

4 DAY FARM BUREAU MEMBERSHIP CAMPAIGN OPENS AUG. 11

QUOTE ROOSEVELT AND HOOVER AT MUSKEGON SCHOOL

P. G. Holden Says Farm Bureau Good Thing For Every Community

A SPLENDID MEETING Team Workers Set to Put Muskegon Across in Fine Shape

Muskegon, Aug. 3.—A short course in the Farm Bureau, its achievements, its program and its plans were given to Muskegon county Farm Bureau team workers who held an all-day school at the Grange Hall three miles east of Muskegon today. These men and women will form the nucleus of the force of volunteer workers who will go out next week to present to their neighbors the matter of building a strong, active, permanent organization for craft and community betterment.

In his opening address County Farm Bureau President W. W. Blank declared that since the organization of the Farm Bureau the public has understood and recognized the problems of the farmer as never before. He showed the need of teamwork and organized effort for the solution of vital rural problems.

Alfred Bentall, director of organization for the State Farm Bureau, showed that both capital and labor are organized in America today and that if the farmers are fully organized they will have the deciding vote and be the balance wheel in our national economic and social life.

That the Farm Bureau has given individual and general benefits far greater than the amount paid in as dues was convincingly proved by Stanley M. Powell, assistant secretary of the State Farm Bureau, who discussed the activities, services and benefits of the several Farm Bureau departments.

Our Fortunes Interlock
Voluntary enlistment campaigns conducted by resident unpaid workers were characterized as great influences in the building of community life and spirit by Mr. W. T. Barbre of the General Organization Co. of Chicago. Mr. Barbre said that the value of each farm is profoundly affected by the standards and attitude of the surrounding farmers, and hence even those of us who are totally selfish must concern ourselves with community and craft organizations. Referring to the present Farm Bureau membership campaign, Mr. Barbre said, "This community campaign is democracy applied to the task at hand. It is a great leavening influence. We are learning how to live together and work together and profit through co-operation. We are learning that we do not profit by the other man's failure and we are not harmed by the other man's success. If one of the farms in our community goes down it depreciates the value of every farm in that community."

Muskegon's Service Record
Sketching some of the benefits of the Muskegon County Farm Bureau, Mr. S. J. Linn, Muskegon county campaign manager, told of its action in establishing the Muskegon municipal market, in starting the county fair and fostering county agent and boys' and girls' club work.

County Agent Carl Knopf showed how a permanent County Farm Bureau membership would allow for carrying out a long-time program of service for the benefit of Muskegon county farmers. Mr. Knopf explained in detail the present work and the plans for the future along lines of livestock, farm crops, horticulture, forestry, home economics and club work.

Mr. Holden's Address
Near the close of the afternoon program, Prof. P. G. Holden, agricultural agent of the International Harvester Co. made a splendid address. He said in part, "I want to say 'amen' to all that we have heard here today. I am heartily behind this Farm Bureau movement because it has a constructive program. I remember hearing Herbert Hoover make the statement that in his judgment the Farm Bureau offers the greatest hope for agriculture of anything which has happened in the last half century.

"I like the plan of this campaign. It was Roosevelt who said that what a man does for himself dies with him, but what he does for others lives on after his death.

"As you go out on this campaign to solicit memberships in the Farm Bureau remember that you are selling something that will be a blessing to every member and every community."

One of the most impressive features of the afternoon followed the explanation of the permanent or continuous membership agreement

Allegan Farm Bureau Team Workers' School



This is part of the enthusiastic bunch of Allegan County Farm Bureau members who have volunteered their time and services the week of Aug. 11-15 to make a bigger and better Allegan County Farm Bureau. This photograph was taken at the

one day training school for Allegan team workers held at Allegan, Monday August 3. The men and women here were in an all day session, studying the Farm Bureau program and their parts in this campaign. Some of them had the double duty of getting the information for themselves and for fellow team workers

who were unable to be present, but wanted the campaign information. The photograph was made just after the team workers group had signed another membership in the Michigan State and Allegan County Farm Bureaus. Most of them were signing for their third membership period. This is a continuous or per-

manent membership, year to year, with withdrawal privileges. Folks are joining to stay joined. The Allegan team workers are shown holding the membership agreements which they have just signed. Watch this group of men and women membership workers. They will be heard from.

2,000 WORKERS IN GREAT VOLUNTEER MOVEMENT TO BUILD POWERFUL FARM BUREAU ON CONTINUOUS MEMBERSHIP

Ten Counties Step Off Tues., August 11; in Rural Michigan's Greatest Organization Effort For Community Progress; Ionia Co. Campaign Week of Aug. 17

Tuesday morning, Aug. 11, 2,000 Farm Bureau members in 10 central Michigan counties, will hop into their flivvers or whatever they drive, as 1,000 two-man teams, and go into 204 townships for four days to invite their neighbors to become a part of the Farm Bureau movement. The Ionia campaign is the week of Aug. 17-21.

The week of Aug. 3 to 8 these team workers attended team workers schools in every campaign county. There they consecrated themselves to the task of building up a bigger and better County Farm Bureau. These meetings were wonderful gatherings. They are described elsewhere in the News. Previous to these team schools, the workers, in a few weeks, have built up a volunteer organization of several hundred workers in each County Farm Bureau. Nothing like it has ever been seen in rural Michigan.

The 2,000 volunteer membership workers are going to give four days work and the use of their automobiles to the Farm Bureau idea. They will receive no pay or expense of any kind. They have all renewed their Farm Bureau memberships, most of them for the third time. They have good reason to believe in the future of an organized agriculture and they are willing to give their time and best efforts to this campaign, together with their own memberships.



The Value of Organized Agriculture

Coming just before the actual enlistment work of this campaign, is a significant tribute to the value of organized agriculture. President Coolidge on Aug. 5 declared that his next big undertaking is going to be action to lower the high freight rates that are troubling agriculture. He also said the adoption of a national agricultural policy and tax reduction will be principal items in his program for the next Congress.

The President pointed out that farmers have been complaining of high freight rates for some time. The evidence submitted to him by the American Farm Bureau Federation and the Farm Bureaus throughout the country has been a clear cut expression of this situation which could have been obtained in no other way than by organization of groups of farmers throughout the country. Through the local, County, and State Farm Bureau groups important contributions have been made to the national farm transportation story.

Bureau Members Know These Things

It is with the knowledge that their Farm Bureau organization has a part in such far reaching matters as the above railroad freight rate item that the Farm Bureau membership workers are coming to see you. Freight rates are one of those seemingly indirect matters that we don't find laying around in the landscape, but nevertheless, they enter into every phase of our lives, and make one of the important conditions under which we must live. They are applied to groups of communities and must be dealt with through community organization.

Two New Ideas

There are two features about the present membership campaign that are commending themselves to every farmer:

First, the Farm Bureau membership is being placed on a permanent and continuing basis. When we join the Farm Bureau now, we join to stay joined—from year to year—just as we unite with the church or become a member of a lodge; just as craftsmen and business men join their organizations. The Farm Bureau continuous membership plan carries a withdrawal privilege in any year.

Second, the members are building their own organization by volunteer efforts. Some 2,000 of them are making a personal sacrifice in giving four days' time and work to interest their neighbors in the Farm Bureau program. They are doing this work at their own expense and wholly in the interest of a better Michigan agriculture through Farm Bureau organization.

A Real Record

The team workers are carrying to you a record of Farm Bureau achievement. During the past six years the Michigan Farm Bureau movement has builded well, in spite of some discouraging times. In the Farm Bureau Seed Service, it has created a "known origin" pure, Michigan adapted, seed service that not only is giving great service in Michigan, but has been the model for similar Farm Bureau Seed Services in a dozen other states. The Farm Bureau Supply Service gave

Other Important Services

The State Farm Bureau founded for its members a Poultry Exchange at Detroit and a Farm Bureau wool pool, which has worked its way into marked success, particularly the 1924 pool. The Bureau also maintains a clothing, blanket and underwear service at Lansing headquarters under the name of the Farm Bureau Fabrics department. All these commercial services are self-supporting. They are operated on a cost of service basis and cannot be expected to pay the expenses of unrelated departments.

Other Important Services
Other Farm Bureau service departments are its transportation or Traffic dept., Legislative, Publicity and Organization depts. These depts. are not self-supporting and must depend on membership dues. They render some of the most important Farm Bureau services.

(Continued on page two)

CAMPAIGN MANAGER



ELMER E. BALL
Elmer E. Ball, of Albion, R. 1, secretary of the Calhoun County Farm Bureau, and F. C. Garratt, of Battle Creek, R. 1, president, live on opposite sides of Calhoun county. They decided to share the responsibilities of the job of County Campaign Manager for Calhoun's 20 townships, and they have been at it nip and tuck. Calhoun was one of the first to complete her volunteer team workers organization and should give a very good account of herself in this campaign.

Resolution

Adopted by Allegan, Genesee and Shiawassee County Farm Bureau Team Workers' Schools.

RESOLVED: That we, the members of the Farm Bureau Volunteer Team Workers, in team school assembled at Allegan county, August 3, hereby express our hearty approval of the Farm Bureau Volunteer Membership Campaign, appreciating the great good we are deriving from it personally, and the greatly improved morale in the Farm Bureau resulting from the campaign; that we send greetings to the volunteer team workers in Macomb, Genesee, Ionia, Eaton, Muskegon, Calhoun, Kalamazoo, Barry, Van Buren and Shiawassee counties and urge that our co-workers in other counties do their utmost to put the campaign over 100 per cent.

FLOYD M. BARDEN, Pres. Allegan County Farm Bureau.

On receipt of the above resolution, the Genesee team school in session at Flint Aug. 4, and the Shiawassee team workers, in session at Owosso, Aug. 5, adopted it and sent a similar endorsement on to their fellow campaigners in other counties.

which is being used in this campaign. All the campaign workers present signed one of the new contracts. A photograph of the group appears in this edition of the Farm Bureau News, on page 4.

135 Team Workers in Big School at Allegan

Allegan, Aug. 3.—One hundred and thirty-five Farm Bureau campaign team workers attended a great team workers training school held here today; 21 out of 23 township chairmen were present. Instructors from the State Farm Bureau were Sec'y Clark L. Brody and C. S. Hanby. Oscar Harrington, county campaign manager, Hiram Andre of the State Farm Bureau Organization dept., and Co. Agr'l Agent O. I. Gregg handled the local end of the school in fine shape. Pres. Floyd Barden presided. Miss Harper, home demonstration agent, presented the women's work program. The workers renewed their Farm Bureau memberships right in the school and adopted a resolution of encouragement and further endorsement of the membership campaign, which was sent to the team schools in progress in other campaign counties. Enthusiasm is high in this county for a big Farm Bureau membership.

150 Get Instruction at Genesee Team School

Flint, Aug. 4.—Genesee County Farm Bureau members taking part in the Volunteer Workers Farm Bureau membership campaign held a rousing all day team school here today at the Masonic temple. C. L. Brody and C. S. Hanby from the State Farm Bureau, Ivan Parsons, county campaign manager, and Fred Hilbert of the State Farm Bureau organization dept. handled the program of instruction for the 150 team workers present. Pres. W. W. Billings presided. The workers renewed their Farm Bureau memberships during the school session. Genesee county has developed a very good campaign organization.

EATON BUR. HOLDS GOOD TEAM SCHOOL

Will Have Fine Campaign Organization On Job August 11

Charlotte, Aug. 6.—Sec'y C. L. Brody and C. S. Hanby were the State Farm Bureau instructors at a splendid campaign workers team school held here today. County campaign manager P. M. Granger, Arthur Edmunds, Clair Taylor and officers of the Eaton County Farm Bureau handled the local instruction. Dinner was served at noon in the Grange hall. Eaton county will be in the

field Tuesday morning, August 11, with a fine volunteer campaign workers organization.

Apple Harvest Under Way In Van Buren

Hartford, Aug. 3.—A fine crop of early apples is being harvested here. Yellow Transparents are bringing around \$2 a bushel. Duchess growers are holding for \$1.50. Early offers were \$1 and \$1.25.

Organization will prevent us from descending to the status of the European peasant.

Activity in the Farm Bureau gives you an opportunity to serve your community.

SIX GREAT FARM QUESTIONS THAT MUST BE ANSWERED

What are They?	Country School Selective Production Public Improvements Country Church Co-operative Marketing Agricultural Fairs	?
Who Cares?	Farmer's Wife—Our Boys and Girls—Our Neighbors —Our Country	?
NO	We can't solve these problems individually— By Waiting—By Hating—By Proxy	NO
YES	These great Farm Questions must be answered by Organized Farmers—We must think carefully—Work faithfully —Start now—Be friendly—and stick to the job	YES

How the Farm Bureau Helps Agriculture Keep Pace With Other Industries

By M. L. Noon

PRESIDENT OF THE MICHIGAN STATE FARM BUREAU



Profiting from the experience of other industries and classes, we see that the thing that is necessary to insure satisfactory financial returns and favorable treatment from other groups is ORGANIZATION.

When we study history we find that the largest animals weren't always the ones that won out in the battle for "the survival of the fittest." Similarly, the ruling nations of various ages weren't always the countries that had the largest population totals.

The greatest measure of success has always come to those individuals or groups which have possessed alertness, unity, leadership and vision.

Both from the standpoint of numbers of people engaged in it and capital investment, agriculture stands head and shoulders above all other American industries.

Yet bitter experience has shown us that the unorganized farmer is hopelessly helpless in dealing with the closely organized groups that surround him on every side. Thus in the past the farmer has often had the short end of the evenner.

A mob of thousands may be controlled easily by a company of a hundred trained soldiers, so something besides mere numbers is necessary to secure a fair deal and an equality of opportunity for farmers.

During the last five or six years organized agriculture, through the Farm Bureau movement, has gone forward with tremendous strides. The farmers are taking their rightful place in the procession of progress. Nothing like it has ever been seen in the history of American agriculture. Some of the fruits of Farm Bureau organization are recalled in the following paragraphs:



WE HAVE A DEFINITE PROGRAM

Farmers Given Voice in Legislation

For many years past, both Business and Organized Labor have been improving their conditions by securing favorable state and national legislation. The unorganized farmer was at a hopeless disadvantage when it came to securing the laws which he desired. This was true both at Lansing and at Washington. The Farm Bureau proved the way out of this difficulty. A thumb-nail summary of the Farm Bureau's record in legislation is as follows:

National:—Farm Bureau aid passed National Co-operative Marketing Law, Anti-Filled Milk Bill, Packer and Stockyards Control Act; secured Rural Credits and Federal Warehouse Law. Defeated Nolan Land Tax and Federal Sales Tax. Secured duty on clover seed and wool and kept duty on oleomargarine.

State:—Farm Bureau won 2c Gas Tax; got Michigan Seed Law compelling dealers to show seed origin; got Anti-Discrimination Law protecting local co-ops from unfair competition of hostile interests; won passage of Michigan Filled Milk Bill.

Furnishes Facts for Farmers

Many of the above legislative victories have been made possible because the Michigan State Farm Bureau has supplied regular legislative reports and other news to all of the weekly newspapers in the state and to the two Michigan Farm Papers. The Michigan Farm Bureau News is published by The State Farm Bureau twice a month to keep the members informed on matters of particular interest to them. It is read by members in 62 counties and is a powerful arm of the Farm Bureau movement.



A WELL INFORMED MEMBERSHIP

Protects Farmers in Traffic Matters

The vigorous, persistent fight of the Michigan State Farm Bureau was probably the deciding factor in winning the Zone Freight Rate Case, saving Michigan farmers at least \$375,000 annually. Savings in many counties amount to more than paid in as Farm Bureau dues. This is a sample of what organization can do for farmers in railroad matters. Then, too, the Farm Bureau Traffic Department is always at the service of the members and their co-ops. It quotes rates and audits freight bills. During the past year \$10,000 worth of claims for loss, damage and overcharge were collected.

Co-operative Wool Marketing Service

Last year wool poolers secured 4.6c more per pound over local prices. Growers in the pool sold on grade; got full value. Quality was rewarded and encouraged. This year's pool is 50% larger than

that of 1924. Farm Bureau Fabrics Department handles only 100% virgin wool goods.

Savings Through Central Purchasing

Someone has said that the unorganized farmer always sells at wholesale and buys at retail. Farming is a business and to be successful must employ business methods in both marketing and purchasing of farm supplies. The Farm Bureau Supply Service put the principle of "Collective Bargaining" into effect for the benefit of Bureau members and their co-ops. It developed "Michigan Milkmaid" and "Open Formula" poultry feeds. These feeds tell the buyer exactly what they contain, pound for pound, something the farmer has always wanted to know about his feeds. This Farm Bureau truth-in-feeds policy has made these feeds very popular; 260 co-operative assn's distribute them.



Seed Service Worth More Than Bureau Cost

The Farm Bureau supplies only pure seed of northern origin, adapted to Michigan conditions. Largely because of Farm Bureau seed, alfalfa acreage in Michigan has increased 357% in the last 5 years. More Michigan acres were planted to Farm Bureau alfalfa this year than the total acreage of alfalfa in the state in 1919. The Bureau provides a good market for surplus farm seeds.

During the past season alone, Michigan farmers planted the following acreages to Farm Bureau Brand Seeds: 85,000 acres to Alfalfa; 30,000 acres to June Clover; 33,333 acres to Sweet Clover and 75,000 acres to Timothy. The above acreage of Farm Bureau Brand Seeds for one season is a fair indication of how much this co-operative pure, Michigan adapted seed service is appreciated.

Another great service given Farm Bureau members by the Farm Bureau Seed Service is its custom cleaning of farmers' seed at a low service charge. The Farm Bureau's seed cleaning plant is one of the best in the country, and its standards are second to none.



Maintains Poultry Exchange at Detroit

Members' own Exchange insures Michigan farmers firm market and honest dealing in the sale of live poultry, eggs and dressed veal.

Fosters Co-operative Marketing

State Farm Bureau established and developed the Michigan Elevator Exchange, which during the past year marketed 1,300 cars of beans and 3,178 cars of grain, doing an annual business of \$8,000,000 for 25,000 members. Market stabilized and strengthened; surplus built up and substantial patronage dividends declared to member co-ops.

Bureau has promoted the interest of other affiliated commodity exchanges. Helped establish local co-ops and has assisted them in many ways.



BENEFITS OUTWEIGH COSTS

After All Is Said and Done---Here Is What We All Want

From the above brief outline, it is apparent that the Farm Bureau movement has a well-rounded program of service. It benefits farmers in all phases of their business and community life.

County Farm Bureaus have given liberally of their funds for the financing of agricultural extension work, for the promotion of the boys' and girls' club and home demonstration projects.

The State Farm Bureau through its Seed Service has helped farmers to grow better crops and protect themselves against serious crop failures due to the planting of unadapted seed.

That the farmer might have a square deal with other organized groups and classes, the Farm Bureau has actively represented him and sought to protect his interests

in regard to freight rates and other transportation matters, state and national legislation and tax laws.

The whole purpose of the above program is to make agriculture more profitable, not merely that the farmer might have more money, but because of what that increased purchasing power means to him.

The Farm Bureau seeks not only to make agriculture more profitable, but to help the farm family translate this increased purchasing power into terms of better homes, brighter prospects for the boys and girls, more neighborly communities and thus to make a more permanent and stable basis for democracy and self-government in our nation.

JOIN WITH THE FARM BUREAU IN THIS PROGRAM!

