

develop as their little minds and hearts reach out in all directions, and find in the kindergarten satisfaction for the longings of their souls. But the kindergarten, in all of its phases, will be discussed at the annual meeting of the International Kindergarten Union of which Miss Ella Ruth Boyce, of Pittsburgh, is president.

This meeting will be held at Minneapolis some time during the month of May, 1924. The Executive Board will meet at Minneapolis December 27 to 29 to arrange a program for this convention.

IDA VAN S. MCKENZIE.

CO-OPERATIVE MARKETING IN VIRGINIA

A Brief Survey

Co-operative marketing has many possibilities and purposes. It helps both the producer and the consumer. To the producer it offers adequate storage facilities at all shipping and receiving points. These facilities allow the farmer to store his products and sell them when there is a demand, instead of keeping them on the farm and letting them rot or be bought up by speculators. In the second place, co-operative marketing helps the producer by permitting the farmer to finance his farm without "dumping" his products. When farm products are graded, standardized and stored in good warehouses, they become good collateral. The farmer may obtain loans on his warehouse receipts.

Co-operative organizations supply the farmers with information regarding the world's supply of, and demand for, the products to be sold. Without this information he can only guess whether or not to plant a large or small crop.

Through large scale marketing the association tends to stabilize the price of farm products and prevent cities being built up at the expense of the country.

On the other hand it helps the consumer, first, by eliminating unnecessary duplication of services and costs in distribution (The general idea is that it costs too much to handle farm products from the time they leave the farm until they reach the consumer); second, by permitting the standardization of prod-

ucts, so graded as to meet the desires of the consumer; third, by helping consumers along other lines because it gives the farmer more money to spend in other lines of business.

Co-operative marketing also assists in developing old markets and in forming new ones. It improves the service and gives a proper and effective means of advertising. Farmers are able to buy supplies for the farm through the organization.

A successful organization depends on certain things:

1. A sufficient amount of business must be done to pay for labor.
2. All co-operative principles must be followed.
3. The members must be loyal.
4. The management must be in capable hands.
5. Up-to-date methods must be used.

When these principals and rules are carried out the organization will be a success and a help to the community as a whole.

There are five outstanding co-operative associations in Virginia: The Eastern Shore of Virginia Produce Exchange, The Peanut Exchange, Southwest Virginia Co-operative Exchange, Virginia-Carolina Tobacco Growers Association, and Piedmont Virginia Fruit Growers Association.

The Eastern Shore of Virginia Produce Exchange

The Eastern Shore of Virginia Produce Exchange, having its general office at Onley, Va., deals only with the produce from the Eastern Shore. This is largely Irish and sweet potatoes. It has one main object, which is "To get for the farmers of the Eastern Shore the utmost possible measure of money returns for their produce."

This association has two prevailing ideas: the first is "to prevent frantic and ruinous competition among the sellers at home, and to stimulate a normal and healthful competition among the buyers abroad. The second idea is to prevent disastrous glutting of any one market and the consequent demoralization of all markets, by an intelligent distribution of our products among all the markets available."

The Eastern Shore of Virginia Produce

Exchange was first organized in 1907 and has been steadily growing. The total sales for the year 1922 were 3,212,150 packages, showing an increase over 1920 of 274,366 packages.

The Peanut Growers Association

The Peanut Growers Association is a non-profit co-operative association, with its principal office at Norfolk. Its aim is to eliminate speculation and waste and to stabilize food markets in the interest of the growers and the public. This association deals only with peanuts and their by-products.

In October, 1922, during the week of the 10th to the 17th, there was a drive to enlist as many growers as possible for the co-operative association. Heretofore when a grower wished to become a member he paid \$50.00 and became a stockholder. Now he promises to pay a membership fee of \$3.00 when his first peanuts are sold.

The Peanut Growers Association is being reincorporated and reorganized without capital stock, under the 1922 Co-operative Marketing Act of Virginia. This act fosters and encourages the growth of the co-operative marketing organizations. It provides advantages and gives to the civil government the right to enforce contracts.

E. M. DePencier, sales and advertising manager, says: "The Peanut Growers Association offers today the greatest commercial opportunity of the peanut growing business; and its merchandising plan is destined to bring about an unprecedented expansion of the whole peanut industry."

The Southwest Virginia Co-operative Exchange.

The Southwest Virginia Co-operative Exchange has its principal office at Rural Retreat, Wythe County. This association encourages a better and larger production of cabbage, potatoes and rutabagas. It also provides better facilities through which the products may be grown, harvested, cleaned, graded, sized, sacked, packed, stored, advertised, and sold. During the first year, in 1921, the Exchange only took the responsibility for marketing cabbage, but it also handled apples and a few other vegetables.

During the year 1922 there was a total of

603 cars of vegetables and fruits shipped. Of these there were 412 cars of crated cabbage, 21 of bulk cabbage, 113 of cabbage, potatoes, rutabagas and apples, 34 of potatoes, 6 of rutabagas, and 17 of apples.

Besides the above shipments there were 427,890 pounds of cabbage sold to the local kraut factories and 889 crates of cabbage, 62 bags of potatoes, and 14 barrels of apples shipped by local freight.

The total receipts from the fruits and vegetables for the whole year was \$122,924. Of this amount \$102,995 was paid the growers for their products sold; \$2,633.83 was not spent. The remainder of the money was spent on improvements, agencies' charges, and general expenses.

The above figures show the amount of business done by the Southwest Virginia Co-operative Exchange in the second year of its growth. This is a great increase over the first year and it is hoped that the corporation will grow to include the marketing of other vegetables and fruits to as great an extent as it now markets its chief product, cabbage.

Virginia-Carolina Tobacco Growers Association.

The Tobacco Growers Co-operative Association is an organization of North and South Carolina and Virginia. Oliver J. Sands, executive manager of the association, says: "This co-operative system is founded upon righteous principles, organized and operated along proven lines by conservative and experienced men and therefore must succeed."

Out of the 80,000 members of the association 32,000 are Virginians. There are 28 tobacco growing counties in Virginia and in October, 1922, there was a campaign and a series of enthusiastic meetings to make Virginia a 100% co-operative state.

In Virginia there are thirty-four tobacco markets, twenty of which are exclusively for bright tobacco. These include Danville, South Boston, Critz, Rocky Mount, Martinsville, Chatham, Gretna, Clover, Virgilia, Clarksville, Chase City, Emporia, Lawrenceville, Keysville, Rice, Burkeville, Kenbridge, South Hill, Alta Vista, Alberta, and McKinney.

The markets handling the dark tobacco are Lynchburg, Bedford, Arrington, Appomattox, Farmville, Phoenix, Dillwyn, Ashland, and Milford.

All of these markets open sometime in October or November. In 1922 eighteen markets were opened on November 1; some others opened a little later, and a few the last of October.

Piedmont Virginia Fruit Growers Association.

The Piedmont Virginia Fruit Growers Association has just been organized. It has its main office at Charlottesville, Va., with Mr. C. E. Merrifield as business manager. The aim of this organization up to the present time has been to induce growers to improve their products and to keep the growers and buyers in touch with each other. In another year this association expects to get into the actual marketing of the fruit grown in Piedmont Virginia.

In time this association will grow and develop and help the members produce a larger and better crop, and offer better methods of producing and marketing their fruit.

Co-operative associations, as we think of them, are a recent thing in this country, but in reality they are nearly a century old. They were first started in the latter part of the eighteenth century and the first part of the nineteenth. It was at this time that the farmers first felt the need for organized effort. This need was due probably to the fact that the first part of the nineteenth century marked a period of rapid development along agricultural lines. In 1850 there was an attempt at co-operative buying and selling, but all attempts were shattered by the Civil War.

At the close of the Civil War co-operative associations were again started in the middle west and these have spread all over the United States, especially in the agricultural states.

Co-operative associations at the present time may be classified under two heads: first, capital stock companies and second, co-operative organizations without stock. The term "non-cooperative capital stock company" is sometimes used because an organization may be a capital stock company and still be operated co-operatively. This sort of company

distributes its profits according to the amount of stock invested.

In the real co-operative association each member has one vote and the financial interest is limited to the single members and the amount of business done through the organization. Companies of this sort usually charge a membership fee or else they may borrow the money necessary to run the organization until the produce is sold.

There are certain laws, both Federal and State, which regulate the organization of co-operative associations. For this reason it is necessary to distinguish between the stock and the non-stock companies. Before any state laws are made attention must be given to the Clayton Amendment of the United States Anti-Trust Laws. Section 6 of this amendment has a direct bearing on farmers' organizations. It reads as follows: "That the labor of a human is not a commodity or article of commerce. Nothing contained in the anti-trust laws shall be construed to forbid the existence and operation of labor, agricultural or horticultural organizations instituted for the purpose of mutual help, and not having capital stock or conducted for profit, or to forbid or restrain individual members of such organizations from lawfully carrying out the legitimate objects thereof; nor shall such organizations, or the members thereof be held or construed to be illegal combinations in restraint of trade, under the anti-trust laws."

There are sixteen states having their own laws regarding the organization of these associations. The Virginia law has for its scope any agricultural, dairy, mercantile, manufacturing, or mechanical business. Each member is allowed only one vote and voting by mail is permitted only when accompanied by a copy of the question. The word "co-operative" cannot be used as a part of the name unless the organization was formed before this act was passed.

Besides the State and Federal laws each organization has its own constitution and by-laws. These by-laws cover more than the few well known rules. It should take in the whole working plan of the organization. The by-laws in each case have to be worked out carefully to meet the requirements of each locality.

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