

Co-operative Marketing — a Big Victory

THE LEGAL RIGHT to sell our crops and live stock through co-operative marketing organizations is a great victory for us farmers.

No longer can any criticism be directed against our co-operative selling organizations.

All of us together have done what no small group of us would have ever been able to do.

Also, we have got freight rates reduced so that every farmer in the country saved \$50 last year getting his produce to market.

We have solved many of our own problems by standing together, working together, thinking together.

We're working all the time, wherever problems present themselves, in the country at large, in counties, in your county, to help ourselves out of the hole we're in. A lot more can be done if we all help.

Are you helping? Have you helped us do these things? If you have, get your neighbor to help. If you haven't, join the Farm Bureau now.



This advertisement contributed by
SLIDELL BANK
Slidell, Louisiana

FORMING A COTTON EXCHANGE

The story of the origin and organization of the Texas Farm Bureau Cotton Association reads like a myth. In the fall of 1919 the idea was looked upon as a beautiful theory but impractical in its execution. But at that memorable meeting in Montgomery, the idea made a sufficient impression in the minds of a few of the great leaders of agricultural thought in the Southern States, that they were not willing to give up the thought of the benefits which the operation of such a plan might bring to the farmers of the South. Hence such men as Carl Williams of Oklahoma, Dr. Peck and Dr. Kilgore of North Carolina, and Oscar Bleisoe of Mississippi, along with a few others of similar type, continued the study of the Sapiro plan.

It was Oklahoma which put the plan to the test of overcoming the objections which were raised on every hand to its impracticability, and it is now a matter of historic interest to know that all of the objections that were raised by both the friends and the enemies of the plan, have been overcome; that the farmers would sign the contracts, and that the plan was not only not impracticable, but the very features of the plan which appeared to the lay mind as impracticable, were the strong features that meant the assured success of the organization when put into operation. Since the Oklahoma farmers demonstrated that they would sign the contracts no time was lost by the Texas Farm Bureau Federation in bringing the plan to Texas. Mr. Sapiro made his first address in the State at Dallas at the Fair grounds during the Fair of 1920. He made such a favorable impression on all who were present at that meeting that out of it came the demand for the organization of a cotton marketing association under the auspices of the Texas Farm Bureau Federation. Accordingly, the president appointed an organization committee of twenty-one of the leading cotton growers, educators, economists, bankers and business men, and a careful study was made of co-operative marketing in general, and cotton marketing in particular. Scores of letters were written to bankers, chambers of commerce and growers in California, and the Northwest, and without exception the highest endorsement was given co-operative marketing as practiced in California, and its benefits to the grower, banker and business man and practically all who were heard from, attributed the wonderful prosperity of California farmers to the success of the various co-operative marketing associations in that State. There was not one letter from anyone who did not favor co-operative marketing, and the stories of the success of the prune growers, raisin growers, citrus growers, egg producers, walnut growers, alfalfa growers, etc., was such as to fire the enthusiasm of the most conservative of our organization committee and staff.

The plan that forms the basis of the Texas Farm Bureau Cotton Association incorporates the accumulated experience and successful operation of co-operative marketing associations throughout the world during the past fifty years, and it is interesting to note that up until 1913 there was more or less experimenting in forms of marketing associations, but since that time the plan has become practically standard, and no organization based upon the standard plan has failed since that time.

The task of explaining the cotton contract to the farmers of 135 counties, and the subsequent house to house canvass of the cotton growers in those counties, resulting in approximately 20,000 men turning over to their association the sale of their cotton for a period of five years, was not an easy one. Without the cooperation of the County Farm Bureaus, County Agents, the press, and the bankers and business men of this State, a task of such tremendousness could not have been accomplished. But as the farmers themselves were brought to realize the opportunity for having a voice in the marketing of the product of their year's toil, so it was also that the bankers and business men were not slow to realize the benefits which would come to them through the increased buying power of the members of the organization.

RESHAPING AGRICULTURAL MARKETING

The Farm Bureau performed one of its greatest services for American agriculture when it originated the commodity conference idea. Out of the national conferences of growers have come commodity committees. These committees have been appointed by the President of the American Farm Bureau Federation to study all the systems of marketing and to recommend to the producers better methods of distribution, whereby the grower will get more for his product and the consumer will get better service or cheaper cost. It is significant that no one of the Farm Bureau's commodity committees has not gone far with its studies before the answer appeared in co-operative marketing.

The Farm Bureau's Commodity Conferences have utilized co-operative marketing in America. The result is that a change is being made in the entire marketing system of the country. Now Congress, largely through the efforts of the Farm Bureau, has placed the Government's seal of approval on the farmers' co-operative marketing program. This has been done through the Capper-Volstead Co-operative Marketing Law, the Packer Control Law, the Capper-Tincher Grain Exchange Regulation Law, and others. Both President Harding and Secretary of Agriculture Wallace have approved the Farm Bureau's Co-operative Marketing Program, and it is going forward accordingly.

The Farm Bureau has held national commodity conferences on grain, live stock, dairy products, fruit and vegetables, cotton, tobacco, wool, and sugar beets. These conferences and the co-operative marketing organizations which follow in their train are the Farm Bureau's answer to the plea of its membership to solve the farmer's marketing problem to the everlasting benefit of both producer and consumer.

of St. Tammany, Louisiana, subject to state taxation, annually, for a period of ten years, for the purpose of giving additional aid to the public schools. For the purposes of said special election the polling place will be the usual polling place of the Sixth Ward of the Parish of St. Tammany, Louisiana, and the following commissioners and clerk of election of the polling place have been appointed to

THE COMMUNITY HOUSE

How it Came to Park Road.

When the get-together spirit of war days reached the little community of Park Road, it was discovered that women who had lived next door to each other for years had to be introduced. There was no church, no school, no common meeting place of any kind and the next town was four miles away. A visitor to Park Road today would find the community grounds an interesting sight. Trees and shrubbery are neatly trimmed and a large rock pile and mass of timber await the beginning of operations.

The Farm Bureau Home Demonstration Club, meeting at the homes of the Farm Bureau members, had taken the first step in arousing community interest, and it had started a building fund with fifty dollars earned at a county fair. When the club went a step farther and asked, "How can we secure a house large enough for the whole community?" the donation of a lot by a generous citizen of a neighboring town and a financial campaign resulting in \$1,000 in cash gave the necessary start.

The new community house is a frame structure sixty-six by thirty feet, with a porch 12 feet wide extending the width of the front. The foundation is of old field stone. The main floor has an assembly room with a large fireplace and a good sized stage. There is also the necessary kitchen and two large sized committee rooms. An athletic field is to be laid out at the rear of the building. Not a dollar is being expended for labor, for there is an expert for every detail of the project of the community. There is also community spirit.

Through this group, rural district nursing has been established, hot school lunches started and classes in basketry, community canning and sewing organized.

The Farm Bureau members come to the library to hear talks on such subjects as home mixing of fertilizers, co-operative marketing, rural legislation, and other farm problems. It is headquarters for the county agent when he is in the locality.

How Our City Cousins View Us

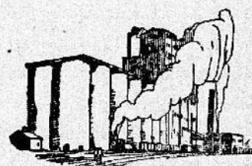
How does the Farm Bureau movement appear to city people? No other organization except perhaps the American Federation of Labor, ever received so much publicity in the metropolitan press. One of the great city papers which has keenly observed the Farm Bureau's progress and development is the New York World. Here is an editorial from the "World" for January 30, 1922:

"THE POWER BEHIND THE BLOC." "An observer looking about for the most powerful political figure in the United States at present would have to pass over the President, who has been defied by Congress, and also the old-line party leaders within Congress who have been defied by the agricultural bloc. He would have to pass over the bloc itself, for it has been doing a number of things it didn't want to do, and search for the organization or the man who has been dictating to these Middle Western Representatives and Senators who hold the balance of legislative power. The organization is not hard to find. It is the American Farm Bureau Federation, and James R. Howard is its President.

Two years ago Mr. Howard was a farmer in Iowa—a dirt farmer, though he has a college degree. Now he sits in Washington and tells the Administration where it gets off. Behind his words is the grim conviction of several millions of men who have had an unusual run of hard luck lately that the Government has never paid enough attention to agriculture and that when favors are being distributed in the future the farmer will realize on a few campaign promises or know the reason why. The disconcerting phase of the matter is the absolute sincerity of Mr. Howard and his followers and the absence of radicalism in their platform. They are content with the economic system as it stands, but they want the business overhead reduced and a voice in decisions as well as a larger share in returns.

Seemingly they do not realize how revolutionary all this must appear to the Old Guard. Wall Street has always had the dominant bloc at Washington. Can the tradition be shaken? There are no institutions tottering to a fall but there are changes impending.

Grain Growers Come Into Their Own



THE local co-operative elevator which has done much to solve the marketing problem from a local standpoint is retained as a basic feature of the system. These elevators are required to meet certain conditions before they can qualify, however.

They must be truly co-operative, stock ownership must be limited to actual grain growers, and stock must be available at a reasonable price, to every grain grower in the natural territory, tributary to the elevator.

They must also pay dividends on a patronage dividend basis. The local elevator company or local grain growers' association then contracts with the national association to handle its members' grain under each of the plans which may be elected by the individual growers.

The plan provides for the management of the national association by a board of 21 Directors elected by delegates to the annual convention of the association. The directors in turn elect the officers of the national association among their own number, excepting the Secretary and Treasurer.

The Board of Directors of the National Association is authorized to establish such departments as Sales, Transportation, Organization, Legal, Finance, Statistical, Publicity and Pooling.

After the adoption of the plan the Committee of Seventeen divided the United States into twelve grain growing districts, allowing to each, one man on the temporary Board of 21 Directors for each 60,000-1,000 bushels of grain sold. Each state delegation elected the directors allotted to their district. These Directors served until the first annual convention of growers, which was held on March 21, 1922, at their General Offices, Chicago. Seven members of the Committee of Seventeen were represented on the first Board of Directors.

The U. S. Grain Growers, Incorporated, came into being as an authorized institution on April 16, when it secured its charter as a national, non-stock, non-profit grain marketing corporation, for farmer members. They established general offices at 59 East Madison street, Chicago, Illinois, and any requests for information about the movement should be addressed to them there.

Scarcely had the farmers' grain marketing plan been ratified when the organized grain trade—the speculators in grain, the old-line grain dealers and allied interests, pledged itself to raise \$250,000 to be devoted to fighting the activities of the U. S. Grain Growers. Farmers and elevators throughout the land have been deluged with posters, placards, circulars and propaganda of various sorts to discourage the

movement. Although several months have elapsed, and a large part of this \$250,000 has been expended, yet the movement has withstood their attacks and the organized grain trade has been unable to pick any serious flaws in the fundamental features of the Committee's plan. One farm paper editor has raised the interesting question that if it is worth \$250,000 to the organized grain trade to kill the U. S. Grain Growers, how much is that institution worth to the farmers?

But the U. S. Grain Growers' Association is here to stay. President C. H. Gustafson advises that there are now more than 50,000 farmer members, and over 1,000 co-operative elevators belonging and 300 new members joining daily. This means that more than 100,000,000 bushels of marketable grain are already under contract, and that at the present rate of progress the U. S. Grain Growers would have 150,000 members by January 1, 1922, representing at least 400,000,000 bushels of grain. When we stop to consider that in the neighborhood of but 325,000,000 bushels of grain is all that is handled in one year on the Chicago market, one can understand that the U. S. Grain Growers is soon to become a real factor in the grain markets of the world.

The organization has had the backing and paternal guidance of the great American Farm Bureau Federation with a paid-up membership of more than a million farmers. President Howard is on record as declaring that the American Farm Bureau Federation stands pledged to the farmers of America to effectuate co-operative marketing, and that the organization intends to see the U. S. Grain Growers, Inc., through to complete success.

Farmers everywhere are lacking the plan. All the farmer asks, and he is justified in his attitude, is privilege of taking his products to the ultimate buyer, and let the normal law of supply and demand govern the purchase price. He is willing to let consumption demands set the price his products should bring, and share the profits accruing from economical and efficient buying with the ultimate consumer.

"It is," declares W. G. Eckhardt, treasurer of the organization, "the first opportunity for grain farmers everywhere to join forces under one banner to merchandise their grain at the full price that the markets of the world will pay instead of making it the football of a gang of gamblers, and taking what they are willing to pay. The plan is a big undertaking, but the need is great and with the combined resources, abilities and support of the farmers of the grain belt themselves, it is bound to succeed."

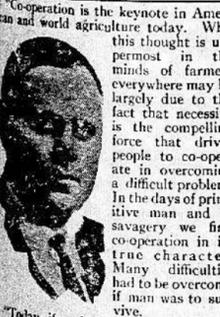
serve at this election; Emile Singletary, Randolph Parker and Charlie Kennedy, commissioners, and Alonzo Crawford, clerk. At said special election the polls will open at seven o'clock a. m., and close at six o'clock p. m., and the election will be conducted in accordance with the laws of Louisiana applicable thereto. Notice is also given that at 11 o'clock a. m. of the 7th day of July,

1922, the said Parish School Board of the Parish of Louisiana, will meet at Covington, La., and in open session proceed to open the ballot box, examine and count the ballots, number and amount, examine and canvass the returns, and declare the result of said special election. N. H. FITZSIMONS, President of St. Tammany Parish School Board.

Co-operation or Chaos?

By E. B. HEATON

Director of Dairy Marketing, American Farm Bureau Federation.



Co-operation is the keynote in American and world agriculture today. Why this thought is uppermost in the minds of farmers everywhere may be largely due to the fact that necessity is the compelling force that drives people to co-operate in overcoming a difficult problem. In the days of primitive man and in savagery we find co-operation in its true character. Many difficulties had to be overcome if man was to survive.

"Many new ideas and practices have been advocated and worked out in America, yet it has been left to those of other nations to develop these to their greatest efficiency. It is true; the growing prosperity incidental to the building of a great nation like ours had had its effect in smothering many of these movements such as that of co-operation. We have just begun to settle down to a realization that we are no more a new nation with its problems covered up by expansion. Today our problems are real. There is no cheap unclaimed land to be had. Land values have rapidly depleted. Other interests have speculatively developed our markets. The farmer has been too independent. All has been like a dream. The awakening is too great a shock to bear alone. He grasps at co-operation."

Not the First. "There have been many types of farm organizations started at various times in this country. These organizations have had various ideas in view; some of them have been too narrow in their conception of solutions for the farm problems and have been built up largely for selfish purposes; some of them have had the idea in view of building up co-operative buying organizations and have given but little attention to the matter of marketing; others have been built up for the development of the social and educational side of the farmers' problems; still others have had the idea that the only way to relieve the situation is by securing legislation favorable to the farmer.

"There is no doubt but that these organizations have done some good, but they have not grasped the situation as thoroughly as our newest of farm organizations—the Farm Bureau and the Farm Bureau Federation. "The Farm Bureau idea was developed and brought about through the need for a more widespread knowledge concerning the work of our agricultural colleges and experiment stations. It has been developed by federal and state support. It was

not long, however, after this work started, until the more progressive farmers saw in the Farm Bureau movement a working foundation for a better type of farm organization than we have had heretofore. There is no doubt but that the Farm Bureau as an extension medium for the purpose of bringing the knowledge as developed by our experiment stations into actual practice by the American farmer, has been of inestimable value. The more progressive farmers have appreciated this.

Needs to Study. "Although this is a service that is worth while, the farmer needs to study more about his marketing problems, and the Farm Bureau has been built along these two lines—firstly, to work for more economical production, or, in other words, to try to stop some of the leaks in agricultural production; and secondly, to develop that other side of the problem, that of better markets, which involves a good many different lines of work. No other farm organization has had these two functions, and for this reason I see a better future and a better working organization in the Farm Bureau than in any other that we have had.

"As farmers we must not lose sight of the fact that the biggest job the farmer has is the one back home on the farm. It is very easy to forget that the matter of production is the first absolute essential and that the farmer's big job is to produce more economically. The American farmer has to compete with all the world and unless he produces as cheaply as possible, he cannot compete and still maintain his standard of living as he has in the past. It is impossible to build a wall of protection around American agriculture, and the farmer realizes this the better we are going to be. The consumer is not going to pay for inefficiency in production.

"In handling this phase of the problem, no better organization has ever been developed than the Farm Bureau, with men employed by the Farm Bureau, working in the counties to spread broadcast those ideas which will lead toward more eco-

nomical production. For this reason we must continue to develop the work of the County Farm Bureau. We must not always look towards our state organizations and the national organization to solve all of our difficulties. It is true they have a service to give which goes hand-in-hand with the other, but what I want to emphasize is the fact that we, as farmers, are too prone to forget that we also have a job at home.

"And it is just as important also that we keep the co-operative organization truly representative. In this matter many co-operative associations have failed to do their best work because a clique gained control of the organization. "Co-operation is here to stay. The man on the farm is looking forward to it helping solve his problems. If he will but learn that to co-operate he must learn to work with his neighbors, it will do all that his expects of it."

PROCLAMATION.

STATE OF LOUISIANA, Parish of St. Tammany.

Pursuant to a resolution passed by the St. Tammany Parish School Board of St. Tammany Parish, Louisiana, at a meeting held on the 19th day of May, 1922, I, N. H. Fitzsimons, President of said Parish School Board, do hereby give notice that, in compliance with said resolution, a special election will be held in School District No. 6 of the Parish of St. Tammany, Louisiana, on the 5th day of July, 1922, for the purpose of submitting to the property taxpayers qualified under the constitution and laws of the State of Louisiana, to vote at said election, the following proposition, to-wit:

To levy a special tax of four mills on the dollar on all the property in School District No. 6, Par-