

## TWELVE BUREAUS START GREAT COMMUNITY BUILDING JOB

### CALHOUN CO. SETS STAGE FOR GREAT SIGN-UP CAMPAIGN

Membership Rally at Marshall Shows High Degree of Loyal Enthusiasm

#### 200 MEMBERS PRESENT

Lucius Wilson Sounds Key-note of Campaign in Soul-Stirring Speech

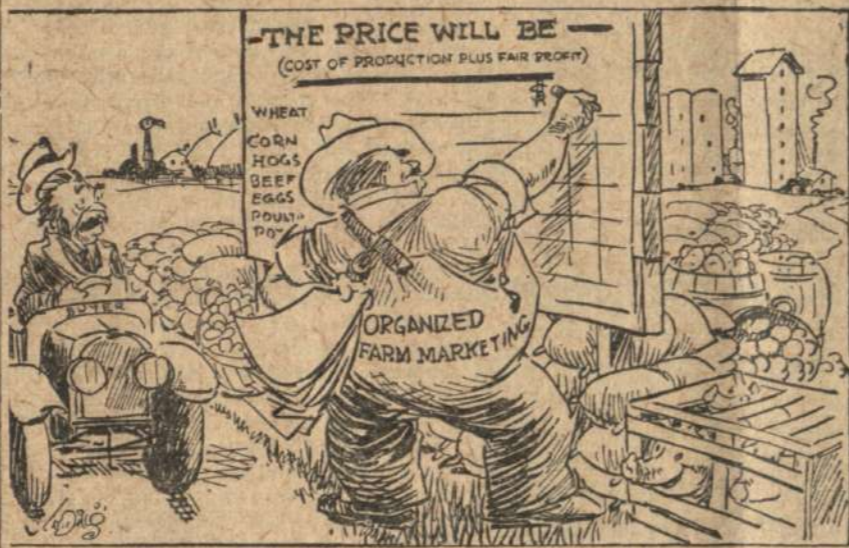
Marshall, June 5.—Two hundred Farm Bureau men and women from all parts of Calhoun county launched their coming membership campaign with a big dinner and membership meeting at the Brooks Memorial Church, today. All local preparations were splendidly carried out. The spirit of the meeting was one of enthusiasm and loyalty to the Farm Bureau movement.

Among the chief speakers were Lucius Wilson of Chicago, who is helping the state and county leaders make the necessary arrangements for the great Farm Bureau membership campaign which will be carried out in Calhoun and 11 other counties during the coming summer, Mrs. Edith Wagar, member of the Board of Directors of the State Farm Bureau and C. L. Brody, secretary-manager of the state organization. Sketching the spirit and something of the detailed plans which are part of the new Farm Bureau membership policy, Mr. Wilson declared:

"At the outset the thing which I wish to impress upon you is the fact that the solicitation in this coming campaign will be done entirely by voluntary, unpaid solicitors. Now, there is nothing new about this plan except in its application to farm organizations. The same plan has been employed for years by Chambers of Commerce, noon day luncheon clubs, labor unions, etc. It is evident that men will not do voluntary work unless they are inspired by a purpose. Let us therefore consider what motives will actuate you men and women and your neighbors as you go out to take part in this coming membership campaign."

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### The Old Way,—And What Organized Agriculture Is Working For



Courtesy of Grand Rapids Press.

### Otto Meitz Reports On Feeding Experience

Otto Meitz, of Mt. Clemens, R. 6, owner of Segis Kaasstra Pterterje, third in the senior two year old class, Seven Day Division, in the Michigan Holstein-Friesian Honor Roll for 1924, says: "I have been feeding 11,000 and 12,000 lbs. of milk, so I got good results. Think there is no feed that will beat it."

About 1,500,000 New York city people purchase all or part of their fruits and vegetables from push cart peddlers.

Have freight bills audited by the Farm Bureau Traffic Department. They discover and collect claims for loss and damage and overcharge for the members.

### 5 YEAR CONTRACT GOAL OF 30,000 A. REACHED BY EXCH.

Michigan Potato Growers' Are Successful in Great Co-op Venture

#### 7,000 GROWERS IN LINE

This Notable Achievement Due to Men of Vision And Determination

By H. L. BARNUM  
Cădillac, June 10.—The Michigan Potato Growers' Exchange in its campaign for members on five-year potato marketing contracts has reached its goal of 30,000 acres. Having reached the quota set at the beginning, the contracts automatically go into effect. Seven thousand Michigan potato growers are now assured of a profitable outlet for their crops for five years, and the Exchange itself is assured a definite amount of business for the same period. The successful conclusion of the campaign, therefore, puts the co-operative marketing of potatoes in Michigan on a safe basis.

The campaign was begun a year ago this spring after almost a year of preparation. The contract plan was authorized by the delegates to the Exchange annual meeting in August, 1923. A speech given at that meeting by Walton Petzet, Secretary of the National Council of Co-operative Marketing Associations, gave the necessary impetus to start the movement.

**Wiley Heads Campaign**  
Robert A. Wiley, formerly county agricultural agent in Grand Traverse county and later organization manager for the Michigan Elevator Exchange, was put in charge of the sign-up campaign. Much of the credit for the success of the work is due to Mr. Wiley's contagious optimism and unshakable faith in the rightness of the movement. When some men would have given up in black despair, Bob worked another cross-word puzzle, forgot his troubles and drove on.

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### 2,448 FARM BUREAU MEN AND WOMEN VOLUNTEER WORKERS TO SERVE ON 204 TOWNSHIP TEAMS IN AUGUST

Public Spirited Citizens Will Give Their Time And Best Efforts to Build a Soundly Organized Agriculture; Opening Meetings Draw Big Crowds

Tremendous strides have been made during the past three weeks by the 12 County Farm Bureaus participating in the big voluntary membership enlistment campaign which they are putting on this August with the State Farm Bureau.

County conferences of these memberships are being held. Attendance at all these meetings has been large. There has been a great deal of enthusiasm. Practically every township in every county has been represented at these meetings of 200 or more Farm Bureau folks in each county. This means that many people have driven 20 to 30 miles and more to attend these meetings.

Every other day for the past three weeks one of these County Farm Bureaus has been holding a county conference, very often with a luncheon. Sec'y Brody, Lucius Wilson and Mrs. Wagar, Dr. W. W. Diehl of Albion and Mrs. Frank Kinch of Grindstone City have been the speakers at these meetings. Articles covering the addresses and other features of these meetings are published in this edition of the News.

Campaign counties include Allegan, Barry, Calhoun, Eaton, Genesee, Ionia, Kalamazoo, Lapeer, Macomb, Muskegon, Shiawassee and Van Buren. During the next two weeks or so these 12 County Farm Bureaus will be perfecting their county campaign organizations, which means that they will be selecting their county campaign and publicity managers, and a campaign manager for each of their townships. Then, each township manager will gather together 12 volunteer campaign workers for his team.

The county and township volunteer membership enlistment organization for the 12 counties will total 2,448 men and women, organized into some 204 township teams in 12 counties. Between now and August they will be preparing themselves for the time in August when for several days the 2,448 will go out at the same hour and for the same purpose—to build up a powerful, soundly organized Farm Bureau organization for their community, their county and their state. They will give their time, their best efforts, their automobile and whatever else is needed for the success of an organized agriculture. The complete organization campaign machinery is illustrated by the diagram at the lower part of page 1.

Pres. M. L. Noon is general organization chairman. Note the connecting lines between the county campaign managers and the training school. A great deal more will be said about this training school later. Suffice it to say now that each county campaign manager and many other local leaders will attend an organization school at Lansing for the week of July 6. This school will be conducted by Mr. Lucius Wilson, whom many of us have heard during the past few weeks. In the conduct of this training school Mr. Wilson will be assisted by several of his associates and prominent Michigan agricultural leaders.

The message the county men get at the school they will carry back to their township organizations, down to the folks on the township teams, who in turn will carry it to their neighbors.

Not shown on this organization machine diagram, but who will stand shoulder to shoulder with the county forces will be the State Farm Bureau Organization and Publicity Dept's, the Michigan Farm Bureau News and all other resources of the State Farm Bureau.

Beginning with this edition of the News all farmers in the campaign counties will receive the News for a limited period to thoroughly acquaint them with the work that the Farm Bureau organization is doing.

### Three Big Meetings

The last of the big county Farm Bureau conferences will be held the week of June 15. They have been going on since May 25, in the twelve counties in the Voluntary Membership Enlistment campaign. Each has been attended by upwards of 200 Farm Bureau folk, who left their work at a very busy time to come and take part. If you live in or near one of the following meetings, don't miss this opportunity to hear Mr. Wilson, Mr. Brody and Mrs. Wagar on the Farm Bureau organization of agriculture. The meeting dates:

**Kalamazoo Co.**  
AT KALAMAZOO, Monday, June 15. Luncheon at 12:30 fast time, program at 1:30 fast time, at the Y. W. C. A.

**Genesee Co.**  
AT FLINT, Tuesday, June 16. Those attending guests of the Farm Bureau at a luncheon at Masonic Temple at 12:30 fast time.

**Van Buren Co.**  
AT PAW PAW, Wednesday, June 17, at 1:00 p. m., at Coterie Hall.

### What's Doing

#### 600 Co-ops.

Growth of the Idea, To Keep It Going.

More than six hundred co-operatives have been organized among the farmers of Michigan in the six years since the State Farm Bureau was established. This speaks well for the alertness of Michigan farmers in the past, and for the satisfactory future ahead of them. But someone should ask, "What brought about this tremendous expansion of the co-operative idea in Michigan?"

The answer is not hard to find. The systematic agitation in favor of co-operatives is what brought it about. The benefits that come to farm groups through co-operative action were made known as never before. Farmers were brought together, in Farm Bureau meetings, and there talked out the merits—and the demerits—of co-operative marketing as well as co-operative buying.

Back of all the agitation was the State Farm Bureau, which continued its steady pressure. That was necessary in action. Always there must be organized and continuous force behind talk to carry it into effective work. Conversation may be interesting; in fact, it may be an absolutely necessary prelude to accomplishment; but it never gets anywhere unless consistent and unremitting push is put behind it. There is the point where an organization is required to convert talk into a real achievement.

The State Farm Bureau has supplied the systematic organized force that promoted, agitated and stuck tenaciously at the job of organizing co-operative action, and maintaining it through dreary times of disappointment and loss. Somebody had to do it. The early days of some state-wide co-operatives (that might be mentioned here, but are not) were filled with troubles and losses. Who supplied the fortitude that had to be supplied to keep the work alive through trying years of inexperience and depression, when losses were being liquidated?

Again it is easy to answer the question. It was the State Farm Bureau.

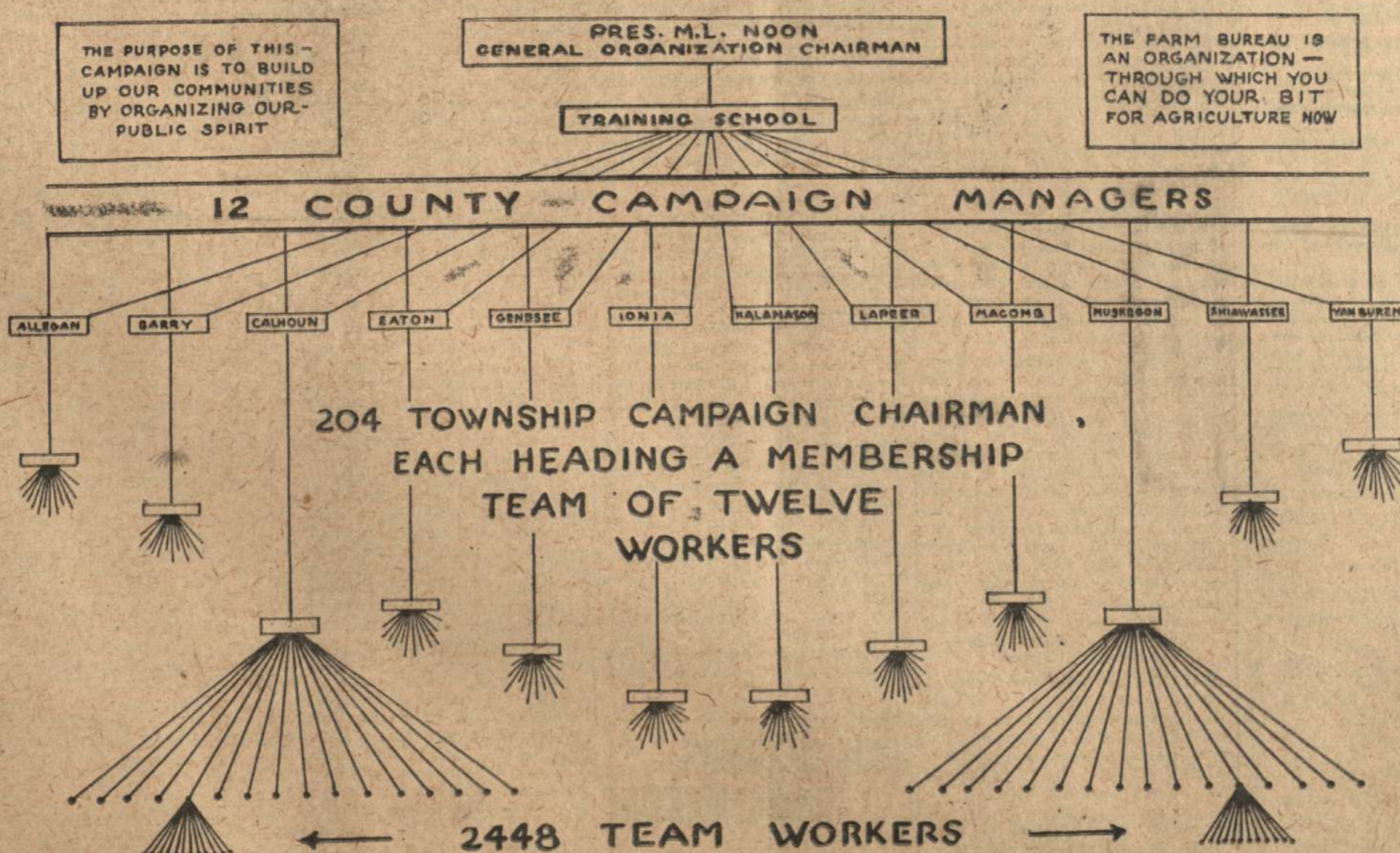
Now the time has come when the State Farm Bureau must renew and enlarge its own membership. As an organization, it must have members. A campaign is to be put on in twelve counties this summer. The canvas for members is to be made by teams of volunteers, in 204 townships. More than two thousand men and women are expected to serve on the volunteer teams. They will have to tell many farmers why the State Farm Bureau and the County Farm Bureaus are entitled to support.

Tell this story: The soil in which the co-operative movement in Michigan has been rooted, is the State Farm Bureau. The individual co-operatives, left to themselves, cannot educate the farmers of Michigan to group action. Yet without this basic educational work, the co-operative idea cannot live through times of stress.

If the co-operative idea had been allowed to go by the boards in Michigan about three years ago, it would have destroyed public confidence in farmers' associations, wrecked the credit of such institutions at many banks, discouraged farm leaders everywhere, and stripped thousands of farmers of the full amount of money or credit extended to the co-ops.

The State Farm Bureau expects the vigorous aid of every co-operator throughout the entire seven weeks of the forthcoming membership campaign. "Shall the eye say to the hand, 'I have no need of thee?' Whether one member suffers, all members suffer." That was written 1,800 years ago. It is true today.

### How Twelve County Farm Bureaus will put on a Simultaneous Voluntary Membership Enlistment Campaign in August



Twelve Voluntary Workers on Each Team; 2,448 Farm Bureau Men and Women in this Campaign. They are Giving Their Time, Strength and Money to Build a Soundly Organized Agriculture.





