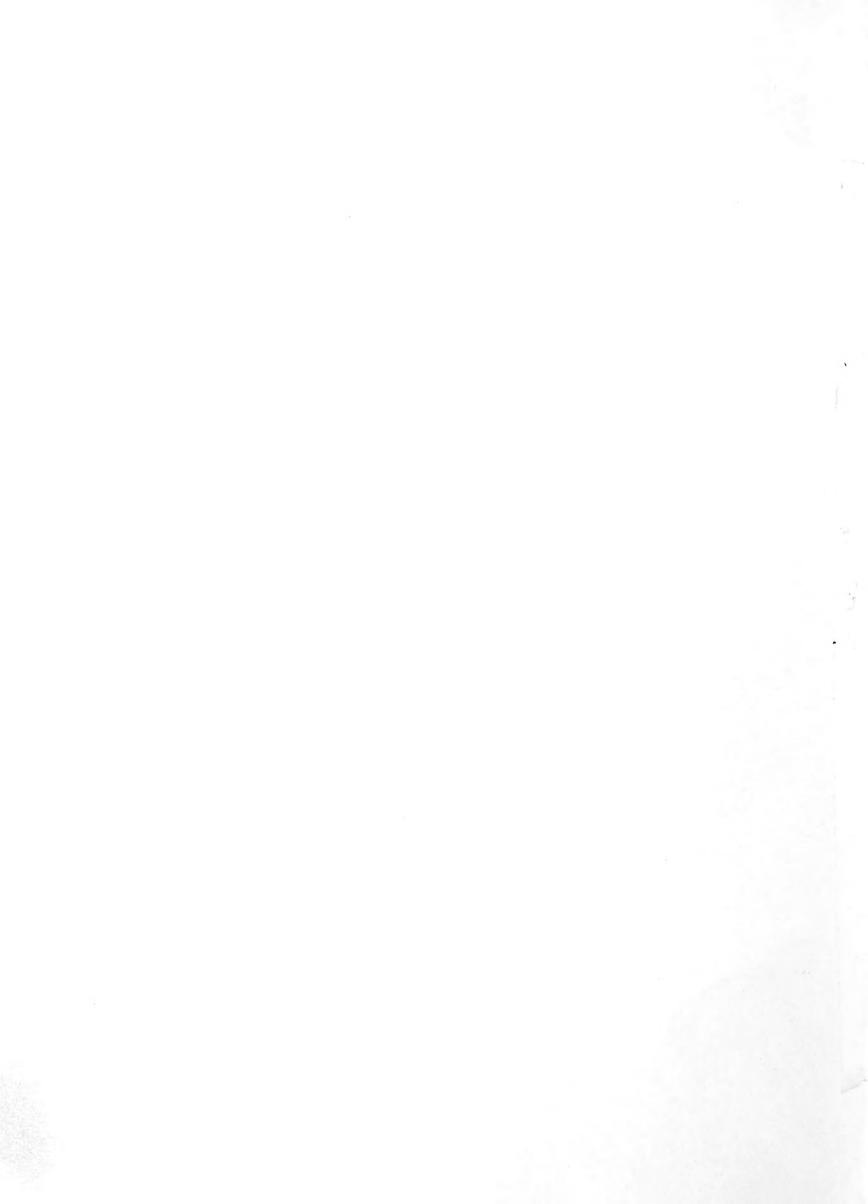
## **Historic, Archive Document**

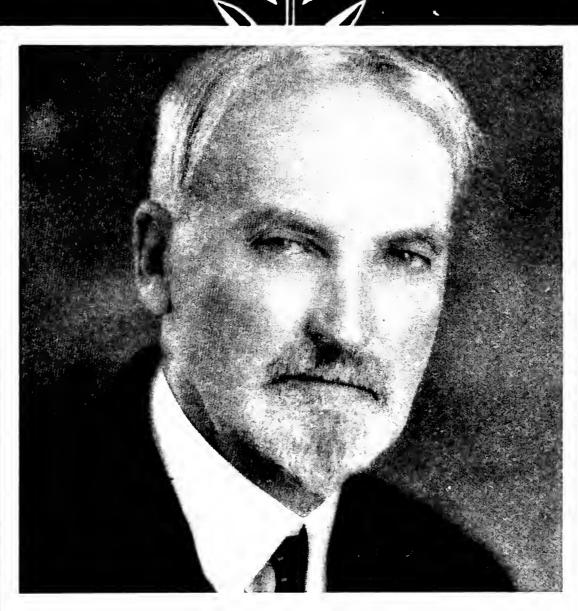
Do not assume content reflects current scientific knowledge, policies, or practices.





# Jhe VSS PATRON

FEBRUARY 1932



P. N. STONEMAN was elected President of the VSS on August 21, 1931. He is an outstanding farmer and business man, operating three farms on the James River aggregating over 3,500 acres. Mr. Stoneman has served on the VSS Board of Directors since 1924.



# NOW IS THE TIME TO HELP OURSELVES

THE story has been told of the wren who made its nest in a wheat field. One day

when the mother was out gathering worms for her young the farmer and his son happened to be passing by. They were talking about the wheat which was ripening. Said the farmer to his son. "This wheat is already ripe enough to cut.

"This wheat is already ripe enough to cut. I guess we should get our neighbors to help us cut it. We shall start work tomorrow." The young birds were much alarmed. When their mother returned they told her what they had heard. But the mother said,

"Be not alarmed. The wheat will not be cut tomorrow," and so it was not. But the farmer and his son came to take another look. The wheat was still riper and in sad need of being cut. The farmer said to his son,

"Son, this wheat is very ripe. We must start cutting it tomorrow. If our neighbors will not help us we shall get your uncles on the next road to help." This time the young birds were more frightened than before. But the mother said,

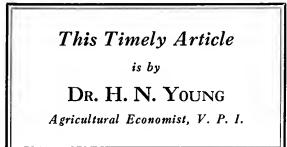
said, "Be not alarmed. The wheat will not be cut tomorrow." When morning came the father and his son came to the wheat field to await the arrival of the uncles. But the uncles did not come. So in the afternoon the father said, "I guess your uncles are not coming. The wheat is very ripe. It must be cut. We shall go home, sharpen up our tools, come back tomorrow and do the job ourselves."

When the bird family heard this it was the mother who was alarmed this time. She said, "Children we must leave our wheat field because tomorrow the wheat will be harvested. I knew that as long as the farmer depended upon some one else to help him that the wheat would not be cut. But now since he has decided to cut the wheat himself the job will surely be done."

There are a great many of us who are like this ancient farmer and his son. We are still waiting for some one to help us. While we are waiting for the Government or the Farm Board to do something we are neglecting the very excellent opportunity of helping ourselves.

-Since 1921 the agricultural industry in Virginia has been in more or less a continuous state of depression. There have been good years but the unprofitable years have more than outnumbered the good ones. During the last eleven years, the prices which farmers have received for what they sold have been comparatively low, while the prices paid by farmers for the things they purchase have remained relatively high. On December 15, 1931, the prices received by farmers was sixtysix per cent of the 1910-14 pre-war average, while the prices paid by farmers for purchases stood at a level twenty-three per cent above the pre-war average. This does not include taxes and interest on debts. These still remain at their war time levels.

The situation now is like it has been after each of our important wars. After the War of 1812 and after the Civil War prices reached their pre-war level and eventually fell below it. During each one of these deflationary postwar periods farming passed through about the same kind of a depression. Right now there seems to be very little likelihood that the general level of prices will rise much during the next few years. In fact, it seems probable that farmers all over the country will be obliged to adjust themselves to a permanently lower price level than many of them have been accustomed to. This does not mean that it will be impossible to make money in farming. It does mean, however, that farmers must emphasize efficient, economical production. During a rising price level it is well to emphasize increased production but when prices are falling the emphasis must be shifted to one of economical produc-



tion. The following are some of the things which farmers as individuals might well consider during the next few years:

1. The individual farmer must base his plans on what prices are likely to be rather than what he thinks they should be. This is no time to let habit, custom and emotion rule. The time has passed when farmers can successfully meet the necessary problems of adjustment through knowledge gained from experience alone. In times like the present habit and custom are serious barriers to progress. If Virginia farmers are to successfully meet the problems of the present, their business plans must be based more on reason and less on habit, custom and emotion.

2. In order to obtain efficient, economical production the individual farmer must increase his yields per acre and per animal. Better crop yields and higher rates of production from livestock must be brought about by relatively cheap methods. This usually means ceasing to work the poor land and culling out the poor livestock. With the probability of continued low prices and a wage level still above prewar there will be greater loss than usual from farming poor land and caring for poor livestock.

3. It is important to take better than ordinary care of our good livestock and our best land. This involves such things as feeding balanced rations to livestock and the use of crop rotations, including legumes, the use of good seed, and the proper disease and insect control measures.

4. Many farmers need to increase the size of their businesses in order to provide full profitable employment for the labor force available. There are a number of ways of enlarging the farm business. One way is to buy or rent more land. Another way is to intensify the business by raising more intensive crops or by keeping more livestock. 5. On many farms the opportunity for success may be greatly improved by maintaining a better balanced business. A well balanced business is one which provides profitable employment for the available labor force throughout the working day and throughout the year. A business which is well balanced also provides for the effective utilization of the unsalable crops, and for the most effective use of the available manure. Under most farm conditions the business which produces and sells both crops and livestock products is able to maintain an effective balance to a much greater extent than many of our specialized farm businesses. In many instances, however, the specialized farm business has its place.

6. It is very likely that the majority of farmers should postpone buying new equipment unless it will pay for itself quickly. A better plan for the present would seem to be to repair the old machinery for present use.

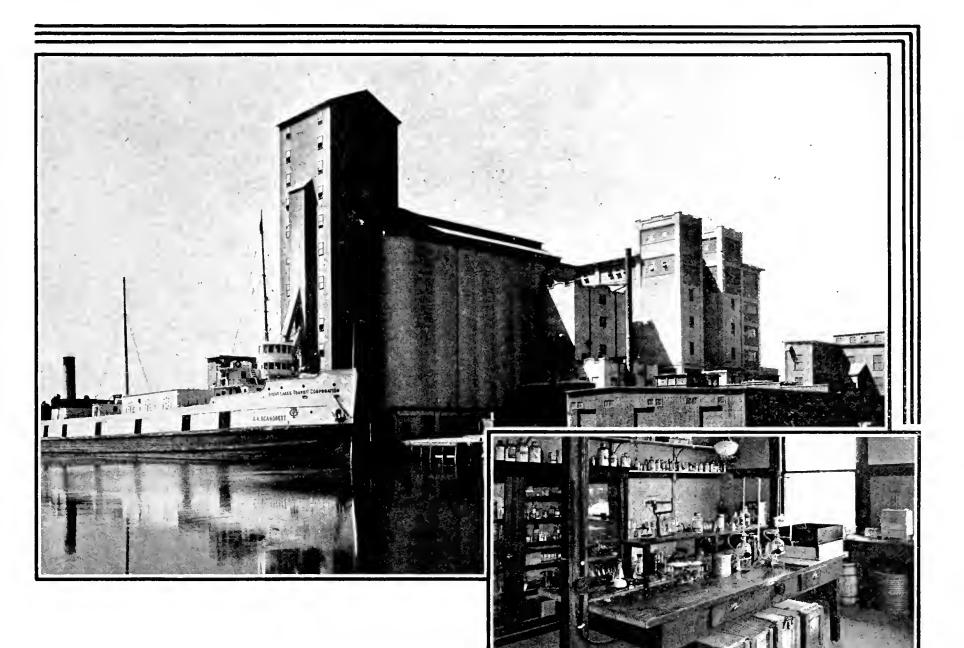
7. More of the family living should be obtained from the farm. The writer has before him the record of a Virginia farm which in 1931 furnished the family with eight quarts of milk a day, 4 dozen eggs a week,  $3\frac{1}{2}$ pounds of butter a week, about 400 pounds of pork during the year, a garden valued at \$300 and all the apples, peaches, potatoes and poultry which the family could eat. This is representative of what might take place on many other Virginia farms. The farmer who raises food products on his own farm will always have something for his family to eat. He will also be able to save the high retail price of these products.

8. The business needs of such things as feed, seed and fertilizer should be anticipated far enough in advance to enable the farmer to buy in quantity rather than in a series of small amounts. Whenever possible one should pay cash and demand the discount.

9. There perhaps never was a time when it has been more important for farmers to support successful co-operative marketing and purchasing associations. Marketing associations which deal directly with city wholesalers are often able to cheapen the cost of marketing. Co-operative purchasing organizations are able to effect large savings to farmers in the purchase of farm supplies because they buy at wholesale and thereby save the difference between the wholesale and the retail price. In all kinds of co-operative organizations the profits are distributed among the members in proportion to patronage.

10. Farmers should pay more attention to the production of high quality food products. In the deflationary period following the Civil War the prices of the choice foods such as butter and eggs were generally better than the prices of other farm products.

The foregoing program, if carried out, will not increase the total production of agricultural products in the whole country because it assumes that the unprofitable acres and the poor livestock will be removed from production. It will, however, increase the individual efficiency of the farmer who carries it out.



# The MILL that farmers own

ABOVE is pictured the fundamental essentials for the most economical feed and grain service in the world—the most modern mill in the feed industry for which a comfortable grist is 2,500 tons of feed and grain a day, a 750,000 bushel elevator, water transportation, and last but not least, the means for laboratory control of quality.

During recent weeks an average of about 80 cars of feed and grain a day have been turned out by this mill. Twenty more cars per day could have been handled at hardly any extra cost. These 20 cars per day represent feed and grain tonnage that farmers who own and use this mill are buying outside their organization.

Is this good business?

By now it must be evident to every thinking farmer that farmers themselves, through the VSS today set the price for quality feeds in Virginia and North Carolina. It must be evident that if the co-operative mill is not run to capacity, these prices will be higher than they might be.

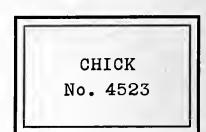
Can you afford to buy feed outside the VSS until you know this mill has all the tonnage it can handle?



VIRGINIA SEED SERVICE - RICHMOND, VIRGINIA

## VSS PATRON

# Life History OF A CHICK

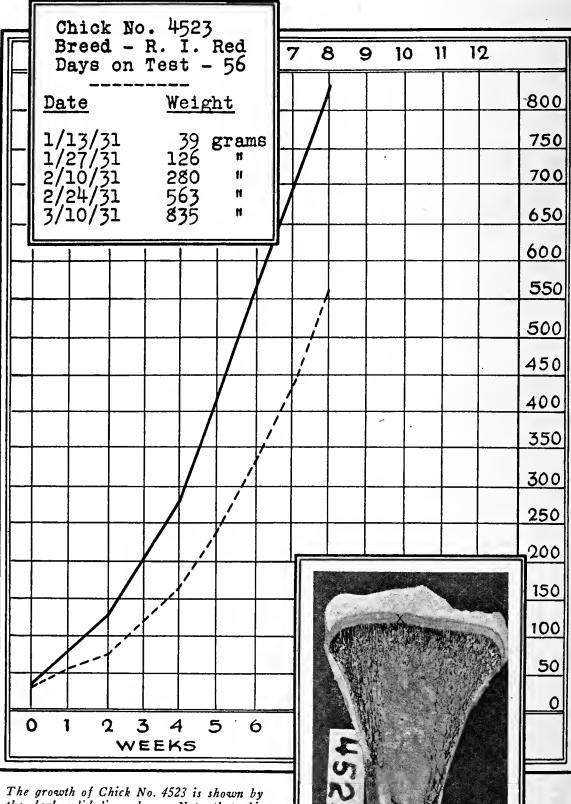


used in testing Vitamin D potency of Cod Liver Oil for VSS Mashes

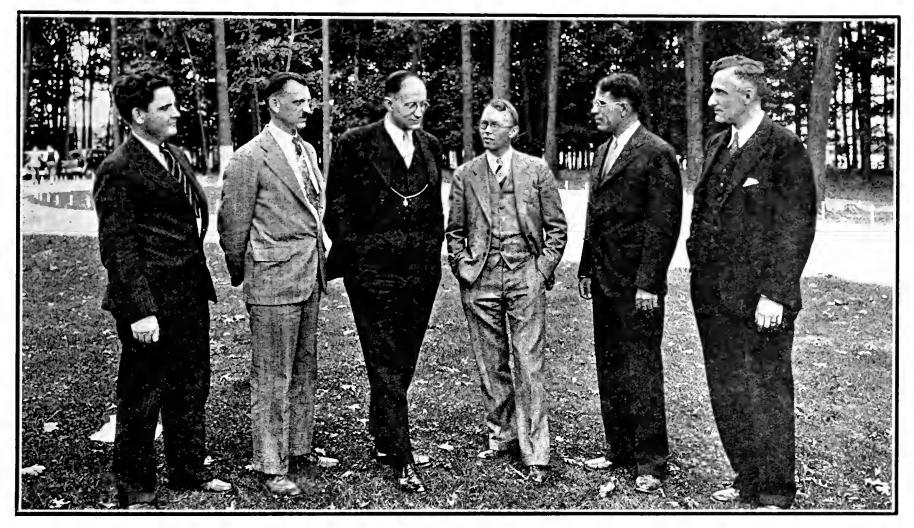
↑HIS normal healthy chick was one of 45 put in a battery brooder soon after hatching and fed an all mash ration similar to VSS Starting and Growing Mash. No direct sunlight or other source of Vitamin D was available to these chicks except the cod liver oil reinforced in Vitamin D which was mixed in the mash in this particular test at the rate of 11/4 lbs of oil to 2000 lbs. feed (1/16 of 1% of the ration). At the beginning of the test this chick, which proved to be a cockerel, weighed 39 grams (1.37 oz.) and he was carefully weighed every two weeks. His growth, like the other chicks on the test, was rapid and at the end of eight weeks he weighed 835 grams (1 lb.,  $13\frac{1}{2}$  oz.)

The fact that these chicks grew so well indicated that the ration contained sufficient Vitamin D. Note that the growth of Chick No. 4523 was above normal, as shown by the growth curve. As a further check, however, Chick No. 4523 was killed and a photograph made of his leg bone in cross section as illustrated. The narrow regular band near the top of the bone (marked X) shows that bone growth has taken place normally because the bird's ration contained adequate Vitamin D. The chief function of Vitamin D in the ration is to aid in mineral assimilation, thereby making proper growth and bone formation possible.

This is the best known method of testing the Vitamin D potency of cod liver oil for poultry feeding. Every lot of cod liver oil must pass this test before it is used in VSS mashes. The oil which has thus protected rapidly growing chicks from rickets when fed at the rate of  $1\frac{1}{4}$  lbs. of oil per ton of feed (1/16 of  $1\frac{1}{6}$ ) is mixed in VSS mashes at the rate of 5 lbs. per ton ( $\frac{1}{4}$  of  $1\frac{6}{6}$  to provide adequate Vitamin D potency when grain is fed with the mash.



the dark solid line above. Note that this chick's growth was considerably above normal (dotted line) from the start



POULTRY FEED CONFERENCE BOARD: This photograph of the Poultry Feed Conference Board was taken at Pennsylvania State College, where the Board met October 2 and 3, 1931, to review its poultry feed formulas and feeding recommendations. This Board recommends the formula for VSS Starting and Growing Mash and for other poultry feeds mixed by the VSS for patrons. Left to right: Prof. E. J. Hunter, Penn State; Prof. G. F. Heuser, Cornell; Prof. W. C. Thompson, N. J. State College of Agriculture; Prof. R. L. Bryant, Virginia Polytechnic Institute; Prof. L. C. Norris, Cornell; and Prof. H. C. Knandel, Penn State College.

## Poultry Feed Conference Board Meets, Reviews Formulas, and Makes Recommendations for 1932

T is the policy of the VSS to depend upon the State Colleges and Experiment Stations in Virginia, New York, New Jersey and Pennsylvania for the formulas, ingredient specifications and feeding recommendations for its poultry feeds.

The Board of Directors of the VSS believe that the poultry feeding experts at these institutions are in touch with the newest developments in poultry nutrition and knows they have continuous contact with the practical side of poultry feeding and with the carefully controlled nutrition experiments in their own laboratories. They believe that, because these men are public servants and are, therefore, not interested in the success or failure of any particular feed or feed concern, they can be depended upon to analyze accurately new information and make sound, practical recommendations.

The Board of Directors of the VSS further believe that the growth of VSS poultry feed tonnage fully justifies faith in the soundness and up-to-dateness of the Conference Board's formulas, quality specifications and feeding directions.

For five years, including the fiscal year ending June 30, 1931, the tonnage of poultry feeds purchased through the VSS has more than doubled each year.

## Meets at State College, Pa.

On October 2 and 3, 1931, the Poultry Feed Conference Board met at State College, Pa. It reviewed all the poultry feed formulas the VSS has been mixing and, based on the developments of the past year, made but one minor recommendation. This recommendation is that 2% (40 pounds per ton) of high quality calcium carbonate (ground limestone) be added to each of the laying mash formulas. This addition is based on the fact that hens in heavy production may not eat enough limestone grit or oyster shells to supply the calcium carbonate needed to maintain egg shell strength.

## Slight Feeding Changes

Feeding directions, particularly those for the growing mashes, were changed slightly. These recommendations will be published by the VSS and made available to all patrons in advance of the chick rearing season.

February 1932

# for your BABY CHICKS

## VSS STARTING AND GROWING MASH

THERE is no better feed for baby chicks than VSS Starting and Growing Mash, regardless of price.

Of several hundred patrons replying to a questionnaire on VSS Starting and Growing Mash:

- 81.76% Reported Better Results than with other starting mashes.
- 17.57% Reported the same results.
  - .67% Reported poorer results.

Their average estimated saving in cost, realized by using a co-operatively manufactured starting mash, was \$14.96 per ton.

Arrange with the VSS Distributor in your community for your requirements of Starting and Growing Mash.

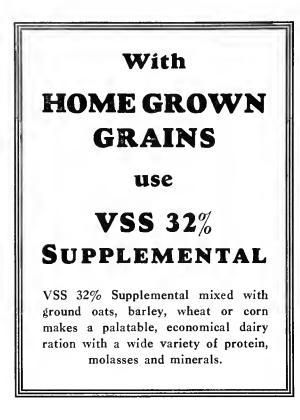
## THE FORMULA

300	lbs.	Wheat Bran
300	"	Flour Middlings
865	"	Corn Meal
100	"	Heavy, Fine Ground, Low Fiber Oats
200	"	Dried Skim Milk
100	"	Meat Scrap 55%
100	"	White Fish Meal
20	"	Ground Limestone
10	"	Salt
5	""	Cod Liver Oil rein- forced in Vitamin D
2000	lbs.	
	Gua	ranteed Analysis

(Minimum)	4%
(Maximum)	6%
	(Minimum) (Maximum)



These Broilers Grown on the Approved Open Formula Mash given above, averaged better than two pounds at nine weeks.



## Το Μακέ α

16% Protein Feed 250# 32% Supplemental 450# Ground Oats or Barley 300# Ground Wheat

..or..

350# 32% Supplemental 650# Corn Meal

 $\sim$ 

Το Μακέ α

20% Protein Feed

400# 32% Supplemental 300# Ground Oats or Barley 300# Ground Wheat

..or..

500# 32% Supplemental 500# Corn Meal

 $\sim$ 

## Το Μακέ α

24% Protein Feed

600# 32% Supplemental 200# Ground Oats or Barley 200# Ground Wheat

... or ...

650# 32% Supplemental 350# Corn Meal



# WHEN MILK PRICES ARE LOW

# THE PRODUCTION PER COW - MUST BE HIGH TO SHOW A RETURN ABOVE FEED COST

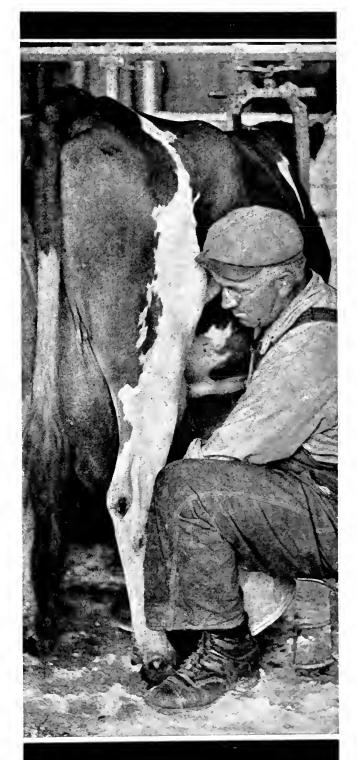
TAKE the grain away from a good cow and she will lose in value of milk production more than the cost of the grain saved. It may be good judgment to feed little or no grain to poor producers or strippers, but the good cow must have her feed.

The problem then narrows down to buying for the good cows, as cheaply as possible, the *digestible grain* they must have. Today transportation charges and handling costs comprise a larger percentage of the price of a ton of feed than ever before. The one sure way to cut these costs is to *buy co-operatively in large volume*.

## **EMERGENCY** Get the **DAIRY** PRICE

THE FEED THAT MAKES THE CO-OPERATIVE MILL RUN CHEAPLY AND THE COW PRODUCE A PROFIT

VIRGINIA SEED SERVICE—RICHMOND, VA.



Milking Time Is Thinking Time

VSS PATRON

## A SEED SERVICE OPERATED BY FARMERS FOR FARMERS On a Non-Profit Basis

#### **CLOVERS**

Red and Mammoth Clover are about \$6.00 per bushel less than last year, although the crop of seed adapted to this territory is about 40% below normal. There is a large crop in Oregon and other far western producing states, which however is entirely unadapted to this area, as it is highly susceptible to Anthracnose. This seed is being sold often under such designations as "Domestic," "US," "American Grown" or adaptable. The VSS has selected for patrons the choicest quality of Anthracnose resistant clover from the sources proven to be best in State Experiment Station tests.

Alsike Clover is about \$5.00 per bushel below last year with a 60% normal crop. Much weed infested and low grade alsike is on the market this year. The VSS handles only one grade of exceptionally high quality, which is always a better buy when crop results are considered and especially when seed prices are at present low levels.

#### ALFALFA

When a selective seed service operated by farmers in their own interest and on a non-profit basis is available for use no informed farmer will risk getting Arizona or New Mexico alfalfa or seed from other sources which consistently gives poor results in this territory. Such seed is often sold under misrepresentation of its origin or in blends. VSS Genuine Kansas and Utah hardy alfalfas are best adapted. Many six to eight year old stands of both obtained with VSS seeds are still producing good crops.

#### SWEET CLOVER

The outstanding merits of sweet clover are well established. Best results are obtained by sowing unhulled seed in January, February or early March at the rate of 20 pounds per acre. After March 15th scarified seed should be used at the rate of 15 pounds per acre, but stands are much more certain with early seedings of unhulled seed. VSS unhulled sweet clover, unlike most commercial stocks, is very low in weed content.

#### LESPEDEZA

Korean Lespedeza is immensely superior to common for either hay or pasture. The seed is now cheap enough to warrant its general use in place of common. Sow 15 to 20 pounds of Korean about 30 days before the average date of the last killing frost. A SMALL GROUP of farmers organized the VSS in 1923 for the primary purpose of obtaining seeds of known origin and adaptation with good breeding and proven bigh crop producing value. The first year a few hundred patrons contributed a volume of business less than \$200,000. In eight years the number of patrons bave increased to more than 60,000 with an annual volume of many millions of dollars.

Such a remarkable growth is significant. The best and fairest measure of the service rendered by a co-operative organization is the extent to which farmers make use of it.





Korean Lespedeza is probably the most valuable new crop developed in the last generation. The beautiful crop of Korean pictured was grown on the farm of N. W. Barnes near Woodleaf, N. C., a community which has produced during the last few years most of the certified Korean Lespedeza grown for VSS Patrons. This field made an average yield of 858 pounds of recleaned seed per acre. It is estimated that had this crop been cut for hay the yield would have been approximately three tons per acre.

It will be noted that in addition to dodder free stocks the VSS can supply at a somewhat lower cost Korean Lespedeza containing a trace of dodder. Practically every field on any farm has some dodder in it. Dodder seed is carried by birds and will live over in the soil many years. For seed production the dodder free seed is suggested; for grazing or soil improvement the seed containing a trace of dodder and excellent in all other respects is just as desirable.

### GRASSES

Most of the grass seeds are about half of last year's price. The VSS, with large crops to choose from, has been able to select this year grass seeds of beautiful quality—high in germination and purity with very few weeds. A good job has been done in the matter of price also. Usually the price is no higher and often is lower than that asked by private agencies for seed of commercial quality.

#### PASTURE AND LAWN MIXTURES

Write for the open formulas approved by the State Agricultural College. These mixtures are made up on open formulas from the choicest quality seed and do not contain screenings or low grade seed.

Pasture Mixture No. 1 is for clay soils reasonably high in lime. Pasture Mixture No. 2 is for light loam or sandy soils low in lime. Pasture Mixture No. 3 is for poor land and gullied hillsides. Lawn Grass Mixture No. 1 is for general use on most soils. Lawn Grass Mixture No. 2 is for light sandy soils. Lawn Grass Mixture No. 3 is for shady lawns.

### SEED CORN

All VSS seed corn with the exception of the ensilage varieties is treated with BarBak for the prevention of root rot. This treatment is recommended by the Plant Pathology Department at the State Agricultural College and on the average results in material increase in yield.

### SOYBEANS AND COWPEAS

Prices have never before been so low. With heavily recleaned, tested and guaranteed soybeans and cowpeas at such low costs there is no advantage in buying country run seed which, in addition to the weed content, may often actually cost more per pound of pure, live seeds.

## Alist And **Never Such Low Prices** on Quality Seeds U. S. Depertumbal of Same PRICES FEBRUARY 15, VSS SEED 1932

## FREIGHT PAID

Subject to Change Without Notice

## **BAGS INCLUDED**

Per Bu.

Per Bu.

Per Bu, Per Lb.

TERMS: Check with order or sight draft attached to bill of lading. The VSS does not extend credit. VSS Distributors will supply patrons for cash at the quoted prices. Where credit service is rendered by the Distributor he must make a credit charge of 2% to cover the cost of accommodation credit not to exceed thirty days.

FREIGHT PAID-BAGS INCLUDED: The quoted prices include bags and are freight paid to your station on orders totaling 100 pounds or more in weight. On orders weighing less than 100 pounds, and more than 50 pounds add 3% to cover extra bagging and transportation costs; on orders totaling less than 50 pounds, add 5%.

GUARANTEE: VSS Field Seeds are guaranteed to the full extent of the purchase price to be as represented in variety, origin, purity, germination, and weed content. Patrons may return any seed that is not thoroughly satisfactory. After the seed is sown the VSS will reimburse the patron if there is definite evidence that the seed was not of high quality, but will in no case be liable for more than the purchase price of the seed.

## **DELIVERED PRICES—BAGS INCLUDED**

Por Bu Por Ib

.1500

.1100

## ALFALFA (Culture included,

see note below)	Per Bu.	Per Lb.
*VSS Highland Utah Alfalfa	\$ 12.60	\$.2100
*VSS Certified Kansas Alfalfa	. 10 <b>.95</b>	.1825
*VSS Grimm Alfalfa		
*Necessary inoculating culture included at quoted price.	If cultur	e is not
desired, deduct 60c per bushel or 1c per pound.		

## SWEET CLOVER (Culture included,

see note below)	Per Bu.	Per Lb.
*VSS Unhulled White Sweet Clover, 60 lb. bu	4.80	.0800
*VSS Scarified White Sweet Clover		.0925
*VSS Scarified Yellow Sweet-Clover	5.85	.0975
*Necessary inoculating culture included at quoted price. desired, deduct 60c per bushel or 1c per pound.	If cultur	e is not
desired, deduct 60c per bushel or 1c per pound.		
CLOVERS		
CLUVERS	Per Bu.	Per Lb.
VSS Anthracnose Resistant Red Clover	10.95	.1825
VSS Anthracnose Resistant Mammoth Clover	10.95	.1825
VSS Virginia Grown Red Clover (Trace Dodder)	10.95	.1825
VSS Alsike Clover	10. <b>6</b> 5	.1775
VSS White Dutch Clover	25.50	.4250
LESPEDEZA	Per Bu.	Per Lb.
VSS Japan Clover (Common Lespedeza)	2.75	.1100
Certified Korean Lespedeza, 60 lb. bu.	2.75 9.60	.1600
		.1450
VSS Korean Lespedeza, 60 lb. bu VSS Kobe Lespedeza, 60 lb. bu	0.70	.1450
RAPE — VETCH — AUSTRIAN PEAS		,
19 A.	Per Bu.	Per Lb.
VSS Dwarf Essex Rape (Holland)	4.20	.0709
VSS Imported Hairy Winter Vetch	5.40	.0900
VSS Austrian Winter Peas	3.45	.0575
* °		
TIMOTHY AND GRASSES VSS Choice Timothy (New Crop) VSS Red Top	Per Bu.	Per I.h.
	0.07	
VSS Choice Timothy (New Crop)	2.97	.0660
VSS Red Top	4.80	.1200
VSS Orchard Grass (Onion Free)	1.54	.1100
VSS Kentucky Bluegrass	2.45	.1750
VSS Tall Oat Grass		.1325 .0709
VSS Domestic Rye Grass VSS Carpet Grass (Australian)		.0700
VSS Carpet Grass (Australian) VSS Carpet Grass (Domestic)		.1900
VSS Dallas Grass (Australian)		.1300
voo Danas Glass (Austranan)		.2300
PASTURE MIXTURES (Open Formula)		_
PASIORE MINIORES (Open Formula)		Per Lb.
VSS <sup>P</sup> asture Mixture No. 1 (Approved)		.1600
VSS Pasture Mixture No. 2 (Approved)		.1800

VSS Pasture Mixture No. 3 (Approved)\_\_\_\_\_

VSS Commercial Pasture Mixture (Not Approved)

## VSS LAWN GRASS (Open Formula)

VSS LA	WN GRASS (Open Formula)	Per Lb.
VSS Lav	wn Grass No. 1 (Approved) wn Grass No. 2 (Approved) wn Grass No. 3 (Approved)	\$ .2500 .1900 .2000

## SEED OATS

VSS	Burt Oats\$	.68
VSS	Fulghum or Red Rust Proof Oats	.70
	Coker Strain Fulghum	.80
VSS	Gray Winter or Turf Oats	<b>.9</b> 0

#### SEED POTATOES Per Bu. Pk, Bag

Certified Irish Cobbler (Maine Grown)\_\_\_\_\_ 1.65 3.90

## SEED CORN (Treated with Barbak)

SEED CORN (Treated with Barbak)	Per Bu.
Certified Reids Yellow Dent	2.45
Certified Boone County White	_ 2.45
Certified Government 182	
Certified Virginia White Dent	_ 2.45
VSS Golden Queen	_ 2.25
Certified Cocke's Prolific	
VSS Eureka Ensilage (Not Treated)	_ 1.70

## SOYBEANS AND COWPEAS

VSS Virginia Soybeans	1.30
Certified Virginia Soybeans	1.45
VSS Laredo Soybeans	1.75
VSS Mammoth Yellow Soybeans	1.20
VSS Tar Heel Black Soybeans	1.20
VSS Tokio Soybeans	1.20
VSS Mixed Cowpeas	1.55

## **MISCELLANEOUS**

VSS Sudan Grass	 .0400
VSS Amber Cane VSS Cultivated Tennessee German Millet	 .0365 .0375
VSS Japanese Buckwheat	

## **INOCULATING CULTURE (Postpaid Prices)**

For Clovers, Swe <del>e</del> t Clover,	For Soybeans, Cowpeas, Aus-
Alfalfa	trian Winter Peas
21/2 Bushel Unit\$1.95	5 Bushel Unit\$1.95
1 Bushel Unit85	1 Bushel Unit50
1/2 Bushel Unit50	1/2 Bushel Unit30

## **VSS Quality Garden Seeds**

The elimination of catalogue costs and non-profit operation permit supplying patrons the best obtainable quality of vegetable and flower seeds at a saving of 25 to 50 per cent.

**VARIETIES:** The varieties listed are those recommended for this territory by the Virginia Agricultural College and Virginia Truck Experiment Station.

**ORDERING:** Use the accompanying combination order blank and envelope. Remittances may be made by check, money order or stamps. Field and Garden Seeds may be ordered together.

**GUARANTEE:** If you are not satisfied with the results obtained from VSS vegetable seeds write the VSS at any time within a year and the purchase price will be refunded. The VSS will not be liable for more than the purchase price of the seed.

			(CU)				AID PRICES
VSS ASPARAGUS (85% Ge							VSS SWEET CORN
No. 1. Mary Washington\$	Pkt. 5.07	Oz. \$.15			1 Lb. \$1.10		<b>No.</b> 110. Golden Bantam
VSS BUSH BEANS (90% G					•		111. Extra Early Adams
10. Stringless Green Pod 11. Giant Stringless Green	Pkt. .07	<sup>1</sup> / <sub>2</sub> Lb. .20	1 Lb. .30	2 Lbs .55	5 Lbs. 1.15	10 Lbs. 1.90	112. Stowell's Evergreen 113. Country Gentlemen 114. Trucker's Favorite
Pod 12. Bountiful	.07 .07	.20 .20	.30 .30	.55 .5 <b>5</b>	1.15 1.15	1.90 1.90	VSS CUCUMBERS
12. Bounting         13. Refugee, or 1,000 to 1         14. Black Valentine         15. Hodgson Wax	.07 .07	.20 .20 .20 .20	.30 .30 .30 .30	.55 .55 .55	1.15 1.15 1.15 1.15	1.90 1.90 1.90 1.90	120. Arlington White Sp 121 Early Fortune 122. Long Green
16. Brittle Wax 17. Red Valentine	.07 .07	.20 .20	.30 .30	.55 .55	1.15 1.15	1.90 1.90	VSS EGG PLANT (80 130. Black Beauty
VSS POLE BEANS (90% G							VSS ENDIVE (80% Ger
<ol> <li>Horticultural</li> <li>Kentucky Wonder</li> <li>Lazy Wife</li> </ol>	.07 .07 .07	.20 .20 .20	.30 .30 .30	.55 .55 .55	1.20 1.15 1.15	2.00 1.90 1.90	135. Broad-Leaved Bata VSS KALE (90% Germin
VSS BUSH LIMA BEANS		6 Germin					140. Curled Siberian
30. Fordhook Bush 31. Wilson Bush	.07 .07	.25 .25	.40 .35	.75 .65	1.65 1.50	2.90 2.65	141. Dwarf Blue Cu: Scotch
32. Henderson Bush	.07	.20	.30	.55	1.15	1.90	142. Spring Kale (Han
VSS POLE LIMA BEANS		6 Germin			1 00		Salad)
40. Sieva 41. Sunnybrook 42. Burpee's Giant Podded	.07 .07 .07	.20 .20 .20	.30 .35 .35	.55 .60 .60	1.20 1.25 1.25	2.00 2.20 2.20	VSS LETTUCE (85% ( 150. Grand Rapids 151. New York or Wonde
VSS BEETS (80% Germination							152. Big Boston
50. Crosby's Egyptian 51. Detroit	Pkt. .04 .04	Oz. .10 .10	¼ Lь. .25 .25	. 1 Lb. .75 .75	5 Lbs. 3.20 <b>3.20</b>	10 Lbs. 6.00 6.00	153. Black Seeded Simp 154. Paris White Cos VSS MUSKMELONS
52. Mammoth Prize Long Red (Stock Beet)	.04	.10	.20	.55	2,20	4.00	160. Improved Rocky (Netted Gem)
VSS BROCCOLI (85% Germ	ination Pkt.		. 1 Oz.	14 1 h	. ½ Lb	1 L.b.	161. Hearts of Gold 162. Knight
55. Green Sprouting, Cala- brese (Italian)	.07	.35	. 102.	2.00	4.80	6.90	163. Pollock No. 10-25 164. Bottomley
VSS BRUSSELS SPROUTS			nination)		111	511-	165. Tip Top
60. Long Island Improved	Pkt. .07	Oz. .20	¼ Lb. .60	. ½ Lb. 1.00	2.20	5 Lbs. 9.90	VSS MUSTARD (85%) 170. Giant Southern Cur
VSS CABBAGE (85% Germin 70. Early Jersey Wakefield		) .25	.70	1.25	2.30	10.50	VSS OKRA (70% Germi 180. Perkins, or Long G
71. Charleston Wakefield 72. Copenhagen Market	.07 .07	.25 .30	.70 .85	1.25 1.50	2.30 2.90	10.50 12.95	VSS ONION SEED
73. Succession	.07	.20	.60	1.10	2.00	8.35	190. Southport Yellow G 191. Southport White C
74. All Seasons 75. Wisconsin Hollander	.07	.20 .45	. <del>6</del> 0 1.70	1.10 3.20	2.00 5.90	8.35 26.50	191. Southport White C
76. Danish Ballhead 77. Perfection Drumhead	.07 .07	.45	.85	3.20 1.50	<b>2.9</b> 0	12.95	193. Prizetaker VSS ONION SETS
Savoy78. Late Flat Dutch	.07 .07	.25 .25	.70 .70	1.25 1.25	2.30 2.30	10.50 10.50	200. Yellow Sets 201. White Sets
VSS CARROTS (70% Germin 80. Chantenay			.25	.40	.85	3.40	202. Yellow Potato Sets 203. Japanese or Ebenez
*	• ·	nination	)				VSS PARSLEY (80% (
91. Early Snowball	Pkt. .14	<sup>1</sup> ⁄ <sub>2</sub> Oz .90	. 1 Oz. 1.70		·. ½ Lb 11.00	. 1 Lb. <b>21.00</b>	210. Double Moss Curle
92. Dry Weather 93. Erfurt	.14 .14 .14	.90 .90	1.70 1.70	6.00 6.00	11.00 11.00	21.00 21.00	VSS PARSNIPS (80% 220. Guernsey
VSS CELERY (65% Germina)	-						VSS PFAS (90% Germin
101. Golden Self Blanching- 102. Golden Plume or Won-	Pkt. .14	Oz. .45	<sup>1</sup> ⁄ <sub>4</sub> Lb. <b>1.50</b>	½ Lb 2.70	4.90	2 Lbs. 9.10	230. Thomas Laxton 231. Alaska
derful	.14	.60	2.00	3.75	6.70	12.75	232. Laxtonian 233. Telephone
VSS POP CORN (90% Germ	Pkt.	n) <u>1/3 Lb.</u>	1 L.b.	5 Lbs	. 10 Lbs.	50 Lbs.	234. Virginia Black Eye
119. White Rice		.20	.30	.85	1.50	6.00	235. Laxtons Progress .

ON EACH PACKAGE)						
VSS SWEET CORN (85% G	ermina	tion)				
No.	Pkt.	½ Lb.	1 Lb.	5 Lbs.		
110. Golden Bantam	.07	.20	.30	1.10	1.90	8.00
111. Extra Early Adams	.07	.20	.30	.90	1.65	6.50
112. Stowell's Evergreen	.07	.20	.30	1.10	1.90	8.00
113. Country Gentlemen	.07	.20	.30	1.10	1.90	8.00
114. Trucker's Favorite	.07	.20	.25	.75	1.35	5.00
VSS CUCUMBERS (90% Ge	-					
120 A L' est AVI 's Colora	Pkt.	Oz.	1/4 Lb.	1/2 Lb.		5 Lbs. 3.25
120. Arlington White Spine-	.04	.10	.25	.45	.80	3.25 3.75
121 Early Fortune 122. Long Green	.04 .04	.10 .15	.30 . <b>3</b> 5	.50 .60	.90 1.10	3.75 4.75
_				.00	1.10	4.15
VSS EGG PLANT (80% Ger						
130. Black Beauty	.07	.40	1.30	2.40	4.25	20.50
VSS ENDIVE (80% Germinat	ion)					
135. Broad-Leaved Batavian	.07	.15	.35	.60	1.10	4.90
		10	25	40	er.	275
140. Curled Siberian	.04	.10	.25	.40	.65	2.75
141. Dwarf Blue Curled	0.4	.10	.30	.45	.80	3.30
Scotch 142. Spring Kale (Hanover	.04	.10	.30	.43	.00	3.30
	.04	.10	.15	.25	.35	1.15
Salad)		.10	•15		.00	1.10
VSS LETTUCE (85% Germin	ation)					
150. Grand Rapids		.15	.35	.65	1.20	5.10
151. New York or Wonderful	.04	.20	.50	.95	1.70	7.25
152. Big Boston	.04	.15	.35	.65	1.20	5.10
153. Black Seeded Simpson_	.04	.15	.35	.65	1.20	5.10
154. Paris White Cos	.04	.15	.40	.70	1.30	5.50
VSS MUSKMELONS (85%	Germin	nation)				
160. Improved Rocky Ford						
(Netted Gem)	.04	.10	.30	.50	.90	3.70
161. Hearts of Gold	.04	.10	.30	.50	.90	3.70
162. Knight	.04	.10	.30	50	.90	3.70
163. Pollock No. 10-25	.04	.10	.30	.50	.90	3.70
164. Bottomley	.04	.10	· <b>.3</b> 0	.50	.90	3.70
165. Tip Top	.04	.10	.30	.50	. <b>9</b> 0	3.70
VSS MUSTARD (85% Germi	nation)					
170. Giant Southern Curled_	.04	.10	.20	.35	.60	2.20
		10	20	25	60	2 20
180. Perkins, or Long Green		.10	.20	.35	.60	2.20
VSS ONION SEED (75% G	ermina					
190. Southport Yellow Globe	.04	.15	.45	.80	1.50	6.30
191. Southport White Globe	.04	.20	.65	1.15	2.20	9.25
192. Yellow Globe Danver	.04	.15	.45	.80	1.50	6.30
193. Prizetaker	.04	.15	.50	.85	1.80	7.75
VSS ONION SETS	1 Lb.	2 Lbs.	5 Lbs.	10 Lbs.	30 Lbs	60 Lbs.
200. Yellow Sets	.25	.35	.80	1.30	3.30	5.40
201. White Sets	.25	.40	. <b>9</b> 0	1.40	3.60	6.00
202. Yellow Potato Sets	.25	.45	1.00	1.60	4.20	6.60
203. Japanese or Ebenezer	.25	.40	.90	1.40	3.60	6.00
VSS PARSLEY (80% Germin	ation)					
	Pkt.	Oz.		½ Lb.	1 Lb.	5 Lbs.
210. Double Moss Curled	.04	.10	.25	.40	.70	3.00
VSS PARSNIPS (80% Germi	nation)					
220. Guernsey	.04	.10	.25	.40	.75	3.10
VSS PEAS (90% Germination)						
TOD LEAD	Pkt.	½ Lb.	1 Lb.	5 Lbs.	10 Lbs.	50 Lbs.
230. Thomas Laxton	.07	.20	.30	1.10	1.90	7.50
231. Alaska	.07	.20	.30	1.10	1.90	7.50
232. Laxtonian	.07	.20	.30	1.10	1.90	7.50
233. Telephone	.07	.20	.35	1.25	2.10	9.00
234. Virginia Black Eye	.04	.10	.20	.70	1.05	2.90
235. Laxtons Progress	.07	.20	.35	1.25	<b>2.1</b> 0	9.00
5						

VSS PEPPERS (70% Germina	tion						VSS SQUASH (85% Germination)
VODILIILIKO	Pkt.	½ Oz.	1 Oz.	1/4 I h	½ Lb.	1 T h	No. Pkt. Oz. ¼ Lb. ½ Lb. 1 Lb. 5 Lbe
			.30	.95	1.75	3.25	300. Early White Bush04 .10 .25 .45 .85 3.40
= 101 #1012/	.07	.20	.30	.95	1./ 5	3.23	301. Golden Summer Crook-
241. Pimento or Sweet Meat	07	15	25	.80	1.50	2.85	neck
	.07 .07	.15 .20	.25 .30	.80	1.80	3.40	302. Fordhook04 .10 .30 .50 .90 3.80
		.20	.50	.95 1.65	3.15	5.95	303. Hubbard04 .10 .30 .50 .90 3.80
243. California Wonder		.30	.50 .50	1.65	3.15	5.95 5.95	304. Cocozelle04 .10 .30 .50 .90 3.80
244. Chinese Giant	.07	.30	.50	1.05	3.15	2.92	
		、 、					
VSS PUMPKINS (85% Germi			1/ 7 1	1/ 1 1	111	r I he	310. Lucullus04 .10 .25 .40 .60 2.60
	Pkt.	Oz.	≁4 LD.	½ Lb.	I LD.	a Los.	VSS TOMATOES (85% Germination)
250. Virginia Mammoth, or		10	20	<b>F</b> 0	05	2 60	Pkt. <sup>1</sup> / <sub>2</sub> Oz. 1 Oz. <sup>1</sup> / <sub>4</sub> Lb. <sup>1</sup> / <sub>2</sub> Lb. 1 Lb
J	.04	.10	.30	.50	.85	3.60	320. Bonnie Best07 .15 .25 .85 1.55 2.95
den benefed energies	.04	.10	.30	.50	.85	3.60	321. June Pink07 .20 .35 1.15 2.20 4.20
252. Small Sugar	.04	.10	.30	.50	.85	3.60	322. Livingston's Globe07 .20 .30 1.00 1.80 3.40
							323. John Baer07 .15 .25 .85 1.55 2.95
VSS RADISHES (85% Germin	uation)	)					324. Marglobe, Wilt-Resist07 .20 .30 1.00 1.80 3.40
260. Searlet Globe	.04	.10	.25	.40	.70	2.90	325. Brimmer07 .25 .40 1.40 2.60 4.80
261. White Tipped Searlet							326. Stone07 .15 .20 .70 1.25 2.25
	.04	.10	.25	.40	.70	2.90	327. Norton, Wilt-Resistant07 .20 .30 1.00 1.80 3.40
	.04	.10	.25	.40	.70	2.90	328. Greater Baltimore07 .15 .20 .70 1.25 2.25
	.04	.10	.25	.40	.70	2.90	329. Ponderosa
200. White felete		.10					
VSS RUTABAGAS (85% Ger	minati	on)					VSS TURNIPS (85% Germination) Pkt. Oz. ¼ Lb. ½ Lb. 1 Lb. 5 Lbs
270. Purple Top Yellow	04	.10	.20	.35	.55	2.20	330. Extra Early Purple Top
270. rutpic rop renow	.01	.10				L	Milan04 .10 .25 .40 .70 2.75
VSS SALSIFY (70% Germinati	ion)						331. Ex. Early White Milan .04 .10 .25 .40 .70 2.75
VOD DIILDIN I	,						332. Purple Top White Globe .04 .10 .20 .30 .50 2.20
280. Sandwich Island Mam-	07	20	<b>C</b> 0	1 10	1.05	0 20	333. Seven Top04 .10 .20 .30 .50 2.20
moth	.07	.20	.60	1.10	1.95	8.30	334. Yellow Aberdeen04 .10 .20 .30 .50 2.20
NCC CDINACII (0507 Comming	tion						335. Snowball04 .10 .20 .30 .50 2.20
VSS SPINACH (85% Germina	11011)						
290. Virginia Savoy, or Nor-							VSS WATERMELONS (80% Germination)
	.04	.10	.15	.25	.35	1.15	340. Tom Watson04 .10 .25 .40 .70 2.80
	.04	.10	.25	.40	.70	2.75	341. Kleekley Sweet04 .10 .25 .40 .70 2.80
292. Bloomsdale, (Long							342. Irish Grey04 .10 .25 .40 .70 2.80
	.04	.10	.15	.30	.40	1.45	343. Florida Favorite04 .10 .25 .40 .70 2.80
•							

VSS Flower Seeds The VSS offers only carefully selected, highest quality varieties. The varieties marked "A" are annuals; those marked "P" are perennials. Directions for culture are given on packets which are full size.

## POSTPAID PRICE 4c PER PACKET-Order By Number

500	Ageratum Mexicanum (Floss Flower), Blue. A.	545	Larkspur, Mixed. A.
			Brid, int finten Double Finted, in
502	"Little Gem. A.	547	" Orange Ball, A.
503	Antirrhinum (Snapdragon), Giant Mixed. A.	548	
	Arctotis Grandis (Blue-eyed African Daisy). A.	549	Mimosa Pudica (Sensitive Plant). A.
	Asters, American Late Branching, Mixed. A.	550	Moonflower (Evening Glory), Mixed. A.
506	" Crego's Giant, Mixed. A.		
507	"King, Mixed. A.	552	" " Imperial Japanese, Mixed. A.
508	ning, binou. 11.	553	Necturities Congroup During Minud A
	Koyai, Mikeu. A.	555 554	
509	20 and a set of the se		Lobb's Childing, Mixed, A,
		555	Nigella (Love-in-a-Mist), Double Mixed. A.
511	Calendula (Marigold), Orange King. A.	556	, internet of drame I,
512	" " Double Mixed. A.	558	Petunias, Hybrida, Mixed, A.
		559	
		560	Poppies, Shirley, Improved. A.
	Candytuft, Mixed, A.	561	Portulaca (Moss Rose), Single Mixed. A.
		562	Constant Annual (Moss Rose), Single Mixed, A.
	Canna, Large Flowering, Mixed, P.		Queen Anne's Lace Flower (Didscus). A.
	Carnation, Marguerite, Mixed. P.	563	Ricinus (Castor Oil Bean). A.
		564	
519	Centaurea Cyanus (Cornflower), Double Blue, A.	565	Salvia Splendens (Scarlet Sage). A.
520		566	Scabiosa (Mourning Bride), Double Large Flowering, Mixed. A.
521	Chrysanthemum, Single Finest Mixed. A.	567	Shasta Daisy. A.
522		568	Sunflower, Double Chrysanthemum Flowered. A.
523		569	Sweet Peas, King White Improved. White.
524		570	" " Matchless—Cream.
525	"Double Mixed, A.	571	" " Dainty-Picotee.
		572	
526		572	" I Icture—Cream•1 mk,
527	Dahlia, Decorative, Mixed. P.		" "Hallmark Salmon Pink-Deep Pink.
528	" Large Flowering Double. P.	574	" " Sunset-Rose.
529		575	
		576	" " Barbara-Salmon.
		577	" " Sensation—Orange Scarlet.
532	Dolichos (Jack-Beans), Mixed, A.	578	" " Crimson King-Crimson.
533		579	" " Orchid Improved-Lavender.
534	Euphorbia Marginata (Snow on the Mountain). A.	580	" " Mrs. Tom Jones-Blue.
	Gaillardia (Picta Lozenziana), Double, Mixed. A.	581	MIS, IOM JONES DILL.
200	Gallardia (ricia Lozciziana), Double, mixed. A.	582	Sommander Godstin Durk Diuc.
500	Geranium, Floradale Fancy Strain. P.	582	rotadule ruiple.
	Gourds, Ornamental, Fine Mixed. A.		tranitor hidroon.
	Gypsophila (Baby's Breath), Elegans White. A.	584	" "The Burpee Blend-Mixed.
539		585	
		586	Thunbergia (Black Eyed Susan). A.
		587	Verbena, Fordhook Famous, Mixed. P.
542	Hollyhocks. Double Mixed. P.	588	Vinca (Periwinkle), Mixed. P.
543		589	Zinnia, Giant Mammoth, Mixed. A.
544	Kudzu Vine. P.	590	
577	ALUZU VIIC. I.	070	Dama, Flowercu, Mixeu. A.

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FEBRUARY	1932				
VSS Officers and Dir	rectors				
P. N. STONEMAN, Pres. Rich R. P. COCKE, VP., Williams *J. S. AGNEWBurk S. R. BOWMANBurk S. R. BOWMANBurk KONE BRUGH H. S. CLAPPAcc A. P. JOHNSONClark B. G. LOCHERGla B. W. MIDDLETONHer †DR. CARL C. TAYLORRale J. B. TERRELLL *Public Director for Virginia. †Public Director for North Carolina	sburg, Va. eville, Va. hburg, Va. Nace, Va. cotink, Va. sville, Va. sgow, Va. endon, Va. eigh, N. C. ahore, Va.				

## **Exaggerated** Claims

Recently there has been more activity on the part of commercial feed companies than has been apparent for some time. Their salesmen are everywhere. They track their farmer prey clear into the back lots; and at night you will find them congregated about the better hotels.

Boiled down to its essentials, they all have about the same story to tell. Somehow, some way (and on this point they have to be a bit mysterious) some great man in their organization has learned how to make a feed better than it has ever been made before. But what are the real facts?

Any man who knows the feed business will tell you that the men who know most about the feeding of animals and poultry are the employees of the Agricultural Colleges and Experiment Stations. Their advice is free, their point of view unprejudiced and their ability unquestioned.

It is for this reason that the VSS looks to the Agricultural Colleges and Experiment Stations for feed formulas and feeding recommendations.



## Specification Buying

One of the startling developments of the past decade, a development which has left

the old line farm supply companies "tied to a stake," has been the growth of specification buying by farmers.

If you doubt this statement, add up the volume of such buying through the G.L.F., The Eastern States Farmers' Exchange, the VSS and a dozen other similar wholesale farmers' co-operative purchasing organizations. Your final figure will compare favorably with General Motors or U. S. Steel.

Now, just what is this specification buying of seed, feed, and fertilizer? Why, it is simply this: Farmers, some time ago, awoke to the fact that they had in their State Experiment Stations, experts who could advise them sanely and without prejudice on animal nutrition, crop production, and control of insect diseases and pests. In other words, they furnished specifications for the supplies farmers had to buy. But not until farmers set up their own co-operative purchasing organizations, however, was it possible for them to get the supplies themselves.

And that is why there has grown up such an imposing list of co-operative institutions, buying on specifications for farmers.

\*\*\*\*\*

## Your Advisory Board

During the past six months more than one hundred meetings, attended in the aggregate by about 10,000 VSS Patrons, have been held in communities where there are VSS retail service agencies. Similar meetings of VSS Patrons will be held in all communities where there is an organization to service VSS supplies.

At each of these meetings an Advisory Board, usually consisting of five members, has been elected by Patrons. The responsibility of these Advisory Boards is to act in behalf of and for the community with respect to the collective purchasing of farm supplies to the end that co-operative buying may reflect maximum advantages to the community. They formulate policies for the VSS and Retail Service Agencies in the interest of patrons and farmers. Later they will have the additional responsibility of electing VSS Directors to represent their respective districts.

Usually those elected to these Advisory Boards are among the best farmers and business men in the community. They are busy men and they are giving generously of their time and ability in the advancement of the community welfare.

Give them your support and co-operation. At the same time do not fail to bring to their attention any suggestions for bettering the service. Through community organizations of this character, co-operative purchasing can be made both more democratic in control and more effective in serving advantageously the farmers who own and use the co-operative institution.

## More Democratic Control

.....

During the past nine years the VSS has been called upon to greatly expand both its services and operating territory. Patrons, who irrespective of the actual ownership of stock, are members with the legal right to vote, now live throughout two hundred counties.

The initial system of electing directors by popular vote at an annual meeting of patrons or members was satisfactory and sufficiently democratic for a time. Now, however, with probably 60,000 patrons living over such a wide area, the existing method of selecting directors fails to actually afford the vast majority of patrons a real opportunity to intelligently and democratically select the men who are charged with the responsibility of operating the co-operative business.

To remedy this condition the Board of Directors requested the Agricultural Economics Department at the Virginia Agricultural College to make a study of the problem and recommend a more adequate plan of electing VSS Directors.

Such a plan was recommended, has been approved by the Board of Directors, and is now submitted to VSS patrons for adoption or rejection. On the back page of this issue of *The Patron* you will find a proxy for voting on the amendment of the by-laws necessary to put the plan into operation.

A reading of the proposed amendment will convey a clear conception of just how Directors will in future be elected if the amendment carries. Briefly it provides that Directors, with the exception of the Public Director appointed as required by the law governing co-operative associations chartered in Virginia, shall be elected by districts. The Directors so chosen shall be elected by the Boards of Directors of local co-operatives and VSS Advisory Boards (in communities where the VSS Distributor is a private agency). Each community in the district thus has one vote. Since VSS Advisory Boards and the Directors of Local Co-operatives handling VSS supplies are elected by Patrons, the proposed plan would be truly representative and democratic.

Tear off the back page and mail your ballot.

# The Local Farm Service Agency

It is the Beginning and End of Marketing Service for Farmers

THE VSS

GROW

## By H. E. BABCOCK

NOTE: Mr. Babcock is General Manager of the Co-operative G.L.F. Exchange, the largest farmers' purchasing organization in the world. The VSS is closely associated with the G.L.F. in purchasing and manufacturing.

S farmers, our marketing problems begin and end at our local shipping points. Through these points we buy farm supplies which literally have been assembled from the ends of the earth, and through them we send our farm products to the world at large.

Although not given much consideration when politicians campaign, Congress legislates, or the Farm Board stabilizes, it is nevertheless a fact that the efficiency with which the marketing services are rendered at your railroad shipping point and mine, probably has more effect on our net farm income than any other marketing factor.

## Duplicated, Antiquated Facilities

If you don't believe this, stop the old truck some morning at the bend in the hill above town where you can get a good view of your local shipping point, and look it over. Here's what you will see in any typical community:

As the railroad track enters town it divides and branches. Scattered along the branches, on this switch or that, are the feed warehouses, the coal bins, and the plants



Gordonsville, Virginia, is being addressed by J. G. Seibel, District Manager of Retail Purchasing Service.

of the local produce and milk buyers. Count them up. Five feed stores-one off track, three sets of coal pockets, a little grain elevator, two cabbage warehouses with potato cellars, and last but not least, two mammoth milk plants.



A Co-operative Service Store at Winchester, Virginia, owned by local farmers and managed by the VSS subject to a local advisory board. As Mr. Babcock states, farmers pay all the costs of rendering retail service on farm supplies. Why not pay one set of costs instead of several?

While you sit there, make a mental calculation of the men employed. Figure the extra cost of firing up boilers in the two milk plants instead of in one, and run a critical eye over the buildings. Estimate their costs and total them. Note the ones that are plainly obsolete. "But why," you ask me, "should I, a farmer, go to all this bother?" For the simple reason that you and your neighbors support all the marketing facilities and services at your local shipping point.

## Credit—A Marketing Cost

Then before you drive down into the village to deliver your cans of milk to the milk plant of your choice and to get your bag of feed from the one of the five feed dealers with whom you happen to be on the best terms on that particular morning, look back up the hill. Over beyond that piece of woods is where John Smith farmed and went bankrupt. You hear he "nicked" your particular feed dealer for \$3,500. Did it ever occur to you that he also "nicked" you for your share of that \$3,500? Where else did the feed dealer

get it? Take a look at those two trucks winding their way up the valley, each with less than a ton of feed aboard. They belong to a feed dealer who advertises that he delivers "free." You might as well watch them intently because if your feed dealer happens to own them, you're paying your proportion of the gas bill.

By this time, perhaps you will have a new view point of this great, complex marketing problem, which, according to the papers, is challenging the "best minds" of the nation. If you have, it will be a sound point of view and a practical one, because it will be in connection with marketing institutions and services with which you are concerned first hand. To cut the cost of these services and to improve them, will not require an act of Congress or a resolution by the Farm Board; there will be no need to interest your Congressman in the situation or to petition the Tariff Commission. The problem is yours and you alone can deal with it.

## Some Suggestions

To begin with, why not close up one of the milk plants? You and your neighbors can do this quite effectively by simply getting together and putting all your milk through one plant. To be sure, the saving may not be reflected immediately in your milk check, but do away with the duplicated milk plants and you will see a difference--a marked difference; especially if the plants that remain open are operated or controlled by your own marketing organization. Then, concentrate your feed buying through two, instead of five dealers, and at the same time insist on knowing the wholesale market and the margins they're taking. Even go a step further and take as much of your feed and fertilizer as possible direct from the car so as to save the labor of putting it through a warehouse. Finally, demand that the *free* credit and trucking be cut out. There's no need of kidding yourself. In the long run somebody pays for it, and if you keep on farming and paying your bills, it's a ten-to-one bet it'll be you.

On the farms we economize, we make the old car go another year, we cut the hired man ten dollars a month or do without him, we patch the roof on the house and barn when they ought to be shingled. Meanwhile, down in the village this feed dealer buys an extra truck, that one hires a road man to solicit our business, and because we can't agree among ourselves, some one builds another milk plant. In short, somebody else spends the money we've saved, because as yet, we've failed to realize that what takes place at our local shipping points affects our net farm income as directly and just as surely as what we do on our farms.

VSS Open Formula Fertilizers								
<ul> <li>S PECIFICATION BUYING on open formula is the only business-like method of purchasing fertilizer. Some sources of animonia cost over twice as much per unit as others. When the formula is closed there is no means of determining the real value.</li> <li>VSS Fertilizers are mixed on open formulas recommended by the Virginia State Agricultural College.</li> <li>Below is a typical VSS approved formula for tobacco and a list of other analyses available to patrons.</li> </ul>								
VSS 3-8-3 ( <i>Tobacco</i> ) VSS 7-6-5	VSS 4-10-6 Tobacco Fertilizer Approved Formula							
VSS 5-8-5	♦ 105 lbs. Nitrate of Soda							
VSS 4-16-4	85 " Sulphate of Ammonia 160 " Animal Tankage							
VSS 4-12-4	100 " Castor Meal 35 " Urea							
VSS 2-12-4 1075 "16% Superphosphate 220 "Sulphate of Potash Magnesia								
VSS 2-12-2	120 " Muriate of Potash 100 " Magnesium Lime							

Ask your VSS Distributor for a circular giving formulas and complete information. Arrange with him for your requirements.

50% from organic sources.

VSS 3-8-10

VSS 0-12-5

50% of the Nitrogen or Ammonia equivalent derived from mineral (inorganic) sources;

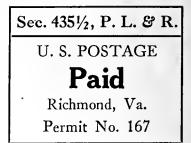


RICHMOND, VIRGINIA



VIRGINIA SEED SERVICE RICHMOND, VIRGINIA

> Return Postage Guaranteed



=Notice of Special Meeting===

By order of P. N. Stoneman, President, a special meeting of patrons (members) of the Virginia Seed Service, Inc., will be held at the Executive Office of the VSS in Richmond, Virginia, on the 4th day of March, 1932, at 2:00 P. M.

The purpose of this meeting is to vote upon the proposed amendment to the By-Laws herewith set forth.

JID. C. Xor Secretary.

FEBRUARY 15, 1932.

as follows:

Amendment to By-Laws It is proposed that Article VI of the By-Laws be amended to read

ARTICLE VI

Directors and Officers

Section 1. The Board of Directors shall consist of nine (9) elected directors and one public director for each state in which the VSS purchases supplies for patrons, such public Director or Directors to be appointed each for a term of three years by the Director of the Agricultural Extension Service or other public official as may be required by law.

Section 2. Three directors shall be elected each year by districts for a term of three years.

Section 3. The Board of Directors shall divide the territory in which the VSS operates into nine (9) districts on the basis of geographical units in which the volume of business done by the VSS is approximately the same, disregarding state lines. The Board of Directors shall modify the districts whenever advisable in order to maintain substantial equality between the volume of business done in the different districts.

Section 4. The Board of Directors shall divide the districts. Section 4. The Board of Directors shall divide the districts into groups of three districts each, placing districts from different parts of the territory in each group to the end that the districts electing directors the same year shall be in different parts of the territory. The order in which the groups of districts shall undertake the election of directors for a three year term shall be determined by lot.

a three year term shall be determined by lot. Section 5. The director to represent each district shall be elected at a meeting of the representatives in that district of the Boards of Directors of co-operative associations distributing VSS supplies to their members and the representatives of the VSS Advisory Boards. Each such co-operative association or advisory board shall have one, and only one, vote regardless of the number of representatives it may have present at the meeting. An organization entitled to vote, but unable to have a representative attend the meeting, may submit the name of its choice by letter and this vote shall be counted in the election. The meetings for the election of directors shall be arranged by the VSS District Manager or Managers of Retail Service in whose territory the election district falls in sufficient time for the director elected at the meeting to assume office at the annual meeting of the VSS for that calendar year. At least ten days' notice of the time and place of meetings for the election in the district and each Director of a Co-operative Association in the district entitled to representation. Such meetings shall be held in the district for which a director is to be chosen. Section 6. The newly elected directors shall be installed in their

Section 6. The newly elected directors shall be installed in their offices at the annual meeting of the Association. The Board of Directors shall thereafter meet and shall elect by ballot a President and a Vice-President from among themselves, and a Secretary and a Treasurer, who may or may not be a member of the Association. Such officers shall hold office for one year or until their successors are duly elected and qualified.

Section 7. Any vacancy in the board of directors shall be filled for the unexpired term by election at a special meeting in the district which the director represented, or by the proper public official in the case of public directors.

Section 8. A majority of the members of the board of directors shall constitute a quorum at any meeting of the board of directors.

constitute a quorum at any meeting of the board of directors. Section 9. Any director or officer of the Association may for a cause, at any annual or any special meeting called for the purpose, at which a quorum of the members shall be present, be removed from office by a vote of not less than two-thirds of the members present. Such director or officer shall be informed in writing of the charges against him at least 10 days before such meeting, and at such meeting shall have an opportunity to present witnesses and to be heard in person and by counsel in regard thereto.

## VOTE

on the proposed amendment to the by-laws. The Board of Directors, by duly adopted resolution, have required that the proposed amendment to the By-Laws set forth herewith be submitted to vote at a special meeting on March 4, 1932. (See Page 13.)

## Instructions for Voting

Patrons who purchase VSS supplies become members of the VSS with the legal right to vote upon acquisition of the first profit refund certificate. Ownership of stock is not essential to voting privileges or membership.

Patrons should tear off this proxy, sign, and have a witness add his signature as indicated. Any person may act as a witness; a notary is not necessary. Mail the proxy so signed to the VSS, Richmond, Va., in such time that it will arrive prior to March 4, 1932.

The proxy directs a vote for the proposed amendment to the By-Laws set forth herewith. Those who wish to vote against the amendment may so indicate on the proxy.

## PROXY

I, the undersigned, do hereby make, constitute and appoint D. W.

Cummings, Geo. D. Bayliss and

or any of them as my proxy to attend the special meeting of the Virginia Seed Service to be held at Richmond, Virginia, on March 4, 1932, to act for me thereat as fully as I might do if personally present.

Provided that the said proxy is hereby authorized and instructed to vote for the adoption of the proposed amendment to the bylaws herein set forth and not otherwise.

In witness whereof I have hereunto set my hand and seal this

\_\_\_\_\_day of\_\_\_\_\_, 1932.

(Seal)

Patron

Witness