

Commandments for Co-operative Marketing

The Ten Commandments for Co-operative Marketing Organizations presented herewith have been prepared by W. B. Shamel, marketing specialist, extension officer, A. and M. College of Texas.

TEN COMMANDMENTS For Co-operative Marketing Organizations.

- First. Absolute Necessity—Do not attempt to organize a co-operative marketing association until there is a real need for it. Unless the farmers feel the necessity and will support their organization, it will fail. Successful farmers' co-operative associations have grown out of dire necessity.

MISTER COUNTY AGENT (Apologies to James Whitcomb Riley)

Mister County Agent came to our house one day And taught us how to cultivate and fertilize and spray, And how to grow a cover crop for humus in the fall, And feed the hens, and fatten hogs, and tend the cows and all.

For the pesky pests'll get yuh
Eif you don't watch out.

Once there was a citrus man who wouldn't take advice; He mocked the County Agent and he wasn't very nice. He wouldn't fertilize his grove, or cultivate or spray; He laughed at other folks 'at did, and said it didn't pay.

For the pesky pests'll get yuh
Eif you don't watch out.

—Florida Grower.

- Sixth. Merchandizing—In times of optimum production, provision must be made to keep off the market more than can be used. Farm products are not all consumed at harvest time. They should be sold as the consumer can use and is willing to pay for them.

- Different farm commodities require different methods of handling. Only one, or similar commodities, should be in a single organization. Each organization should return to the grower the most profit possible for the given commodity.

Heater Order Filled

The Fruit Growers Supply Co. reports that the sales of Scheu orchard heaters to date against the contract for 200,000 made at the beginning of the season with the American Can Co. total 208,000. Over 150,000 have already been shipped and the balance are coming forward at the rate of 4,000 per day.

Experiment Station Record

Reference is made in the Experiment Station Bulletin, abstract number 6, volume 50, to the coloring of citrus fruits by use of ethylene gas in the Porto Rico Experiment station. The results of these experiments are quite interesting. To quote the record: "It was found that practically all gases may produce spotting of the skin when they strike the fruit with some force, and that such spotting may occur when chemically active gases, such as chlorine or sulphur dioxide, are allowed to settle on the fruit."

The California Citrograph INDEX TO VOL. X—November, 1924, to October, 1925, Inclusive

Table with 4 columns (A, B, C, D) listing various articles and their page numbers. Includes entries like 'Do Acid Fruits Cause, Dr. Frank McCoy', 'Barger, W. R., Treating Oranges with Borax Solution', 'Carr, C. M., How It's Done on Kaweah Lemon Co's Property', 'Dates Packed in Monrovia House, Calif.', etc.

THE CALIFORNIA CITROGRAPH—Index to Vol. X—Continued

Index listing articles and their page numbers, categorized by letters F through Y. Includes sections for Fruit, Gas, Handling Growers Purchases, Imports of Beneficial Insects, Insect, Marketing, and National.