

FARM BUREAU AS OTHERS SEE IT

Over three hundred county Farm Bureaus, four state Farm Bureaus all bound in one national Farm Bureau with a membership of about a million—how did it come to pass within two short years?

From a Business Man.
The business man gave his answer to the question the other day: "On the day when the farmer first realized that he was just as much a business man as his city merchant or grocer, grain dealer or druggist—on that day the farm bureau movement started. When the farmer has proved himself a business man to such an extent that he has won the respect of solid business men over the United States."

From an Editor.
The editor of a New York newspaper thus answered the question: "The Farm Bureau movement marks the dawn of a new day in agriculture. The old pioneer who took his all from the land and was proud that he had cut himself off from communication with the outside world has been replaced by the farmer who knows that he needs his neighbor in business. It is the Farm Bureau movement that spans the two or three mile gap between the farmer and the neighbor and between the farmer and the world."

The modern farmer is a manufacturer; he sits in the roof of his factory and the floor. He realizes that he must operate his factory just as efficiently as a manufacturer. His is a plant that is as much as the various businesses town with which he deals; he intends to operate it just as carefully. That's why he joined the farm bureau."

A Woman's Tribute.
Here is a woman's answer to the question: "The Farm Bureau," said a Kansas farm woman, the mother of four sons, "has succeeded so gloriously because it is so much a part of the best community spirit. In our town many of the business men are members as well as the farmers because they realize that the farm bureau is working for the good of the entire community. The Farm Bureau has given the farm boy a new aim and vision. He sees now that the profession of his parents is no longer haphazard, straggling and unorganized, but that it is second to none in efficiency and ideals. Let the farm bureau operate for the next generation as successfully as it is now and you'll have more trouble in keeping the boy on the farm. It is a significant fact that out of several hundred boys and girls awarded prizes to Chicago last fall to the International Live Stock Exposition as a reward for superior agricultural accomplishments, only four or five came from homes that did not belong to the farm bureau."

A Word From a Minister.
"Service!" Thus, tersely, did a western minister summarize his answer to the question. "The Farm Bureau," he said, "has done its part quietly and efficiently. It rendered real service not only to its members but also to every other member of the community. No community can afford to do without its county farm bureau."

But it is the farmer himself who is best qualified to tell just what the Farm Bureau has done for farmers. Instead of speaking he has been voicing his opinion by

acting—he has joined the Farm Bureau, has placed his membership fee with a million others, and has found a place to work. And, after all, that is the most glowing tribute that can be paid to any organization—a consistently increasing membership.

"Jim and John"

"Howdy, Jim."
"Howdy, John."
And that's about all there is to it when a member of the Farm Bureau from—well anywhere—meets the President and Secretary of the American Farm Bureau Federation.

"Jim" is President and his last name is Howard.
"John" is Secretary and his last name is Coverdale.

Both are Iowa farmers who have been chosen to head this new organization of farmers which has been so much in the limelight lately. We tell about them in particular for they are typical of the other officers of the American Farm Bureau Federation. They are all farmers, actual and substantial farmers, and the exact opposite of professional agitators and promoters of the type that have so often had a hand in farm movements in the past. And most persons think that much of the success of the Farm Bureau can be traced to this simple but all-important fact.

Jim Howard was born and reared on a Iowa farm. After leaving college he tried his hand at teaching for awhile, spent enough time in a country newspaper office to recognize the smell now whenever he encounters it, was cashier of a bank at New Providence, Iowa, and for the last fourteen years he has done nothing but farm on his 480-acre tract in Marshall county, Iowa.

John Coverdale, too, is from the state "where the tall corn grows." He gave up his work as county agent leader in Iowa to be Secretary of the American Farm Bureau Federation.

And although they both have glass-topped desks at the offices of the Federation at 58 E. Washington Street, Chicago, they are seldom there, for most of their time is spent out talking to the farmers in different sections of the country and answering in a whole-hearted tone the greetings that are given them everywhere—"Howdy, Jim" and "Howdy, John."

"If I were permitted to erect a Temple of Agriculture to the home of the American Farm Bureau Federation, at some place of prominence in the corridors or chambers I would place the celebrated saying, 'Knowledge is power,' and in some other portion of the structure, in a position of equal prominence, I would place the motto: 'In union there is strength.' Upon these two basic truths your whole structure must rest. Without knowledge all efforts will be fruitless; and without union the organization will fail.

"And over all there should appear the inscription that carries with it the central theme of this entire movement: 'Dedicated to the Welfare of the Farmer.'"
—Clifford Thorne.

A farmer in Nebraska has been selling his corn at thirty-five cents per bushel. It costs thirty-five cents to ship a bushel of corn by rail from the cornfields of Nebraska to the processing mills in New York. According to the most conservative figures obtainable, the corn costs the farmer at least 95 cents a bushel to produce.

Swords To Pruning Hooks



GRAY SILVER, Washington representative of the American Farm Bureau Federation, right, and E. B. Reid, assistant representative, at the White House with petitions signed by 300,000 farmers endorsing the purpose of the Limitation of Armaments Conference.

We will get further with our plans if we are mindful of the public good. Narrow policies will bring our program into disrepute.

Farmers as a class are conservative. So is the farm bureau. Its job is big. Don't expect results before the solutions of the problems can be found.

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Extract from Speech by Prof. Ralph H. Gabriel, Professor of History in Yale University

In the early, formative years in American history, when perhaps eighty or ninety per cent of Americans got their living from the soil, it was difficult for farmers to feel that they belonged to a specialized class. After the turn of the nineteenth century, however, when industry began to stride forward in seven-league boots and giant cities to appear, the men of agriculture began more and more clearly to see themselves as an economic group apart. They were specialists in a national division of labor of which the new capitalist and the new wage-earner were the two other most important elements. Farmers' organizations appeared, the Grange, the Farmers' Alliance, the Agricultural Wheel and finally the political organization called the Populist party. The significance of these is to be found, not in their continued failures, but in their aid to the development of a group consciousness, a pride of occupation and a sense of community of interest full of significance for the future. The last of them, the Populists, met defeat in the election of 1896. Six years before, in the census of 1890, the National Government had recorded the passing of the frontier. In 1900, land values began doubling and trebling with astounding rapidity. The last decade in the nineteenth century, therefore, distinctly marks the passing of an epoch. With the beginning of the twentieth century came the movement destined to bring profound changes to American life.

American citizens were hardly prepared to see, at the close of the recent political contest, fraternizing and even coalition between the belligerents. Yet Congress had scarcely gotten under way in December, 1920, when it became evident that the Republicans of the West were uniting with the Democrats of the South with the avowed object of enacting important agrarian legislation. To the average urban dweller in the eastern population centers the thing was inexplicable—and preposterous. "What basis has the farmer," demanded an influential metropolitan journal, "for asking special favors not granted by him to others in the community? Is not agriculture a business like other businesses, and, as such, subject to the same kind of hazard?" A Virginia farmer answered the question:

"We of the soil who have tended our flocks and tilled our land faithfully through the last twelve months have been able, aided by kindly Nature, to pour into the larders of our city brethren all the food staples needed to take away the haunting fear of the 'high cost of living.' . . . Of course we would like to continue to play the role of food philanthropists—produce food at a loss—but we cannot do it. Therefore many of us in the coming year, in spite of slogans such as 'Food Wins the War' or 'Feed the Nation' or 'Feed Starving Europe' will merely try to feed the farmer. . . . It behooves those then who consume what we produce to eat while the eating is good—and cheap."

Arizona is one of those big western states. They only have about 7,000 farmers, but they have 5,000 of them in their state Farm Bureau. As a result of their state organization, they recently got together with the packers and in place of shipping in outside beef to feed Arizona, arrangements have been made whereby the packers will be able to feed Arizona farmers with Arizona beef.

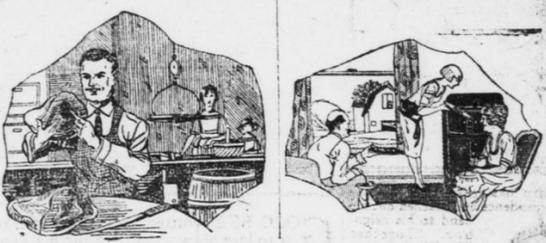
RESHAPING AGRICULTURAL MARKETING

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.



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