

THE PROGRESSIVE FARMER

AND SOUTHERN FARM GAZETTE

A Farm and Home Weekly for
The Carolinas, Virginia, Georgia, and Florida.

FOUNDED 1886, AT RALEIGH, N. C.



Vol. XXXI. No. 30.

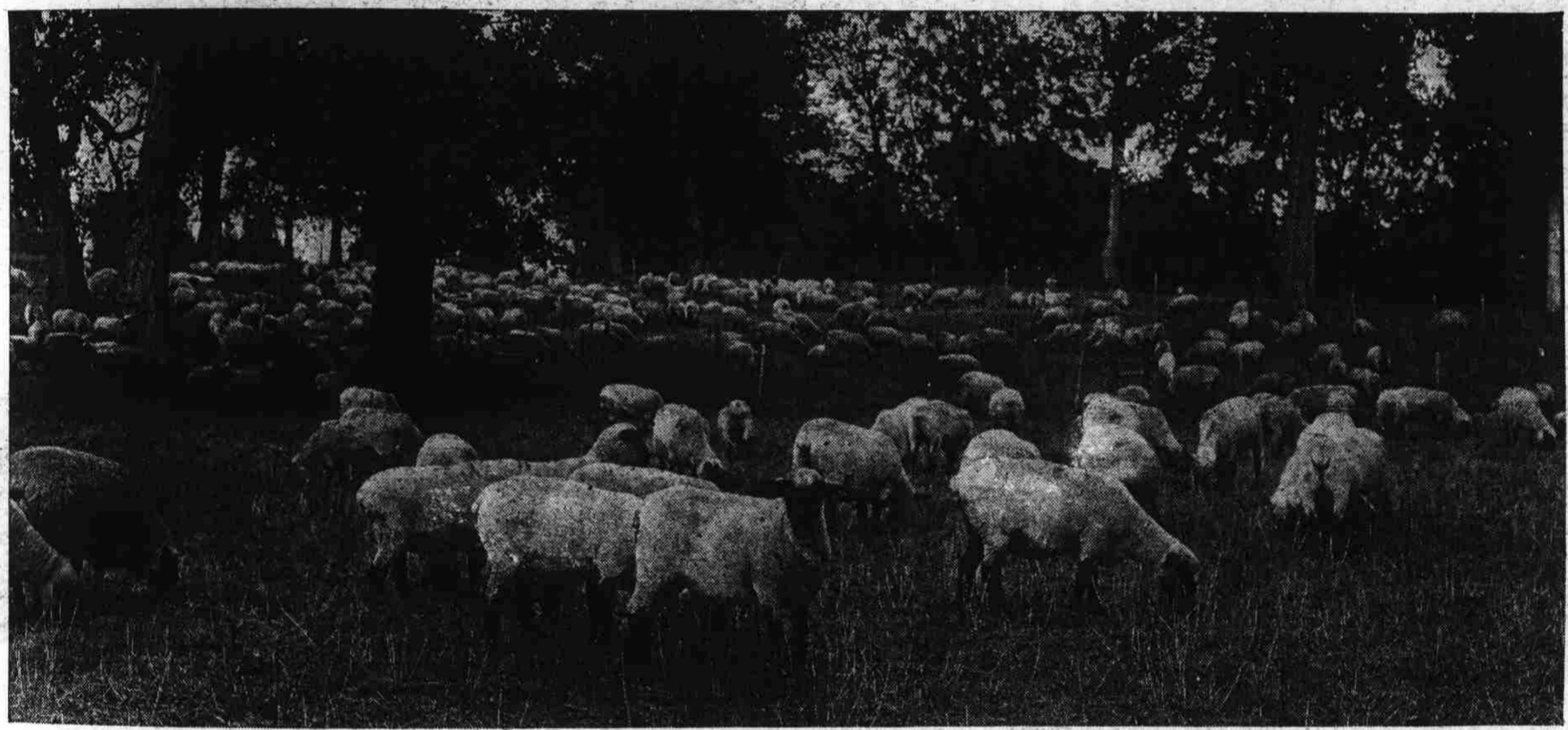
SATURDAY, JULY 22, 1916.

\$1 a Year; 5c. a Copy

Begin Co-operative Marketing Even If on a Small Scale

IF OUR farmers are to prosper as they should, they must learn to market coöperatively. What would happen if each worker in a cotton mill or a steel mill or a fertilizer factory tried to market his own product each season, independently of his fellow-workers? We

proper grading and packing methods in order to get full market prices. In the matter of selling butter, notice Mr. Green's report that wise selling methods are bringing his neighbors 10 to 12 cents a pound profit. Or take the marketing of surplus products—vegetables, fruit, poultry,



SHEEP ON BLUEGRASS PASTURE

can easily imagine how excessive would be the costs, and how much greater are the profits made in manufacturing today because in every factory in America there is one selling agency or office—selling scientifically the product of scores, hundreds, or even thousands of individual workers.

Farmers must learn this same lesson, and that they are learning it, is proved by the letters in this issue.

If you can't go any further, be satisfied to make a start by selling in coöperation with your father, brothers, and near kinsfolk, taking in other neighbors as fast as you can convert them to the better way. Here's a new cotton crop soon coming on the market, for example. Begin planning to get it properly graded, and then get two, ten or twenty neighbors to sell with you. Pooling cotton seed may get you higher profits than you think possible, some coöperators receiving 2500 pounds of meal for a ton of seed this spring. Or take tobacco: read on page 13 how some farmers are getting big profits by turning their combined patronage to warehouses that recognize them. If you are selling corn, hay, meat, etc., it is all the more important to sell in quantities, and learn

eggs, etc., on the average farm. Too often one farmer makes a trip to town just to sell a ham, another to sell a half-dozen pullets, another to sell a bushel of peas, another to sell a peck of onions. Each man's time is worth almost as much as he gets out of his sales. The farmer does not know market conditions nor what are fair prices. The whole system is about the worst that could be imagined. How much better it would be for every neighborhood to adopt instead a plan such as farmers in one neighborhood recently adopted: One man was employed to act as marketing agent for the entire group, going to the market town, say on Tuesdays, Thursdays and Saturdays, and selling for a commission of 15 per cent. Three collecting stations were named (at farmers' homes), one say three miles, one six miles, and one nine miles from the market town. To these collecting stations the neighbors sent on Monday, Wednesday and Friday evenings whatever stuff they wished their market man to sell for them the following day. Thus one man may do the work of many; a regular line of customers may be built up; the marketing man will know what prices are right and get them, and there are other obvious advantages.

Begin co-operative selling now!

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