

COOPERATION

The world has been shown within the past seven years the value of cooperative effort. In the world war, Germany worked as one nation. She had a perfect system of cooperative effort. The rest of the world was on what may be termed the individualistic basis. Germany came very near winning against the loosely knit governments of the rest of the world. This was not due to any superiority in any one particular line of the Germans over any other one of the great nations of the world except Germany's power of cooperative effort. Germany could make every blow count more than the blows of her enemies because she worked as a unit. Finally the allied nations saw this and organized themselves as a unit, working cooperatively, and the war soon came to an end. It took concentration, unification ~~and~~ cooperation - whatever you prefer to call it, - to win this war.

This principle of life is not confined to war alone. It is one of the fundamental laws of God. "In union there is strength" is only another way of saying the same thing. It means a bringing together of all of the forces of a community for the development of the community.

If the people of Pitt County wish to get the most out of life, we must work together in a cooperative way with the true spirit of "live and let live", remembering that that community is the best to live in if "while you make your personal stake, your neighbor can make one too." We want merchant, manufacturer and producer each to "make his too" while the others are making their stakes. If Pitt County is to have rich merchants and poor farmers, then Pitt will never be the great County she should be and vice versa. If the farmer alone is to be the money pro-

ducer, the County can never reach the highest development. The man in the town needs the man's help on the farm and the man on the farm needs the sympathetic help of the man in the town. Prosperity in the one place should mean prosperity in the other. If Cooperative Marketing is good for the man on the farm, in the long run, it will be good for the man in town. If Cooperative Marketing is not good for the man in town, after the necessary adjustments have been made, then it will not be good ultimately for the man on the farm. The farm needs the town just as much as the town needs the farm. Unfortunately we have not realized the truth of this statement in the past. It is true nevertheless.

The organization of civilization as we find it today is only an effort to meet the civic and economic needs of the human family agriculturally, industrially and socially. No man lives by himself not even in the log cabin out on the farm. His clothes, coffee, sugar, salt, flour and pepper are all brought to him or near him by some co-worker in the great scheme ~~for~~ of the happy living of the human race.

What we need is to realize the necessity for this cooperation and to reach the point in our thinking where we will not only be willing but will really want the other fellow to get a just compensation for his part in the labor that is really necessary for the common good. The man who buys for less than the real value, thus making too big a profit, is really an enemy to our civilization just as much as the man who makes too big a profit when he sells. These two really belong to the same class. In an agricultural community they are the classes that do us the greatest damage.

If the Chamber of Commerce can bring about a hearty and a healthy spirit of cooperation on the part of all citizens of our county, it will do the greatest possible service to our people. There are un-

limited possibilities for economic development in this good county of ours but we will never reap the reward of these possibilities without cooperative effort.

In the near future our farming population are going to be forced by the boll weevil to change their method of farming. In the new development that is only a few years ahead of us we will need the best thought and the most unselfish service we have ever had or we will be face to face with a terrific economic reverse. We can make it a better county to live in if we will work as a unit. If we play the game of selfishness now, when the rub comes we will all suffer for it. We have a great people in Pitt County and we all trust that the time will soon come when through cooperative effort we will become one of the worlds richest, happiest and most progressive communities.

Will you help in this great task?