

The St. Tammany Farmer

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D. H. MASON, Editor

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The Challenge of Service

By CHARLES E. GUNNELS

Treasurer American Farm Bureau Federation.



More than a million farm families are members of the American Farm Bureau Federation. They are proud of its accomplishments.

Will we be as proud of our record in the future as we are of our record in the past? Do we have the right viewpoint? Are we approaching our problems from the proper angle?

There is no room in America today for prejudice or unpopularity. We must be American citizens, first, last and all the time. As good American citizens, we each have definite functions to perform.

We frequently hear that there is an alarming amount of unrest among the people of the world today. May we not conclude that our present unrest is a sign of progress?

The universities of this nation are the potential leaders in the nation's thought. The American Farm Bureau Federation and the Agricultural Colleges are the potential leaders of agricultural thought.

It is not possible to direct the present-day tendency critically to examine conditions under which we are living, to the end that no disaster but progress will result? For ages wise statesmen and economists have been telling us that nations must maintain a certain balance in the necessities of life.

It is only in other ways of saying that our national agriculture must be made sufficient and reasonably satisfying for both producers and consumers. How best to do this is the real challenge before us.

The value of the service rendered is incalculable. We are in the main a nation of individuals and in our ambition to advance our individual interests we sometimes combine with others to the mutual advantage of those so organized.

This tendency has been highly developed in certain commercial undertakings. In fact, its over-development has caused us to seek ways and means of checking abuses that have become evident. Anti-trust legislation and other regulatory measures resulted.

Farmers the Greatest Class. The greatest single class of producers in the nation—the farmers—is still a disorganized mass of individuals with exceedingly varied interests.

The folks of the farm are among the last to find a means of organizing in the common interest. Agriculture is not sufficiently prosperous or so exciting today. Under present methods of doing business a comparatively unorganized group, selling the fruits of their labor to an organized group, and buying back their necessities from another organized group, finds itself in a sustainable economic position.

We are approaching the limit of available arable land. Our population is rapidly increasing. On a pre-war exchange rate the present agricultural dollar is worth only about two-thirds of its former purchasing power. Our real farmer population is about one-third of the nation—the other two-thirds of the people are depending upon that one-third to furnish their food and raw materials.

Are you willing as a nation, since agriculture is the basis of national existence, to leave to the few capable the production of the necessities of our existence? If we are so wholly dependent upon the agricultural class, can we afford to permit the tendency toward material and mental impoverishment longer to prevail?

There is a motto hanging on the wall in a Farm Bureau office, which reads, "The Lord freezes the water, but He expects us to cut our own ice."

In order to cut ice we need a real organization. Unorganized agriculture has been getting no results. We are not organizing for the purpose of forming a political body, for we do not believe in improper class consciousness, nor do we believe in good government for one class to attempt to obtain political control over other classes.

One of the big factors of success or failure will be our ability to recognize our real position in big national economic questions. The other big factor is faith.

Faith is Factor. Let every Farm Bureau member in the United States resolve for 1922 that he will have faith in himself, his fellow farmers, his County Farm Bureau, his State Federation, and the American Farm Bureau Federation. He should urge every unorganized farmer in the United States to join him in the faith, believing that the organization movement among the farmers is the means, and the only means, to better the condition of the farmer, recognizing it as his duty to lend his support to that movement.

The opposition is whispering to the folks that their faith is folly and their efforts will result in failure. Surely the American farmer will rise above such suspicions and scorn the narrow mind that gives them birth. Human nature, in its weakness, is often prone to give credence to the suggestion that our service organizations are attempting to exploit their members. Successful failures and disappointments in the history of the world. The suggestion to him that his Farm Bureau is working in his interest, that it costs so much that he is foolish to be a member of a farmers' co-operative organization, is unconsciously or unconsciously a device to the best interests of the Farm Bureau gains in strength, opposition becomes more active, more clamorous and more effective.

There is no doubt about the victory. We adopt these watchwords for 1922—Faith, Courage, Action. But we must act, for by our Works will our Faith be shown.

WILL VISIT EVERY FARMER IN COUNTY

Farm Bureau Conducting Publicity Campaign Preliminary to Membership Drive.

Every farmer in the county will be visited during the next few weeks by solicitors and given an opportunity to join the Farm Bureau.

Large posters, picturing a farmer backed by a composite membership and bearing the caption "Forward! Farm Bureau," have been decorating the countryside and town for two weeks.

Every farmer has been prepared for the invitation of the Farm Bureau solicitors by information sent out from headquarters. A booklet, telling the story of how a farm family came into the Farm Bureau, was mailed soon after the posters appeared on the fences and telephone poles. A folder advertisement followed this, and the County Farm Bureau has written a letter to each farmer urging him to join.

Sixteen Meetings Scheduled. Sixteen different meetings will be held in this county under the supervision of the county, the State Farm Bureau Federation and the American Farm Bureau Federation, where the work and policies of the Farm Bureau, county, state and national, will be explained at each of these meetings. Six solicitors and six farmers to drive them about the country will be asked to volunteer.

These farmers are then assigned sections to canvass and at the end of the campaign every farmer outside the Farm Bureau will have been visited personally. The solicitors receive a two-day schooling on facts concerning the Farm Bureau before they start out to visit other farmers.

On the night before the campaign there will be a big banquet and pep meeting attended by those who expect to put across the membership drive. It is expected that nearly 200 farmers will attend this banquet.

The Farm Bureau office will be a busy place the next few weeks, as lists are compiled here of the farmers who have not joined yet, assignments are given out daily to the solicitors and drivers, and reports are received and compiled every night.

A Nation-Wide Drive. These campaigns are going on all of the time all over the United States. The American Farm Bureau Federation has men out in the field working with the local people to organize Farm Bureaus. Farmers seem to be quite eager to join. A million more members by 1923 is the goal which Farm Bureau workers have set.

Town and country people alike are taking a keen interest in the Farm Bureau movies, "The Homestead" and "Spring Valley," which are being shown in connection with the educational campaign that is a part of the membership drive. While their primary mission is to tell the story of the Farm Bureau, they are also interesting pictures, depicting romance and humor in farm life.

School Children Interested. The boys and girls of the county are greatly excited over the Essay Contest announced in the schools this week. A big list of prizes is offered to the boys and girls writing the best essays on "Why Dad Joined the Farm Bureau." The contest is limited to boys and girls under 16. The youngsters are studying the booklets and other literature very carefully before beginning their essays. The prize-winners will be published in this paper. Watch for them.

In two weeks we will have a surprise for you ourselves. Watch for it. It will mark a big step in the history of journalism in this county and make you proud you live here.

Campaign is Nation-Wide. What is happening here is scheduled to happen in every other county in the United States within the next year. It is part of the Farm Bureau's drive for a million new members. The Farm Bureau is already the biggest organization of farmers in the world, but needs a hundred per cent increase in membership in order to do its most effective work.

"We shall never be satisfied until every farmer in America is given an opportunity to join this movement," said J. R. Howard, the Iowa farmer who is president of the American Farm Bureau, when he launched the nation-wide drive.

"One farm family out of six wearing the Farm Bureau emblem is not enough," declared Secretary John W. Coverdale. "No less than half of all the farm people of America will join the Farm Bureau when they understand what it will do for them."

"And we expect to give every one of them a personal invitation to come in," replied Charles E. Gunnels, who is the Director of Organization for national headquarters. "Farmers who understand that call great movement will be organized to call their neighbors and explain every phase of Farm Bureau work. Then they will invite him to sign up and bring with him the whole family—mother and the children—into the County Farm Bureau, the State Farm Bureau, and the American Farm Bureau—three in one."

Out for a Record. It has been suggested that we make a record for the state while we are at it. The suggestion has met with the hearty approval of the farmers who have talked it over, the county officials, the town bankers who are interested in seeing the farmers organized and prosperous, and all who have a pride in seeing this county lead in everything it undertakes. The state record will not be made on total membership, but on the percentage of our farmers who sign-up in the Farm Bureau campaign. All right! Let's go! as the auto-sticker said to the Farm Bureau poster.

MEN WHO ARE WORKING OUT CO-OP PLAN FOR DAIRY PRODUCTS



Top Row—Left to Right: Milo D. Campbell, President of the National Milk Producers' Federation; John D. Miller, Vice-President of the Dairymen's League; Fred H. Harvey, Director of the California Milk Producers' Association; C. L. Huley, State Dairy and Food Commissioner of Oregon; B. H. Sheridan, Director of Wisconsin Farm Bureau Federation; C. Beckelheimer, President of the Iowa Creamery Association.

Bottom Row: C. Larsen, Director of the Dairy Products Marketing Department of the Illinois Agricultural Association; Harry Harke, Director of the Queen City Milk Producers' Association; H. B. Nickerson, Director of the Twin City Milk Producers' Association and President of the Minnesota Co-operative Creamery Association; Richard Pattee, Managing Director of the New England Milk Producers' Association; E. B. Heaton, Director of the Dairy Marketing Department of the American Farm Bureau Federation.

THE Committee of 11 was appointed by President J. R. Howard of the American Farm Bureau Federation and approved by the National Milk Producers' Federation. It grew out of the National Dairy Conference called by the Farm Bureau in Chicago on May 3, 1921. The Committee of 11 is working out a national co-operative plan for selling dairy products.

The Committee of Eleven has organized itself into sub-committees and assigned to each a definite study. The Milk Marketing Committee is studying the various plans now followed in territories adjacent to the big cities. It is endeavoring to get an accurate understanding of the successful and unsuccessful features of each regional organization.

The Butter and Cheese Committee will study the co-operative creamery, the local creamery, the co-operative centralizer and the co-operative cheese factory and also the attempts at federation. It will also investigate the cream selling organizations and study the markets where the bulk of the butter and cheese is handled.

The Dairy By-Products Committee will investigate the manufacture of all kinds of by-products of milk. It will see whether it is not possible to develop new uses for these products and new markets. The Committee on Co-operative Advertising and Publicity will obtain the best thought on dairy publicity by inviting leading authorities along these lines to counsel with the Committee.

The Committee will endeavor to determine the best form of organization and the best means of financing the advertising of dairy products. The Committee on Co-operative Laws will investigate existing co-operative laws of the various states so that the Committee of 11 will know that plans made will function in all states.

The day when the Farmers' Dairy Marketing Committee of 11 reports will be the greatest day in the history of American dairying.

1922 Executive Committee of the A. F. B. F.



This is the executive committee of the American Farm Bureau Federation elected by the Board of Directors at the Third Annual meeting held in Atlanta, Georgia, November 21-23. They are, reading from left to right: Top Row—H. E. Taylor, New Jersey; J. T. Orr, Texas; H. C. McKensie, New York; James W. Morton, Georgia; Howard Leonard, Illinois. Bottom Row—Ralph Snyder, Kansas; E. F. Richardson, Massachusetts; John G. Brown, Indiana; W. H. Walker, California; Gray Silver, West Virginia; John F. Burton, Utah; Charles S. Brown, Arizona.

WHY I JOINED THE FARM BUREAU

"I joined the Farm Bureau because I wanted to keep my girl out of the cornfield and give her the education she should have. My father made some money in farming but he made it at the expense of working himself fifteen hours a day and his wife and children longer hours than they should have had. It wasn't that he was greedy; it was just that farming was then so hazardous financially that he had no other recourse. The Farm Bureau in our county is eliminating the unnecessary risks from the business of farming and is putting it on the plane where efficiency and service, rather than drudgery and long hours, pay just returns. My farm bureau membership has come back into my pocket in added returns every year since I have belonged, and it will do the same thing for every other farmer who makes good use of it. "I cite these benefits first not because I fall to see the other ideals of the Farm Bureau, but because agriculture must first be put on a just basis of prosperity if other ideals are to be attained."

Oldest Farm Bureau Member



The oldest member of the American Farm Bureau Federation is C. T. Templeton, who was 100 years old on June 17, 1921. He is a member of the Lawrence County, Ohio, Farm Bureau, of which his son, J. L. Templeton, is president. Mr. Templeton has voted for nineteen presidents.

Endorses Great Lakes To the Sea

The plan to doctor the St. Lawrence river so that ocean ships can dock and unload at Chicago, Duluth and other Lake ports of the middle west is a present project of the American Farm Bureau. Farmers are enthusiastic for it is reducing the rail haul and then by cutting the freight charges will give them more for their products. Grain can be delivered, without expensive transfer to other carriers, to all ends of the world. Transportation by water is five times as cheap as by rail. It is figured that middle west wheat can be laid down on the Liverpool markets ten cents a bushel cheaper than it can now.

It is proposed that the United States and Canada co-operate in this great undertaking, sharing in an initial expense of \$25,728,000 for deepening the St. Lawrence river and enlarging the canals around its rapids. Engineers have figured that the hydro-electric power that will be subsequently developed can pay for the whole project in fifty years.

Transportation is prohibitively costly at the present time because the crowded condition of New York and other Atlantic seaports necessitates much warehousing and loading and unloading of goods at those terminals.

The addition of new seaports would relieve this congestion. By building a canal across Illinois from Lake Michigan at Chicago to the Mississippi river at St. Louis, the United States would automatically create seaports at Kansas City, Memphis, New Orleans, Louisville, Cincinnati, Minneapolis, St. Paul, Milwaukee, Chicago, Duluth, St. Louis, Detroit, Columbus and Buffalo. It is estimated that the saving to the farmers of the rich middle west would run up into the billions of dollars a year.

BEET GROWERS CONFERENCE

One of the seven commodity marketing meetings called by the Farm Bureau was a sugar-beet conference, which drew growers from Ohio, Michigan, Indiana, Illinois, Wisconsin, Iowa, Nebraska, Colorado, and Utah, and was held in Chicago on January 17-18, 1921. At this conference it was planned to evolve the United States Beet Growers' Federation into a national co-operative beet marketing association. The conference also recommended a nationally uniform contract as between sugar companies and the growers.

Keeping the Boys on the Farm

Farm Bureau's Biggest Interest Is Farm Boys and Girls

AFTER all, the biggest interest of the American farmer is in his boys and girls. The Farm Bureau has a large child-welfare program. In practically every County Farm Bureau in the United States, boys' and girls' clubs have been or are being organized and trained leaders placed in charge.

There are now 4,120 leaders of boys' and girls' clubs. Club members are setting the pace in yields of grain; they are raising the kind of pigs, calves, and sheep that win prizes at state and national live stock shows. They are learning to sew, can and prepare foods, and beautify their homes. They are not only learning scientific farming and housekeeping but a large part of their work is to demonstrate these progressive methods to others. At the same time they are producing wealth. In 1920 there were 331,000 members who produced \$8,885,092 worth of products.

These boys and girls will be farmers of the next generation and their interest in remaining on the farm will not only be stimulated but the profession will be elevated by the new ideas which the Farm Bureau is bringing to the Boys' and Girls' Clubs. Besides bringing the children a new interest in their work, their club contracts give them a richer social experience and a pride in the country.



CUTTING DOWN FREIGHT RATES

THE farmer's happiness and his pocketbook are both intimately tied up in the problem of transportation. It has cost too many farmers their entire crop to get it to market. The Farm Bureau has been in the forefront of the battle for lower freight rates. Its work has been effective. A total of a third of a billion dollars per year has been saved on the farmers' freight bills every year. If you are an average farmer this means at least \$50 for you every year—enough to pay Farm Bureau dues for five years.

These savings were brought about in several ways. The Farm Bureau got railroad valuations for the purpose of computing guaranteed earnings reduced by the sum of \$1,700,000,000. This of course resulted in an annual saving of 6 per cent on that amount or \$102,000,000. The Farm Bureau's arguments in the grain and live stock cases won the day, and saved the farm shippers another \$100,000,000 on their annual freight bill. Then a petition was filed demanding immediate reductions in freight rates on basic necessities of life, to be followed by further reductions as fast as savings in operating expenses could be effected. This was followed almost at once by the railroads announcing a voluntary reduction of 10 per cent on agricultural commodities, a clear saving of another \$43,000,000. The activities of the state Farm Bureaus in securing intrastate reductions on limestone, fruit, molasses, etc., have saved the shippers at least enough to make up a grand total of a billion a year, or \$50 per farm.

State Bureaus Active. Much has been accomplished by the state Farm Bureau acting in co-operation with the American Farm Bureau in bringing about revisions of railroad rules and regulations affecting farm products. For instance, it seemed wise to make an effort for a substantial reduction in rates on agricultural limestone within a state as a test case which other states might follow. At the request of the Traffic Manager of the American Farm Bureau Federation worked out a scale of rates. The railroads accepted it; it is lower than any other scale on agricultural limestone within the United States and is being used by a majority of the lines in several states. The Traffic Department has also made a special survey of the rates on agricultural limestone in the southeast, the benefits of which are available to all the states in that section.

A history of the rates on cattle, hogs, sheep, horses, wheat, corn, oats, barley, hay, eggs, poultry, butter, cheese and wool has been prepared by this Department, together with a history of the prices on these articles at the various markets for the Congressional Joint Commission of Agricultural Inquiry.

Egg Breakage. Another problem is the transportation of eggs which are today usually shipped in honeycomb fillers, whose protective power depends almost entirely upon the very weak tips. The railroads prohibit the use of second-hand fillers, but find it absolutely impossible to police the situation. The result is that large numbers of the shippers use these second-hand fillers and then find it impossible to collect any claims from the railroads. But, more serious than this, is the enormous economic loss due to the breakage of more than five million dollars' worth of eggs every year. The Transportation Department has sent out a bulletin to all the states and agricultural papers calling attention to the need of very carefully packing egg shipments, and is also preparing to take further steps to reduce this loss, which in the end, illogical as it may seem, is taken from the pocketbook both of the consumer and of the farmer.

Faulty refrigeration in the transportation of perishable products of the farm causes a loss to the farmer and to the public of not less than two million dollars per year. Every possible means is being used to persuade the carriers to increase their supply of refrigerator cars and also to improve our present methods of handling products.

A Conference Held. A transportation conference was held in Chicago last October. At this meeting the representatives of the various organizations worked out a definite program of work to be undertaken by the national organization, as well as by the state organizations, which would avoid duplication and overlapping of effort. In general, the Transportation Department of the national organization is to confine itself to national problems and to collect information on such subjects as inland waterways; motor truck transportation; improvements which will add to the safety, economy and speed of transportation, and to serve as a clearing house of information for the states. The states through their transportation departments are to handle all local questions, to serve as sources of information for the national office and to handle all immediate problems of the farmers, such as claims, securing equipment, elevator side tracks, stockyards, etc. At the same time a careful program of co-operation was arranged so that either the state or national organization can secure the assistance of the other.

Organized Department. The Transportation Department of the American Farm Bureau Federation was established in June, 1920, with Clifford Thorne as director and C. B. Hutchings as traffic manager. The impetus to organize this department came from desperation of the farmers during the car shortage of the west. During July and August of 1920, 106,000 box cars were ordered sent into western territory and thirty-five lake boats were induced to carry grain to Buffalo on their way out to sea.

The Transportation Department has been continuously before the Interstate Commerce Commission hearings ever since.

Investigations Show Grain Market Speculation

Recent investigations of the American Farm Bureau Federation have shown that speculation on grain market was working a hardship upon the producers of grain and that grain exchanges had become so powerful that it was necessary for the Government to regulate and control them—just as necessary as it is for our Government to control the railroads, to control insurance companies and to control our banks. This year the American Farm Bureau Federation gave its support to this demand at the hands of Congress, and this bill enacted into a law. For the first time in the history of our nation, there is a law on the statute books providing for the Federal regulation of the grain exchanges of the United States. The Federation has assisted in procuring legislation providing for the regulation and control of our Live Stock markets. At the present time the commissions on the Live Stock Exchanges which the producer is compelled to pay are from 80 to 100 per cent greater than those existing before the war.

Farm Bureau a Dirt Farmer's Organization

The Farm Bureau is absolutely a dirt-farmers' organization. In order to keep its record straight, one of the State Farm Bureau Federations recently conducted a survey among county farm bureau presidents to ascertain their farming activities. Only one of the whole list was not actually working his farm; he had been farming 45 years and owns a 3,000-acre farm over which he has supervision. Although he is entitled to a rest, he is giving freely of his time to Farm Bureau work. These county farm bureau presidents had been farming an average of more than 26 years. The shortest period of farm life for anyone was 6 years, and the longest 46 years. Twelve of the list have held no public positions. Others have served their communities in such capacities as township supervisor, school treasurer, township constable, president of school board, president of shipping association, county commissioner, president of farmers' telephone company and state legislator.