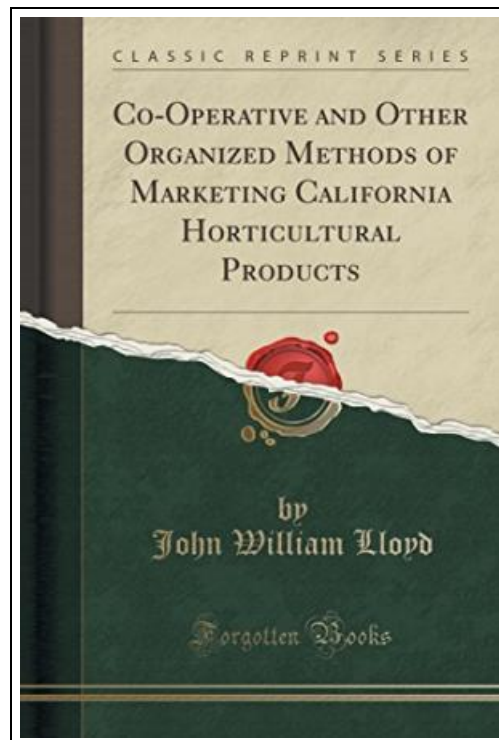


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Co-Operative and Other Organized Methods of Marketing California Horticultural Products This monograph is based on studies made during a residence of nearly two years in California. The chief sources of information have been: (1) personal interviews with officials of marketing organizations; (2) articles of incorporation, by-laws, agreements, crop contracts, and other printed documents; (3) detailed records of Boards of Directors and other official bodies; (4) files of periodicals published in fruit producing regions or giving prominence to horticultural products; and (5) special literature bearing on the subject (see Bibliography). An effort has been made to give a true picture of the co-operative movement in California as applied to the marketing of horticultural products. This study was completed in March, 1917, and describes conditions as they existed at that time. Since then various new organizations have been formed, transportation conditions and rates have changed on account of the war, and the government has greatly extended its participation in matters pertaining to food distribution. No attempt has been made to include a discussion of these later developments, though some of them are directly in line with the possibilities suggested near the close of this report. The writer desires to acknowledge his indebtedness to the late Professor A. V. Stubenrauch for suggesting the undertaking of this study and for encouragement during its progress almost to its completion; to other members of the faculty of the University of California for helpful suggestions; to the officers and managers of the various marketing organizations for their courteous assistance; especially to G. Harold Powell, General Manager of the California Fruit Growers Exchange, for the privilege of examining all the records in the...

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