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Join With Your Neighbors for Coöperative Marketing

THERE is just one big fundamental fact about marketing, good friends, that we wish to emphasize on this page. That fact is that **successful marketing means coöperative marketing.** In other words, if you are going to market your products profitably you must work with your neighbors.

And working with your neighbors means some trouble, of course. Some of them are indifferent; some ignorant; some just naturally "hard

2. *Coöperation is necessary in order to secure the profits of proper grading.* When several grades of the same product are sold together, the price is fixed by the lower or lowest grades. Or if only one uniform good grade is sold, the farmer is not likely to get the benefit unless he *knows* grades. And so coöperation is necessary (1) because the individual farmer frequently hasn't time to become an expert grader, and (2) if he were the most expert grader to be found, he could



OFF FOR MEADOWS GREEN

Courtesy Eastman Kodak Co.

to get along with," as you say. So it's going to be a little trouble to get the needed coöperation, no doubt. But remember this, that the only thing in the world worth doing is something that it takes some trouble to do. That is the only thing that develops character and ability. Babies can do easy things, but God made men to grapple with hard tasks, and they don't get to be real *men* until they do.

Let us appeal to you then, Brother Subscriber, to try to interest your neighbors in getting together for better marketing of their crops this year. Coöperation is necessary for numerous reasons:

1. *In order to secure adequate information.* If you have only five to twenty bales of cotton or twenty to fifty bushels of potatoes, or six or eight hams, you cannot afford the expense of keeping informed about prices and fluctuations in half a dozen different markets, about what dealers you should ship to, by what routes, etc., etc. Nor would dealers give you much attention if you should ask. But if you have an organization with five hundred bales of cotton, or a thousand bushels of potatoes, or five hundred hams, your representative can afford the expense of correspondence, telegraphing, telephoning, or even personally visiting the markets in order to find out just how the very highest top-notch price may be obtained—instead of sacrificing the product when the first buyer makes his offer.

not get recognition merely as an individual small grower. An organization of small growers, on the other hand, can (1) secure expert graders and (2) by honest dealing in large enough quantities can secure recognition of its grading with materially increased profits.

3. *Lower freight rates may be secured.* And frequently the difference between high and low freight rates may mean the difference between profit and loss for the producer.

There are other advantages, of course, that might be mentioned, such as the ability of an organization to hold and constantly supply a group of customers, whereas an individual could not; the advantage of having all members of the marketing organization grow the same variety of the product or the same breed of poultry or livestock and thereby get better prices (see Mr. Brand's letter on this point); the advantage of being able to compel fair settlements from dishonest men who might harass or rob individuals with impunity; the advantage of uniting upon one brand, advertising it and making it a money-making asset for all, etc., etc.

Successful marketing means coöperative marketing. Will your neighbor coöperate and get the profits or refuse to coöperate and lose them?

Crops are "laid by" now and general farm work is not pressing. Why not see your neighbors and organize to market together your cotton, cotton seed, tobacco, peanuts, livestock, etc.? Somebody must make a start. Why not you?

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