

FARM CO-OPERATIVE SELLING

By GLENN G. HAYES

(© 1924, Western Newspaper Union.)

Launching National Dairy Sales Service.

APRIL 9, 1923, will go down in the annals of the dairymen of America as a historic date in the history of dairy marketing. That day 30 representatives from the leading co-operative dairy marketing associations of the United States met in a Chicago hotel and unanimously agreed to adopt the national dairy sales agency plan.

For three years dairy marketing men had been working toward a national plan for the co-operative distribution of dairy products. In 1920 the American Farm Bureau federation had turned the task over to the farmers' marketing committee of eleven. The committee knew that the next step forward was the establishing of a national sales agency with branches in all the big cities.

But the committee couldn't agree on just how to do it. They didn't think as a committee working for the good of the dairy industry as a whole; they thought in the terms of how such a plan would affect this, that or the other local group which they represented. It was finally agreed to call in the leaders of all the dairy marketing organizations of the country for a round-table talk to see what they wanted to do about it. That was getting down to business, submitting a referendum to the country, as it were.

The meeting was called at Milwaukee, Wis. The fifty co-operative leaders present represented the big co-operative cheese, butter, condensed and fluid milk interests of the country. It didn't take them long to decide what they wanted. It remained for J. T. Williams, president of the Milk Producers' Marketing Company of Chicago, to present a definite plan of action. In less than four hours after the meeting came to order it was unanimously agreed to establish a national sales agency service for the marketing of condensed milk, butter and cheese and sweet cream—the by-products of the cow-milking business. A committee of nine was then chosen to work out a plan of organization which was to be presented to delegates from the various co-operative associations for approval and adoption.

Forced to Federate Into Units.

It was outlined by the various leaders present that it takes more than a local plant to establish a demand for dairy products, and for that reason the local plants of all the important dairy districts had been forced to federate into units of one kind or another. The tendency then was to form these units into state associations which are doing more in finding and establishing a market than the local can ever hope to do.

The local agency is without means for advertising extensively enough. The national agency which had been proposed should be able to handle the advertising and selling for all the regional associations and reduce this expense to a minimum.

All the speakers were agreed as to the economic waste of permitting their best product to be advertised and marketed under the brand of some dealer or distributor who thus gained the advantage of the good reputation for a superior product which should rightfully belong to the co-operative organization which manufactured the product. With a central sales agency disposing of this product under a co-operative brand the co-operatives and in turn their farmer members would be the ones to benefit by this fine reputation. The effect of such a united sales effort would also tend to stabilize prices and prevent ruinous speculation such as has been repeatedly practiced in the cheese industry.

The plan by President Williams of Chicago for the newly appointed committee of nine to build a national dairy sales service was as follows:

Its Purpose.

To act as general sales agent for all co-operatives who are members thereof in the sale of manufactured products for export and in the large competitive markets of America and foreign countries. To have and maintain a general office centrally located and to establish branches or agencies as fast as the growth of the business warranted in all the principal cities of this country and important market centers in foreign lands for the sale of the manufactured dairy products of its members.

In addition to handling manufactured dairy products there would be times when the central organization could assist its members to dispose of milk and sweet cream to some of the cities in the South and elsewhere for ice cream purposes where such cities were not served by members of the central organization.

Further, where co-operative member associations in a period of shortage needed extra milk or cream to carry on their business, this central organization could assist in securing it from some other co-operative association in another part of the country which might be in a position to furnish it.

Further, this company might be of considerable assistance to independent concerns which are buying milk for manufacturing purposes through a co-operative member of this company, which concerns at times might find

themselves accumulating a burdensome accumulation of manufactured dairy products. This central organization, by assisting them in manufacturing those products, would thereby be benefiting the farmer producers who are selling their milk co-operatively to such big concerns.

President Williams' plan provided the creation and maintenance of a department for increasing the consumption of dairy products and popularizing standard brands manufactured by member associations. It also provided for the gathering of market information and statistics relative to the conditions of the dairy products market throughout the world, and statistics showing dairy products in storage and the probable trend of prices.

This department of publicity and market information, it was pointed out, would be of greatest value and assistance in preventing gluts of different dairy commodities at markets that were already overcrowded.

Benefits to Be Derived.

The benefits to be derived by the co-operative members of a company of this kind were listed as follows:

1. This central selling organization would be in a position to gather the necessary information, keep its members fully posted as to the probable demand month by month for the different kinds of manufactured dairy products, and would be able to greatly assist in stabilizing markets for such dairy products.

2. This central selling organization, once under good headway, should be able to explore and open up new markets, especially in foreign countries, and, in fact, in many parts of our own country, that would materially increase the actual consumption of dairy products.

3. The organization should be able, in competitive markets, to greatly reduce the expense of selling products of its members, because instead of many members having their own direct representatives or brokers, and a consequent expense of the maintenance of these selling forces in competitive markets, one branch or selling agency in each competitive market would be enabled to handle the business for all members at a very large saving as compared with present methods.

4. It is a generally acknowledged fact that in far too many cases, brokers supposed to be representing the interests of the sellers of dairy products in competitive markets are oftentimes prone to in reality be inclined to regard the interests of the buyers first, although they are drawing their commission or brokers' charges from the seller. In fact, it is too much to say that the brokerage system as conducted today in the sales of dairy products in large, competitive markets, works to the disadvantage of the sellers of dairy products to the gain of the buyers.

5. An organization of this kind could standardize and popularize the brands it was handling in the name of the producing company itself, instead of as is now too often done, popularizing a trademark or brand of some independent dealer or jobber who do not themselves manufacture any dairy products; yet because of the fact that they have standardized and popularized a trade name are able to reap unfair profits at the expense of the producer by forcing down the price paid to the producers for their products, and then simply by having them packed in packages under the buyer's labels, very greatly advancing the price for which the product was sold to the actual consumer.

6. An organization of this kind could be of great assistance to its members, where necessary, in assisting them in financing and holding products and marketing them in an orderly manner.

7. It would tend to promote harmony, and a working together among different members manufacturing dairy products would prevent a pitting of one against the other, misrepresentation of buyers or their agents in attempting to force down the price of one co-operative company by claiming that another co-operative company had offered them the same quality of goods at a much less price than they were asking, and in this manner stirring up strife, doubt and unbelief, jealousy and suspicion, between the different co-operative companies, from a selling standpoint.

Plan is Mapped Out.

The committee of nine called in Aaron Sapiro, co-operative marketing attorney, to help work out the proposal. After more than four months of work the plan was ready for the approval of the co-operative associations.

Later representatives of the co-operative dairy marketing groups of seven Middle Western states met with the committee of nine in Chicago to decide the fate of the national sales plan. It didn't take them long to decide. They accepted it complete just as the committee of nine with the help of Aaron Sapiro had drawn it.

Upon its adoption the committee of nine was increased to eleven and assigned the specific duty of organizing the national agency. Five months later it was ready to do business.

The farm bureau units, solidly organized in almost every state and county in the Union, are used as a basis of organization. Organization campaigns are made by states. When enough contracts from associations and federations have been obtained to insure a profitable volume of business the committee will create the new central sales agency in Chicago. Campaign expenses will be paid by the federation's companies or associations and prorated according to the relative total value of the products handled by each in one calendar year.

CONDENSED NEWS FROM THE OLD NORTH STATE

SHORT NOTES OF INTEREST TO CAROLINIAN.

Lenoir.—The board of town commissioners has placed an order for the purchase of a new fire truck. The new truck is an American L. France and costs \$12,500.

Wilson.—For the first time in eleven years the Wilson county jail has been without a guest, according to a statement made by county officials.

Greensboro.—The sum of \$6,332.50 was raised in the first half day of the campus campaign at North Carolina College by students and faculty who are trying to raise \$25,000 of a desired \$250,000 for a student-alumnae building.

Goldshoro.—Two dwelling houses and barn in the village of Greenleaf north of here were totally destroyed by fire. Loss about \$120.00. A high wind was blowing at the time and it was feared that the entire village would be destroyed.

Albemarle.—Two hundred thousand dollars in bonds for the erection of a modern high school building was voted by the town of Albemarle in an election held here. Only one vote was cast in opposition to the bond issue. The voting population of Albemarle is approximately 900. Only 266 voters qualified to vote in the bond election. Of this number 51 did not vote.

Rocky Mount.—With 32 physicians in attendance the quarterly meeting of the Fourth District Medical Society was held at the Benvenue Country Club here. The fourth district is composed of Edgecombe, Halifax, Greene, Johnston, Nash, Northampton, Wayne and Wilson counties. The next meeting will be held in Goldshoro in May.

High Point.—Backed by the Chamber of Commerce, the directors and other stockholders of the High Point, Thomasville and Denton Railroad Company solicited stock subscriptions in the community to provide a fund to complete payment for the original purchase price of the road and for improvements made on the property.

Durham.—Prospects for building in Durham during the coming year are unusually bright, according to John T. Still, city building and plumbing inspector. The year's building program has begun earlier than last year, by about a month, and in addition to the new million dollar hotel, and several large churches, there will be many new dwellings erected in 1924.

Gastonia.—Governor Brandon, of Alabama, has refused to honor requisition papers issued by Governor Morrison, of North Carolina, several days ago for the extradition of Arthur Crowder, held in jail at Decatur, Ala., on charges of forgery, but wanted here in connection with the slaying of John Ford several years ago, according to advices received by the Gastonia Gazette from Decatur.

Kinston.—The funeral of James Leon Burns, 8, victim of a pitiable accident at the "Iron Bridge," a short distance south of this city, was held burial being made in Maplewood cemetery here. The boy with other children was playing about the bank of Neuse river a short distance from the home of his parents, Luther Burns and wife. He fell overboard from a small boat moored to the bank.

Wilmington.—George T. Kyle, Charles Kramer and Miss Bryant have spent considerable time recently in making tours of the city and surrounding territory with the view of making movies here for world-wide distribution in the best of theatres. They are very much impressed with the possibilities, owing to the splendid sunlight, which is very essential to getting the best results.

Raleigh.—Memorial services were held Sunday in cities and towns throughout North Carolina for the late Woodrow Wilson. The exercises include eulogies of the former President by well known speakers. Governor Morrison made the principal speech at the memorial services held at Greensboro.

New Bern.—A party of 150 members of the Northeastern Lumbermen's Association will visit New Bern the latter part of this month on their way south to Havana, Cuba, where the annual convention will be held this spring.

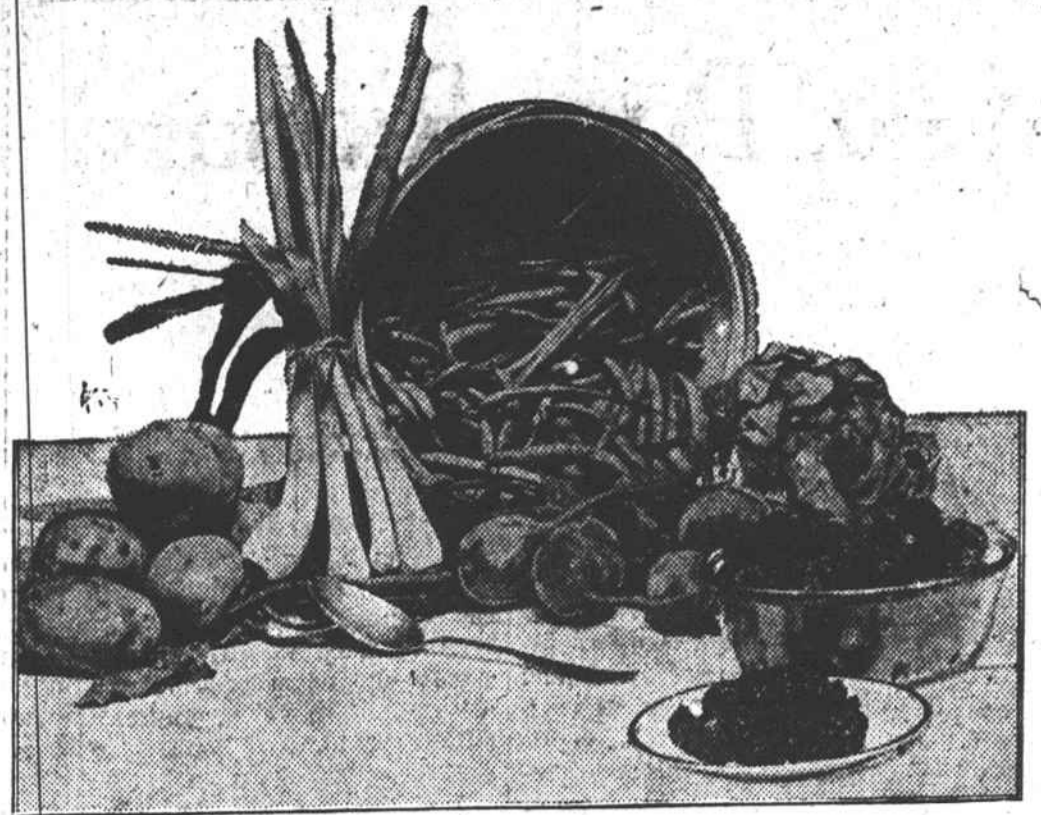
Oxford.—Zebra Watkins, negro, is dead and Roland Davis, white man, dies at his home mortally wounded as a result of a shooting in the Newlight section of Granville county, near the Wake County line. The shooting is said to have been caused by drinking.

Kinston.—William Case, 21, shot by Dillon Goodwin, a negro near Fort Barnwell, can not recover, according to a surgeon who treated him at a hospital here. Case, acting as a special officer attempted to arrest Goodwin for a knife brawl with whites, and was shot in the abdomen.

Ashville.—Winston-Salem was selected as the meeting place on the second Tuesday and Wednesday of March, 1925, of the North Carolina Ice Exchange, which closed its annual meeting here with a banquet at Kenilworth Inn.

Lexington.—An unusual marriage ceremony was performed here by Dr. C. A. Owen, pastor of the First Baptist church, when Milba Hill, well known Confederate veteran of near Denton, this county, and Miss Vina Harden, also of the Denton section, were united in marriage. Mr. Hill is 82 years of age, while his bride is 46.

FAVOR VEGETABLES IN WINTER DIET



Vegetables and Fruits Are Rich in Essential Salts.

(Prepared by the United States Department of Agriculture.)

Vegetables should be freely included in the winter diet as well as in the summer one. Doctors say that that tired-out feeling which many people have at the end of winter—"spring fever"—often comes from a lack of fruits and vegetables in the winter diet. Plenty of vegetables, keep the children well and make their meals more appetizing. Vegetables mashed and put through a sieve are more easily digested by little children.

Salts of many kinds are needed by the body, or it will not work smoothly. Vegetables and fruit are rich in them and if you eat a variety you are sure to get all the salts that you need. When the water in which vegetables

are cooked is thrown away, valuable salts are often wasted. Sometimes the flavor is not desirable, but if it is good save this water for soup or gravy. An even better process is to cook the vegetables in as little water as possible so there is none left to drain off, or bake or steam them. Canned and dried vegetables often need only skillful seasoning to make them taste as good as the fresh variety.

Canned corn is very good when turned into a baking dish with the addition of milk and seasoning added, heated through, in the oven, and allowed to brown on top. Outside stalks of celery, a green pepper, or both, chopped and added before baking, will vary the flavor of the dish.

SUITABLE MEAL FOR CHILDREN OF THREE

Forethought and Planning Are of Much Importance.

(Prepared by the United States Department of Agriculture.)

Many parents make the mistake of allowing their children to eat whatever has been prepared for the grown members of the family, no matter how unsuitable it may be. Sometimes this is from ignorance of the results to the child, but more often because the mother and housekeeper feels she is too busy to prepare a special diet for the small members of the family.

Oftentimes part, or even all, of the food in the child's ration may be selected from the family meals. When unsuitable food, however, comprises the adult menu, only a little forethought and planning will be needed to enable suitable food being served the children, according to the United States Department of Agriculture. The sturdiness of the youngsters will more than compensate for the extra work.

Not only is the health of the whole family improved, but less effort is re-



Milk is Needed by All Children.

quired of the mother where the menu for the grown-ups is kept so simple that many of the dishes may be given the younger children. In this way the need of preparing special dishes for the youngsters under five is eliminated.

At least one of the foods called for in each meal is milk, which is needed by all children; in others, the string beans and the beans and the prunes, for example, can safely be replaced by other foods of the same general kind.

Leaf vegetables, such as lettuce and spinach, are particularly valuable because of the vitamins, or the growth-producing substances, they supply. One good way to serve them is to chop them fine, cook them in a little water, and make a soup by adding them to hot milk. Lettuce finely chopped can be mixed with butter to make a sandwich filling.

A good dinner for a child of three might consist of: One large or two small slices (1 oz.) of bread or toast; two-thirds cubic inch or one-third ounce of butter; one poached or boiled egg; one glassful of milk; four ounces of string beans or cooked celery with one level teaspoonful of butter or a little cream; one-half cupful of rice served with stewed fruit.

Make Wholesome Dessert From Rice and Fruits

Rice molded and served with a sauce of fresh or cooked fruit, or hot boiled rice served with maple sirup or sugar, or ordinary sugar mixed with cinnamon, also makes a wholesome dessert. To mold rice it should be cooked about ten minutes longer than for ordinary cooked rice. Pour it into molds, place weights over the top, and chill it. Serve it with fresh sugared fruit or cooked fruits, or, if desired, dried fruits, such as raisins, prunes, figs or dates, may be cooked with the rice and the molds served with soft custard.

USE SWEET POTATOES IN MAKING BISCUITS

Department of Agriculture Gives Recipes for Bread.

(Prepared by the United States Department of Agriculture.)

Good muffins and biscuits can be made from sweet potatoes, says the United States Department of Agriculture, which furnishes the following recipes:

Sweet Potato Biscuit.
(15 biscuits)

2 cupfuls sifted flour	1 cupful mashed sweet potatoes
1 teaspoonful salt	2 tablespoonfuls shortening
3 teaspoonfuls baking powder	Liquid sufficient to mix

Sift together the flour, salt, and baking powder. Cut or rub into this the cold shortening. In the same way rub into this flour mixture the mashed potatoes. Finally, add just enough cold liquid to make the mass cling together. Do not knead. Place on floured board, roll until one-third-inch thick, and cut into rounds. Place these in lightly-floured biscuit tins and bake fifteen to twenty minutes in a moderately hot oven. Bake all potato breads more slowly than those made with flour alone.

Sweet Potato Muffins.
(12 to 15 muffins)

1 1/2 cupfuls wheat flour	1 or 2 eggs
3/4 teaspoonful salt	2 tablespoonfuls shortening
3 teaspoonfuls baking powder	Liquid sufficient to make a rather stiff batter (about 1/2 cupful)
1 cupful cooked sweet potatoes	

Boil the potatoes in the skins until tender; drain, peel, and mash fine, or still better put them through a ricer or colander. Sift together the flour, salt, and baking powder. Beat the eggs until light and add to the cool mashed potato. Next add the melted shortening, then the flour mixture, alternating with portions of the liquid, until a batter is formed somewhat stiffer than for ordinary flour muffins. Bake in muffin pans for about thirty minutes in a moderately hot oven.

Round Steak on Biscuit Makes Appetizing Dish

Cut round steak into pieces about one-half-inch square. Cover with water and cook it at a temperature just below the boiling point until it is tender, or boil five minutes, and while still hot put it into a fireless cooker and leave it for five hours. Thicken the gravy with flour mixed with water, allowing two level tablespoonfuls to a cupful of water. Pour the meat and gravy over split-baking-powder biscuits so baked that they have a large amount of crust.



Eggs that are to be kept should be stood on the small end and not the broad end.

Boil the clothes line when it is new and it will not then twist as new rope always does.

Select lamp wicks which are soft and loosely woven; they will burn far better than the others.

A good memory, and pencil and paper, are two ways of making sure the needed household supplies are purchased when needed.

An apple kept in the cake box will keep a moderately rich cake moist for a great length of time if the apple is renewed when withered.



BEST Time-Tried REMEDY for COLIC, STRAINS, LAMENESS and all diseases of Horses and Cattle

"The Good Old Standby Since 1848"

Says Ino. B. Hutchings, Durham, N. C.: "For 15 years I have used your Mexican Mustang Liniment and I consider it the best I know of on earth; I am never without it. I recently used it on a bad gall on my horse's neck and it cured it in three days."

No Sting or Smart
Contains No Alcohol

FREE Write for beautiful SOUVENIR PICTURE, directions for using Mustang Liniment, and for list of dealers and country, L. S. Taylor Co., 43 South Fifth St., Brooklyn, N. Y.

25c-50c-\$1.00
Sold by Drug and General Stores

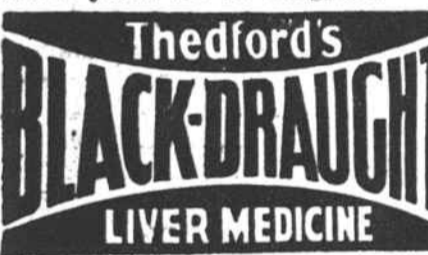
The Old Standby **MUSTANG LINIMENT** Since 1848

"BLACK-DRAUGHT DID THE WORK"

Says Mississippi Lady, Who Says She Had Been So Nervous She Felt Like Tearing Her Clothes.

Biloxi, Miss.—"I had, for a year or more, nervous indigestion, or some form of stomach trouble," says the Alonzo Ford, 1117 Clay street, Biloxi, Miss. "The water I drank at that time seemed to constipate me. I would suffer until I got so nervous I wanted to get down on the floor and roll. I felt like I could tear my clothes. 'Every night, and night after night, I had to take something for a laxative, and it had to be kept up nightly. My side would pain. I looked awful. My skin was sallow and seemed spotted. I would look at my hands and arms and the flesh looked lifeless. 'I told my husband I would try Black-Draught, which I did. I took a few big doses. I felt much better. My liver acted well. I made a good warm tea and drank it that way. Soon I found that nervous, tight feeling was going, as was the pain in my side. I found I did not have to take it every night. Soon, after a few weeks, I could leave it off for a week or so and I did not suffer with constipation. . . . I gained flesh. I have a good color, and believe it was a stubborn liver and that Black-Draught did the work."

For constipation and indigestion take Theford's Black-Draught liver medicine. Over nine million packages sold a year. At all druggists.



To Ripen Bananas

The best way to ripen bananas is to hang them in a dark room at about 76 degrees Fahrenheit, well ventilated and kept at a high humidity. Humidity should be at about 85 to 90 percent. There are many variations to this practice.

What is "useful" work? Merely the kind that feeds, clothes and houses the human body?



Sure Relief FOR INDIGESTION

BELL'S FOR INDIGESTION 25 CENTS

6 BELL'S Hot Water Sure Relief

BELL'S

25¢ AND 75¢ PACKAGES EVERYWHERE

For your Health's Sake

Demand Original and genuine

HENRY S. WAMPOLE'S

Palatable Preparation

of the **EXTRACT OF COD LIVER OIL**

COMPOUND MADE IN BALTIMORE

Sold Everywhere.