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The VSS Patron

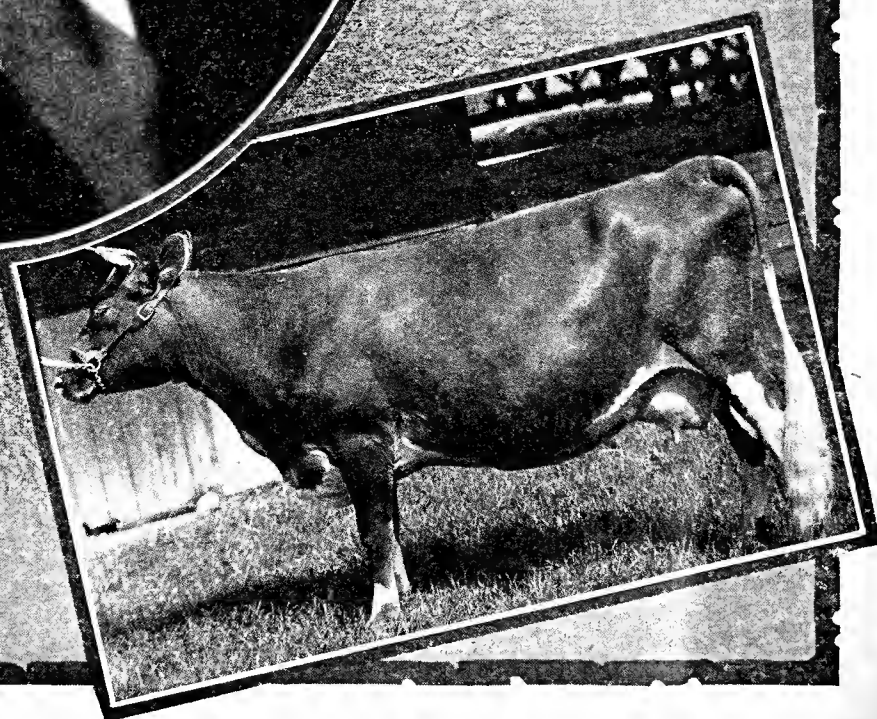
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FEBRUARY 1933



J. Stuart Agnew
Burkeville, Va.
Dairyman, Farmer,
Farm Leader and
Business Man
President of the VSS

Mr. Agnew's Inverness Farm and two of its outstanding Guernseys. The famous bull, *Langwater Foremost*, pictured on this page was owned, in part, by Inverness. He sold for \$20,000, a Southern record.



VEGETABLE
SEED TRIALS
HORTICULTURE

FEB 13 1933

Cooperation Begins at Home

By WHEELER McMILLEN
(Reprinted from "Country Home")

It all depends on farmers, says H. E. Babcock, who heads 35,000 of them

The VSS and the G.L.F.

The VSS uses the extensive facilities of the Cooperative G.L.F. Exchange and for many years VSS Feeds have been manufactured in G.L.F. Plants. The two organizations likewise cooperate in the purchase of seeds, fertilizers and other farm supplies. Their system of operation is identical.

This well-written story of the G.L.F. is therefore of peculiar interest to those who use the VSS.

STANDING behind a microphone that carried his words afar over New York State, facing a Farmer's Week crowd that jammed every corner of a big Cornell University hall, H. E. Babcock flung out his answer to critics:

"You can't push cooperation any faster than people understand it!"

Having pushed a cooperative from the day it was started until it does thirty million dollars' worth of business a year, he ought to know. Babcock is president of the G.L.F.—the Cooperative Grange League Federation Exchange—a purchasing organization owned by 35,000 farmers of the New York Milkshed. For twelve years until July of this year, he was their general manager.

"Cooperation is something that farmers do by and for themselves," says Babcock in explaining his idea of the subject. "It is not something done for them by anyone else, and can't be.

"I don't know of any case where pouring a pile of money in at the top caused a successful flow of cooperative results to come out at the bottom. If there is at the bottom a clear need for a service, if there is a disposition to build that service on a mutual basis, then you can expect successful cooperation—provided there are also a sound plan and men to carry it through.

"The G.L.F. was started with a clear-cut-enough need for a service—a need for farm supplies manufactured on farmers' scientific specifications. Also there was



H. E. BABCOCK

President of the G.L.F. and one big reason for its success

enough cooperative spirit to make the start. We thought all we had to have was money, but that didn't prove true. When we got the money we saw that we had to have a plan that really could produce better service. After we got a good plan we still had to prove by actual doing that we were furnishing a superior buying method. Then, each year, as more farmers have seen what the G.L.F. is doing, the cooperative idea has spread until we have a sizable business.

"It's simple, but not easy. Needs for new services have appeared. Buying supplies was not enough. The G.L.F. now does marketing for patrons. They need short-time credit, so we sell that. Purchasing, selling, lending—three kinds of business, but all one thing—service for farmers, by their own organization."

Feeds, fertilizers and seeds are big business in the New York territory. Cows, hundreds of thousands of them, yield an unending stream of milk that flows in cans, trucks and tank cars to the consumer

millions in the area's big cities. For every three pounds of milk one pound of grain must be fed. So, from the West and South, must come another endless stream of wheat, corn, oil meal and the other ingredients of good feed for the ever-hungry cows. The New York farms cannot possibly grow enough grain.

A dozen years ago all the shipped-in feed came through the hands of commercial dealers. A few big companies were supplying high-quality feeds. Scores of smaller mixers were in the business. Occasionally, when their quality was not so good the deficiency showed up in the milk checks. All the feeds were sold under brand names. The bag never told just what ingredients were mixed in. And the prices, farmers thought, were frequently too high.

To get supplies of known quality and content at lower prices, the G.L.F. was organized in 1920. Twelve years of persistent effort have rolled up the thirty-million-dollar volume of the present. But even that amount represents only about a third of the feed stuffs purchased by New York dairymen and poultrymen.

Why, then, has not the G.L.F., owned and operated by and for farmers, taken all the business? If cooperative purchasing is so good, why hasn't it grown faster? These are the questions General Manager Babcock was answering before that Farmers' Week crowd, made up mostly of his members. People have to understand cooperation, he maintains, before they will practice it.

"To be convincing cooperation has to be an act—an act of service. Part of the service comes from the hired management," Babcock insists, "but that can't be effective until enough patrons are convinced to make the service serve.

"For instance, when our big mill at Buffalo runs sixteen hours a day it fills eighty freight cars with feed. At very little more cost the mill can run twenty-



*"You can't push cooperation faster than people understand it!"
Meetings like this help everybody to understand.*

two hours and fill one hundred and ten cars. Our store men can work hard all day at no more cost than if they sit around for two hours.

"A steady stream of voluntary orders that cost nothing to get—enough of them to keep things going to capacity—means the greatest economy. The value of the G.L.F., then, depends a little on what the management does and a great deal upon what the patrons do. When the mill runs part time, a little more cost goes into the bag of feed. If we have to spend more money to get in orders, again the bag costs more than it might.

"So when more people understand what cooperation can get for them we can give better service and give it still cheaper."

I spent a week lately studying the G.L.F. works. It is an impressive organization. Advocates of cooperative action point to the G.L.F. as an outstanding example of what can be done when farmers make up their minds to work together. I will say unqualifiedly that the G.L.F. is exceedingly well managed. Unquestionably it supplies its patrons with the qualities of feeds, seeds and fertilizers that they want. Beyond doubt the prices are as low as excellent management can make them. Still, a question kept bobbing up at every turn; why, with all its efficiencies, with the three big farm organizations of the state behind it, and with the friendly support of three state agricultural colleges, should the G.L.F. handle only a third of the feed business in its territory?

I fell in with a farmer from near Schenectady who said he was not a patron of the G.L.F. "Why not?" I asked.

"Oh, no particular reason," he replied. "I buy from a neighbor of mine. I've

tried G.L.F. stuff and it's good as any. But this dealer is a friend. If I run short of money he'll trust me awhile."

The G. L. F., it may be said here, sells for cash. Or for thirty-day credit it charges five cents extra a bag.

"Credit is a commodity," Babcock says, "just like a bag of feed. Someone has to pay for it, so why not the man who uses it?"

A lively exchange on this point followed Babcock's Farmers' Week speech mentioned a moment ago.

"How soon will the G.L.F. take thirty days' payment as cash?" a farmer wanted to know. Babcock flashed back the answer.

"As soon as the G.L.F. can borrow money without interest, and as soon as people can be depended on to pay without fail."

I found other farmers around who are not G.L.F. patrons. One said he didn't like the G.L.F. store manager in his town. Another said other feeds were just as good and the price was the same.

"Don't you believe in cooperation?" I asked. "If all the farmers bought together, wouldn't you be helping one another?"

"They won't do it," he said. "What do the other farmers care what I pay? Nope, farmers just don't hang together."

I visited the store of an independent dealer in Ithaca, a block away from the G.L.F. establishment. His store was the last of six independents that formerly divided the business.

"How can you do business here against the G.L.F.?" I asked.

"Well, they're all right," he said. "They handle good stuff and they're fair competition. But you know how human nature

is. Don't everybody want to do the same thing. We meet the G.L.F. prices and we get the ones that don't want to buy over there."

A farmer from Walton said he had been a G.L.F. man for years.

"Have you saved money by it?" I asked him.

"I certainly have," he replied positively. "It's true, you can get other good feeds in G.L.F. territory at the same prices. A man can start in my town and drive south and ask the prices as he goes along. He'll know very soon when he gets out of G.L.F. territory. That proves that if we didn't cooperate we would be paying more for feeds than we do. The G.L.F. gives us the benefit of price changes right off. I want to know what my cows are eating. That's why I like the G.L.F. idea of printing the exact formula on the tag."

An Ithaca professional man offered still another comment:

"I've watched the G.L.F. start from a vague idea and grow into what it is now, a tremendous, more than state-wide proposition that is really big business. I can explain it in one word."

"And what word is that?"

"Babcock."

The history of the G.L.F. centers around this man Babcock. He was one of a group of farm representatives who had met in the spring of 1920 to start the organization. Cooperative buying, thru the Grange, had been going on in New York for fifty years—since 1868, in fact. Professor Savage of Cornell had lately been preaching to farmers that they should buy open-formula feeds. Manufacturers were not inclined to print formulas on the bags.

The Grange, with a magnanimity rare

among farm organizations, had invited the Dairymen's League and the New York Farm Bureau Federation to join them in setting up one big joint purchasing cooperative. The Grange had its own buying corporation, which it offered to turn over, working capital and all.

The proposition was accepted quickly. After a long though amiable wrangle the name was agreed upon. The next trick was to get money, big money for working capital and facilities. The directors decided to issue 200,000 shares of stock at five dollars a share. That was easy enough. But getting real money for shares is something that didn't exist yet, except as an idea, looked like it might be a long and tough job. Someone suggested that maybe Ed Babcock, one of their number, could do something about it. This was the twenty-fifth of May.

Babcock was a slim young fellow, just over thirty. A farm boy, he had peddled milk to go through high school, graduated from a non-agricultural college, been one of the first county agents, state leader of county agents, and finally a professor of marketing at Cornell. He was on the committee as an officer of the Farm Bureau.

With a list of names on his desk and a long-distance telephone receiver at his ear, Babcock began calling up men he knew. As state county agent leader his acquaintance had been extensive. A county Grange master here, a Farm Bureau leader there, a Dairymen's League worker somewhere else, listened to him over the wires. In a few days farmers in every farm county of New York received persuasive visits from influential neighbors with G.F.L. stock to sell.

On a hot July afternoon just six weeks later, nine farmers sat wiping their faces in a hot room in Syracuse. They were the board of directors of the new G.L.F. puzzling over what to do next. Three-quarters of a million dollars in stock subscriptions was piled up on the table in front of them. A month and a half before they had been wondering where to get some money. Babcock had got it. Thirty-five thousand farmers had taken an average of between \$15 and \$20 each.

The next two years were something of a night mare. Around \$100,000 of the capital was lost. A mill had been bought in Buffalo that behaved like a white elephant. Good intentions failed to satisfy the farmers. Internal dissensions irritated the stockholders. Unsatisfactory service alienated patrons and piled up troubles.

Harassed by quarreling employees and complaining farmers, the directors turned again to Babcock. He was made general manager with full executive control.

Babcock brought one specific idea to the job. He believed there should be a

system of local agencies, located so farmers could find the G.L.F. whenever they wanted feed or supplies. The G.L.F. should not try to change farmers' habits as much as it should try to fit itself to farmers' actual needs.

Two years later the clamor of patrons was dying out. Stockholders received their first dividend. Eight years of steady growth followed, until today its huge business turnover is equaled only by a small percentage of corporations. The G.L.F. is the most powerful farmers' buying cooperative in the world.

Sitting the other day in his office on the sixth floor of a small building in Ithaca, Babcock described his idea of G.L.F.'s job.

Tucking his right foot under his left thigh, he pointed out the window toward a group of red farm buildings atop a high hill, just away from Ithaca.

"See that farm?" he asked. "That's Fred Marshall's place out there. It's more or less typical of the 105,000 farms on the G.L.F. mailing lists.

"Marshall sells milk and eggs. That means he has to buy feed. He has an orchard and cultivates several fields. So he has to buy fertilizer, seeds and spray materials. He hardly ever needs a whole carload of any one thing at a time. Nearly everything he buys has to come from somewhere in the world outside of Ithaca. Most of what he sells has to go away from Ithaca to find a consumer.

"Since he is dealing right along with distant people, even though he never leaves the county, Marshall simply has to have some point of contact with the outside business world. The natural place for that is some spot down there along the railroad tracks. He needs down there a service that can bring in carlots of goods and let him have the quantity he wants. He also needs a service to assemble and grade his small lots of produce, along with that of other farmers, to get the savings of carlot economy going out.

"The G.L.F.'s job is to do this work for farmers more cheaply than it has ever been done before.

"Also, since the milk check comes only once a month, a farmer now and then needs to buy a little credit. Purchasing, marketing, short-time credit—there are the three functions of the G.L.F.

"See that warehouse down there by the tracks? It's a block long and replaced six independent dealers. Let's go see it."

A few minutes later we pulled up alongside the building. Supplies were stacked inside. Dairy feeds, chicken mashes, paints, flour, clover and timothy seeds, oyster shells, spray and dust materials. Babcock pointed to a stack of feed.

"Notice those bags are not printed. We

save money by printing the formula on the tags instead. Small matter, but it counts.

"The formula itself, though, is a big matter. In the colleges and experiment stations, farmers have the very finest research agencies. Why not use them? We do. Every bag of feed or fertilizer is manufactured according to scientific specifications."

In one end of the warehouse a carload of buckwheat was being loaded for export to Holland. At the other end cinders were grading and packing eggs. This G.L.F. store does more than \$250,000 business a year.

"Whenever a community promises enough business to support a store like this, we start one. There are ninety of them now, scattered over New York, New Jersey and northern Pennsylvania.

"Besides our own stores sixty local cooperative groups handle G.L.F. supplies. These hundred and fifty stations handle half of our thirty-million-dollar turnover.

"To reach territories where there isn't enough concentrated volume to support a store we work through dealer-agents. Usually these are established private feed dealers. We tell them the maximum prices they can charge for G.L.F. goods. There are four hundred and fifty of these."

"What kind of co-operative contracts does the G.L.F. have with its patrons?"

"None at all. If we can't earn their patronage we don't deserve it."

"But tell me this," I interrupted. "What actual advantage do you have over an ordinary commercial concern? You have your mills at one end; a chain-store system at the other. But just how, just at what points, do you actually save a farmer money?"

"All right, I'll show you what we save, and how we do it:

"Suppose you come into this store to buy \$100 worth of feed. You want all the feed you can get for \$100, don't you? Out of your \$100, we take \$1 for warehouse expense, \$3 for labor, and \$1 for accounting and capital. That's all the retail expense.

"In the wholesale end you pay \$1 for the cost of bringing you and others in here to buy. When enough people understand cooperation that won't be necessary. You pay 25 cents for the money we have to borrow; \$1 for administration of the wholesale operations and 50 cents for general administration expense of the whole GLF system.

"There you have \$5 retail cost, \$2.75 wholesale cost; total margin \$7.75. For the rest of your \$100 you get finished feeds—mashes and dairy rations—\$92.25 worth.

"Now, the average margin in this busi-

(Continued on Page 8)



This group of delegates met at Culpeper, Va., August 11, 1932, for the purpose of electing a VSS Director to represent their election district.

Facts about the VSS

Foreword

ONE of the most serious obstacles to the success of farmers' cooperative organizations, both purchasing and marketing, is the never-ending flood of propaganda directed against cooperative associations by the private trades interests whose business is affected by the cooperatives.

Always this propaganda is directed toward destroying confidence in the cooperative and in its ability to improve the economic situation of the farmers who use it. Not infrequently viciously false assertions are made in waging commercial warfare against agricultural cooperation. Under the Virginia Cooperative Law the spreading of false reports about cooperative associations is designated a misdemeanor, but apparently this feature of the law exercises little or no restraint.

Cooperative purchasing associations are subject to attack on an even broader front than marketing organizations because more businesses and more people are affected. The VSS is a constant object of criticism and abuse from the farmers' "friends" who are eager for his feed, seed and fertilizer business.

This statement of facts about the organization is in no sense a reply to these attacks which are usually so absurd as to answer themselves. The primary purpose here is to give accurate information about the purposes, policies and operating program of the VSS to Advisory Board Members, Distributors of VSS Supplies

and others who may be interested. If any misinformation is corrected through the facts set forth, so much the better.

Purposes

The object of the VSS is to manufacture and purchase in wholesale quantities, high quality farm supplies and to handle such supplies at actual cost plus necessary operating expenses. The farmers who own and use the organization hope through it:

1. To obtain better quality supplies, selected with their interest the chief consideration rather than merchandising profit.
2. To know the specifications of the supplies they buy—the formulas of feeds and fertilizers, the origin, etc., of seeds—because specification buying is the only buying that can be intelligent.
3. To obtain supplies at a saving in cost.

The VSS has nothing to sell. It purchases for farmers the supplies which they want and need. That purchasing service is limited to producers of agricultural products.

History

The VSS was organized in 1923 and was chartered under the General Corporation Laws, there being no provision in the Cooperative Law at the time for cooperative purchasing associations. When the Virginia Cooperative Marketing Act was amended by the 1930 Legislature to in-

clude cooperative purchasing, the organization immediately acquired a charter under the Cooperative Marketing Act.

At the outset the VSS limited its purchases for members to seeds. Later feeds, fertilizers and miscellaneous supplies such as binder twine and spray materials were added.

The VSS has grown in nine years from \$150,000.00 the first year to a maximum of nearly \$5,000,000.00, and the number of patrons from a few hundred to more than 50,000.

In 1930 the operating territory was expanded to include North Carolina, this action being taken by the Board at the solicitation of farmers and farm leaders in North Carolina. The services of the feed and fertilizer departments are confined to Virginia and North Carolina, but the seed department does a limited volume of business in Maryland, West Virginia, Kentucky, Tennessee and other states.

Control

Control of the VSS is vested in a board of eleven directors. One public director from Virginia and one from North Carolina are each appointed by the Director of Extension at the State Agricultural College as required by the cooperative law. The other nine directors are elected each for three-year terms from nine operating districts in Virginia and North Carolina, each of which contributes approximately the same amount of business.

The Directorate as of February 1, 1933, is made up as follows:

- J. S. Agnew, Burkeville, Va.
(Public Director for Virginia.)
S. R. Bowman, Harrisonburg, Va.
Kone Brugh, Nace, Va.
R. P. Cocke, Williamsburg, Va.
John H. East, Churchville, Va.
H. P. Green, Raleigh, N. C.
J. B. Latane, Oak Grove, Va.
B. G. Locher, Glasgow, Va.
B. W. Middleton, Herndon, Va.
Dr. Carl C. Taylor, Raleigh, N. C.
(Public Director for North Carolina.)
J. B. Terrill, Lahore, Va.

In the election of directors each community which has a retail service agency handling VSS supplies has one vote. This vote is cast by either the Board of Directors of the local cooperative handling the supplies, or by the VSS Advisory Board if the retail service agency be a private dealer. The Board of the local cooperative or the VSS Advisory Board, as the case may be, are elected by patrons in the community.

Under the Board of Directors and responsible to them is a General Manager. Working under his supervision and responsible to him are department and district managers.

Capital Structure

The authorized capital of the VSS is \$100,000.00 of preferred stock and \$400,000.00 of common stock. All of the preferred stock was purchased by farmers; the common stock is issued largely as a means of returning prorata to patrons (members) any net earnings over and above operating costs, the earnings being restored in the form of paid-up capital stock or credits on the purchase price thereof. The common stock has a par value of \$5.00 per share and lends itself well to this plan.

Under the law dividends on both classes of stock are limited to a maximum of 8 per cent per annum. When operating capital permits, the plan contemplates the retirement of all the preferred stock. Thus the farmers who furnished the original working capital will recover their investment and ownership will be confined to patrons who have invested in the business merely their share of its earnings. The retirement at par of the oldest outstanding capital stock is optional with the Board of Directors. Exercise of this option from time to time as circumstances warrant will create a revolving ownership, permanently identifying the current users with the owners of the cooperative business.

Patronage refund certificates are issued patrons with each purchase of VSS supplies amounting to \$2.50 or more. These certificates are surrendered at the end of each fiscal year for credit and earnings, if any, are prorated to the outstanding certificates. The certificates evidence the purchases by each patron and are a practical means of keeping books with many thousands of patrons who buy through hundreds of retail service agencies.

The patronage refunds in the past have ranged from none to a maximum of 2 per cent. The policy of the Board of Directors has been to so operate the business as to realize a net earning of not less than 1 per cent or more than 2 per cent. So many conditions affect earnings, however, that it is not always possible to adjust prices so as to come within these narrow limits. Whatever savings can be gained by the VSS for patrons are, of course, reflected largely in the original price. The patronage refund is an incidental saving and is a relatively insignificant advantage of cooperative buying.

Cooperative Characteristics

Of course, the fundamental difference between a cooperative and a privately owned business is simply that the cooperative is operated in the interest of those who use the business, whereas the private company operates in the interest of its stockholders.

The VSS is a purely cooperative organization as is indicated by the following facts:

(a) Each patron has one and only one vote no matter how much stock he may own or how much business he may contribute.

(b) Dividends are limited. Under the law not more than 8 per cent may be paid. The Board may pay less if it sees fit.

(c) Any net earnings must be returned prorata to the users of the business.

(d) The organization is chartered under the Cooperative Marketing Act (Virginia), which imposes rigid restrictions and adequate safeguards to insure proper observance of truly cooperative principles.

(e) The VSS is exempted as a cooperative from both State and Federal taxation. It is a fixed governmental policy to relieve farmers of taxation on business transacted through purely cooperative associations.

The Seed Service

The facilities of the Seed Service, or Seed Department, are located at Richmond. In a warehouse equipped with modern machinery for recleaning and

processing, seeds are assembled, processed, tested and shipped out to retail service agencies. Only one grade is handled, the best obtainable, and the Agricultural College recommendations as to varieties and adaptations are rigidly adhered to.

Seed purchases against actual orders from patrons given in advance or against the estimated requirements of patrons are made. When these stocks of selected quality are exhausted, further orders are not filled rather than to risk supplying seed of uncertain crop producing value picked up in the open markets.

The Feed and Grain Service

The VSS and the Cooperative G.L.F. Exchange (operating in New York, Pennsylvania and New Jersey—a cooperative owned by 35,000 New York Milk Shed farmers) manufacture feeds on a cost-sharing basis in a modern mill and elevator located on deep water in Buffalo. The combined volume averages nearly 100 cars per day and is the largest mixed feed business in the industry. As this is written a second feed mill is under construction at Albany. This mill, expected to be in operation by March, 1933, will add 60 cars per day to manufacturing capacity and will enable both the G.L.F. and the VSS to make more extensive use of cheaper water transportation.

At times the VSS has contracted with a commercial company for the manufacture on the specified formulas of a portion of the feed requirements of patrons, this being done for the more economical servicing of territory which does not enjoy favorable freight rates from Buffalo.

All feed formulas are open and the specifications of both formulas and quality are in accordance with the recommendations of the College Feed Conference Board. This Board is composed of representatives of the State Agricultural Colleges who have the best available feeding information and are unprejudiced in the use of it. Use of these public institutions by a farmers' cooperative organization is natural, assures good formulas and saves the cost of research or experimental farms.

With few, if any, exceptions batch mixers in VSS territory undertake to imitate VSS feed formulas, which would suggest that VSS feeds are the accepted standard of quality. The best these imitators do is to try to cut the price which is possible (a) by leaving out an ingredient, (b) by using a lower quality substitute, or (c) by cutting down or increasing the percentage of certain ingredients. These things are constantly being done by the local mixers who try to imitate VSS formulas due to the physical limitations of their plants, failure of ingredients to arrive, and the lack of laboratory facil-

ities for testing incoming ingredients and the finished feeds.

The Fertilizer Service

VSS Fertilizers are mixed under contract by private fertilizer companies at Norfolk and Baltimore. Open formulas are adhered to and the formulas are submitted to and approved by State Agricultural College authorities.

How Savings Are Made

No matter how many millions of dollars of business a cooperative may do, it cannot outbuy the rest of the world. It must pay the market price for raw materials. To gain savings for its members it must make smaller additions to the cost of raw materials. These additions are:

1. Manufacturing or processing costs.
2. Overhead.
3. Order getting or "sales" cost.
4. Taxes.
5. Profits.

The VSS can and does gain savings for patrons:

1. By using manufacturing facilities more nearly to capacity.
2. By spreading overhead over a feed, seed and fertilizer business instead of adding it on one line.

3. By employing no salesmen and eliminating expensive advertising.

4. By exemption from State and Federal income and license taxes.

5. By not having to provide for profits to stockholders.

Retail Service

The VSS renders a purely wholesale purchasing service. VSS Feeds, for example, are shipped only in car lot quantities. Few farmers can buy a car of feed at a time. Therefore for farmers to make use of a cooperative manufacturing and wholesale service it must be accompanied by retail service. It is important that the retail service be efficient and economical; that it not only pass on to farmers any savings gained by the wholesale cooperative, but that it add to such savings by operating on lower margins than are ordinarily taken by retailers.

Types of Retail Service Agencies

The necessary retail service on VSS supplies is rendered by the following types of agencies:

1. Locally owned Cooperatives.
2. Private dealers.
3. Poolers or car door agents.
4. Locally owned Cooperative Service Stores managed by the VSS.

To insure these retail agencies passing on to patrons the savings gained in a wholesale way, their maximum margins are fixed. For example, all agencies are required to handle VSS feeds on margins not to exceed \$2.50 per ton when delivered from the car on arrival and paid for in cash. They may operate on smaller margins if they wish and many efficient agencies with good volume do so.

Patrons and farmers at frequent intervals are advised in circular letters and otherwise not only of what the prices are, but also what the margin requirements are. In other words, prices and margins are public.

This system encourages, and in fact requires, the retail agency to charge for the service rendered and only for the service rendered. The most economical way to buy feed is to get it off the car and pay cash for it. The farmer who wants warehouse service, credit service or delivery service should pay what these extra services cost and should pay for them only if and when he uses them. This policy is fair and because all farmers recognize the fairness of it and the advantages to be realized through its employment, it is good business.

Cooperative retail service agencies which

This VSS Advisory Board at Front Royal, Virginia, is studying the operating set-up of the VSS. This board and others like it are elected by patrons in each community where VSS Service is rendered. They in turn elect VSS Directors.



operate on a non-profit basis are preferable, but where a cooperative is not in existence and cannot be established, private dealers who will cooperate with the farmers in the trade territory by servicing the supplies on agreed fair and public margins in return for voluntary ordering and other advantages to them of the system, make entirely satisfactory distributors. The private dealer who has the vision to lend himself and his facilities whole-heartedly to this program almost invariably makes more money. His margins are usually lowered, but his operating costs are lowered also. Private VSS Distributors have operated at a cost as low as 4 per cent when the average farm supply dealer was taking margins above 14 per cent.

Farmers must realize that they pay all the costs, salaries, rents, overhead and other expenses, of retail agencies handling farm supplies. It is logical for farmers in a given community to support one agency and pay one set of costs instead of several. Doing so leaves in the pockets of farmers in any trading community many thousands of dollars each year.

The Profit System or the Cooperative System?

The VSS is owned, controlled and used in their own interest by more than 50,000 farmers in Virginia and North Carolina. It is financed, equipped, manned and experienced. It is already supported by a fine volume of business. Is not this the time to give it 100 per cent support?

The profit-seeking business system has brought us to ruin. Cooperative business operates, not to amass profits, but to serve those who use it. The cooperative system and no other holds promise of a brighter day for agriculture.

As business men let us weigh the future. What is there in the non-cooperative system of farming which holds forth the slightest hope? But does not the cooperative method of buying our farm supplies practically guarantee both better quality and a saving in cost? Has not much been accomplished already?

Thousands of earnest men and women believe so. They are determined to win for themselves and their children a more independent position in life through cooperative effort. They recognize the remedy and they have the courage to apply it.

USE THE VSS



PHILIP N. STONEMAN
DIED NOVEMBER 5, 1932

Mr. Stoneman served on the VSS Directorate from 1925 until the time of his death and as President since August 21, 1931.

Cooperation Begins at Home

(Continued from Page 4)

ness is \$12 to \$14. The G. L. F. saves you the difference between that and \$7.75."

"Very well," I pursued. "That's what you save. But *how* do you do it? Don't you have all the same expenses any other concern would have?"

"No, not quite. Of course, we all buy at about the same price level, use the same kind of bags and pay the same freight. So the delivered carlot price is determined when you add five other costs to ingredients and bags.

"These five costs are for milling, for selling, for use of money for overhead and for profit. On these five points the G.L.F. saves money, and here's how:

"Our mills, we believe, are at least a little more efficient than the average.

"Our selling cost is very low. It ought not to be anything—and won't be when enough farmers get the idea.

"Part of our borrowed money comes a little cheaper.

"Our overhead is light. This is not only the result of efficiency, but because the same management runs what amounts to four large business enterprises—seeds, feeds, fertilizers, miscellaneous commodities—and distributes the costs over all four.

"Finally, in a cooperative organization there need be no provision for profit."

That brought up another question as we drove back to the office: "Could the

G.L.F. save farmers more money than it does?"

"Absolutely," Babcock replied. "In fact, the sales cost ought to be less than it is. When that comes down—as it will when more farmers get to be steady G.L.F. patrons—the milling cost will run lower."

From the cost of a postage stamp to a million-dollar mill, efficient economy pervades the G.L.F. operations. There was no hesitation in spending a million for the new mill in Buffalo when figures showed the investment would save money.

The mill is spotted where rail, truck and water transportation come together at a natural meeting place for western feed-stuffs and eastern demand. Lake steamers can unload 15,000 bushels an hour into the 750,000,000-bushel elevator. Twenty-five bags a minute, sewn up and tagged, can be taken off each of the light feed lines. A chemical laboratory in the mill checks and tests to make sure of continuous quality and purity in the ingredients. A staff of expert buyers and traffic men keeps materials flowing into the mill fast enough to supply the G.L.F. demand.

Three fertilizer plants, a paint factory, and a big seed warehouse are owned by G. L. F. stockholders. The seed department combs the producing areas as far west as Idaho to supply the best qualities of grass, grain and vegetable seeds.

"Why," I asked Babcock, "are you venturing into the marketing business? Aren't you just making more trouble for yourself?"

"Plenty," he answered. "But a marketing service is needed. We can furnish the facilities. So it's our job to try it. If we can save money for farmers on their supplies, maybe we can save some more—or make some more—on selling their products."

I was invited to attend a meeting of the board of directors of the new G.L.F. marketing company. All are G.L.F. executives who have been long with the exchange and are thoroughly imbued with its policies. Babcock was there, sitting on his backbone in a big chair, leaning against the mantel, pacing the middle of the room, in his characteristic nervous fashion. The disposal of a large quantity of red kidney beans was before the board. The man who had the job of selling the beans was present. He was starting next morning to canvass grocery houses.

"How about this ten-cent brokerage charge? It's always figured in the bean deal. Now, if I can give the buyers that I can sell beans a little faster. Or shall we try to get it for the farmers?"

No vote was taken. All voices present spoke at once:

"Get it for the farmers!"

That, they seem to believe, is the fastest way to push cooperation along.

Stablization of the Measure of Value

By DR. G. F. WARREN, *Cornell University, Ithaca, N. Y.*

SO little is known about the causes of the present depression that it is necessary to dispose of some popular illusions before starting a discussion of the subject. Correct diagnosis is the first step in medicine and economics.

Overproduction Not the Trouble

Throughout history, a decline in prices due to monetary causes has always popularly been attributed to overproduction, without stopping to look at the facts. For 75 years before the war, the production of food and feed crops in the United States increased at the compound rate of 3.02 per cent per year. From 1915-'29, it increased only 0.6 per cent per year. If correction is made for the reduced number of horses and mules, the rate of increase is 1.17 per cent per year. We have had surpluses and shortages of some crops owing to the weather, but there is no evidence of general overproduction.

Total production of all commodities per capita in the United States increased for 75 years before the war at the rate of 1.73 per cent per year, but from 1915-'29 increased only 0.64 per cent.

For 75 years before the war, world physical volume of production of all basic commodities rose 3.15 per cent per year. Since 1915, the rate has been distinctly less. Instead of the phenomenal increase in output which is popularly imagined, the rate of increase in output has declined. Stocks are in some cases piling up because of unemployment, but these are results of the depression rather than its cause.

Too Much Efficiency Not the Trouble

Having accepted the erroneous idea that overproduction is the cause, many unemployed engineers have turned to economics with about the same success that economists would have in building bridges. They have been deluded by the apparent efficiency in factories into thinking that the needs of humanity can be supplied by a few hours of work per week. Division of labor leads to erroneous conclusions as to increase in efficiency, because only a part of the process is visible. A farmer with a tractor, tractor equipment, a combine, and a truck, is able to grow and harvest more wheat than was formerly grown per farmer. The increase in efficiency is far less than is assumed, because

there has been a change in the residence of those whose time is required to produce the wheat. Many invisible persons are involved in the production of machinery and fuel that the farmer uses.

Statements are commonly made of the spectacular increase in the output of shoes per worker in the shoe factory. These are misleading. The labor on a pair of shoes includes a part of the time of the persons growing cattle and handling, marketing and skinning them, labor involved in the handling, shipping and tanning of hides, and labor involved in the handling and shipping of leather. Some workers must make the machinery used in these industries, others must make the buildings and the building materials involved in this endless process. Still others must finance the business. Back of these, there is the mining of coal, the building of railroads and of electrical lines and electrical equipment, and the production of cotton and tanning materials. To complete the process, the shoes must be shipped and sold at retail. This involves the time of more bank clerks, railroad employers, traveling salesmen, retail salesmen, delivery boys, store builders, and paper-box manufacturers, and further fuel and light. Finally the shoes are fitted to the buyer's foot. No mass production has done away with the consumer's desire to try on several pair. It is not probable that any sudden decrease in the time required has occurred in the complete process.

We have no indication of any sudden increase in total production of all commodities per capita at any time in history.

There are sudden decreases, such as occurred in 1921 and 1931 when millions of workers were unemployed.

Too Much Democracy Not the Trouble

By specialization, each of us produces so much of something that each of us can have more of everything. The battery that keeps this modern machine running is the medium of exchange—money. When money is stable in value, the machine works well. When inflation occurs, it runs too fast. When deflation occurs, it stalls. Since the exchange of goods is stopped, unemployment occurs and there is starvation in the midst of plenty.

The millions of unemployed in cities would like to produce goods that the farmers want in exchange for food. The farmers would like to exchange food for things that these unemployed persons would gladly produce. But the medium of exchange has broken down. It has also broken down as between workers within the cities. The unemployed carpenter would like to build a house for the unemployed textile worker, who, in turn, would like to make textiles in exchange for house rent. But since the exchange system has broken down, both are unemployed. In some cases, we have reversion to barter, but our civilization is too complex to allow this to go far.

Most of us believe that in society organized on the basis of individual initiative; that is, a capitalistic society. The operation of such a society depends on the medium of exchange. When the medium of exchange fails to function, the organization of society that depends on this medium is attacked. If we cannot invent a stable measure of value, there is danger of forcing some kind of a socialistic state that will attempt to regulate distribution by government action.

When the battery of an automobile fails to function, we should get a new battery rather than turn to a wheelbarrow. If we are to discard automobile transportation, it should be on the merits of the automobile and not on the accident of a defective battery. If we are to adopt state capitalism, socialism, or communism, it should be on the relative merits of these systems rather than because of a failure of the medium of exchange to function

DR. WARREN

A careful reading of this statement by Dr. Warren, one of the outstanding economists in America, will give a better understanding of the real causes of this depression and of the way out.

The price of farm products must be raised or farm debts must be lowered. The vicious and senseless deflation policy now in effect in this country has made impossible the payment of debts reasonably incurred at a higher price level. We must either suffer practically universal bankruptcy or raise the price level by reflation of the currency.

Ask your Senator and your Representative in the House to support legislation which will effectively cheapen the present impossibly high dollar and bring the price level up to the debt level. The facts set forth by Dr. Warren clearly demonstrate that this action is essential to the restoration of economic security to the people of this nation.

properly. The thing to correct is not the organization of society, but the tool that is not working properly.

Not a Business Cycle

The depression is not a business cycle, although several violent business cycles can occur before adjustment is made to the collapsed price structure.

What Is Price?

Once upon a time, a farmer found that he could get 23 hogs for 60 sheep. At a later time, he found that it required 120 sheep. Why the change? If there were time to question you individually, some of you would say that there were too many sheep at the second date. Others would say that there were too few hogs. Others would give the correct answer, that we do not know. There might have been too many sheep or a reduced demand for them; or there might have been too few hogs or a high demand for them. There are many other possibilities. There might have been a shortage of both sheep and hogs, but a greater shortage of hogs; or there might have been a surplus of both sheep and hogs, but a greater surplus of sheep. The only way to determine the cause of the changed relation is to compare sheep and hogs with many other things. Suppose we find that hogs exchange for twice the former amount of innumerable things. Who would then be so foolish as to attempt to explain the changed ratio as due to the supply of sheep? But if we change the 23 head of hogs to 23.22 grains of gold and change the sheep to pounds of wheat, practically everyone says at once that there is an overproduction of wheat. If a bushel of wheat (60 pounds) exchanges for 23.22 grains of gold (otherwise named \$1), and if at a later time it takes two bushels of wheat to get the dollar, we blissfully exclaim it as too much wheat.

There are four factors in price, not two, as is commonly supposed. This error has been the cause of innumerable business failures and of much foolish legislation. The price of wheat is the ratio of the supply of wheat and demand for it to the supply of gold and the demand for it.

Our present measure of value is a given weight of a single commodity, the value of which changes with the supply of this commodity and the demand for it in precisely the same way as the value of any other commodity changes.

The "money" illusion is as thoroughly dominant in this generation as was the illusion of a flat earth about which the sun revolved in the time of Galileo. It is almost as dangerous for an economist to challenge the money illusion as it was for Galileo to threaten the foundations of civilization by saying that the earth revolved.

Relationship of Gold to Prices

For 75 years before the war, world monetary stocks of gold divided by total production of other things equalled prices in England. During the war, prices on a gold basis doubled. How did this occur? For the very simple reason that most of the world abandoned the gold standard and stopped bidding for gold. Gold, therefore, moved to the few places where it was freely purchased. The low demand reduced its value, just as the demonetization of silver reduced its value.

When the various countries attempted to return to a gold basis, the increased demand raised the value of gold. France returned to a gold basis June 25, 1928, and the gold panic was soon on. Now thirty-one countries have given up the effort to maintain a fixed price on gold. But they are still bidding for the world's gold supply. It is possible that they will definitely demonetize gold and stop bidding for it and make it cheap again, but this is not probable. The value of gold is determined by world supply and world demand, not by location.

To keep pace with business, the world gold stocks must increase as rapidly as the production of other commodities, or about 3.15 per cent per year. But the increased use of gold in industry is about as rapid as the growth of business. In order to increase the world monetary stocks by 3.15 per cent per year, it is necessary that the production be 5.6 per cent of stocks, the additional amount being necessary for industrial uses. This would call for production of about 32 million ounces this year. The actual production is about three-fourths of this amount.

The present rate of gold production would result in a gradual decline in prices even if there had been no war. But our major difficulty results from changes in the demand for gold.

During the many years when there was a low demand for gold, our debt, tax and business structure became fairly well adjusted to a commodity price level about 50 per cent above pre-war. We are, therefore, in the position of having a world gold supply of only about two-thirds the amount required to support the price level to which business is adjusted, provided the former gold-using countries continue to bid for gold. This situation results in such a frantic demand to get gold that even the gold supply which we have is used inefficiently.

Recognizing that the low value of gold was due to low world demand which would probably be temporary, I have since 1918 been giving many lectures and writing many bulletins indicating the expectation that gold would return to its pre-war value or higher. This expectation still holds. If all the former gold-using countries return to the gold basis, and if the

United States continues to maintain its present monetary standard, it is to be expected that commodity prices will average below pre-war for the next ten years. Extremely violent price fluctuations will be expected as each country attempts to secure and maintain more than its pre-war share of the world's gold supply. Each country needs about 50 per cent more than its pre-war share of the total.

Debts

In 1929, public and private debts in the United States amounted to about 203 billion dollars. The National Industrial Conference Board estimated the national wealth at that time as 362 billion dollars. Since then, public debts have steadily increased; but private debts have been reduced somewhat by bankruptcies and payment. The total is now estimated at about 174 billions, or nearly one-half the value of the property in 1929. What the property is worth compared with 1929, most of you can guess. At the present price level, the debts represent so close to the value of the property that a large part of them can never be paid.

Deflation or Reflation?

The price level must be raised to the debt level, or the debt level must be lowered to the price level. This is a matter of grim reality that cannot be cured by psychology, confidence, or government lending.

We must choose between deflation and reflation. No country likes to change its monetary system, nor does any country like to go through wholesale bankruptcies and continue to have millions of unemployed. Our choice is not between two desirable things. It is between two undesirable things. Merely raising the well-known objection to either procedure does not commend the other. The question is: "Which is worse?"

If we wish to go through with deflation, we may as well proceed with the bankruptcies, foreclosures, and public defaults and get them over with. Merely postponing by lending some money or attempting to hold up the price of this or that thing will accomplish very little.

Deflation

If deflation is completed, the following are some of the innumerable adjustments yet to be made.

At the new price levels, public and private debts are nearly equal to the national wealth. These debts will have to be reduced. The only plan thus far proposed for reducing them is bankruptcy and private adjustment. This will probably require three or four years for the major adjustment and a generation to complete the process. While the more serious part

of this is taking place, bankrupt homes, farms, and other properties will always be for sale at less than new costs of construction, regardless of how low these costs may fall. Therefore, little building of any kind is to be expected. Consequently most of the basic industries will operate at low capacity and severe unemployment will be continuous. Business cycles in such a period will be suppressed cycles.

The vigorous efforts to reduce taxes will do well if they succeed in making cuts equal to the new taxes necessary to feed the unemployed. Some shifting from real estate to other forms of taxation may occur.

Public debts will increase and some of the government units will find it impossible to meet their obligations. It will be years before taxpayers get these debts paid.

Adjusting a price level down requires much more time than adjusting it up. It is not difficult to adjust public and private debts to a higher price level, but it is very difficult to reduce them. To adjust debts up merely requires that the usual purchases be made at the new price level with the usual percentage of credit transactions. To adjust debts down means the slow process of bankruptcy. Bankruptcy acts like a house of cards—each bankruptcy starts another.

Bank deposits will decline because of the reduced amount of business and the lower prices at which business is done and the tendency to use cash rather than checks. This latter movement is encouraged by fear of banks, lack of banks, lower interest payments on deposits, charges for checks, taxes on checks, and high postage rates. Many further bank failures will occur.

Because of severe unemployment, some workers are working for extremely low wages, but it is not to be expected that the general wage level will decline to the price level. The long-time tendency is for wages to rise as the output per worker increases. Whenever the debts are liquidated so that business can proceed, wages will be far above pre-war.

Interest rates will be much below pre-war for safe securities, but a large part of the business will be on such a precarious basis that, for some years, rates for agriculture and industry may be high. Interest payments on bank deposits will be decidedly reduced. It will be impossible for life insurance companies, universities, hospitals and other institutions that depend on investments to keep up their incomes. Life insurance rates will probably rise. The average size of policies will be reduced.

The size of fire insurance policies will be reduced, losses will be increased, and rates probably will be raised.

Innumerable prices which have not declined will fall. Some of these are freight rates, telephone charges, price of newspapers, doctors' fees, dentists' fees, and telegraph charges.

Large numbers of corporations will disappear by bankruptcy or by combination to avoid bankruptcy.

Wholesale writing down of the capital of industrial plants, farms, and city real estate will be necessary.

Costs of distribution will gradually decline so that prices paid to farmers will again come into adjustment with the prices which they pay. Much of this can be done in a half-dozen years. Probably it can be completed in a generation.

Some basic commodity prices have fallen too low even for the conditions and will rise.

Innumerable measures will be tried in attempts to hold up prices of this or that thing. Tariffs, bounties, farm boards, domestic allotments, restrictions on trade between states under sanitary and other guises, pools, gentlemen's agreements, and many others will continue to be tried. Some of these may do a little good, but they will continue to result in disillusion and disappointment. Maintaining the present price of gold means bringing the whole debt and price structure down. To attempt to hold each individual thing up and yet bring down the whole is like sinking a ship, but attempting to hold up each rivet and doorknob in it.

Nothing is gained by minimizing the gravity of the situation. Repeated confidence statements cannot change the facts. They discredit leadership and cause losses to innumerable individuals through false hopes. While the country has never before experienced as great deflation as we are now attempting, we have had experiences which indicate the probable length of the deflation disease. It usually takes six or seven years to go far enough with the bankruptcy process so that construction can begin, and it takes many more years fully to complete the process.

While it is not the purpose of this discussion to consider what the individual can do for himself, I should like to insert one piece of advice to the millions of farmers and city home owners who are losing their homes and lifetime savings. If one has a good farm, it seems to me that the best thing to do is to retain possession of it as long as possible, in the hope that some temporary rise in prices or possibly a monetary change will enable him to keep the property. If he gives up, the savings are surely gone. He has little to lose from holding on as long as any slight chance remains.

The man who has failed in business or is out of work is blamed for it, and he often blames himself. This is adding insult to injury. Most of the failures are

not due to unsound business, but to unstable money, for which no individual is to blame. The farmer or business man who has failed should not be despondent or commit suicide. He should feel like a man who has just gone through a tornado, stripped of his property, but escaped with his life. His family and friends should treat him accordingly.

It is not improbable that the high value of gold will result in discoveries of it, so that a later generation will have inflation.

The general attitude of the public seems to be to prefer to write everything down in terms of gold rather than raise the price of gold. The strain on public credit to feed unemployed persons and the social confusion from such general bankruptcies may make it impossible to complete the process. No such violent deflation has yet been carried through by any modern nation.

If the process is carried through, a new generation can be prosperous—except a foolish laws remain to plague it. Any price level is satisfactory after business is adjusted to it.

Reflation

The effect of rising prices is the same regardless of the cause. If for any reason the price level is restored, it does not mean that all prices will rise equally. Many prices have not declined, or have declined little. Restoring the price level would relieve them of the necessity of declining. The major ones are debts and taxes. If commodity prices were raised, buying would begin because rising prices cause buying. Jobs would be available. Houses would be in demand. The debts and taxes on the houses and farms could be paid, and the debts would not have to be cut by bankruptcy.

Many charges, such as freight rates, doctors' fees, telephone rates and the like, are already adjusted to the price level that would be established. They would not rise, but would be relieved from falling.

Costs of distribution would rise very little. Therefore, prices paid to farmers and other producers would rise much more than retail prices. This would bring farm prices into adjustment with other prices. It is sometimes said that two steps are necessary, first restore the price level, and second, restore the relationships of farm prices to other prices. If the first step is taken, the second follows automatically.

Prices of basic commodities such as copper, corn, wheat, and cotton would rise very decidedly because they are far below the price level that would be restored.

The declines in value of homes and farms would be stopped.

In general, the prices that have not yet

declined would be relieved from declining, and those that have declined would be restored.

Probably nothing is more universally wished for than a rise in commodity prices. We are willing to have the Farm Board buy wheat and cotton, pile tariff on tariff, lend billions of government money—all in the hope that commodity prices may rise. But when any proposal is put forward that will raise the whole price level, it is commonly considered sacrilegious. There is probably no other subject on which so many people have formed positive convictions without scientific evidence. It is the responsibility of farm organizations to give consideration to the various possible methods of procedure.

When a city is on fire, there are only two ways to proceed. One is to let it burn itself out and get ready for the next generation to build a new city; the other is to attempt to put out the fire, even at the risk of some damage from water. Perhaps I should mention a third way of trying to dispose of it, by saying that it does not exist.

Since the general level of commodity prices is the reciprocal of the value of money, there is no way to raise the price level except as the value of money declines, or is lowered by law.

What Stabilization Means

Stabilizing the commodity price level does not mean that any single commodity will be free from fluctuations in price due to the supply of it or the demand for it. It does mean that commodity prices as a whole may be freed from being swept up or down as a mass due either to world supply of gold or frantic changes in the demands for it. There are many proposals for limited or complete stabilization.

Credit Expansion

A gradual and slow increase in the amount of monetary circulation plus bank deposits per dollar of gold in the United States has been taking place for many years. There is no indication that the Federal Reserve system has speeded up this normal growth of circulation plus credit per dollar of gold. Whenever the normal is much exceeded, a reaction occurs.

Some persons believe that the Federal Reserve system is to blame for the decline in prices and that there is gold enough to maintain pre-deflation prices if credit were properly managed. The evidence indicates that a rise in the value of gold was inevitable with the return of the world-wide demand for it. Credit management might have prevented a part of the stock market boom. No evidence has been found that credit management could have prevented a decline in commodity prices, or that the 1929 commodity prices

can be restored by credit management and still maintain the present price of gold.

By the management of credit, it is possible to throw commodity prices out of line with gold by a limited amount. There is no indication that any permanent change in this relationship can be accomplished in this way. Over-expansion of credit brings on a reaction, and so does over-contraction of credit. The policy of the federal government in 1932 was based on the theory that prices could be raised by credit. The Reconstruction Finance Corporation lent money to many agencies in the expectation that credit expansion by the Reconstruction Finance Corporation and the Federal Reserve banks would raise prices and restore equities back of securities and start business activity. The policy did check contraction, at least temporarily; but only a rise in the price structure can stop bankruptcies and start employment. It is not possible to expand credit sufficiently to do this and still maintain the present price of gold.

Currency Expansion

It is very easy to raise the price level by an expansion of the currency, but any expansion that is sufficient to restore the prices of commodities to the debt level would make it impossible to continue to redeem each of the paper dollars with 23.22 grains of gold. There is no way of printing paper money that will make it possible materially to change the relative values of gold and commodities.

Remonetization of Silver

By adopting bimetallism or symmetalism, it is possible to set any price level that is desired. If silver is remonetized, it should certainly be done by symmetalism, as proposed by the great English economist, Alfred Marshall. This proposal is now receiving considerable attention in England. It is very simple. Instead of having a dollar exchange for 23.22 grains of gold, it would exchange for some given weight of gold plus a given weight of silver. Since two commodities are more stable than one, and since silver production is less erratic than gold production, such a money would be more stable than gold. If once established, it would work in the same way in which the gold standard works, except for greater stability.

Re-Valuation

Most of the continent of Europe has reduced the weight of gold in the monetary unit. It is probable that England and the thirty other countries that have suspended the gold standard will do the same. If so, this will leave the United States as one of the very few countries that attempts to maintain the pre-war

price of gold regardless of the supply of it or demand for it.

France reduced the weight of gold in the franc by four-fifths, so that when our prices are 100, her price level is about 500. The present outlook is that England will probably reduce the amount of gold in the pound by 30-50 per cent. The United States reduced the weight of gold in the dollar by 6.25 per cent in 1834. By reducing the weight of gold in the dollar, any desired price level can be established. The future course of prices would depend on future supply of gold and future demand for it.

Managed Currency

Two proposals have been advanced to provide for a permanently stable measure of value. One of these proposes a managed currency to be controlled by central banks in such a way as to keep the average of commodity prices stable. To operate such a system requires willingness and intelligence in the bank management, and freedom from influence by politics or desire for profits.

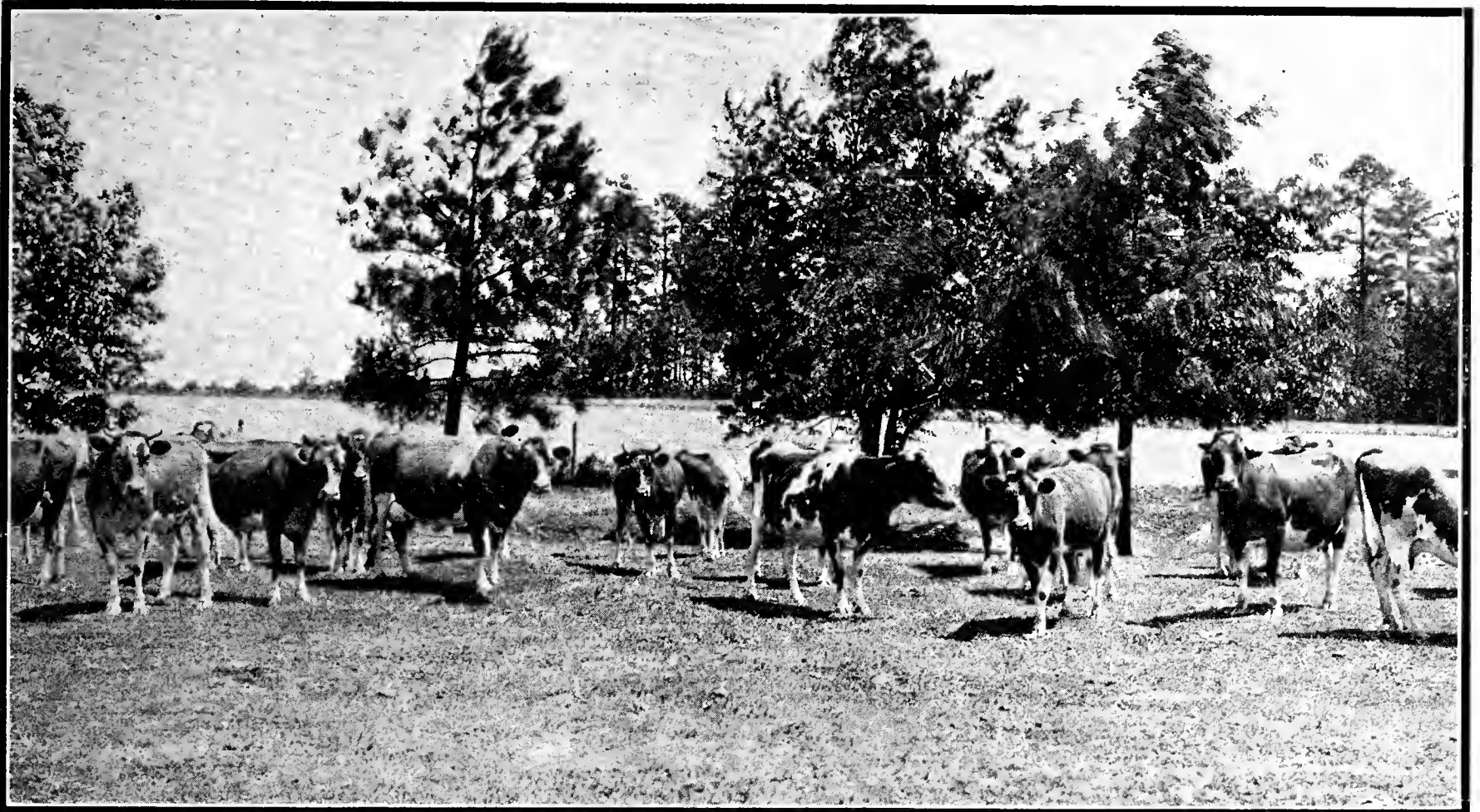
At innumerable times in history, the gold standard has broken down and a managed currency has been substituted. After great revolutions such as the American Revolution, the French Revolution, and the German Revolution at attempts to pay reparations, nations were so completely bankrupt that their currencies were "not worth a Continental."

At innumerable other times, after the failure of the gold standard, a managed currency has been operated with a considerable degree of success. England had such a currency from 1915 to 1925 and has had such a currency since September, 1931. Prices in England since she left the gold standard have been more stable than prices here. Apparently, such a country as England could permanently operate such a currency successfully. The possibility of a managed currency should not be judged entirely by its success or failure when conditions are so bad that the gold standard has failed.

The Compensated Dollar

The compensated dollar is a proposal to establish by law a currency redeemable in gold, but the weight of gold for which the dollar would exchange would vary with the index number of wholesale prices of all commodities; that is, if prices rose 1 per cent, the weight of gold for which the dollar would exchange would rise 1 per cent. If prices fell 1 per cent, the dollar would exchange for 1 per cent less gold. The gold would be kept in bars in the Treasury and central banks. This would keep the dollar stable in buying power for the average of all commodities.

The dollar has to be rubber either as to weight or as to value.



Note the fine condition of this herd of Guernseys owned by J. C. McKesson, Chesterfield County, Virginia. This herd has been VSS fed for the past four years.

1933 DAIRY FEED PROGRAM

VSS Dairy Feeds fall into two classifications. The first group of formulas listed below conform to the highest dairy feeding standards. The minimum of total digestible nutrients for this group is 1475 pounds per ton and the minimum fat guarantee is 4%.

The second group comprising the "Emergency" rations are simpler mixtures, formulated to use maximum quantities of ingredients which are plentiful in supply and low in price.

- Supplemental Dairy, 28%
- Super Milkmaker, 24%
- Milkmaker, 24%
- Super Exchange Dairy, 20%
- Exchange Dairy, 20%
- Cotton Belt Supplemental, 15%
- Fitting Ration, 12%

- 24% Emergency Dairy
- 20% Emergency Dairy
- 18% Emergency Dairy

The following formulas of VSS Milkmaker, 24%, and VSS 24% Emergency Dairy are typical of the two groups. While both are 24% Feeds and 24% Emergency Dairy actually contains more pounds of T.D.N. per ton, it costs approximately \$2.50 less per ton than Milkmaker.

VSS MILKMAKER, 24%

- 600 lbs. Corn Gluten Feed
 - 260 " Cottonseed Meal, Choice
 - 200 " Wheat Bran
 - 320 " Hominy Feed and Corn Meal
 - 100 " Malt Grains
 - 300 " Soybean Oil Meal
 - 160 " Molasses, Cane
 - 20 " Bone Meal, Steamed
 - 20 " Ground Limestone
 - 20 " Salt
- 2000 lbs.

Guaranteed Analysis

Protein (Minimum)	24%
Fat (Minimum)	4%
Fiber (Maximum)	8.5%

Digestible Protein—20.20%
Total Digestible Nutrients
in 1 ton—1490 lbs.

VSS 24% EMERGENCY DAIRY

- 1000 lbs. Corn Gluten Feed
 - 200 " Corn Gluten Meal
 - 180 " Cottonseed Meal, Choice
 - 160 " Wheat Bran
 - 160 " Hominy Feed and Corn Meal
 - 100 " Malt Grains
 - 140 " Molasses, Cane
 - 20 " Bone Meal, Steamed
 - 20 " Ground Limestone
 - 20 " Salt
- 2000 lbs.

Guaranteed Analysis

Protein (Minimum)	24%
Fat (Minimum)	3%
Fiber (Maximum)	9%

Digestible Protein—20.10%
Total Digestible Nutrients
in 1 ton—1495 lbs.

VSS Starting and Growing Mash

For Low Production Cost

1. It is a complete feed—nothing else needed but water.
2. Gives rapid and balanced growth.
3. Easy to feed—chicks like it.
4. Equally well adapted for battery or colony brooding.
5. Contains only fresh ingredients mixed on open formula developed by College Poultry Feed Conference Board.
6. Costs less than commercial chick starters made by private companies.

Present conditions make it imperative that broilers and pullets be grown at low

cost. The cost of the feed and the results obtained from it are a major factor in determining costs.

Use of VSS Starting and Growing Mash assures minimum feed cost and the best possible feeding results. Study the formula on this page and arrange for your requirements with the VSS Distributor in your community.

81.76% of VSS Patrons report better results with VSS Starting and Growing Mash.

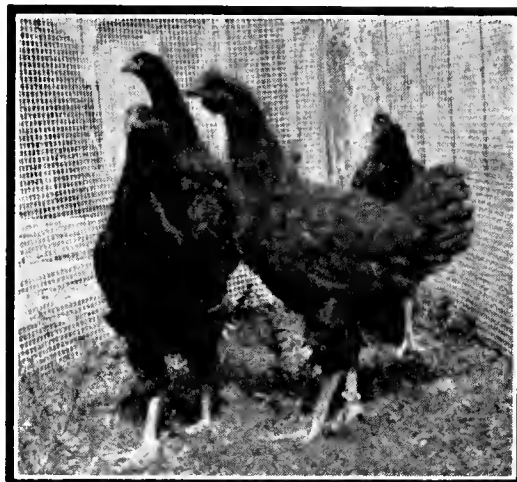
17.57% report the same results.
.67% report poorer results.

VSS STARTING AND GROWING MASH

300 lbs.	Wheat Bran
300 "	Flour Middlings
825 "	Corn Meal
100 "	Fine Ground, Low-fiber Oats
100 "	Soybean Oil Meal
200 "	Dried Skim Milk
60 "	Meat Scrap 55%
60 "	Fish Meal
40 "	Ground Limestone
10 "	Salt
5 "	Cod Liver Oil reinforced in Vitamin D
2000 lbs.	

Guaranteed Analysis

Protein (Minimum)	17.5%
Fat (Minimum)	4%
Fiber (Maximum)	6%



Mr. Dunlop weighed these four birds at 13 weeks. One cockerel weighed 4 lbs. 10 ozs.; another weighed 4 lbs. 9 ozs. One of the two pullets weighed 4 lbs. 1 oz. and the other 3 lbs. 12 ozs.

Part of Mr. Dunlop's VSS Fed R. I. Red pullets at 13 weeks of age. The size, vigor, type and color of these birds reflects both good breeding and good feeding.

OVER 2½ LBS. AVERAGE AT 10 WEEKS

D. F. Dunlop, Jeffress, Va., is one of the outstanding breeders of R. I. Reds in Virginia. He has an exceptionally well-bred flock and specializes in the production of fine breeders. He naturally wants the best feeds obtainable. For several years Mr. Dunlop has used VSS Feeds exclusively both for his laying flock and in growing his chicks.

Below are some of the facts reported by Mr. Dunlop as to his results last season with VSS Starting and Growing Mash:

1. Started 578 chicks in March. Loss at twelve weeks less than 2%.
2. Average weight at ten weeks over 2½ pounds.
3. One male chick weighed 2 lbs. 7 oz. at 8 weeks; 3 lbs. 10 oz. at 10 weeks.
4. The total feed cost for 572 birds up to 12 weeks was \$115.57—less than 8 cents per pound. (The present cost of VSS Starting and Growing Mash is 15% less than at that time.)
5. Some of the pullets began laying at 5 months.



A Capacity of 200,000 tons

**ONLY
75%
USED**

YOU intend to work yourself and your hired man to the limit. Why not work your cooperative just as hard? You know the VSS sets the price of feed. Why not give it volume enough to set the price as low as possible?

On this page is shown the VSS and G.L.F. poultry feed tonnage for the past ten years. Note that the volume of poultry feeds last year was approximately 152,000 tons. In addition to its output of dairy feeds, grain goods and stock feeds the mill at Buffalo should put out 200,000 tons of public formula poultry feeds each year. This is the tonnage which, when worked in with the manufacture and processing of other feeds, would result in the lowest mill cost per ton of poultry feed.

While the figures show that poultrymen have made steady progress in the cooperative buying of their feeds, *only 75% of the poultry feed capacity is being used.*

The inescapable fact is that if faster progress could be made, minimum costs for mixed poultry feeds thru the VSS would be attained just so much sooner.

Let's quit fooling! Let's either cooperate or go back to the old system of every man for himself. You know how far we got with it.

But if you are in earnest, go out and put or get some more birds on VSS Poultry Feeds. In no other way can you so effectively protect your price of feed in 1933 and every poultryman who knows the facts, must realize it.

VSS and G.L.F. Poultry Feed Tonnage

Fiscal Year	Tonnage Purchased	Per Cent Increase
1922-23	3,751.38	-----
1923-24	6,841.40	+82.37%
1924-25	7,933.24	+15.95
1925-26	14,176.87	+78.70
1926-27	28,227.82	+99.11
1927-28	55,781.15	+97.61
1928-29	89,378.03	+60.22
1929-30	138,011.52	+54.40
1930-31	145,178.50	+ 5.19
1931-32	151,891.15	+ 4.62

The above figures are for Public Formula Mixed Poultry Feeds. They do not include either cracked corn, whole corn, wheat, etc., or dairy and stock feeds.

Five to six million laying hens are being fed G.L.F. and VSS feeds. This is the largest flock of hens being fed by a cooperative system of buying, but is still 25 per cent short of the number necessary to run the mill to capacity on mixed poultry feeds.

The **VSS**

VIRGINIA SEED SERVICE
RICHMOND, VIRGINIA

Profitable Tobacco Crops

TOBACCO growers who used VSS Approved Open Formula Tobacco Fertilizers in 1932, with rare exceptions, made profitable crops. Many of them had per acre incomes comparable with pre-depression times.

They fertilized intelligently with a fertilizer the exact specifications of which they knew. Also they knew that the specifications, or formula, was that recommended by the State Agricultural Colleges—public institutions having the best available fertilizer knowledge and unprejudiced in the use of it.

The materials and the quantity of each used in a tobacco fertilizer are of vital importance from the standpoint of yield, quality and disease prevention. By using less expensive materials, or a larger proportion of such materials, it is possible to make fertilizers analyzing the same as VSS Approved Formula, but costing several dollars less per ton. The temptation for the fertilizer manufacturer to sacrifice quality in closed formulas was never so great as now. Farmers realize this and those who know the facts are insisting upon open formulas furnished them by their own cooperative organization.

VSS 4-10-6 for Tobacco

(APPROVED OPEN FORMULA)

Nitrate of Soda.....	105 lbs.
Sulphate of Ammonia.....	85 "
Animal Tankage	160 "
Castor Meal	100 "
Urea	35 "
16% Superphosphate	1075 "
Sulphate of Potash Magnesia.....	220 "
Muriate of Potash.....	120 "
Magnesium Lime	100 "
	2000 lbs.



VSS Fertilized Tobacco on the farm of M. M. Gordon, Pinnacle, North Carolina. Mr. Gordon used 600 pounds of VSS 4-10-6 per acre. Three acres produced 3600 pounds. Some of the tobacco brought as high as 60c per pound. His gross per acre sales were \$190.36.

PILOT MOUNTAIN (N. C.) GROWERS OBTAIN OUTSTANDING RESULTS

Progressive Tobacco Growers in the Pilot Mountain, N. C., community bought VSS Approved Formula Tobacco Fertilizer in 1932. Below their experience is given in their own words:

"I used VSS 3-8-3 Tobacco Fertilizer last year and liked it fine. My best grade sold at 60c per pound. This tobacco was the freest of disease I've grown in five years. I expect to use it under my entire crop next year. My first primings brought almost as much as my two preceding crops."—D. F. DEZARN, Route 3, Pinnacle, N. C.

"The dry weather cut my crop at least one-third. I haven't any fancy priced tobacco, but the VSS Fertilizer will certainly make it if any will. I used VSS 3-8-3 in 1932 and expect to use it just as long as I plant tobacco. As compared with a check plot where a commercial 3-8-5 was used the VSS gave much better results."—F. C. BAKER, Pinnacle N. C.

"In a field where VSS Fertilizer produced disease-free tobacco the crop grown with another brand of fertilizer diseased very badly. I expect to use VSS another year."—R. G. OWENS, Route 3, Pinnacle, N. C.

"I used VSS 3-8-3 under seven acres of tobacco last year. This tobacco sold at prices varying from 7c up to 53c per pound. I shall use VSS under my entire crop next year."—J. A. SMITH, Route 3, Pinnacle, N. C.

"VSS Tobacco Fertilizers are the best I've ever used. My gross sales from 3 acres, on which I used 800 pounds of VSS 3-8-3 per acre, totaled \$750.00. My average was 23c per pound."—JOHN CAIN, Route 2, Pilot Mountain, N. C.

"I averaged 1,000 pounds of tobacco per acre on four acres where I used VSS 3-8-3 in 1932. I expect to use it under my entire crop in 1933."—CHAS. R. FOWLER, Pilot Mountain, N. C.

"I used your VSS Tobacco Fertilizer last season and liked it fine. I liked the way it grew my crop."—J. E. BRYANT, Route 3, Pinnacle, N. C.

"I used VSS Fertilizer under my tobacco last year and think it the best I've used in years."—WESLEY BULLINGTON, Pinnacle, N. C.

"I found very satisfactory results from VSS Fertilizer. It seemed readily and evenly available for plant food throughout the entire crop growing year. At no time did the plants show any signs of disease."—DR. H. BERNARD, Pilot Mountain, N. C.

"I used VSS Approved Open Formula Fertilizer last season under my tobacco and it proved to be the best I've used in years. I will use VSS again next year."—W. E. MIDKIFF, Route 3, Pinnacle, N. C.

"VSS proves to be the best kind I have used and I have used several different brands. It holds well and is less diseased and makes an extra fine quality."—J. W. KING, Pinnacle, N. C.

*Note: Mr. King states that 3 acres grown with VSS Fertilizer averaged 1,200 pounds per acre. Some of his tobacco sold as high as 60c per pound and the average was 25c per pound. His income over fertilizer cost was \$291.20 per acre.

Save the Catalog Cost

MAIL order garden seed companies spend approximately half of your garden seed dollar for expensive catalogues, advertising and other costs of obtaining your order.

Is it not logical to buy just good, dependable seed rather than pretty catalogues? If you will order vegetable seeds from your cooperative from the simple price list on the following pages it can save you from 25% to 50% in cost.

At the same time you have complete assurance of obtaining the best quality of seed the markets afford, grown under the most careful supervision, and guaranteed to the extent of the purchase price to give results satisfactory to you. An additional safeguard of quality is the limitation of the varieties offered to those recommended for this territory by the Virginia Agricultural College and Virginia Truck Experiment Station. All of the recommended varieties are made available.

The VSS 4-cent packet contains more seed than most 10-cent packets—and better seed. Proportionate savings are reflected on other quantities thru this plan of cooperative seed buying which eliminates profits and unnecessary order getting expense.

GUARANTEE

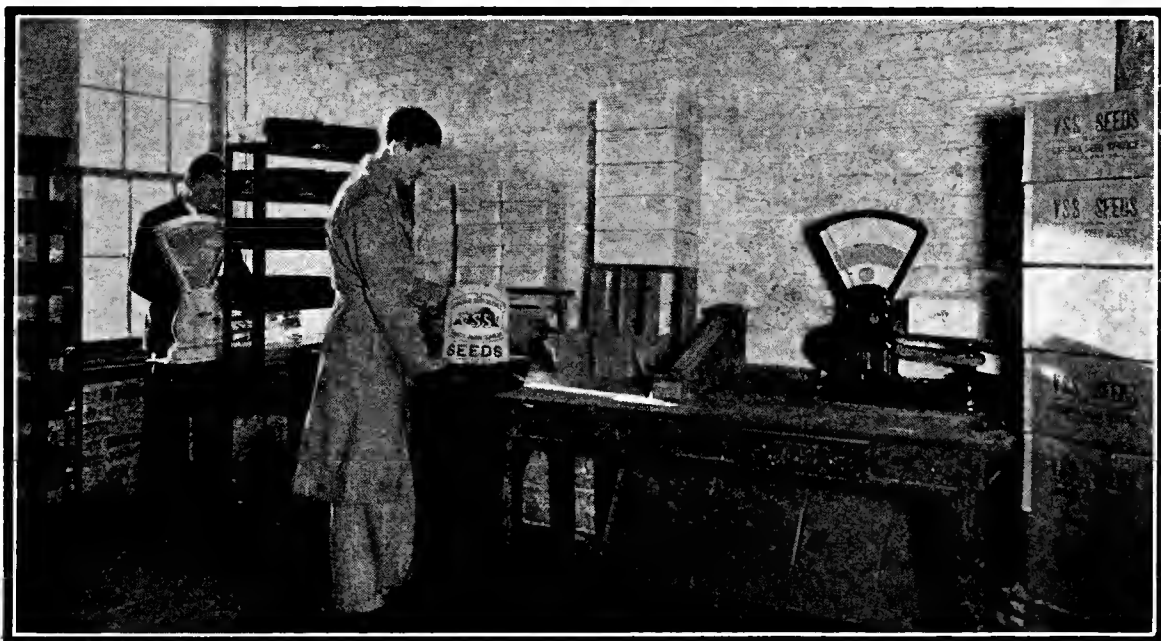
If you are not satisfied with the results obtained with VSS vegetable seeds write the VSS at any time within a year and the purchase price will be refunded. The VSS, however, will not assume liability for more than the purchase price of the seed.

ORDERING

Use the accompanying order blank and envelope. No postage is required. The variety number, quantity and price is sufficient. Remittance may be made by check, money order or stamps. Field and garden seeds may be ordered together.

CULTURAL DIRECTIONS

Complete cultural directions are given on each package of VSS garden seeds.



... GARDEN SEED PRICES ARE ON THE FOLLOWING PAGES ...

VSS GARDEN SEEDS

POSTPAID PRICES

(Complete Cultural Directions Printed on Each Package)

ORDER BY NUMBER—USE COMBINATION ORDER BLANK AND ENVELOPE

VSS ASPARAGUS

1 Mary Washington A rust resistant variety of outstanding merit. Vigorous grower. Produces exceptionally large stalks. Pkt. 4c; Oz. 10c; ¼ Lb. 30c; ½ Lb. 55c; 1 Lb. 95c; 5 Lbs. \$4.00.

VSS BRUSSELS SPROUTS

60 Long Island Improved A hardy strain producing large crops of tightly folded sprouts of excellent quality. Pkt. 7c; Oz. 20c; ¼ Lb. 60c; ½ Lb. \$1.00; 1 Lb. \$1.90; 5 Lbs. \$8.00.

VSS BUSH BEANS

10 Stringless Greenpod Abundant cropper, fleshy brittle pods, entirely stringless. Splendid for home and market gardening. Pkt. 7c; ½ Lb. 17c; 1 Lb. 25c; 2 Lbs. 45c; 5 Lbs. 90c; 10 Lbs. \$1.50.

11 Giant Stringless Greenpod Heavy bearing, hardy compact bushes producing brittle stringless pods. Pkt. 7c; ½ Lb. 17c; 1 Lb. 25c; 2 Lbs. 45c; 5 Lbs. 90c; 10 Lbs. \$1.50.

12 Bountiful Remarkably prolific, very hardy, extremely early. The pods are stringless. Pkt. 7c; ½ Lb. 17c; 1 Lb. 25c; 2 Lbs. 45c; 5 Lbs. 90c; 10 Lbs. \$1.50.

13 Refugee or 1000 to 1 A very productive late variety. Fleshy. This quality pod is not entirely stringless. Pkt. 7c; ½ Lb. 17c; 1 Lb. 25c; 2 Lbs. 45c; 5 Lbs. 90c; 10 Lbs. \$1.50.

14 Black Valentine A productive variety with some blight resistance. The pods are not stringless. Pkt. 7c; ½ Lb. 17c; 1 Lb. 25c; 2 Lbs. 45c; 5 Lbs. 90c; 10 Lbs. \$1.50.

15 Hodson Wax Exceptionally high yielding. The best fall crop wax bean. Not altogether stringless. Pkt. 7c; ½ Lb. 17c; 1 Lb. 25c; 2 Lbs. 45c; 5 Lbs. 90c; 10 Lbs. \$1.50.

16 Brittle Wax Produces remarkably hardy prolific bushes. Entirely stringless pods. Best of all wax beans. Pkt. 7c; ½ Lb. 17c; 1 Lb. 25c; 2 Lbs. 45c; 5 Lbs. 90c; 10 Lbs. \$1.50.

17 Red Valentine Round podded, early, hardy and very prolific. Not altogether stringless. Pkt. 7c; ½ Lb. 17c; 1 Lb. 25c; 2 Lbs. 45c; 5 Lbs. 90c; 10 Lbs. \$1.50.

VSS POLE BEANS

20 Horticultural Sometimes called "Wren's Egg" or "Cranberry". A tender snap when young. Excellent for shelling. Pkt. 7c; ½ Lb. 17c; 1 Lb. 25c; 2 Lbs. 45c; 5 Lbs. 90c; 10 Lbs. \$1.50.

21 Kentucky Wonder Very early, productive, bearing a fine crop of long thick straight pods. Pkt. 7c; ½ Lb. 17c; 1 Lb. 25c; 2 Lbs. 45c; 5 Lbs. 90c; 10 Lbs. \$1.50.

22 Lazy Wife Excellent for snaps, shell beans or dry beans. The pods are broad and stringless. Pkt. 7c; ½ Lb. 17c; 1 Lb. 25c; 2 Lbs. 45c; 5 Lbs. 90c; 10 Lbs. \$1.50.

VSS BUSH LIMA BEANS

30 Fordhook Bush The best large bush lima, very early. Produces sturdy plants approximately 2 ft. high. Pkt. 7c; ½ Lb. 25c; 1 Lb. 45c; 2 Lbs. 80c; 5 Lbs. \$1.90; 10 Lbs. \$3.50.

31 Wilson Bush The earliest of the large flat bush sorts. Very prolific. Pkt. 7c; ½ Lb. 20c; 1 Lb. 35c; 2 Lbs. 60c; 5 Lbs. \$1.20; 10 Lbs. \$2.10.

32 Henderson Bush A small lima or "butterbean" of true bush growth. Bears tremendously. Pkt. 7c; ½ Lb. 20c; 1 Lb. 30c; 2 Lbs. 55c; 5 Lbs. \$1.15; 10 Lbs. \$1.95.

VSS POLE LIMA BEANS

40 Sieva The "butterbean" of the South. Very early, hardy and wonderfully productive. Pkt. 7c; ½ Lb. 20c; 1 Lb. 30c; 2 Lbs. 55c; 5 Lbs. \$1.00; 10 Lbs. \$1.70.

41 Sunnybrook Earlier than other large seeded pole limas. Best quality. Very prolific. Pkt. 7c; ½ Lb. 20c; 1 Lb. 35c; 2 Lbs. 60c; 5 Lbs. \$1.15; 10 Lbs. \$2.00.

42 Burpee's Giant Podded The largest of pole limas. Produces abundantly. Pkt. 7c; ½ Lb. 20c; 1 Lb. 35c; 2 Lbs. 60c; 5 Lbs. \$1.15; 10 Lbs. \$2.00.

VSS BEETS

50 Crosby's Egyptian Splendid for home and market gardening. Very early. Dark red color with lighter zoning. Smooth. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; 1 Lb. 75c; 5 Lbs. \$3.20; 10 Lbs. \$6.00.

51 Detroit Very fine dark red variety. Smooth but has very little top. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; 1 Lb. 75c; 5 Lbs. \$3.20; 10 Lbs. \$6.00.

52 Mammoth Prize Long Red Mangel Improved strain which grows very large and well out of the ground. Pkt. 4c; Oz. 10c; ¼ Lb. 20c; 1 Lb. 55c; 5 Lbs. \$2.20; 10 Lbs. \$4.00.

VSS BROCCOLI

55 Italian Green Sprouting or Calabrese A delicious vegetable, very popular in Eastern Virginia. Resembles the Cauliflower but produces edible green flower stalk and buds. Pkt. 7c; ½ Oz. 30c; 1 Oz. 50c; ¼ Lb. \$1.50; ½ Lb. \$2.75; 1 Lb. \$5.00.

VSS CABBAGE

70 Early Jersey Wakefield The best very early cabbage. Uniformly hard and solid pointed heads. Pkt. 7c; Oz. 20c; ¼ Lb. 60c; ½ Lb. \$1.10; 1 Lb. \$1.95; 5 Lbs. \$7.90.

71 Charleston Wakefield A heavy yielder of very fine solid heads, larger than Jersey Wakefield but 2 weeks later in maturity. Pkt. 7c; Oz. 20c; ¼ Lb. 60c; ½ Lb. \$1.10; 1 Lb. \$1.95; 5 Lbs. \$7.90.

72 Copenhagen Market Early, medium size, round-headed cabbage. Uniform, solid and of good quality. Pkt. 7c; Oz. 25c; ¼ Lb. 75c; ½ Lb. \$1.40; 1 Lb. \$2.45; 5 Lbs. \$10.00.

73 Succession. Popular second early sort, producing very large, somewhat flattened heads. Pkt. 7c; Oz. 15c; ¼ Lb. 50c; ½ Lb. 95c; 1 Lb. \$1.80; 5 Lbs. \$7.75.

74 All Seasons Wisconsin Yellows resistant strain. Extremely hard and solid. Good for early or late planting. Pkt. 7c; Oz. 15c; ¼ Lb. 50c; ½ Lb. 95c; 1 Lb. \$1.80; 5 Lbs. \$7.75.

75 Wisconsin Hollander Bred for resistance to cabbage yellows. Exceptionally fine strain with good keeping qualities. Pkt. 7c; Oz. 45c; ¼ Lb. \$1.35; ½ Lb. \$2.45; 1 Lb. \$4.50; 5 Lbs. \$20.25.

76 Danish Ballhead Produces round, solid and very uniform heads. Popular for winter because of fine keeping qualities. Pkt. 7c; Oz. 20c; ¼ Lb. 65c; ½ Lb. \$1.15; 1 Lb. \$2.20; 5 Lbs. \$9.75.

77 Perfection Drumhead Savoy Unquestionably the best all-around Savoy. Produces round, very solid uniform heads. Pkt. 7c; Oz. 20c; ¼ Lb. 65c; ½ Lb. \$1.15; 1 Lb. \$2.20; 5 Lbs. \$9.75.

78 Late Flat Dutch Good variety for fall or winter. Makes large flattened heads of remarkable solidity; keeps well in winter. Pkt. 7c; Oz. 15c; ¼ Lb. 50c; ½ Lb. 95c; 1 Lb. \$1.80; 5 Lbs. \$7.75.

VSS GARDEN SEEDS—Continued

VSS CAULIFLOWER

91 Early Snowball Very early of dwarf growth with fine, solid, good size heads. Pkt. 14c; ½ Oz. 90c; 1 Oz. \$1.70; ¼ Lb. \$6.00; ½ Lb. \$11.00; 1 Lb. \$21.00.

92 Dry Weather Unsurpassed for sections experiencing long season of hot and dry weather. Pkt. 14c; ½ Oz. 90c; 1 Oz. \$1.70; ¼ Lb. \$6.00; ½ Lb. \$11.00; 1 Lb. \$21.00.

93 Erfurt An early dwarf variety which is very reliable in heading. Pkt. 14c; ½ Oz. 90c; 1 Oz. \$1.70; ¼ Lb. \$6.00; ½ Lb. \$11.00; 1 Lb. \$21.00.

VSS CARROTS

80 Chantenay Very productive. Excellent quality for home and market gardening. Measures about 2½ in. in diameter at the shoulder. Pkt. 4c; Oz. 15c; ¼ Lb. 40c; ½ Lb. 65c; 1 Lb. \$1.10; 5 Lbs. \$5.00.

VSS CELERY

101 Golden Self-Blanching Selected French grown seed. Probably the best variety for home or market gardens. Pkt. 14c; Oz. 45c; ¼ Lb. \$1.35; ½ Lb. \$2.45; 1 Lb. \$4.50; 2 Lbs. \$8.80.

102 Golden Plume or Wonderful Early, blight resistant, outstanding new variety. Produces heavy stalks with well balanced and solid hearts. Pkts. 14c; Oz. 60c; ¼ Lb. \$1.80; ½ Lb. \$3.30; 1 Lb. \$6.00; 2 Lbs. \$11.75.

VSS SWEET CORN

110 Golden Bantam Famous for its quality. The earliest and sweetest variety. Ears 5 to 6 in. long, yellow color. Pkt. 7c; ½ Lb. 17c; 1 Lb. 25c; 5 Lbs. \$1.00; 10 Lbs. \$1.60; 50 Lbs. \$7.00.

111 Extra Early Adams Not a sweet corn. Desirable for extra early planting. Pkt. 7c; ½ Lb. 17c; 1 Lb. 25c; 5 Lbs. 85c; 10 Lbs. \$1.40; 50 Lbs. \$6.00.

112 Stowell's Evergreen Excellent late variety. Ears 8 to 9 in. long. Pkt. 7c; ½ Lb. 17c; 1 Lb. 25c; 5 Lbs. \$1.00; 10 Lbs. \$1.60; 50 Lbs. \$7.00.

113 Country Gentleman Productive mid-season to late variety. Produces good quality large ears. Pkt. 7c; ½ Lb. 17c; 1 Lb. 25c; 5 Lbs. \$1.00; 10 Lbs. \$1.60; 50 Lbs. \$7.00.

114 Trucker's Favorite Much hardier than sugar corn. Very early. Produces attractive ears about 10 in. long. Pkt. 7c; ½ Lb. 15c; 1 Lb. 25c; 5 Lbs. 75c; 10 Lbs. \$1.15; 50 Lbs. \$4.50.

VSS POP-CORN

119 White Rice The best variety of Pop-Corn bearing 3 to 4 attractive ears on each stalk. Pkt. 7c; ½ Lb. 15c; 1 Lb. 25c; 5 Lbs. 75c; 10 Lbs. \$1.20; 50 Lbs. \$4.50.

VSS CUCUMBERS

120 Arlington White Spine Productive, early, crisp and solid, with very few seeds. Excellent for market and home gardens. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 45c; 1 Lb. 80c; 5 Lbs. \$3.25.

121 Early Fortune Good quality, early disease resistant and immensely productive. A good shipper. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 45c; 1 Lb. 80c; 5 Lbs. \$3.25.

122 Long Green Quite late popular variety, firm flesh with few seeds and makes good pickles. Pkt. 4c; Oz. 10c; ¼ Lb. 35c; ½ Lb. 60c; 1 Lb. \$1.10; 5 Lbs. \$4.75.

VSS EGG PLANT

130 Black Beauty Nearly two weeks earlier than other varieties. Produces large purplish black fruit of finest quality. Pkt. 7c; Oz. 35c; ¼ Lb. \$1.10; ½ Lb. \$2.00; 1 Lb. \$3.90; 5 Lbs. \$15.75.

VSS ENDIVE

135 Broad-Leaved Batavian Stands cold weather. Inner leaves forming a head which branches to a creamy white. Pkt. 7c; Oz. 15c; ¼ Lb. 35c; ½ Lb. 60c; 1 Lb. \$1.10; 5 Lbs. \$4.90.

VSS KALE

140 Curled Siberian (Blue) Hardy, productive green kale, slow to run to seed. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 40c; 1 Lb. 65c; 5 Lbs. \$2.75.

141 Dwarf Blue Curled Scotch Low growing. Compact, finely curled bright green leaves. Very hardy and productive. Pkt. 4c; Oz. 10c; ¼ Lb. 30c; ½ Lb. 45c; 1 Lb. 80c; 5 Lbs. \$3.30.

142 Spring Kale (Sometimes called Hanover Salad) Smooth leaves, hardy quick growing variety. Pkt. 4c; ¼ Lb. 10c; ½ Lb. 20c; 1 Lb. 30c; 5 Lbs. \$1.15.

VSS LETTUCE

150 Grand Rapids Extra early bush lettuce for home gardens. Produces bright green leaves attractively fringed on the edges. Pkt. 4c; Oz. 15c; ¼ Lb. 35c; ½ Lb. 65c; 1 Lb. \$1.20; 5 Lbs. \$4.90.

151 New York Heads are closely folded and grow to an immense size. Fine for market and home gardening. Pkt. 4c; Oz. 20c; ¼ Lb. 50c; ½ Lb. 95c; 1 Lb. \$1.60; 5 Lbs. \$6.90.

152 Big Boston The best head lettuce. Measures from 10 to 12 in. across. Heart is light golden yellow. Pkt. 4c; Oz. 15c; ¼ Lb. 35c; ½ Lb. 65c; 1 Lb. \$1.20; 5 Lbs. \$4.90.

153 Black Seeded Simpson Non-heading, of light green color, curly, crisp and of exceptionally good quality. Pkt. 4c; Oz. 15c; ¼ Lb. 35c; ½ Lb. 65c; 1 Lb. \$1.20; 5 Lbs. \$4.90.

154 Paris White Cos Forms well folded heads in 7 to 8 weeks. Yields abundantly. Quality is excellent. Pkt. 4c; Oz. 15c; ¼ Lb. 40c; ½ Lb. 70c; 1 Lb. \$1.30; 5 Lbs. \$5.50.

VSS MUSKMELONS

160 Improved Rocky Ford (Netted Gem) Good for home or market. Early and prolific. Melons weigh about 1½ lbs. each with green flesh. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 45c; 1 Lb. 85c; 5 Lbs. \$3.35.

161 Hearts of Gold Produces excellent quality orange flesh melons. Weighing about 2 lbs. each. Very prolific and ships well. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 45c; 1 Lb. 80c; 5 Lbs. \$3.35.

162 Knight Very early. Splendid quality. Oval shaped and thickly netted. Flesh is thick, bright green edged with golden yellow. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 45c; 1 Lb. 80c; 5 Lbs. \$3.35.

163 Pollock No. 10-25 Very fine early golden flesh. Prolific yielder, good keeper and stands shipping well. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 45c; 1 Lb. 80c; 5 Lbs. \$3.35.

164 Bottomley Exceptionally fine quality melon for the home and market gardens. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 45c; 1 Lb. 80c; 5 Lbs. \$3.35.

165 Tip-Top Produces good size delicious well netted melons. Recommended for the home garden. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 45c; 1 Lb. 80c; 5 Lbs. \$3.35.

VSS MUSTARD

170 Giant Southern Curled Vigorous upright plant. Produces large quantities of light green leaves. The South's best variety. Pkt. 4c; Oz. 10c; ¼ Lb. 20c; ½ Lb. 35c; 1 Lb. 60c; 5 Lbs. \$2.20.

VSS OKRA

180 Perkins (Or Long Green) Best all-around variety. Produces pods in great abundance. Pkt. 4c; Oz. 10c; ¼ Lb. 20c; ½ Lb. 35c; 1 Lb. 60c; 5 Lbs. \$2.20.

VSS ONION SEED

190 Southport Yellow Globe Excellent variety. Golden yellow skin with mild white flesh. Pkt. 4c; Oz. 15c; ¼ Lb. 45c; ½ Lb. 80c; 1 Lb. \$1.50; 5 Lbs. \$6.30.

191 Southport White Globe Produces large bulbs with pure white skin and flesh. Exceptionally good quality. Pkt. 4c; Oz. 20c; ¼ Lb. 65c; ½ Lb. \$1.15; 1 Lb. \$2.20; 5 Lbs. \$9.25.

192 Yellow Globe Danvers Produces globe shape bulbs averaging 2 in. in diameter. An excellent variety. Pkt. 4c; Oz. 15c; ¼ Lb. 45c; ½ Lb. 80c; 1 Lb. \$1.50; 5 Lbs. \$6.30.

193 Prizetaker Wonderful variety. Bulbs are extra large, uniform in size, shape and color. Pkt. 4c; Oz. 15c; ¼ Lb. 50c; ½ Lb. 85c; 1 Lb. \$1.80; 5 Lbs. \$7.75.

VSS GARDEN SEEDS—Continued

VSS ONION SETS

200 Yellow Sets Well ripened bulbs of small size and wonderful quality. 1 Lb. 25c; 2 Lbs. 35c; 5 Lbs. 75c; 10 Lbs. \$1.10; 30 Lbs. \$3.00; 60 Lbs. \$5.40.

201 White Sets Excellent sets grown from a very choice strain. 1 Lb. 25c; 2 Lbs. 35c; 5 Lbs. 75c; 10 Lbs. \$1.20; 30 Lbs. \$3.30; 60 Lbs. \$6.00.

202 Yellow Potato Medium sized sets of unusually high quality. 1 Lb. 30c; 2 Lbs. 50c; 5 Lbs. 85c; 10 Lbs. \$1.50; 30 Lbs. \$4.20; 60 Lbs. \$7.20.

203 Yellow Multiplier Matures very early, producing clusters of small to medium size onions from a single set. Lb. 25c; 2 Lbs. 40c; 5 Lbs. 90c; 10 Lbs. \$1.40; 30 Lbs. \$3.60; 60 Lbs. \$6.00.

VSS PARSLEY

210 Double Moss Curled Densely curled, producing moss-like leaves of bright green color. Considered the best variety. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 40c; 1 Lb. 70c; 5 Lbs. \$3.00.

VSS PARSNIPS

220 Guernsey Best and most productive. Medium long roots with broad shoulders, gradually tapering downward. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 40c; 1 Lb. 75c; 5 Lbs. \$3.10.

VSS PEAS

230 Thomas Laxton Exceptional quality. Extra early. Pods are dark green and square at the ends; wrinkled. Pkt. 7c; ½ Lb. 20c; 1 Lb. 35c; 5 Lbs. \$1.15; 10 Lbs. \$2.00; 50 Lbs. \$8.00.

231 Alaska Very hardy. Can be planted earlier than other varieties. Practically the entire crop matures at one time. Not wrinkled. Pkt. 7c; ½ Lb. 20c; 1 Lb. 30c; 5 Lbs. \$1.00; 10 Lbs. \$1.70; 50 Lbs. \$7.00.

232 Laxtonian Fine, early dwarf variety growing about 1½ feet tall. Pods are deep green and excellent quality. Wrinkled. Pkt. 7c; ½ Lb. 20c; 1 Lb. 35c; 5 Lbs. \$1.15; 10 Lbs. \$2.00; 50 Lbs. \$8.00.

233 Telephone The best mid-season to late variety. Grows substantial vines 4 feet tall. Very prolific. Wrinkled. Pkt. 7c; ½ Lb. 20c; 1 Lb. 35c; 5 Lbs. \$1.25; 10 Lbs. \$2.10; 50 Lbs. \$9.00.

234 Virginia Blackeye (Edible Cowpea) Extensively grown for the main crop. A late variety requiring about 110 days. Pkt. 4c; ½ Lb. 10c; 1 Lb. 20c; 5 Lbs. 60c; 10 Lbs. 95c; 50 Lbs. \$2.60.

235 Laxton Progress Very early. One of the best large podded wrinkled peas. Grows 15 in. high with dark green pods. Pkt. 7c; ½ Lb. 20c; 1 Lb. 35c; 5 Lbs. \$1.25; 10 Lbs. \$2.10; 50 Lbs. \$9.00.

VSS PEPPERS

240 Ruby King Very productive. Bears bright ruby-red fruits measuring 6 to 8 in. long; of mild flavor. Pkt. 7c; ½ Oz. 20c; 1 Oz. 25c; ¼ Lb. 80c; ½ Lb. \$1.50; 1 Lb. \$2.70.

241 Pimento (Or Sweet Meat Glory) Wonderful thick flesh smooth skin variety. Grows 2 to 2½ feet high. Very productive. Pkt. 7c; ½ Oz. 15c; 1 Oz. 25c; ¼ Lb. 70c; ½ Lb. \$1.30; 1 Lb. \$2.40.

242 California Wonder Fine new variety. The pods are very large with mild and sweet flesh. Pkt. 7c; ½ Oz. 25c; 1 Oz. 40c; ¼ Lb. \$1.30; ½ Lb. \$2.40; 1 Lb. \$4.65.

243 World Beater One of the best varieties of large peppers for home or market gardening. A cross between Ruby King and Chinese Giant. Pkt. 7c; ½ Oz. 20c; 1 Oz. 30c; ¼ Lb. 95c; ½ Lb. \$1.80; 1 Lb. \$3.40.

244 Chinese Giant The largest of all peppers. Flesh is thick and meaty, entirely free from any fiery flavor. Pkt. 7c; ½ Oz. 30c; 1 Oz. 45c; ¼ Lb. \$1.50; ½ Lb. \$2.90; 1 Lb. \$5.40.

VSS PUMPKIN SEED

250 Virginia Mammoth Produces enormous fruits weighing from 50 to 80 lbs. Flesh is thick, of bright yellow color, fine grain, solid and tender. Pkt. 4c; Oz. 15c; ¼ Lb. 40c; ½ Lb. 65c; 1 Lb. \$1.10; 5 Lbs. \$4.75.

251 Striped Cashaw Light colored with dark green stripes. Has a curved neck, hard skinned and very firm flesh. Pkt. 4c; Oz. 15c; ¼ Lb. 40c; ½ Lb. 65c; 1 Lb. \$1.10; 5 Lbs. \$4.75.

252 Small Sugar Fruits are of medium size, skin is deep orange yellow and tough, making it a good keeper. Pkt. 4c; Oz. 15c; ¼ Lb. 30c; ½ Lb. 50c; 1 Lb. 85c; 5 Lbs. \$3.60.

VSS RADISHES

260 Scarlet Globe Extra early, attractive bright scarlet, round radish of superb quality. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 40c; 1 Lb. 70c; 5 Lbs. \$2.60.

261 White Tipped Scarlet Turnip An improved strain. Produces small round roots with bright scarlet tops. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 40c; 1 Lb. 70c; 5 Lbs. \$2.60.

262 French Breakfast An olive shaped variety, upper part is bright scarlet shading to clear white in the lower portion. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 40c; 1 Lb. 70c; 5 Lbs. \$2.60.

263 White Icicle Exceptionally fine, long radish. Recommended for spring or fall planting. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 40c; 1 Lb. 70c; 5 Lbs. \$2.60.

VSS RUTABAGAS

270 Purple Top Yellow High yielding variety. Produces large, smooth globe shape roots. Excellent for stock feeding. Pkt. 4c; Oz. 10c; ¼ Lb. 20c; ½ Lb. 35c; 1 Lb. 55c; 5 Lbs. \$2.20.

VSS SALSIFY

280 Sandwich Island Mammoth Easily the best variety of salsify or oyster plant. Makes very large long white roots. Pkt. 7c; Oz. 20c; ¼ Lb. 60c; ½ Lb. \$1.10; 1 Lb. \$1.95; 5 Lbs. \$8.30.

VSS SPINACH

290 Virginia Savoy (Blight Resistant) An excellent blight resistant strain for fall crop; type of growth similar to Bloomsdale Savoy. Pkt. 4c; Oz. 10c; ¼ Lb. 15c; ½ Lb. 25c; 1 Lb. 35c; 5 Lbs. \$1.15.

291 New Zealand Plants will resist heat, supply excellent quality spinach during summer and fall. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 40c; 1 Lb. 70c; 5 Lbs. \$2.75.

292 Bloomsdale (Reselected) Long standing. Produces remarkably savoy leaves of dark green color. Pkt. 4c; Oz. 10c; ¼ Lb. 15c; ½ Lb. 30c; 1 Lb. 40c; 5 Lbs. \$1.45.

VSS SQUASH

300 Early White Bush Fine summer squash of bush growth. Fruits measure 6 in. in diameter. Skin is light cream color. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 45c; 1 Lb. 85c; 5 Lbs. \$3.40.

301 Golden Summer Crookneck Very large and early variety of bush growth. Bears early and continuous through summer. The skin is dark orange. Pkt. 4c; Oz. 10c; ¼ Lb. 30c; ½ Lb. 50c; 1 Lb. 90c; 5 Lbs. \$3.80.

302 Fordhook Wonderful squash for summer or winter. Produces oblong fruit from 8 to 10 in. in length. Quality excellent. If properly stored it will keep for months. Pkt. 4c; Oz. 10c; ¼ Lb. 30c; ½ Lb. 50c; 1 Lb. 90c; 5 Lbs. \$3.80.

303 Hubbard Excellent winter squash. Running variety. Orange colored flesh of fine quality. Pkt. 4c; Oz. 10c; ¼ Lb. 30c; ½ Lb. 50c; 1 Lb. 90c; 5 Lbs. \$3.80.

304 Cocozelle Summer squash of compact bush form. Skin, dark green with stripes. A heavy yielder, very early, ready for use in 60 days. Pkt. 4c; Oz. 10c; ¼ Lb. 30c; ½ Lb. 50c; 1 Lb. 90c; 5 Lbs. \$3.80.

VSS SWISS CHARD

310 Lucullus Strong growing with extra large leaves which are thick and heavily crimped. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 40c; 1 Lb. 60c; 5 Lbs. \$2.60.

VSS TOMATOES

319 Certified Marglobe Remarkable strain. Pure scarlet, globe shape variety of extra large size and early maturity. Resistant to nail-head rust and fusarium wilt. Pkt. 7c; ½ Oz. 25c; 1 Oz. 40c; ¼ Lb. \$1.30; ½ Lb. \$2.40; 1 Lb. \$4.20.

320 Bonny Best Very fine prolific early variety. Nearly round, slightly flattened at stem-end. Pkt. 7c; ½ Oz. 15c; 1 Oz. 25c; ¼ Lb. 85c; ½ Lb. \$1.55; 1 Lb. \$2.95.

321 June Pink. The earliest pink tomato. Fruit is of medium size, smooth and stands shipping well. Pkt. 7c; ½ Oz. 20c; 1 Oz. 35c; ¼ Lb. \$1.15; ½ Lb. \$2.20; 1 Lb. \$4.00.

VSS GARDEN SEEDS—Continued

VSS TOMATOES—Continued

322 Livingston's Globe Fine variety which ripens just behind extra early kinds. Produces smooth true globe shape fruit; purple-red in color. Pkt. 7c; ½ Oz. 20c; 1 Oz. 30c; ¼ Lb. \$1.00; ½ Lb. \$1.80; 1 Lb. \$3.40.

323 John Baer Extremely early. Fruits are scarlet red, smooth and of good quality. Very productive. Pkt. 7c; ½ Oz. 15c; 1 Oz. 25c; ¼ Lb. 85c; ½ Lb. \$1.55; 1 Lb. \$2.95.

324 Marglobe, Wilt Resistant Disease resistant strain of fine appearance. Great productiveness and superb table qualities are giving it first place wherever it is known. Pkt. 7c; ½ Oz. 20c; 1 Oz. 30c; ¼ Lb. \$1.00; ½ Lb. \$1.80; 1 Lb. \$3.40.

325 Brimmer A week later than extra early varieties. Desirable for home gardens or local market. Pkt. 7c; ½ Oz. 25c; 1 Oz. 40c; ¼ Lb. \$1.40; ½ Lb. \$2.60; 1 Lb. \$4.80.

326 Stone Heavy yielding, late or main crop variety. Produces large smooth, solid fruits desirable for home use, market or canning. Disease resistant and dependable. Pkt. 7c; ½ Oz. 15c; 1 Oz. 20c; ¼ Lb. 70c; ½ Lb. \$1.25; 1 Lb. \$2.25.

327 Norton Late variety, bred for wilt resistance. Unusually productive. Extra ordinary solidity. Pkt. 7c; ½ Oz. 20c; 1 Oz. 30c; ¼ Lb. \$1.00; ½ Lb. \$1.80; 1 Lb. \$3.40.

328 Greater Baltimore A main crop, heavy yielding variety, popular with canners. Fruits are scarlet-red, smooth and uniform. Pkt. 7c; ½ Oz. 15c; 1 Oz. 20c; ¼ Lb. 70c; ½ Lb. \$1.25; 1 Lb. \$2.25.

329 Ponderosa Produces fruits of immense size; popular for the home garden. Pkt. 7c; ½ Oz. 30c; 1 Oz. 50c; ¼ Lb. \$1.60; ½ Lb. \$3.10; 1 Lb. \$5.80.

VSS TURNIPS

330 Extra Early Purple Top Milan Bulbs are flat, medium size, smooth, with crisp white flesh of excellent flavor. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 40c; 1 Lb. 70c; 5 Lbs. \$2.75.

331 Extra Early White Milan Attractive medium size roots with pure white skin. Flattened, and the top roots are small. Quality excellent. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 40c; 1 Lb. 70c; 5 Lbs. \$2.75.

332 Snowball Very early, globe shape, white turnip of excellent quality. Pkt. 4c; Oz. 10c; ¼ Lb. 20c; ½ Lb. 30c; 1 Lb. 45c; 5 Lbs. \$1.90.

333 Purple Top White Globe Exceptionally fine turnip for home and market gardens. Produces very large globular shape bulbs, purple at the top and white below. Flesh is white, crisp and mild flavored. Pkt. 4c; Oz. 10c; ¼ Lb. 20c; ½ Lb. 30c; 1 Lb. 45c; 5 Lbs. \$1.90.

334 Yellow Aberdeen The best yellow flesh turnip. Generally used for stock feeding. Keeps unusually well. Pkt. 4c; Oz. 10c; ¼ Lb. 20c; ½ Lb. 30c; 1 Lb. 45c; 5 Lbs. \$1.90.

335 Seven Top This variety does not produce edible roots. The leaves which are abundant are used for salad or "greens". Pkt. 4c; Oz. 10c; ¼ Lb. 20c; ½ Lb. 30c; 1 Lb. 45c; 5 Lbs. \$1.90.

VSS WATERMELONS

340 Tom Watson A tough rind shipping melon, superior in its class. Uniform in size, shape and color. Excellent quality. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 40c; 1 Lb. 70c; 5 Lbs. \$2.80.

341 Kleckley Sweet Most desirable for home use or nearby market. Produces fine quality, very attractive dark green melon. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 40c; 1 Lb. 70c; 5 Lbs. \$2.80.

342 Irish Grey Excellent variety for home or market gardening. The rind is thin but tough. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 40c; 1 Lb. 70c; 5 Lbs. \$2.80.

343 Florida Favorite Few melons are equal in sweetness and tenderness. It is rather under-sized. Good for home gardens. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 40c; 1 Lb. 70c; 5 Lbs. \$2.80.

344 Stone Mountain A new found melon. Has become very popular for home use and local markets. Pkt. 4c; Oz. 10c; ¼ Lb. 25c; ½ Lb. 40c; 1 Lb. 70c; 5 Lbs. \$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.
 501 Alyssum Maritimum (Sweet Allysum). A.
 502 " Little Gem. A.
 503 Antirrhinum (Snapdragon), Giant Mixed. A.
 504 Arctotis Grandis (Blue-eyed African Daisy). A.
 505 Aster, American Late Branching, Mixed. A.
 506 " Crego's Giant, Mixed. A.
 507 " King, Mixed. A.
 508 " Royal, Mixed. A.
 509 " Queen of the Market, Mixed. A.
 510 Balsam (Touch-Me-Not). A.
 511 Calendula (Marigold), Orange King. A.
 512 " Double Mixed. A.
 513 Calliopsis (Golden Wave), Tall Mixed. A.
 514 Campanula (Bell Flower), Medium Single-Mixed. P.
 515 Candytuft, Mixed. A.
 516 Canna, Large Flowering, Mixed. P.
 517 Carnation, Marguerite, Mixed. P.
 518 Celosia (Cockscomb), Tall Mixed. A.
 519 Centaurea Cyanus (Cornflower), Double Blue. A.
 520 " Double Mixed. A.
 521 Chrysanthemum, Single Finest Mixed. A.
 522 Clarkia, Finest Mixed. A.
 523 Coleus, Mixed. P.
 524 Cosmos, Early Flowering, Mixed. A.
 525 " Double Mixed. A.
 526 Cypress Vine, Scarlet. A.
 527 Dahlia, Decorative, Mixed. P.
 528 " Large Flowering Double. P.
 529 Delphinium (Larkspur), Choice Mixed. P.
 530 Dianthus (Pinks), Fordhook Favorites, Mixed. A.
 531 Digitalis (Foxgloves), Mixed. P.
 532 Dolichos (Jack-Beans), Mixed. A.
 533 Eschscholtzia (California Poppy), Sunset Mixture. A.
 534 Euphorbia Marginata (Snow on the Mountain). A.
 535 Gaillardia (Picta Loenziana), Double, Mixed. A.
 536 Geranium, Floradale Fancy Strain. P.
 537 Gourds, Ornamental, Fine Mixed. A.
 538 Gypsophila (Baby's Breath), Elegans White. A.
 539 " Rose. A.
 540 Helichrysum (Strawflower), Mixed. A.
 541 Heliotrope, Lemoine's Giant Hybrids, Mixed. P.
 542 Hollyhocks, Double Mixed. P.
 543 Humulus Japonicus Variegatus (Japanese Hop). A.
 544 Kudzu Vine. P.

545 Larkspur, Mixed. A.
 546 Marigold, Tall African Double Mixed. A.
 547 " Orange Ball. A.
 548 Marvel of Peru (Four o'clock), Tall, Mixed. A.
 549 Mimosa Pudica (Sensitive Plant). A.
 550 Moonflower (Evening Glory), Mixed. A.
 551 Morning Glory, Tall, Fine, Mixed. A.
 552 " Imperial Japanese, Mixed. A.
 553 Nasturtiums, Georgeous Dwarf, Mixed. A.
 554 " Lobbs' Climbing, Mixed. A.
 555 Nigella (Love-in-a-Mist), Double Mixed. A.
 556 Pansies, Trimardeau or Giant Mixed. P.
 558 Petunias, Hybrida, Mixed. A.
 559 Phlox Drummondii, Fordhook Finest, Mixed. A.
 560 Poppies, Shirley, Improved. A.
 561 Portulaca (Moss Rose), Single Mixed. A.
 562 Queen Anne's Lace Flower (Didiscus). A.
 563 Ricinus (Castor Oil Bean). A.
 564 Salpiglossis (Velvet Flower), Large Flowering Mixed. A.
 565 Salvia Splendens (Scarlet Sage). A.
 566 Scabiosa (Mourning Bride), Double Large Flowering, Mixed. A.
 567 Shasta Daisy. A.
 568 Sunflower, Double Chrysanthemum Flowered. A.
 569 Sweet Peas, King White Improved. White.
 570 " " Matchless—Cream.
 571 " " Dainty—Picotee.
 572 " " Picture—Cream-Pink.
 573 " " Hallmark Salmon Pink—Deep Pink.
 574 " " Sunset—Rose.
 575 " " Royal Scots—Deep Cerise.
 576 " " Barbara—Salmon.
 577 " " Sensation—Orange Scarlet.
 578 " " Crimson King—Crimson.
 579 " " Orchid Improved—Lavender.
 580 " " Mrs. Tom Jones—Blue.
 581 " " Commander Godsall—Dark Blue.
 582 " " Floradale Purple—Purple.
 583 " " Warrior—Maroon.
 584 " " The Burpee Blend—Mixed.
 585 Sweet William, Double Mixed. P.
 586 Thunbergia (Black Eyed Susan). A.
 587 Verbena, Fordhook Famous, Mixed. P.
 588 Vinca (Periwinkle), Mixed. P.
 589 Zinnia, Giant Mammoth, Mixed. A.
 590 " Dahlia, Flowered, Mixed. A.



Crop Success or Failure...?

THE seed in the drill box is the answer. After you have gone to the expense of fitting the land—hauling manure, plowing, discing, harrowing and applying fertilizer—it is poor judgment and poor economy to gamble on the seed you sow. Whether or not your crop is a success or a failure depends upon the quality of the seed you put in the drill.

The high standards of breeding, growing, selecting and processing seed maintained by the VSS enables you to buy through it seed of exceptionally high and uniformly dependable crop-producing value. Its non-profit character assures you of service at cost. Its ownership and control by the farmers who use it assure you of service motivated by your own best interests.

VSS Selected Seeds (1) are grown from strains and in regions that assure adaptation to conditions in the territory

which the organization serves; (2) are remarkably free of weeds; (3) are so processed that they will produce a maximum of quick-growing vigorous sprouts; (4) have proven ability to consistently produce abundant crops.

This seed may cost one or two cents more per quart, but it is *worth more*. Because of the large percentage of seeds which actually grow and produce plants which survive in the field, *less VSS seed per acre is required*.

See your VSS Distributor to make sure of getting the kind and quantity you want. If no Distributor is within reach you may order at the delivered prices quoted on the next page. Supplies of VSS Selected Seeds are limited and the VSS does not buy seed stocks of uncertain crop-producing value on the open markets.

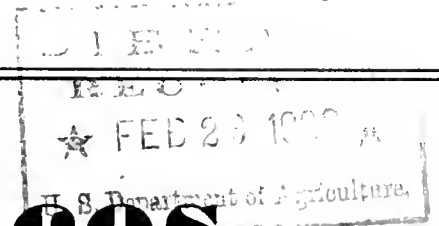
The **VSS**

VIRGINIA SEED SERVICE, RICHMOND, VA.

62,89

VSS Seed Prices

FEBRUARY 10, 1933



FREIGHT PAID

Subject to Change Without Notice

BAGS INCLUDED

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%.

DELIVERED PRICES—BAGS INCLUDED

CLOVERS

	Per Bu.	Per Lb.
VSS Selected Red Clover	\$ 8.10	\$.1350
Utility Red Clover	7.35	.1225
VSS Selected Mammoth Clover	8.10	.1350
Utility Mammoth Clover	7.35	.1225
VSS Alsike Clover	8.40	.1400
Utility Alsike Clover	8.10	.1350
VSS White Dutch Clover	18.00	.3000

VSS Red and Mammoth Clover are carefully selected in the area which produces anthracnose resistant seed.

ALFALFA

(Culture included, see note below)

	Per Bu.	Per Lb.
*VSS Highland Utah Alfalfa	\$ 12.00	\$.2000
*VSS Genuine Kansas Alfalfa	10.65	.1775
*VSS Grimm Alfalfa	15.60	.2600

*Necessary inoculating culture for Alfalfa included at quoted prices. If culture is not desired, deduct 30c per bushel, or 1/2c per pound.

SWEET CLOVER

(Culture included, see note below)

	Per Bu.	Per Lb.
*VSS Unhulled White Sweet Clover	---	\$.0650
*VSS Scarified White Sweet Clover	3.90	.0650

*Necessary inoculating culture for Sweet Clover included at quoted prices. If culture is not desired, deduct 30c per bushel, or 1/2c per pound.

LESPEDEZA

	Per Bu.	Per Lb.
VSS Japan Clover (Com. Lespedeza)	---	\$.0850
Certified Korean Lespedeza	---	.1050
VSS Korean Lespedeza	---	.0900
VSS Kobe Lespedeza	---	.1000
Certified Lespedeza Sericea: 1/2 Lb. \$3.00; Lb. \$5.00; 25 Lbs. \$4.50 per Lb. Write for prices on larger quantities.		

RAPE—VETCH—AUSTRIAN PEAS

	Per Bu.	Per Lb.
VSS Dwarf Essex Rape	\$ 3.00	\$.0500
VSS Austrian Winter Peas	3.45	.0575

TIMOTHY AND GRASSES

	Per Bu.	Per Lb.
VSS Choice Timothy (New Crop)	\$ 2.07	\$.0460
VSS Superfine Timothy	2.16	.0480
VSS Red Top	2.72	.0680
VSS Orchard Grass (Trace Onion)	1.26	.0900
VSS Orchard Grass (Onion Free)	1.33	.0950
VSS Tall Oat Grass	---	.1300
VSS Kentucky Blue Grass	1.54	.1100
Utility Kentucky Blue Grass	1.47	.1050
VSS Domestic Rye Grass	---	.0700
VSS Carpet Grass (Australian)	---	.1650
VSS Dallas Grass (Australian)	---	.1750

PASTURE MIXTURES (Open Formula)

	Per Lb.
VSS Pasture Mix. No. 1 (Approved)	\$.1100
VSS Pasture Mix. No. 2 (Approved)	.1300
VSS Pasture Mix. No. 3 (Approved)	.0850
VSS Commercial Pasture Mixture (Not Approved)	.0750

VSS LAWN GRASS (Open Formula)

	Per Lb.
VSS Lawn Grass No. 1 (Approved)	\$.2100
VSS Lawn Grass No. 2 (Approved)	.1600
VSS Lawn Grass No. 3 (Approved)	.1800

SEED OATS

	Per Bu.
VSS Burt Oats	\$.57
VSS Fulghum or Red Rust Proof Oats	.59
VSS Coker Strain Fulghum Oats	.67
VSS Gray Winter or Turf Oats	.70

SEED POTATOES

	Per Bu.
Certified Irish Cobbler (Prince Edward Island Grown)	---

SEED CORN (Treated with Bar-Bak)

	Per Bu.
Certified Reids Yellow Dent	\$ 2.10
Certified Boone County White	2.10
Certified Government 182	2.10
†*Certified Latham's Double	2.35
VSS Virginia White Dent	2.00
VSS Golden Queen	2.00
VSS Reids Yellow Dent	2.00
*VSS Eureka Ensilage	1.60
*VSS Cockes Prolific	1.60

*Not treated.

†Especially recommended for Eastern Virginia and North Carolina.

SOYBEANS AND COWPEAS

	Per Bu.
VSS Virginia Soybeans	\$ 1.35
VSS Laredo Soybeans	1.35
VSS Mammoth Yellow Soybeans	1.35
VSS Tar Heel Black Soybeans	1.25
VSS Harbinsoy Soybeans	1.75
VSS Mixed Cowpeas	1.30

MISCELLANEOUS

	Per Cwt.
VSS Sudan Grass	\$ 3.50
VSS Amber Cane	2.75
VSS Cult. Tennessee German Millet	3.25
VSS Japanese Buckwheat	---

» *The VSS* «

VIRGINIA SEED SERVICE, RICHMOND, VIRGINIA

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THE FUTURE

Is what we Farmers make of it

FARMERS can solve their own problems.

We have the ability and the knowledge. Fortunately the farmers in Virginia and North Carolina have the VSS which, like a piece of farm equipment, can be used to work out some of our problems.

Through the intelligent use of this piece of farm equipment, over 12,500 carloads of farm supplies have been purchased cooperatively through the VSS in the last three

years. This volume insured low purchasing, low manufacturing and low distribution costs.

Farm leaders believe that millions of dollars have been saved for the agriculture of this region by the use of this farmer-owned institution. But the real fulfillment of its purpose is still in the future.

The principle job of the VSS is:

1. To service an intelligent and comprehen-

sive feeding program for both poultrymen and dairymen.

2. To show the way in improving the methods of the fertilizer industry.
3. To maintain a seed supply service which will give maximum returns under practical conditions.
4. To perform these and related services in the interest of the farmers who use the cooperative business and at cost.

To hold the advantages already gained and add to them, *use the VSS.*

VIRGINIA SEED SERVICE, RICHMOND, VA.