

Turning on the Light



Our job of farming is the basic industry of this country. It always has been. It always will be.

WE HAD backed into the shadows, as it were, because other industries organized, grew powerful, and centered the spotlight upon themselves.

If the people of this country are to know what we're trying to do, know what we're up against, we have got to get out of the shadows; we have got to turn the light onto our problems.

That's just what the Farm Bureau is doing. It is throwing light onto our marketing methods. It is turning the light onto farm problems in Washington. The railroads know more about the farmers' shipping problems because the Farm Bureau turned the light onto the question.

You know more about the work in your own county because of the Farm Bureau light. Many other problems have been lighted up and others will be as we come to them. But the greatest work of the Farm Bureau can be done only when every farmer puts his shoulder to the wheel in co-operative effort for all.

Are you a member? If so, tell your neighbor. If not, join up; then tell him.

This advertisement contributed by

COVINGTON GROCERY & GRAIN CO.,
Branch of Interstate Wholesale Grocers, Inc.
Covington, Louisiana



Your Part in the Farm Bureau

"THE rain falls on the just and the unjust." The things that the Farm Bureau accomplishes benefit both the member and the non-member.

If you are a non-member, do not let your neighbors do it all for you.

They will, those public-spirited fellow farmers of yours; they'll carry you as a burden if necessary.

Or if they aren't quite able to do it, it'll be their money they lose, not yours, you can say.

But the cause they lose is yours.

You and your farm and your family will lose all that your neighbors are fighting for. All that they are trying to get, not selfishly for themselves, but for you.

We're all farmers like you. We need your help badly. Join with us now. Pull farming out of the rut!

Join the Farm Bureau right now—today!

This advertisement contributed by

COMMERCIAL BANK & TRUST COMPANY
Covington, Louisiana



LEADING THE FARM BUREAU



President J. R. Howard

When James R. Howard, President of the American Farm Bureau Federation, looks up at you from his desk in the Federation's General Offices at 58 East Washington St., Chicago, you know you have met a real man with a purpose. His office overlooks Lake Michigan and on a clear day he can see across to the fruit farms of Benton County, Mich. But he is not in the office much. His duties as president of the biggest farmers' organization keep him constantly on the go—speaking at farmers' meetings, addressing business men, conferring with national leaders, inspecting the Great Lakes Waterway, studying Muscle Shoals, etc., etc.

Jim Howard left his farm in Marshall County, Ia., one day in November, 1919, to attend an organization meeting in Chicago. He expected to be back in a couple of days to feed his cattle. But at that meeting he found himself selected to

head the new American Farm Bureau Federation, a job he has held ever since. It was a tremendous responsibility, but Jim Howard rose to it.

President Howard's 438-acre farm is at Clemons, Iowa, in Marshall County. He calls it "Homeland." Elms and maples surround the fine old farmhouse which he has modernized with his own hands, installing his own plumbing, furnace, and light plant. Great crops of corn are grown on the Howard farm. Every year Jim Howard feeds from 200 to 300 spring pigs and 2 to 6 carloads of steers. He keeps a band of ewes also, and contributes a carload of fat lambs to the world's mutton supply.

Mr. Howard is 48 years old. After completing his high school course, Howard attended Grinnell and Penn Colleges in Iowa. His college career was finished at the University of Chicago, where he specialized in economics and history. After finishing his college course—he taught economics in a college in South Carolina for a time. Then he went back to Marshall County, Iowa, and was married. He was cashier of the New Providence State Bank for a time and then bought the old home. About ten years ago the success of his farming operations began to attract the attention of the Iowa State College. He helped organize and was the first president of the Marshall County Farm Bureau. When the Iowa Farm Bureau Federation was organized, he was elected its first president. When the American Farm Bureau Federation was organized, he was elected its first president.

No one who has seen Jim Howard doubts that he belongs to the modern school of real farmers. He stands full six feet tall and is lean and fit. He carries not a pound of superfluous weight and tips the scales at 197. The grip of his handshakes, the light in his eyes, and his smile bespeak a personality behind which a tenacity of purpose is linked with a sincere sympathy with everybody—and farm people in particular.

FARMERS SHOULD ACT WITHOUT DELAY.

Daton Rouge, March 17, 1922.
Mr. A. F. Roif, Editor Modern Farming, New Orleans, La.

Dear Sir:—It is a pleasure for me to express my endorsement of the farm Bureau movement. The success which has attended the development of the Farm Bureau in a score or more of other States is in itself evidence of the great possibilities this movement holds for the development of any agricultural community.

I believe that the organization of Parish Farm Bureaus and their federation into a strong State Farm Bureau, working with the American Farm Bureau Federation will provide the machinery necessary to enable agricultural producers to perfect commodity marketing associations which will return more satisfactory prices for their products. I am in favor of any kind of farm organization that will enable our farmers to sell co-operatively. It seems at present that the Federal Farm Bureau is one of the best and strongest organizations that we have ever had among the farmers in the United States.

I hope to see the rapid development of the Farm Bureau in Louisiana, and urge our farmers to participate in this movement without delay.

Very truly yours,
HARRY D. WILSON,
Commissioner of Agriculture and Immigration.

HOW 'IT' IS DONE.

It takes a woman, sometimes, to say a thing as it should be said. The Progressive Farmer, in a recent issue, states that Mrs. Nels Radtke, of Fulda, Minn., told a United States Senate Committee just how a farmer lives. This is how she put it: "Farmers live by hope, faith and accident. We sow in hope, live by faith and market by accident."



ONE of the great, important things for the development of St. Tammany Parish is to get the most out of the opportunities now offered. As over 50 per cent of the people live in rural districts, it is evident that the interests of this majority can not be neglected without bringing disaster to the whole parish. In other words the interests of the farmer are the interests of the business man, and vice versa. There should therefore be co-operation between the town and the country for the improvement of the social and industrial condition of the farmer. Agriculture is undoubtedly our greatest asset and every effort should be made to encourage production and profitable marketing of crops. Community and parish organizations and membership in the American Farm Bureau are steps in the right direction. We have confidence in its people to believe that the future will bring prosperity to it.

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