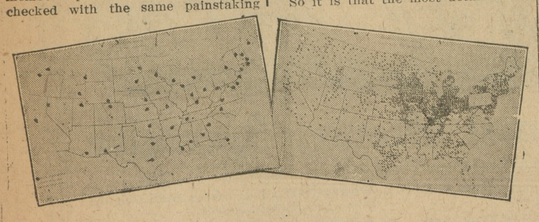
STICKING IN PINS

In Chicago the clatter of the stock ticker chatters out minute by minute the story of wheat sold and prices advanced or retarded. In New York this busy little recording mechanism whirrs out a record of gradually strengthening industrials that puts men back at work in factories and shops. And those directing the destinies of business study carefully the unrolling tape and gauge their actions accordingly.

In the Chicago office of the American Farm Bureau Federation county membership campaigns are being checked with the same painstaking



care, watched and checked, hour by hour, and day by day, for this is the year when increased and stabilized membership is essential to the life of the greatest of all farmers' organizations.

Instead of a ticker tape, a map on the wall shows every county in the United States. Whenever a county is organized and a farm bureau established, a red-headed pin is placed in that county, and "Farmers' Preferred" advances a point. Out west, where the counties cover hundreds of square miles, these pins appear far apart, while in little Rhode Island three pins close together make a 100 per cent farm bureau state; but every pin represents hard work and tells in brief the story of success.

This recording mechanism, however, is much more delicate than is required to note the addition of new counties. Within the counties, in townships, communities and parishes it notes and makes permanent record of the careful planning, the unselfish devotion of time and effort, the obstacles overcome, hopes sustained, and discouragements surmounted. As the stream of daily mail goes through the central office, every letter is scanned for news from the field, unfolding bit by bit, the dramatic human story of the birth of united endeavor.

So it is that the most detailed and minute information as to your own work, here in your county, is being abstracted and card indexed daily, so that at any moment the director may glance over the unrolling record and, at once in possession of all the facts in every case, apply pressure or help where most needed at the right time.

So the record grows, day by day, a county at a time, and in future years will furnish a history of these more difficult times when the farmer's voice is not always heard because he speaks so often alone.

The blank spaces on our map are being filled up with little red-headed pins, small in themselves, but great in the sum total of what they represent—a solidly organized American agriculture.

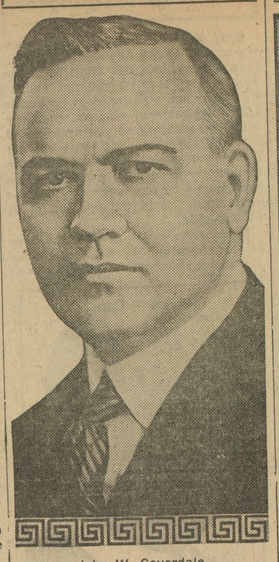
FILMING FARM BUREAU MOVIES

Time was when a moving picture, to be a moving picture, must either show a man hanging over the side of a cliff with a struggling girl in his arms as a bad man shoots the rope that holds them, a band of galloping Indians chased by leather-chapped cowboys, or the face of a man plastered with the softness of a custard pie.

But farmers have broken into the silver screen—just as they have taken their place in congress. At most any theater you are likely to see a picture in which nothing else flashes on the screen but farm scenes, old homesteads, nestling on the windward side of a stately grove of locust trees, romances, all the more romantic for having happened in the country—and in short, all the alluring calls of the open country. And around all of them there is that glamor, that satisfying calmness that only comes from "down on the farm."

The above picture shows the farm bureau film "Spring Valley" in the process of making.

The Executive Secretary



John W. Coverdale.

The first man in the farm bureau headquarters' office every morning and the last man to leave at night is John W. Coverdale, executive secretary of the organization. He is the boss of the Chicago office. It is his job to keep all departments functioning with the clocklike precision demanded by the membership.

Over Half of Wealth on Farms.

One-third of the population of the United States is made up of farmers who produce each year 18 per cent of the wealth and represent 52 per cent of the total wealth of the nation. Only recently—in the last two years since the American Farm Bureau Federation has been speaking for farmers as a class—have these facts been given the significance due them.

Each person handling farm bureau funds is adequately bonded and his books frequently audited by a public accountant.

Noise and Production.

Men and bees are much alike. They give up a mighty small quantity of honey in proportion to the amount of noise they make.

Like Other Animals.

Roy had returned from a visit to his aunt, and was trying to describe the folding bed he had been sleeping in. "It lays down at night, mamma, and stands on its hind legs in the daytime," he said.

Who Is Oldest Farm Bureau Member?

Clay County, Missouri, thinks that perhaps the oldest woman member is Mrs. Laura Tapp of the Estes school district. Mrs. Tapp is eighty years old and a part of the living present. She has taken an active part in the development of the farm bureau in her own county. Out in Lawrence County, Ohio, C. T. Templeton, 102 years old on June 17, 1923, is thought to be the oldest member. Mr. Templeton has voted for 19 presidents.

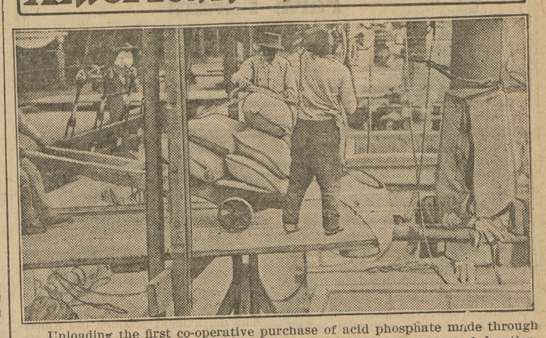
Club Work Brings Liberal Education and Trip Abroad

With a background of seven and five years of club work respectively, Kathryn Bolibaugh and Beulah Rodgers of Eddyville, Ia., were declared America's champion canners in the national canning contest at the 1922 International Live Stock exposition in competition with champion sectional teams from every part of the United States. Their reward is to be a trip to Europe commencing in June, 1923, provided by the American Committee for Devastated France.

These farm girls won because of their previous thorough training in home canning gained in club work. They had mastered the subject thoroughly and were perfectly at ease before the great throngs at the International because of the many public canning demonstrations which they had previously given before audiences at county, state and interstate fairs. Incidentally their local leader was a former club member for four years.

Bertha Boger and Elaine Hendricks of Burlington, Colo., won second place in the national canning contest and will also take the trip to France.

American Farm Bureau



Unloading the first co-operative purchase of acid phosphate made through the central purchasing department of the Louisiana Farm Bureau federation. Farm bureau members saved $38,295 on this one purchase of 5,420 tons of acid phosphate.

Letters received in the head offices of the farm bureau indicate that the farmers of Louisiana are highly pleased with the fertilizer. One south Louisiana planter stated that he saved $3,000 on his purchases of acid phosphate and nitrate of soda through the bureau, while proportionate savings were made by farmers in all sections of the state, it is claimed.

Home and Community Committee of Farm Bureau

The Home and Community Committee of the American Farm Bureau Federation met in Columbus, Ohio, recently. The woman's committee, named by the executive committee of the American Farm Bureau Federation, consists of Mrs. W. C. Martin of Texas, Mrs. Izetta Jewell Brown of West Virginia and Mrs. H. W. Lawrence of Ohio.

FRED. G. USILTON, President. EBEN F. PERKINS, Secretary and Treasurer

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A Dividend Paying Company **Saves Thousands of Dollars**

To Its Policyholders

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