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Farmers Federation News

By J. Zeb Green.

When fifteen farmers of Fairview community, in Buncombe county, got together in 1921 and organized the first unit of the Farmers' Federation, their visions did not extend beyond co-operative distributive service in their immediate community. While some of the original group may have had conceptions of the possibilities of growth and expansion to include other warehouse units, no ambitious program was presented to interfere with the plans to organize the first unit of a practical business basis. Their implicit faith in the venture was reflected in the fact that they located their first warehouse in the country, at a railway siding where no trade lines had been established. These Fairview farmers might have held to different opinions regarding minor details of operation, but they were agreed upon the necessity of employing capital for the operation of a permanent co-operative business. Therefore they promptly subscribed for shares of capital stock amounting to \$3,000, and those who did not have cash for immediate investment agreed to furnish logs to be cut into building materials; teams for hauling; or to do carpenter work on the building, which in itself was a fine exhibition

of co-operative spirit in a thrifty and resourceful manner.

No Sawdust Trails.

It is interesting to note that the original organizers of the Farmers' Federation went about their work without camp-meeting revival methods. No experts in farm co-operation were engaged as promoters, and no elaborate academic lessons were exploited. Theories of gigantic "non-stock, non-profit" organizations, designed to gain monopolistic control of farm products, were conspicuously absent. Nobody was asked to repent, hit the sawdust trail and become emotionally converted to the imperialistic, monopolistic, centralized form of unorganized co-operation.

Building From the Bottom Upward.

Attempts to build great co-operative structures from the top downward have inevitably brought disappointment to conscientious leaders connected with co-operative movements, followed by periods of stagnation and inactivity. Zeal and enthusiasm for a cause are desirable as long as activities are kept within the realm of practical application. The lesson here is that in 1921 the Federation warehouse at Fairview did nearly \$50,000 worth of business. Nothing but dis-

aster would probably have resulted in an attempt to organize and operate the six warehouse units in 1921 which in 1925 did approximately a million-dollar business. Just as chain store systems are enlarged under gradual and slow processes, and only as men are trained and developed for management of new units, the most successful co-operatives have approached the problems of expansion in like manner. For instance, the Minnesota Creameries Association started either with one creamery or with a small group of creameries. It has grown until there are now four hundred and fifty units with an annual business amounting to thirty million dollars. The history of well established and successful farmers' co-operatives everywhere is the story of gradual growth from small beginnings to larger business organizations. The Farmers' Federation was fortunate in laying first its foundation in small proportions so that natural growth could come from within.

Establishing Trade Lines.

The Farmers' Federation was not primarily a marketing organization. Like the original co-operative associations in Denmark, it was launched first as a co-operative distributive enterprise, embodying in its by-laws the English Rochdale plan of democratic control and the patronage dividend method of apportioning profits that might accrue. In the beginning its business activities were confined

mainly to the purchase and distribution of dairy and poultry feeds, seeds, fertilizers and other farm supplies. After the Fairview enterprise had been followed by the organization of other local warehouse units at Craggy, Weaverville, Fletcher and Hendersonville, a central wholesale warehouse business was established in Asheville which is extending its trade lines through retail produce dealers in the Carolinas, thus using the regular retail channels of distribution to get mountain-grown products, in season, to consumers. At other seasons this wholesale organization takes care of the demands of its retail distributors by getting car shipments from South Carolina, Florida and other trucking states. Without this arrangement to supply demands of retail produce dealers during the season when there are no mountain products on the market, the Federation could not hold its lines of distribution to consumers through the regular retail channels. Whether this is in harmony with academic theories of co-operative marketing or not, it is working out in practice and seems to fit well into the form of co-operation that is adapted to the diversified agricultural interests of Western North Carolina where the growing and marketing seasons are shorter than in the coastal plain sections. Co-operative marketing is operative only in the wholesale field of service. There is yet no organized system of direct distribution "from farm to table," and that happy dream will probably never be realized.

transportation of farm products. Already the Farmers' Federation has a fleet of fifteen trucks which render transportation service locally. With the establishment of another large warehouse at Spindale, and the enlargement of the Tryon warehouse, other trucks will be brought into use, and the territory of delivery may ultimately be enlarged to include Gastonia, Charlotte, Concord, High Point, Greensboro, Winston-Salem and other consuming centers in the industrial sections of the state. Modern hard-surfaced highways are the new arteries of commerce that are accessible to thousands of farmers who formerly had no means of transportation. They are important factors in the solution of the problem of co-operative marketing in North Carolina.

Co-operation Is Business.

The Farmers' Federation, Inc., is a capital stock organization. Its members and leaders hold to the idea that co-operative marketing is plain business, dependent upon good sense and efficient management. They do not look upon it as a sort of modern magic, immune to all the errors, ills and hazards of other enterprises. The Federation pays no big salaries—at least no larger salaries than the same men could command in similar positions with private enterprises. Federation leaders do not believe that farmers or any other men can go into business on a large scale without working capital. In the lack of financial responsibility, members are inclined to drop away at the first sign of trouble, when they would more likely save the organization if they had money invested. The corporation form of co-operation is not popular with professional organizers, because it is harder to sign up members, but the plan has worked admirably in thousands of local co-operatives as well as in many of the larger organizations.

NOTICE OF SALE.

Pursuant to the power of sale contained in that mortgage deed executed by John N. Parks to John P. Lockhart on the 2nd day of April, 1923, and of record in the office of Register of Deeds for Polk County, in Book 18, at Page 175, to secure the indebtedness and conveying the lands therein described, default having been made in the payment of said indebtedness, the undersigned will sell at auction to the highest bidder for cash, at the Courthouse door of Polk County, on Monday, the 5th day of July, 1926, at Eleven O'clock, A. M., the said lands described in said mortgage as follows:

Situated in the County of Polk and State of North Carolina and in the Town of Tryon, bounded and described as follows:

Situate in the Town of Tryon, beginning at a large Pine Tree on the Eastern side of Wilcox Road, distant approximately 300 feet North of the Speculation line, and running thence with the Eastern side of said Wilcox Road North 7 3/4° West 87 feet to a Locust Stake which bears North 81 3/4° West 4 1/2 feet from a small Oak Tree, marked; thence South 78 1/2° East 180 feet to a Locust Stake; thence South 13 1/2° West 88 1/2 feet to a stake; thence North 76° West 150 feet to the place of beginning.

This being the same tract of land conveyed to said John N. Parks, by deed from John P. Lockhart and Nicole E. Lockhart, his wife, this conveyance being made to secure payment of the purchase money therefor.

This 1st day of June, 1926.
JOHN P. LOCKHART,
Mortgagee.
WALTER JONES, Attorney.
June 3-10-17-24

Combining Production and Marketing.

Enlarged production of dairy products, poultry and eggs represents the major projects of the Federation for stabilizing farm incomes and placing farmers on regular payrolls. During the period when local markets are congested, surplus chickens are shipped in car lots to northern markets, and eggs are put in storage. Federation trucks deliver cream and milk to the creameries. Tomatoes, certified potatoes and cantaloupes are grown under contract, to be marketed by the Federation. Agricultural economists are coming to agree that increased production of farm products without provisions for orderly and profitable marketing, represents a form of economic suicide. When a 10 per cent surplus causes prices to break 50 per cent, farmers do not become enthusiastic over a program of enlarged production unless it is combined with marketing agreements or contracts, and this is especially true as it relates to perishable products. The Farmers' Federation is making an effort to combine production and marketing, making it possible for mountain farmers to grow crops which they cannot grow profitably without a marketing system.

Truck Transportation.

North Carolina towns and cities are being rapidly connected with hard-surfaced state and county highways. These make possible the economic

EXECUTOR'S NOTICE.

Having qualified as Executor of the estate of Thomas C. Mills, late of Tryon, Polk County, N. C., this is to notify all creditors or persons having any claims against the estate to file the same with the undersigned at 218 Tate Street, Greensboro, N. C., on or before the 3rd day of June, 1926, or this notice will be pleaded in bar of their recovery. All persons indebted to the said estate will please make immediate payment to the undersigned at said address.

This the 3rd day of June, 1926.
J. A. MILLS,
Executor of Estate of Thomas C. Mills, Deceased. 3-10-17-21

Waiting Gains Nothing

Come Now to Blue Ridge Forest

No one ever dreamed that a road could be built to the top of Hogback Mountain. So rugged was the way, so steep the course of the trail that it seemed folly to even imagine such a miracle. Many had made the climb. For the wonders of the view, the magnificence of the prospect that spread out before the climber's eyes was an alluring tale.

Then came a man who had a vision. The glory of the mountain so thrilled him that he felt he must possess it. He bought the giant—twenty-six square miles of upheaved majesty. Then he started his road and people laughed. But the road crept up and up toward the sky. Now swinging boldly across the rugged sides, now curving gracefully around a crag it made its sure way, and finally the thing was done!

Now it's just a thirty-minute trip from Tryon to the summit. Thirty minutes packed with marvels. Wide and smooth, a tribute to engineering skill, this road has made possible the great development which is Blue Ridge Forest.

People no longer laugh. They come to marvel and enjoy the beauty born of a vision.



THE MOMENT you arrive at the top of Hogback Mountain and see Blue Ridge Forest, you will understand why you did well in coming to see this development at the earliest possible moment. You will understand why it appeals immediately to everyone who sees it. You will understand why lots are being sold rapidly. You will see that delay may mean disappointment—an opportunity gone.

CITY CONVENIENCES IN A NATURAL WONDERLAND.

The whole of a mountain, 17,000 acres, is embraced in this great development. But only the most beautiful portion, the very top, has been laid out for home sites. Up at the very crest, 300 sites have been selected. Each one commands a sweeping view of the valley far below. Already many of the most beautiful situations have been eagerly bought. Already homes are rising. Other sites have been bought as investments, to be sold by their purchasers at higher prices to those who did not take advantage of this first opportunity.

If you choose, you can start building immediately. Every modern convenience has been brought to this unspoiled paradise. There is telephone service, running water, electric lights and sewerage.

EVERY COMFORT—EVERY PLEASURE.

Across the very top of the mountain a golf course is being constructed by a famous golf architect of this country. Already a great and commodious club house has been built. A tea room has just been finished. You will see the site for the

modern hotel. You'll be shown where the great out-door swimming pool is under construction. You'll see how clear mountain streams are being formed into crystal lakes. A great portion of the mountain will remain as a natural park for the benefit of those who buy in Blue Ridge Forest.

YOU'LL NOT BE URGED TO BUY.

Our great desire is for you to come to Blue Ridge Forest to see these things for yourself. You will not be urged to buy. If the majestic grandeur of this mountain top does not make you long to own a part of this paradise, no salesman could convince you. If the voice of far-flung valley and towering peak does not call you, no mere words will stir you.



COME, BE OUR GUEST.

Transportation to Blue Ridge Forest will be furnished you from any of our offices. At Tryon, North Carolina, you will motor in one of our cars straight up to the top of the mountain. There is no motor trip in America more beautiful. Up and up you climb over a marvelous road that has made Blue Ridge Forest possible. At each ascent, your wonder will grow at the splendor of the view that stretches out below you. Your enthusiasm will increase as you near the summit. It is worth traveling miles to see this development. Come, be our guest.

ASTONISHINGLY LOW COST.

You will be delighted when you learn the cost of home sites in Blue Ridge Forest. Sites are now selling from \$2,000 to \$5,000. You will feel instinctively that they are worth more. They soon will be much higher in price. Even though you, perhaps, could not come to live in this paradise yourself, here is an investment that must pay you handsomely. Convenient terms can be arranged. A small payment and the balance in ten per cent installments. A very small outlay can bring in a splendid profit.

WRITE FOR PARTICULARS.

The coupon below is for your convenience. It will bring you illustrated literature and any other information you may desire. Many are coming to Blue Ridge Forest. Sites are being sold daily. You should come now. Waiting gains nothing. Make your plans. Come this week, if possible.



Blue Ridge Forest, Tryon, N. C.

Please send me descriptive literature of Blue Ridge Forest.

WM. R. TIMMONS, Director of Sales TRYON, NORTH CAROLINA

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Blue Ridge Forest

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