

MARKETING SPECIAL

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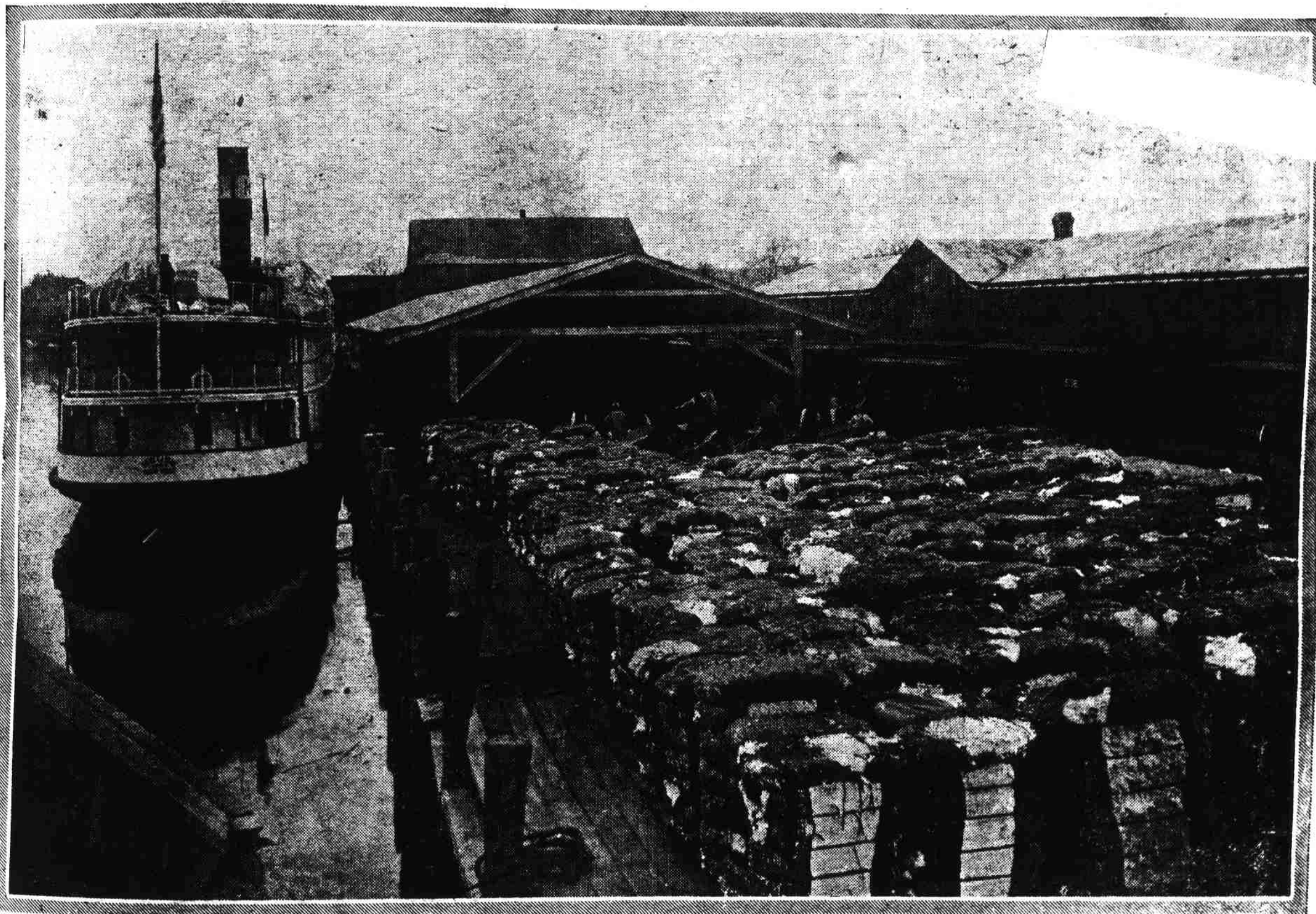
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BETTER COTTON MARKETING COMING



TO ALL PARTS OF THE WORLD

Selling Cotton Is Our Greatest Market Problem. A Better System of Baling as Well as Better Prices Needed

THE thinking people of the South are centering their attention on the need of better methods of handling and selling the cotton crop.

In the rush of introducing livestock, legumes and grain, in order to balance our system of farming, there has been so much to learn with regard to growing these new things, and fully as much to learn in marketing them, that the study of cotton was postponed. With the profitable disposition of hogs, cattle and sheep, as well as of corn, peanuts, sorghum syrup and other crops largely worked out through coöperation, cotton marketing is now coming in for its due improvement.

At present, cotton is our most valuable and most neglected crop. The value of the lint of last year's cotton crop, estimated on December 1, was \$1,967,000,000. If we could have added only 1 per cent to its worth by better methods it would have meant over \$19,000,000 more money to the farmers. The value can be greatly increased by proper storing of the cotton to protect it from weather, by selling it throughout the year instead of dumping it all on the markets in four months, by selling according to known grade and staple, and by handling the separate grades in sufficiently large lots to interest the spinners. A government specialist reports the saving last year of \$2,000,000 in only twenty counties of Texas where cotton graders and salesmen were

employed.

The field has already been pioneered, and sound methods worked out. Bonded warehouses offer a safe place for storing cotton where it is well protected from weather and fire. The warehouse receipts, certified by state and Federal governments, show the grade of the cotton and are good collateral with any bank. Heretofore cotton in the small towns of the South has sold on its grade based on the color and amount of trash and dirt, with little regard to the length of the staple, and the grade itself was what the local buyer chose to call it.

Now in counties organized for this work, for a small fee of twenty-five to fifty cents a bale, an expert cotton grader who coöperates with the Federal government, as do the county agents, can be employed to properly classify each farmer's cotton, both as to the grade and length of the staple. The grader may also aid the farmers in making sales, though in many cases regular sales managers are employed by the farmers' organization.

Bonded warehouses, official grading, and a coöperative selling system should go together, and are going together into many counties. Practically every state in the South will get started in better cotton marketing methods this year. Start a movement to get your community lined up to receive higher prices for cotton through this improved plan.