grain ground



Cornfield on Government Farm at Beltsville, Md.

for home use. In certain sections where custom grist mills are found, farmers still have some grain ground into flour and meal for home use. Occasionally a farmer is found who has his own little mill and who makes his own flour and meal.

running 23 per cent ahead of 1919, and 1919 was 20 per cent over 1918.

Four factors have played an essential part in making this co-operative achievement possible, and they apply very generally to co-operative marketing of farm products. First, the farmers were brought to clearly recognize the needs for united effort in solving their marketing difficulties. Second, there was available in their communities a volume of business sufficient to make co-operation worth while. Third, given these two conditions, the farmers met the need by adopting and enforcing standards for their dairy products. This has improved the quality of the output, and has produced uniformity, thus making possible the effective use of a brand and of advertising on a large scale. Fourth, the association has employed efficient sales methods.

Standardization Essential.
The difficulty of pooling the output of several cheese factories in Tillamook county lay in the absence of standardization. In consequence, the association engaged an inspector and placed him in general supervision over the cheese making of the member factories. From the start this inspector has made regular visits to each plant, giving suggestions and assistance when needed. The money spent in his salary has repaid the association many times over.

The cheese is inspected, and if found to conform to the standard set up by the association, is sold under the organization's brand. This brand has become known in nearly every market on the Pacific coast, and the reputation which has been built up for this association's cheese gives that body a decided advantage in the markets.

In many other lines the co-operative principle has been tried out with pronounced success, notably in fruit and vegetable marketing associations, grain elevator companies, and co-operative creameries. Farmers have also proved the value of co-operative purchasing. Anyone interested in co-operative marketing or purchasing should write for information to the bureau of markets, United States department of Agriculture, Washington, D. C., whose experts have made a careful study of the subject.

The average farm family consumes about 6 barrels of flour in a year. In the South, the average annual consumption of corn meal is about 500 pounds per family and in the North about 50 pounds. The consumption of buckwheat and rice is low, except in areas where these crops are generally grown, and even there it is usually less than 100 pounds per family. Most farm families use home-baked bread, though in some cases the farmers buy their bread from bakers who drive through the country.

SCRUBS

A scrub is an animal of mixed or unknown breeding, without definite type or markings. Such terms as native, mongrel, razor-back, dunghill, piney woods, cayuse, broncho and mustang are somewhat synonymous with "scrub," although many of the animals described by these terms have certain fixity of type even though they present no evidence of systematic improved breeding.

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North Carolina—Hertford County
In the Superior Court
SPECIAL PROCEEDINGS
NOTICE OF SALE
A. W. Taylor, and wife, Annie Taylor, P. H. Taylor and wife, Mattie Taylor, J. N. Clark and wife, Estella Clark, Ruth Holloman and Lucille Holloman, minor children of Annie Taylor Holloman, deceased, by their next friend A. S. Mitchell and Q. T. Holloman—EX PARTE.

By virtue of the authority contained in a judgement entered into the above entitled cause by the Clerk of the Superior Court of Hertford County on the 5th day of June, 1920, the undersigned commissioner will on the 15th day of July, 1920, between the hours of 9 a. m. and 6 p. m. offer for sale on the premises, the following described real estate:

Eight lots of land in the town of Winton in the County of Hertford, and numbered on the plat of said town as Numbers 33, 34, 35, 36, 37, 38, 39 and 40, known as the W. B. Wynn's lots, and bounded on the east by J. L. Anderson's devise; on the North by Cross Street, on the West by Murphey Street, on the South by Tryon Street. All of said lots join each other except the extension of the Hill St., which would pass through them leaving four lots on either side of Hill Street. For a better description, reference is hereby made to a certain Deed which is duly recorded in book 15, page 245, Office of Register of Deeds of Hertford County.

Said property will be sold in parcels or as a whole or both, and said commissioner will accept or reject the bid or bids as to him may seem to be the best interests and advantage to all parties concerned in this proceeding. Said sale is made for partition between the tenants in common and subject to the confirmation by the court.

Terms of Sale:—One third cash, remainder six, twelve, and eighteen months in three equal payments with interest on deferred payments from date of sale until paid. Purchaser to pay the cost and expense of preparing mortgage deeds of Deeds of Trusts for the security of the deferred payments or other security for the said payments, as may be required by said commissioner.

This the 12th day of June, 1920.
A. W. TAYLOR, Commissioner.
R. C. Bridger, attorney for Petitioners.
Walter and Gurley Realty Company, Selling Agents and Auctioneers.
June 18-4 times

Administrator's Notice

Having qualified as administrator of C. F. Thomas, deceased, late of Hertford County, North Carolina, this is to notify all persons having any claims against the estate of the said deceased to exhibit them to the undersigned on or before the 9th day of June, 1921 or this notice will be plead in bar of their recovery. All persons indebted to said estate will please make immediate payment.
This 8th day of June, 1920.
J. W. Slaughter, administrator.
Postoffice: Cofield, N. C.

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