

# THE PROGRESSIVE FARMER

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## THE KIND OF CO-OPERATION THAT COUNTS.



SCENE ON THE EXPERIMENTAL FARM OF THE SOUTHERN PRODUCE COMPANY.



SOUTHERN PRODUCE CO'S OFFICE BUILDING.

**L**AST week we told something about the Southern Produce Company's forty years of successful co-operation. Here are two pictures which may help impress the fact that co-operation begun in a business-like manner and carried on year after year, is a paying proposition.

The Experiment Station grounds embrace fifty-three acres of land near Norfolk. The Southern Produce Company bought the land, put up the buildings, equipped the farm, and turned it over to the State which pays the expenses of conducting it. The office building, with the land on which it stands, is worth \$125,000. Both the office building and the experimental farm were paid for out of the profits resulting from co-operative marketing.

Too many farmers are still dreaming about co-operative associations which will take in all the farmers of the Nation or the State or the county. It is time to put aside such ideas. The real business co-operative association is the comparatively small group of men whose interests are identical. For example, the dairymen in a community can co-operate in buying feed-stuffs and selling dairy products. The truck growers can unite to market their produce. The cotton growers to sell their cotton. The farmers who feed hogs, to secure better markets or to cure their meats. Then all who buy fertilizers—

whether truckers, cotton-growers or general farmers—can unite to buy their fertilizers. That would be business co-operation. The attempt to unite cotton-growers, stockmen, truckers and general farmers into one big organization to handle every man's products or do all his buying would most certainly result in failure.

This, it seems to us, is the first lesson for farmers who would co-operate, to learn—that co-operation is a plain business matter. The next is, that it is not a temporary expedient, but a settled policy to be followed all the time. Organizations based on these principles should increase in strength and usefulness as they grow older.

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