

A Happy New Year
to all our Readers

The World

A Happy New Year
to all our Readers

VOL. 44

BRIDGETOWN, ANnapolis COUNTY, NOVA SCOTIA, DECEMBER 27, 1916

NO. 34

For making
appetizing and health-
ful cake, biscuits, muf-
fins and pastry there is
no substitute for

ROYAL BAKING POWDER

Made from Cream of Tartar,
derived from grapes.

Makes Home Baking Easy.



No
Alum

Co-Operative Marketing in the United States

Big things that have been accom-
plished by American Farmers and
Fruit Growers who have had the
"Co-op" in their hands, and the
Folk to Stick Together.

(By H. C. Glines, Editor, "Midwest
Advertiser," Chicago.)

The subject of co-operative mar-
keting is probably the most impor-
tant of the thought of the
United States farmer, that is, any
other problem in connection with
farming. Agriculturalists in a great
many branches and localities have been
striving for decades for possibilities
as co-operation, but it cannot be said
that there has been a nation-wide
movement for the subject until the
beginning of this year. This was to be
expected. The farmer is primarily a
producer, and there are many prob-
lems to be solved in connection
with producing. But while the farmer
has been studying production, through
practical experience through his farm
paper, at the agricultural college, with
the help of the Government, business
men have been studying crop disposal.
The result has been that while the
farmer has been studying the possibilities
for the benefit of himself and his fam-
ily, the distributors have perfected a
crop disposal system that gives the
distributor the lion's share of the
profits.

England's first co-operative store, at
Roughden in 1844, is generally credit-
ed with having originated the co-
operative idea. But the first actual
evidence of a reaction of agricultur-
ists against high cost of distribution
(and consequent low prices to farm-
ers) was probably the formation of the
Order of the Patrons of Husbandry
in the United States in 1847. This
was a farmers' organization of farm-
ers, formed in the hope of influencing
legislation to correct market abuses.
This led to the formation of other

similar lines, and a few of these have
had in recent years unquestioned in-
fluence on the prices of certain farm
products. The most notable instance is
the influence of the Farmers' Union
on cotton production and prices.

However, the fraternal movement
has had its greatest success in the
fruit growers' co-operative marketing
organization, Danish Farmers
and Fruit Growers' Union, which has
been successful in its marketing of
"matters of production and cattle
breeding in the Seventies, but their
first marketing venture was a co-
operative creamery, established in
1882.

With the exception of the co-
operative creamery, cheese factory, and
egg circles, all of which had their
origin in Denmark, the evidence
points to the United States as the
pioneer in co-operative crop market-
ing. This was first done by Denmark
started the ball rolling and that the
creamery movement is the largest
co-operative marketing movement in
the world today. It is also the
largest such movement within the
United States. But the co-operative
fruit elevator movement had its
origin in the United States at Rock-
well, Iowa, and the co-operative
marketing of fruits, which is the
third really big movement in this
line, had its origin in the United
States, in Southern California, 1885-
88.

Co-Operative Creameries
The co-operative creamery has had
a remarkably rapid spread. In
thirty years the movement has reach-
ed nearly every cream producing ter-
ritory in the civilized world. The
first, however, at hand from Europe
show that Germany has over 3,600
co-operative creameries, Switzerland
over 2,000, Ireland over 400, and other
countries a considerable number.

In the United States authentic fig-
ures for 1911 show that out of 6,200
creameries in the country, 23.8 per-
cent, or over one-third were co-
operative. In number of co-
operative creameries the States stand in

the following order: Minnesota, Wis-
consin, Iowa, Michigan, Indiana,
Illinois, New York, Pennsylvania,
Vermont. In other states the per-
centage is much lower.

Cheese factories operated by farm-
ers are not so prevalent, but in
1911 there were 849 of these in the
United States, mainly in Wisconsin,
Minnesota and New York. Egg cir-
cles are operated mainly in connection
with co-operative creameries, as a
sort of side issue, and are as yet by
no means common in the country.
Minnesota, probably, leads in egg
circles, having a number of highly suc-
cessful ones, notably at Askov, Bar-
num, Rosemount and Dassel.

Farmers' Elevator Companies
The first farmers' co-operative el-
evator company was formed at Rock-
well, Iowa, in 1889. In an endeavor
to escape from the stranglehold of
the elevator companies, the com-
pany and the idea were vigorously
attacked by competing interests but
the company was born of severe nec-
essity and stood its ground. In con-
tinuing years other were formed. In 1900
there were hundreds of companies in
the central states and today there are
2,577, according to some recent fig-
ures. North Dakota and Iowa lead in
number of companies, and five
other states have over 200 companies
each. These are Illinois, Minnesota,
Nebraska, South Dakota and Kansas.
The first state association of such com-

panies was formed in Illinois in 1890
and today all seven states have state
associations, and it is likely that
others will be formed in Indiana,
Ohio and Montana, in the near future.
Co-operative undertakings are not
always successful, but the percentage
of failures in the elevator field has
been very low. Comparatively few
have financial difficulties and most
have been highly successful in lower-
ing handling costs and securing bet-
ter prices. Companies representing single
elevators are capitalized ordinarily at
from \$10,000 to \$20,000, while a few
companies operating several elevators
are capitalized as high as \$100,000. It
is estimated that co-operative el-
evators do a business well in excess of
a billion dollars a year.

In this field, also, federation be-
tween the various companies has not
been developed to the point where the
farmers feel that they are entitled to
the market power which they are en-
titled to.

Co-Operative Fruit Marketing
It is quite doubtful if the farmers'
elevator movement owed its inspira-
tion to Denmark, and it is still more
doubtful if there is such a debt in the
case of the California citrus fruit
growers. The first citrus marketing
organization in 1885 only three years
after Denmark's first co-operative
creamery was founded. That first
union was short lived but a later at-
tempt to organize the citrus fruit in-
dustry was made in 1893. (Masses
meeting at Los Angeles resulted in
90 per cent of the citrus fruit being
pledged to the new plan, and im-
mediately thereafter.

If required until 1905 for the citrus
organization to reach its present suc-
cessful form. In the first year fol-
lowing 1893 it had actually shipped
only 25 per cent of the California
orange and lemon crops, but by 1905
it was handling 67 per cent, and the
crop had increased enormously. To-
day the annual citrus crop of Cali-
fornia is more than ten times the
amount of 1893, and the economic
California Fruit Growers Exchange mar-
kets 65 per cent of it, by means of a
marketing system that is considered to
be the most successful and economical
ever developed for the handling of an
agricultural crop. Unlike the loosely
organized elevator companies, the
citrus associations are bound together
into a centralized organization that
works like a clock. There are 150
local associations grouped into 19
regional associations, and these in
turn into the fifteen districts except one
to the Central Exchange at Los
Angeles. Functions have been dis-
tributed among the local districts, and
central exchanges with an eye to the
most economical performance possible
and the result has been a maintenance
of prices for the growers of less than 3
percent on gross sales, which is said
to be the lowest cost on record for
any agricultural crop.

In 1907 the citrus exchange first
tried newspaper advertising as a
method of influencing consumption
of its products. The result has been
for all of the exchange's best grade
fruit was adopted for the first time,
and a five month test campaign was
conducted. The result was a 20 per
cent increase in sales. The com-
pany and the idea were vigorously
attacked by competing interests but
the company was born of severe nec-
essity and stood its ground. In con-
tinuing years other were formed. In 1900
there were hundreds of companies in
the central states and today there are
2,577, according to some recent fig-
ures. North Dakota and Iowa lead in
number of companies, and five
other states have over 200 companies
each. These are Illinois, Minnesota,
Nebraska, South Dakota and Kansas.
The first state association of such com-

panies was formed in Illinois in 1890
and today all seven states have state
associations, and it is likely that
others will be formed in Indiana,
Ohio and Montana, in the near future.
Co-operative undertakings are not
always successful, but the percentage
of failures in the elevator field has
been very low. Comparatively few
have financial difficulties and most
have been highly successful in lower-
ing handling costs and securing bet-
ter prices. Companies representing single
elevators are capitalized ordinarily at
from \$10,000 to \$20,000, while a few
companies operating several elevators
are capitalized as high as \$100,000. It
is estimated that co-operative el-
evators do a business well in excess of
a billion dollars a year.

THE EUROPEAN WAR

WILL GERMANY AND AUSTRIA
BREAK?

Paris, Dec. 25.—The long expected
break between Austria and Germany
is rapidly approaching. The papal
Nuncio at Vienna declares that the
Austrian Emperor has asked the
Pope to intercede. Austria is disor-
ganized over the Germanophile policy.
Undoubtedly the simultaneous peace
moves were inspired by differences
among the Central Powers.

**ARTILLERY ACTIVE IN NEIGH-
BOURHOOD OF YPRES**
London, December 25.—The official
statement from British headquarters
last night reads:
"In successful raids during the
night (Sunday) against the enemy's
trenches west of Angres and east of
Armentieres we took a number of
prisoners. The enemy this morning
(Monday) exploded a camouflaged shell
of St. Eloi. The damage was slight."
"There has been considerable art-
illery activity at intervals during the
day along our front north of the
Somme where the enemy defenses and
headquarters were systematically
shelled by us. Much damage was done
to the enemy defenses. Elsewhere the
usual artillery activity continued, be-
ing most marked in the neighborhood
of Ypres and also south of Armentier-
es, where we bombarded the buildings
occupied by the enemy in the rear of
his lines."

**LINES OF HUN TRENCHES PEN-
ETRATED**
London, Dec. 25.—Further official
details are given in the War Office
statement issued under Sunday's date,
of the daylight raid recently con-
ducted by British troops on the Franco-
Belgian front, north of Arras. A suc-
cessful raid carried out on Saturday
night in the vicinity of Hebuterne
is reported. The statement reads:
"We entered enemy trenches last
night in the neighborhood of Huber-
terre. Dugouts occupied by the enemy
were bombarded by our artillery. The
gas was successfully discharged by us
yesterday evening against the
enemy's trenches west of Mesines.
Last night the enemy fired a mortar
shell at Mont Sorrel. No damage is
reported. Intermittent artillery ac-
tivity continued, particularly on the
front."

**GERMAN EMPEROR'S GREETING
TO TROOPS.**

London, December 24.—A despatch
to the Exchange Telegraph from Am-
sterdam says Emperor William sent
the following Christmas greeting to
all the German armies and to Ger-
mans at home:
"Honor to God above peace on earth,
and good will to men. God bless the
third war Christmas of all those
away in the field and of all those
at home in our dear Fatherland."
Signed "WILLIAM"

**CALM ALONG THE FRENCH
FRONT**

Paris, December 25.—The bulletin
issued by the War Office tonight reads:
"The day was relatively calm
along the whole front. On the Somme
front three German airplanes were
downed by our pilots on Friday
morning. The first machine fell in
France south of Epinacourt. The second
crashed to the earth near
Ondin. The third fell in the
direction of Leclercourt."
"On the night of December 24-25
one of our air squadrons bombarded
the enemy's positions around Trarignan
as well as ammunition dumps at
Athies Ennemais, and Mons-en-
chausse."

WAR BRUISES

Cambridge University had 4000
students in peace times. At present
it has less than 400. Other British Uni-
versities are suffering in similar pro-
portion.

It has been found that the music
of the gramophone has a soothing ef-
fect upon the nerves of the great need
of the moment. The music of the gram-
ophone is being played by the nurses of
the battlefield.

Four submarines started from Ger-
many on one day but at different
times, to cross the Atlantic. Two
were caught. The two others crossed
made one which was U 50.

The French Government has ap-
pointed a corps of artists, who will
paint as a national record the battle
of the front. They are attached to
the army and wear military uniform.

One of the latest losses, without
interest, known in history is to be
found in the Jewish of the Jews of
Europe. This is distinct from ten
million dollars for immediate suc-
cess of starting Jews.

Canada's revenue in November was
nearly twenty four millions of dol-
lars. This is the largest revenue for
any month in Canadian history, and
is equal to the total revenue for the
fiscal year 1879-80.

Aviator (home on leave) and then
the aviator is obliged to use the
four miles, say, and you look down,
it is positively sickening.

Lady feelingly: "I feel just that
way myself when I'm standing on the
step ladder hanging curtains."

Sir George Adam Dawson, says
"The dominant conviction with which
I return from the front is that as a
nation we are up against a task more
formidable, more exhausting, and
hardly to be undertaken than the
bulk of our people at home even yet
sufficiently realize."

Sir Conan Doyle, in his history of
the British Campaign in France and
Flanders, calls the year 1914, "the
year of resistance," the year 1915,
"the year of equilibrium." Finally will
come the year of restoration,
which will begin the victory of the
champions of freedom."

Silver or Blue Fox for social func-
tions, Skunk, Lynx, Fisher, Red Cross,
and White Fox, or one of many
kinds of fur for ordinary use, while
the aviator is obliged to use the
four miles, say, and you look down,
it is positively sickening.

The Fur business in North America
has just started its popularity. The
men and women of America have
just begun to appreciate Furs and to
wear them in a becoming manner. The
man whose business compels him to
be outdoors a great part of his time,
who drives his own automobile,
knows the necessity of a Fur lined
overcoat and appreciates it. The up-
to-date man, who has many social
functions to attend, recognizes the
fact that he has to have a Fur lined
top coat. He makes his selection ac-
cording to his means. A short time
ago one of our leading retail dealers
sold a seal lined with Russian Sables
to the buyer paying ten thousand dollars
for it. The wardrobe is not complete
until the seal lined top coat is added.
The seal lined top coat is the one
that will have several kinds
of fur for the opera or theatre.

THE EUROPEAN WAR

WILL GERMANY AND AUSTRIA
BREAK?

Paris, Dec. 25.—The long expected
break between Austria and Germany
is rapidly approaching. The papal
Nuncio at Vienna declares that the
Austrian Emperor has asked the
Pope to intercede. Austria is disor-
ganized over the Germanophile policy.
Undoubtedly the simultaneous peace
moves were inspired by differences
among the Central Powers.

In this field, also, federation be-
tween the various companies has not
been developed to the point where the
farmers feel that they are entitled to
the market power which they are en-
titled to.

Co-Operative Fruit Marketing
It is quite doubtful if the farmers'
elevator movement owed its inspira-
tion to Denmark, and it is still more
doubtful if there is such a debt in the
case of the California citrus fruit
growers. The first citrus marketing
organization in 1885 only three years
after Denmark's first co-operative
creamery was founded. That first
union was short lived but a later at-
tempt to organize the citrus fruit in-
dustry was made in 1893. (Masses
meeting at Los Angeles resulted in
90 per cent of the citrus fruit being
pledged to the new plan, and im-
mediately thereafter.

If required until 1905 for the citrus
organization to reach its present suc-
cessful form. In the first year fol-
lowing 1893 it had actually shipped
only 25 per cent of the California
orange and lemon crops, but by 1905
it was handling 67 per cent, and the
crop had increased enormously. To-
day the annual citrus crop of Cali-
fornia is more than ten times the
amount of 1893, and the economic
California Fruit Growers Exchange mar-
kets 65 per cent of it, by means of a
marketing system that is considered to
be the most successful and economical
ever developed for the handling of an
agricultural crop. Unlike the loosely
organized elevator companies, the
citrus associations are bound together
into a centralized organization that
works like a clock. There are 150
local associations grouped into 19
regional associations, and these in
turn into the fifteen districts except one
to the Central Exchange at Los
Angeles. Functions have been dis-
tributed among the local districts, and
central exchanges with an eye to the
most economical performance possible
and the result has been a maintenance
of prices for the growers of less than 3
percent on gross sales, which is said
to be the lowest cost on record for
any agricultural crop.

In 1907 the citrus exchange first
tried newspaper advertising as a
method of influencing consumption
of its products. The result has been
for all of the exchange's best grade
fruit was adopted for the first time,
and a five month test campaign was
conducted. The result was a 20 per
cent increase in sales. The com-
pany and the idea were vigorously
attacked by competing interests but
the company was born of severe nec-
essity and stood its ground. In con-
tinuing years other were formed. In 1900
there were hundreds of companies in
the central states and today there are
2,577, according to some recent fig-
ures. North Dakota and Iowa lead in
number of companies, and five
other states have over 200 companies
each. These are Illinois, Minnesota,
Nebraska, South Dakota and Kansas.
The first state association of such com-

panies was formed in Illinois in 1890
and today all seven states have state
associations, and it is likely that
others will be formed in Indiana,
Ohio and Montana, in the near future.
Co-operative undertakings are not
always successful, but the percentage
of failures in the elevator field has
been very low. Comparatively few
have financial difficulties and most
have been highly successful in lower-
ing handling costs and securing bet-
ter prices. Companies representing single
elevators are capitalized ordinarily at
from \$10,000 to \$20,000, while a few
companies operating several elevators
are capitalized as high as \$100,000. It
is estimated that co-operative el-
evators do a business well in excess of
a billion dollars a year.

THE EUROPEAN WAR
WILL GERMANY AND AUSTRIA
BREAK?
Paris, Dec. 25.—The long expected
break between Austria and Germany
is rapidly approaching. The papal
Nuncio at Vienna declares that the
Austrian Emperor has asked the
Pope to intercede. Austria is disor-
ganized over the Germanophile policy.
Undoubtedly the simultaneous peace
moves were inspired by differences
among the Central Powers.

In this field, also, federation be-
tween the various companies has not
been developed to the point where the
farmers feel that they are entitled to
the market power which they are en-
titled to.

Co-Operative Fruit Marketing
It is quite doubtful if the farmers'
elevator movement owed its inspira-
tion to Denmark, and it is still more
doubtful if there is such a debt in the
case of the California citrus fruit
growers. The first citrus marketing
organization in 1885 only three years
after Denmark's first co-operative
creamery was founded. That first
union was short lived but a later at-
tempt to organize the citrus fruit in-
dustry was made in 1893. (Masses
meeting at Los Angeles resulted in
90 per cent of the citrus fruit being
pledged to the new plan, and im-
mediately thereafter.

If required until 1905 for the citrus
organization to reach its present suc-
cessful form. In the first year fol-
lowing 1893 it had actually shipped
only 25 per cent of the California
orange and lemon crops, but by 1905
it was handling 67 per cent, and the
crop had increased enormously. To-
day the annual citrus crop of Cali-
fornia is more than ten times the
amount of 1893, and the economic
California Fruit Growers Exchange mar-
kets 65 per cent of it, by means of a
marketing system that is considered to
be the most successful and economical
ever developed for the handling of an
agricultural crop. Unlike the loosely
organized elevator companies, the
citrus associations are bound together
into a centralized organization that
works like a clock. There are 150
local associations grouped into 19
regional associations, and these in
turn into the fifteen districts except one
to the Central Exchange at Los
Angeles. Functions have been dis-
tributed among the local districts, and
central exchanges with an eye to the
most economical performance possible
and the result has been a maintenance
of prices for the growers of less than 3
percent on gross sales, which is said
to be the lowest cost on record for
any agricultural crop.

In 1907 the citrus exchange first
tried newspaper advertising as a
method of influencing consumption
of its products. The result has been
for all of the exchange's best grade
fruit was adopted for the first time,
and a five month test campaign was
conducted. The result was a 20 per
cent increase in sales. The com-
pany and the idea were vigorously
attacked by competing interests but
the company was born of severe nec-
essity and stood its ground. In con-
tinuing years other were formed. In 1900
there were hundreds of companies in
the central states and today there are
2,577, according to some recent fig-
ures. North Dakota and Iowa lead in
number of companies, and five
other states have over 200 companies
each. These are Illinois, Minnesota,
Nebraska, South Dakota and Kansas.
The first state association of such com-

panies was formed in Illinois in 1890
and today all seven states have state
associations, and it is likely that
others will be formed in Indiana,
Ohio and Montana, in the near future.
Co-operative undertakings are not
always successful, but the percentage
of failures in the elevator field has
been very low. Comparatively few
have financial difficulties and most
have been highly successful in lower-
ing handling costs and securing bet-
ter prices. Companies representing single
elevators are capitalized ordinarily at
from \$10,000 to \$20,000, while a few
companies operating several elevators
are capitalized as high as \$100,000. It
is estimated that co-operative el-
evators do a business well in excess of
a billion dollars a year.

THE EUROPEAN WAR
WILL GERMANY AND AUSTRIA
BREAK?
Paris, Dec. 25.—The long expected
break between Austria and Germany
is rapidly approaching. The papal
Nuncio at Vienna declares that the
Austrian Emperor has asked the
Pope to intercede. Austria is disor-
ganized over the Germanophile policy.
Undoubtedly the simultaneous peace
moves were inspired by differences
among the Central Powers.

In this field, also, federation be-
tween the various companies has not
been developed to the point where the
farmers feel that they are entitled to
the market power which they are en-
titled to.

Co-Operative Fruit Marketing
It is quite doubtful if the farmers'
elevator movement owed its inspira-
tion to Denmark, and it is still more
doubtful if there is such a debt in the
case of the California citrus fruit
growers. The first citrus marketing
organization in 1885 only three years
after Denmark's first co-operative
creamery was founded. That first
union was short lived but a later at-
tempt to organize the citrus fruit in-
dustry was made in 1893. (Masses
meeting at Los Angeles resulted in
90 per cent of the citrus fruit being
pledged to the new plan, and im-
mediately thereafter.

If required until 1905 for the citrus
organization to reach its present suc-
cessful form. In the first year fol-
lowing 1893 it had actually shipped
only 25 per cent of the California
orange and lemon crops, but by 1905
it was handling 67 per cent, and the
crop had increased enormously. To-
day the annual citrus crop of Cali-
fornia is more than ten times the
amount of 1893, and the economic
California Fruit Growers Exchange mar-
kets 65 per cent of it, by means of a
marketing system that is considered to
be the most successful and economical
ever developed for the handling of an
agricultural crop. Unlike the loosely
organized elevator companies, the
citrus associations are bound together
into a centralized organization that
works like a clock. There are 150
local associations grouped into 19
regional associations, and these in
turn into the fifteen districts except one
to the Central Exchange at Los
Angeles. Functions have been dis-
tributed among the local districts, and
central exchanges with an eye to the
most economical performance possible
and the result has been a maintenance
of prices for the growers of less than 3
percent on gross sales, which is said
to be the lowest cost on record for
any agricultural crop.

In 1907 the citrus exchange first
tried newspaper advertising as a
method of influencing consumption
of its products. The result has been
for all of the exchange's best grade
fruit was adopted for the first time,
and a five month test campaign was
conducted. The result was a 20 per
cent increase in sales. The com-
pany and the idea were vigorously
attacked by competing interests but
the company was born of severe nec-
essity and stood its ground. In con-
tinuing years other were formed. In 1900
there were hundreds of companies in
the central states and today there are
2,577, according to some recent fig-
ures. North Dakota and Iowa lead in
number of companies, and five
other states have over 200 companies
each. These are Illinois, Minnesota,
Nebraska, South Dakota and Kansas.
The first state association of such com-

panies was formed in Illinois in 1890
and today all seven states have state
associations, and it is likely that
others will be formed in Indiana,
Ohio and Montana, in the near future.
Co-operative undertakings are not
always successful, but the percentage
of failures in the elevator field has
been very low. Comparatively few
have financial difficulties and most
have been highly successful in lower-
ing handling costs and securing bet-
ter prices. Companies representing single
elevators are capitalized ordinarily at
from \$10,000 to \$20,000, while a few
companies operating several elevators
are capitalized as high as \$100,000. It
is estimated that co-operative el-
evators do a business well in excess of
a billion dollars a year.

THE EUROPEAN WAR
WILL GERMANY AND AUSTRIA
BREAK?
Paris, Dec. 25.—The long expected
break between Austria and Germany
is rapidly approaching. The papal
Nuncio at Vienna declares that the
Austrian Emperor has asked the
Pope to intercede. Austria is disor-
ganized over the Germanophile policy.
Undoubtedly the simultaneous peace
moves were inspired by differences
among the Central Powers.

In this field, also, federation be-
tween the various companies has not
been developed to the point where the
farmers feel that they are entitled to
the market power which they are en-
titled to.

Co-Operative Fruit Marketing
It is quite doubtful if the farmers'
elevator movement owed its inspira-
tion to Denmark, and it is still more
doubtful if there is such a debt in the
case of the California citrus fruit
growers. The first citrus marketing
organization in 1885 only three years
after Denmark's first co-operative
creamery was founded. That first
union was short lived but a later at-
tempt to organize the citrus fruit in-
dustry was made in 1893. (Masses
meeting at Los Angeles resulted in
90 per cent of the citrus fruit being
pledged to the new plan, and im-
mediately thereafter.

If required until 1905 for the citrus
organization to reach its present suc-
cessful form. In the first year fol-
lowing 1893 it had actually shipped
only 25 per cent of the California
orange and lemon crops, but by 1905
it was handling 67 per cent, and the
crop had increased enormously. To-
day the annual citrus crop of Cali-
fornia is more than ten times the
amount of 1893, and the economic
California Fruit Growers Exchange mar-
kets 65 per cent of it, by means of a
marketing system that is considered to
be the most successful and economical
ever developed for the handling of an
agricultural crop. Unlike the loosely
organized elevator companies, the
citrus associations are bound together
into a centralized organization that
works like a clock. There are 150
local associations grouped into 19
regional associations, and these in
turn into the fifteen districts except one
to the Central Exchange at Los
Angeles. Functions have been dis-
tributed among the local districts, and
central exchanges with an eye to the
most economical performance possible
and the result has been a maintenance
of prices for the growers of less than 3
percent on gross sales, which is said
to be the lowest cost on record for
any agricultural crop.

In 1907 the citrus exchange first
tried newspaper advertising as a
method of influencing consumption
of its products. The result has been
for all of the exchange's best grade
fruit was adopted for the first time,
and a five month test campaign was
conducted. The result was a 20 per
cent increase in sales. The com-
pany and the idea were vigorously
attacked by competing interests but
the company was born of severe nec-
essity and stood its ground. In con-
tinuing years other were formed. In 1900
there were hundreds of companies in
the central states and today there are
2,577, according to some recent fig-
ures. North Dakota and Iowa lead in
number of companies, and five
other states have over 200 companies
each. These are Illinois, Minnesota,
Nebraska, South Dakota and Kansas.
The first state association of such com-

panies was formed in Illinois in 1890
and today all seven states have state
associations, and it is likely that
others will be formed in Indiana,
Ohio and Montana, in the near future.
Co-operative undertakings are not
always successful, but the percentage
of failures in the elevator field has
been very low. Comparatively few
have financial difficulties and most
have been highly successful in lower-
ing handling costs and securing bet-
ter prices. Companies representing single
elevators are capitalized ordinarily at
from \$10,000 to \$20,000, while a few
companies operating several elevators
are capitalized as high as \$100,000. It
is estimated that co-operative el-
evators do a business well in excess of
a billion dollars a year.

THE EUROPEAN WAR
WILL GERMANY AND AUSTRIA
BREAK?
Paris, Dec. 25.—The long expected
break between Austria and Germany
is rapidly approaching. The papal
Nuncio at Vienna declares that the
Austrian Emperor has asked the
Pope to intercede. Austria is disor-
ganized over the Germanophile policy.
Undoubtedly the simultaneous peace
moves were inspired by differences
among the Central Powers.

In this field, also, federation be-
tween the various companies has not
been developed to the point where the
farmers feel that they are entitled to
the market power which they are en-
titled to.

Co-Operative Fruit Marketing
It is quite doubtful if the farmers'
elevator movement owed its inspira-
tion to Denmark, and it is still more
doubtful if there is such a debt in the
case of the California citrus fruit
growers. The first citrus marketing
organization in 1885 only three years
after Denmark's first co-operative
creamery was founded. That first
union was short lived but a later at-
tempt to organize the citrus fruit in-
dustry was made in 1893. (Masses
meeting at Los Angeles resulted in
90 per cent of the citrus fruit being
pledged to the new plan, and im-
mediately thereafter.

If required until 1905 for the citrus
organization to reach its present suc-
cessful form. In the first year fol-
lowing 1893 it had actually shipped
only 25 per cent of the California
orange and lemon crops, but by 1905
it was handling 67 per cent, and the
crop had increased enormously. To-
day the annual citrus crop of Cali-
fornia is more than ten times the
amount of 1893, and the economic
California Fruit Growers Exchange mar-
kets 65 per cent of it, by means of a
marketing system that is considered to
be the most successful and economical
ever developed for the handling of an
agricultural crop. Unlike the loosely
organized elevator companies, the
citrus associations are bound together
into a centralized organization that
works like a clock. There are 150
local associations grouped into 19
regional associations, and these in
turn into the fifteen districts except one
to the Central Exchange at Los
Angeles. Functions have been dis-
tributed among the local districts, and
central exchanges with an eye to the
most economical performance possible
and the result has been a maintenance
of prices for the growers of less than 3
percent on gross sales, which is said
to be the lowest cost on record for
any agricultural crop.