

But you have heard me say that if you want things done, you will have to call on a busy man—the other kind has no time.—Elbert Hubbard

Co-operative Selling the Successful Plan

Co-operative selling of the products of Indian River Farms and buying of supplies became assured at a largely attended meeting of the Indian River Planters' Association in the school house at Vero, Saturday afternoon, April 4.

The organization was perfected by the election of Fred W. Hamley as president; I. B. Fox, vice-president, and Joseph Hill, treasurer. O. F. Schepman was elected secretary at a previous meeting. A. E. Conway, Charles Harris and I. B. Fox were appointed by the president as members of a committee to draft a constitution and by-laws and report at a meeting to be held the following Saturday.

Immediate steps were taken to make arrangements for disposing of this year's tomato crop. It is the desire of the members to give Vero a country-wide reputation for high class fruits and vegetables and to that end an effort will be made to ship this season's crops in the best possible condition. Plans for employing expert packers to pack the tomato crop were discussed, and a committee composed of Charles Harris, W. R. Duncan and Joseph Hill was appointed to ascertain and report on the best method of procedure. Eventually the association will establish packing houses. Here the products of Vero farms and groves may be prepared for market according to the highest standards.

The association was fortunate in having present Mr. George T. Tippin of Springfield, Mo., who has had a long experience in the conduct of co-operative organizations in other states. Mr. Tippin was also formerly engaged in the commission business and is thoroughly familiar with market requirements. He happened to be in Vero looking at land and evinced the greatest interest in the new organization.

On being requested by President Hamley to make a talk Mr. Tippin explained in a general way the value and importance of co-operating in the marketing of fruits and vegetables and described in detail how co-operative associations are conducted in other places.

"I am here with a view to locating and am glad to see this movement for conducting your business on a co-operative basis, being started. Co-operation means your success and the sooner you get your organization under way the better it will be. If I locate here next fall it shall be my pleasure to join in the work and give all the assistance I can, for I know through long experience the importance to all of us of having an effective organization.

"The strawberry growers of my community, through complete organization, have developed a perfect business system for the marketing of their product. They buy everything collectively and sell in the same way. At first some of the larger growers refused to come into the association, evidently believing they were too big to need it. But they soon learned their mistake and were soon anxious to come in. Today there is not a shipping station in the district that is without a co-operative association. Each association has adopted a trade mark, enforces rigid inspection of all fruit and requires every shipper to live up to the standards that have been set. To show you the value of this I will say that one association in Missouri has a standing bid of twenty-five cents more on the crate for its strawberries than any other association receives. This means that no matter what price may be paid at any other place the fruit shipped by its members bring twenty-five cents a crate more.

"My judgment is now that you can grow any marketable vegetable successfully here. The grower or the association that produces good stuff and packs it properly has a decided advantage over the one who does not. Through organization you will not only help yourselves but you will help the locality. It will make you independent of the express companies and give you an assured market for your goods at the best prices.

"To carry on the work of your organization successfully it will be necessary to employ a paid secretary or manager to look after its business. He will be required to take an inventory of the amount of fertilizer and other supplies needed as well as the acreage of each kind of vegetable grown. Through organization you will be able to grow uniform varieties and ship in uniform packages, both of which are most important considerations.

"Two methods are employed for raising funds to carry on the work of such associations. One is to charge a commission on the goods that pass through the co-operative packing house and the other is to charge a certain amount per crate. Either method is satisfactory and that is a detail which you can work out to suit yourselves."

Before the meeting adjourned President Hamley made a short talk in which he spoke of the advantages of co-operation and made a plea for aid from all the members in the discharge of his duties. He said the officers cannot be expected to accomplish much by themselves and urged the importance of a full attendance at all meetings.

JOSEPH HILL.

WHAT WILL ST. LUCIE COUNTY DO?

St. Lucie, one of the best producing counties in the state, has thus far made no attempt to have a county fair; but from recent utterances it is probable that next winter St. Lucie county will have formed a fair association and bring together the products of that county for the purpose of demonstrating to the ever-increasing numbers who are coming to that county the real value of the soil and the favorable climate for producing almost everything grown in temperate and semi-tropical zones. Long ago St. Lucie county became noted for its oranges and pineapples and now its products in vegetables cover all varieties. A midwinter fair is the greatest demonstrator a county can pos-

sibly have—an advertisement that carries absolute conviction.—Florida Homeseeker.

INDIVIDUALITY

Make room for individuality! This is the cry, and yet, strange enough, we live in a world of organization, and there is going to be more organization in the future than there ever has been in the past. But in order that great organizations may prosper, I have an idea that the strong individual will never go out of vogue. Big business is run by big men. Things do not run on momentum for long. And when we cease to have big men, we'll have no big business.—Ibert Hubbard.

Many a man never does anything worth while because he thinks it isn't worth while.

GREAT IS ST. LUCIE COUNTY.

St. Lucie county is daily demonstrating its many advantages as the best agricultural county in Florida. A visit to the shipping stations along the line of the Florida East Coast Railway will open the eyes of anyone—even our own citizens. Carloads of oranges, grapefruit, Irish potatoes, tomatoes, beans and peppers are daily going to the markets of the north. Fort Pierce has shipped the past week more than one thousand barrels of Irish potatoes—next week another thousand barrels will go forward, which will close the potato season. No other place in Florida outside of St. Lucie county has yet shipped potatoes for this season, and the bean shipments of Florida are now confined to Fort Pierce, Jensen, Viking, Vero, Fellsmere and Sebastian—all in St. Lucie county. The great reclaimed lands at Fort Pierce Farms, Fellsmere and Indian River Farms are returning their quota of this wealth, and it is needless to say that next year thousands of acres will be planted in Irish potatoes, and the big potato district of Florida will be transferred to St. Lucie county.—St. Lucie County Tribune.

BUMPER LIME CROP FOR FLORIDA GROWERS.

The key lime crop this year will net the owners anywhere from \$150,000 to \$200,000, according to W. N. Hull, the original producer in Florida of this fruit. Limes are being contracted for now at \$10 per barrel, where the buyers can find anyone who is willing to sell at that figure. Last year between the 29th of August and the 17th of September limes brought \$17 per barrel. Mr. Hull recalls the sale of the first two barrels of limes ever sent from Miami, which was some sixteen or seventeen years ago, the fruit bringing \$1.95 per barrel. Since then the price has steadily increased and there seems to be no limit to the demand.

Few Florida limes are shipped as far west as Texas or north of the Carolinas, the supply not being equal to the demand of even the southeastern corner of the country as yet. Last year 60,000 barrels of San Domingo limes were consumed in New York City alone, and the whole Florida crop will be but about 50,000 barrels this season.—South Florida sentinel.

An Advance in Price of Certain Sections in Indian River Farms July 1st.

Indian River Growers' Association in Active Campaign for Members

At a meeting of the Indian River Growers' Association, held April 11th, a constitution and by-laws were adopted and A. E. Conway, Bert Sexton, C. V. Post and W. R. Duncan were elected to serve with President Hamley as members of the Executive Committee.

The organization promises to become an important factor in the development of Vero and vicinity as a fruit and vegetable producing center. Not too much stress can be laid upon the great advantages of a complete and perfect selling organization. Possibly the most perfected organization in the world today is the California Citrus Fruit Exchange. Through it has been created a market for all the products to be grown for years to come.

Florida is fast following in the footsteps of California in the selling of her produce. In the forming of the Indian River Growers' Association the greatest factor in the development of the section of country in which that association is working has been accomplished. In order to complete and make perfect this organization, it is essential that every grower now located at Vero, Oslo, Viking, Gifford, Quay and Wabasco associate themselves with this organization. The organization not only needs their membership but it needs their influence. It needs their help, and each and every one associating himself with this organization will be justly rewarded for his efforts and his energies expended.

It is also just as necessary and as essential that each and every purchaser of lands in Indian River Farms ally himself with this organization. The membership fee is \$1.00 annually. Become a member of this organization today by filling in the coupon herewith and mail same together with your check for \$1.00 to Mr. O. F. Schepman, Secretary of the Indian River Growers' Association, Vero, Florida.

Read carefully the articles of the Association on page 13 and send your membership today. It's TODAY your help is needed. This Association is going to further your interests every minute of the day. See the necessity of acting quickly. Do it TODAY—send in your membership fee and pull for the Indian River Growers' Association.

Indian River Growers' Association

VERO, FLORIDA

MR. O. F. SCHEPMAN, Secretary:

Enclosed herewith One Dollar membership fee to Indian River Growers Association.

Cut this coupon, sign full name and address, send it with \$1.00 to O. F. Schepman, Sec., Vero, Florida

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