

"The organization committee immediately began an educational campaign to acquaint the people of the State with the plans and purposes of the proposed association. Indorsements were obtained from influential organizations of the State, including the Grange, the Farmers' Union, and the State bankers' association. It was proposed that an extensive publicity campaign be conducted, but inasmuch as this involved an estimated cost of \$50,000 it was abandoned. In fact, financing actual organization activities was an early problem of the committee.

"Finally, with the aid of the extension division of the Agricultural and Mechanical College, a plan was proposed which provided for a central organization committee, county committees, and organization teams in every community. Meetings were held in school houses, and the team workers personally visited the cotton growers in their respective communities. The county agents advised in perfecting the organizations machinery, in arranging meetings, and otherwise facilitating the work of the organizers. Special membership campaigns, called "drives," were conducted by counties and throughout the State.

The date set for beginning the membership campaign was December 1, 1920, but prior to this time many contracts had been signed. Early in October organization work had been started in Jackson and Grady Counties, mainly as a test of both the efficiency of the organization machinery and the sentiment of the cotton growers. By January 1 approximately 5,000 farmers had signed the organization agreement and marketing contract. On March 28 a state-wide drive was begun and during the week it lasted it was estimated that several thousand farmers took part in soliciting members. When the membership campaign closed on April 1, 1921, a full month before the established closing date, it was found that 35,000 members had been obtained at a cost of approximately \$3 per member. The contracts signed represented over 400,000 bales, on the basis of 1919 production, or 100,000 bales above the minimum sign-up necessary for the agreements to become binding.

"Following the close of the successful membership campaign, a temporary board of directors was named and the association was incorporated under Oklahoma laws, April 26, 1921. A permanent board of directors was elected on May 23, the members voting by mail. . . . "

(Gatlin, George O., Cooperative Marketing of Cotton. United States Department of Agriculture, Department Bulletin 1392, p. 3-6).

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II. STANDARDIZING.

STANDARDIZING AS A MARKETING FUNCTION.

"Standardizing, as a marketing function, is the conforming to a standard, test, or rule for obtaining uniformity in quantity, quality, and arrangement of products. The standard, test, or rule for measuring, grading, or packing may be established by