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REPAIRS A SPECIALTY

Co-Operative Marketing of Live Stock a Success From the Start

When early this year the Co-operative Live Stock Commission company at the Chicago stockyards took first place among the hundred commission firms doing business at that market, the success of the producers in their plan to sell their own hogs, cattle and sheep was complete. These farmer-owned and controlled companies have now taken the lead at eight terminal markets.

The first terminal marketing organization to be established was at East St. Louis. During the first twelve months of that organization's business life it handled 6,650 carloads of live stock. Of the commission charges for handling this business, $40,407 was returned to the customers of the company in the form of a patronage dividend. This amounted to $6 on each car. As an additional service the East St. Louis organization purchased for its customers 437 carloads of feeder-stock without commission charge.

Other Associations Formed.

Following the establishment of the terminal company at East St. Louis, marketing associations have been opened at Indianapolis, Chicago, Peoria, Buffalo, Fort Worth, Kansas City and Cleveland.

At Indianapolis the Producers' Commission Association took first place two weeks after it was established. The other companies have taken and hold similar rank.

These producer-owned terminal associations were established by the National Live Stock Producers' Association, which was organized according to the plan of the Farmers' Live Stock Marketing Committee of Fifteen appointed by the American Farm Bureau Federation. The Producers do not have a capital stock. Funds for organization are provided through a membership fee. For an individual live stock producer, a partnership or a corporation producing live stock, the membership fee is $10.

Plan Stabilizes Prices.

The saving in commission charges is not the most important feature of the plan. The big idea is to regulate the flow of live stock to market so that prices may be stabilized. The first sixteen months' work of the National Live Stock Producers' Association has done much to bring this about. At the same time the saving on commission charges has been material. During the first twelve months at all terminals it amounted to approximately 50 per cent of the entire commission.

F. M. Simpson, whose career as University of Illinois student, cow puncher on the Texas plains, instructor in live stock marketing at the University of Illinois and work in the live stock and meat division of the United States bureau of markets, has given him a thorough knowledge of live stock marketing, is now in his second year as general manager of the national organization. John G. Brown of Indiana is president.

Officers of the National Live Stock Producers' Association.

John G. Brown, President. C. E. Collins, Vice President.
Henry H. Parke, Sec.-Treas. F. M. Simpson, General Manager.

Uniform Marketing Is Plan of American Farm Bureau

Walton Peteet of Texas, New Head of Department Organized to Assist Farmers, Well Qualified to Solve Problems Confronting Agriculturists

Following the decision of the executive committee to make co-operative marketing development the chief business of the American Farm Bureau for 1923, a Department of Co-operative Marketing was created in the general office. Walton Peteet of Texas took charge of this department the first of February.

It is the purpose of the Co-operative Marketing Department to work out a unified national plan for all co-operative marketing organizations.

Walton Peteet, who heads the department, is an outstanding figure in the present-day co-operative marketing movement. As director of organization, director of commodity marketing, and secretary of the Texas Farm Bureau Federation he has held a commanding position in the remarkable development of collective marketing in that state since the inception of the Texas Farm Bureau Cotton Association.

Right Man for Job.

Commenting on Mr. Peteet's appointment, President Bradfute says:

"We sought out the best qualified man in America to head our new Co-operative Marketing Department. We believe that we have found the right man for the job in Walton Peteet. His training and his type of mind fit him admirably to lead the farm bureaus' supreme effort to secure for the American farmer the free exercise of his undisputed right to have something to say about the price of his own product.

Walton Peteet.

"The Department of Co-operative Marketing will have the full financial and moral support of the American Farm Bureau Federation, as well as the active aid and co-operation of every other department. The job is so tremendous that it cannot be done in a day, however, nor a year. There are already 15,000 local co-operative associations in America. Our farm people must exercise some degree of patience in their quest for market reforms, and they must help. But we are going to improve the distribution of farm products, or know the reason why. I bespeak for Mr. Peteet the active support of every farmer in America."

In beginning his new work Mr. Peteet makes it plain that he is to proceed in an orderly way and in the light of the best experience. He says:

"It is absolutely essential that farmers change their distributive system from the individualistic to the group basis. That is our task now and that means co-operative marketing. There is no truly national system of co-operative marketing. It is the job of the American Farm Bureau and particularly of the Department of Co-operative Marketing, to develop the co-operative body of doctrine, to establish the accepted authority on collective distribution. We are going to do this out of the broad range of experiences and we are going to give it national publicity. There are two phases to the new movement:

Must Merchandise Products.

"1. To stimulate and promote co-operative marketing of all the products grown on the farms.

"2. To unify and co-ordinate co-operative marketing agencies.

"For instance, all the potato districts will be co-ordinated, so as to market their crop collectively and efficiently. The income of the potato grower in Minnesota is determined by his relation to the national industry, by what the potato grower in Maine and Idaho is doing.

"We are going to take one commodity after another until we have organized all of them. The grower of any commodity must relate himself to all the other growers of that commodity. The big idea of all is to merchandise our agricultural products instead of dumping a twelve months' supply on the market three months after harvest.

"The farmer intends to use for his own business the practice that business men now follow. The farmer is setting up his own sales department."

Ten Cars a Day.

The Alabama Farm Bureau Hay Association sold co-operatively an average of ten cars of Johnson and alfalfa hay each day during the hay season. Most of this was shipped to Virginia and South Carolina.

WHAT IS THE FARM BUREAU?

"The farm bureau is a voluntary co-operative association having for its object the well being of agriculture, economically, educationally and socially. Its purpose is to assist in making the farm business more profitable, the farm home more comfortable and attractive and the community a better place in which to live. It seeks to perform in an organized way certain essential activities which cannot be accomplished through individual effort."—J. W. Coverdale, Secretary, American Farm Bureau Federation.

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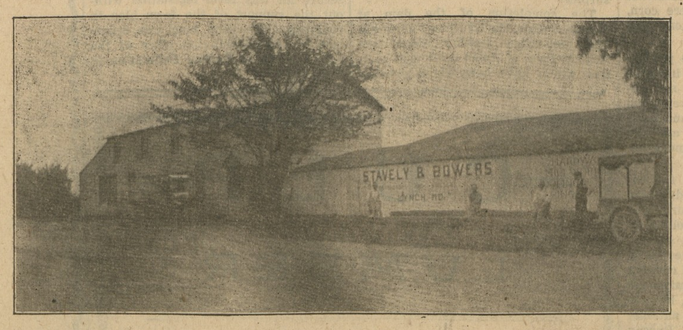

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