

Government Must Aid in Developing Agricultural Policy on Constructive Lives, Says Coolidge

Farm Taxes Must Be Cut to Minimum

Principle of Co-Operation in Production, Finance and Marketing Must Be Fostered.

Cites Aid Already Given

The complete text of President Coolidge's address before the International Livestock exposition follows:

In coming this year to visit the International Livestock exposition, I have been able to gratify a wish of many years' standing. This exposition is striking testimony to the marvelous advance of American agriculture. It is also a convincing proof of the present soundness and future security of this great national interest.

AGRICULTURE IN SAFE HANDS.

All of this, impressive as it is, would not be a sure guaranty of our soundness and security in the realm of agriculture, if the business were one of enormous units and concentrated management. If these striking advances could be attributed to the wisdom and vision of any narrow group of men; if they were the accomplishment of some limited number of particularly capable leaders, dominating the industry as a board of directors might dominate a corporation, the results which we see here would not justify all the confidence with which we view the future of the American farming community. In such a situation, we might well fear the possibility that leadership would one day fall into the hands of less capable, less understanding, less far-sighted men, and the results would be disastrous. Fortunately, there is small danger of this. Here we have an industry which is absolutely essential to the national welfare. Its success depends upon the skill and wisdom of millions of men who must qualify as competent executives, capable of utilizing the best of business methods, of scientific knowledge, and of sound economic understanding, all applied to the intensely practical problems of every day's work and every season's planning. The real achievement has consisted far less in breeding up our grains and fruits and livestock to present high standards, than in training up a generation of farmers who can confidently be entrusted with future management.

If anybody questions that the farming community of this country has become a community of men and women capable of dealing with affairs in the broadest and most inclusive sense, I should like to have the doubters share with me the privilege of discussing the problems of agriculture with some of the men and women who come straight from the farm to the White House, and who, I should like to have him give an occasional hour to the sort of conferences which have become so familiar to me. In these conferences the men and women of the soil appear as practical economists, as students of international relations, as organizers of big enterprises, as keen commentators on the problems of finance, of international trade, of supply, demand, consuming capacity, producing possibilities, and marketing opportunities. I should like to have the doubter know, as well as I know, that even in his times of misfortune the farmer demonstrates a most reassuring capacity to keep his common sense intact and to do his economic thinking on sound lines.

FARMER FOUND BUSINESS MAN.

There is altogether too much disposition in some quarters to assume that the farmer is peculiarly given to wild ideas and unsound notions about business, finance and economics. On the other hand, every distinct test in these respects has resulted in an overwhelming verdict from the farmers in favor of sanity, soundness, moderation, sense, and reason in dealing with all their problems. Nobody is going to advance his own interests by playing upon the presumption of the farmer's ignorance, or selfishness, or incapacity to think accurately. The visionary and the demagogue invariably discover that the farmer does not want their unsound proposals of panaceas. He does not demand special treatment and class favoritism. He wants a fair show, and when he gets it he can be relied upon to take good care of himself and to contribute substantially toward taking care of the rest of us.

From the beginnings, the prosperity and efficiency of farming have been very accurately measured by the development of its livestock feature. I do not know just when the discovery was made that the profitable mode of marketing products of the farm was to drive them away on four feet. But I do know that this was so long ago recognized in the old New England country of which I am a native, that it gave rise to a notion

colloquialism which was employed in stating the size and capacity of a farm. When I was a boy in Vermont, a farm was described, not as containing 100 acres, or 50 acres, or 100 acres, but as a 10-cow farm, or a 20-cow farm, or a 30-cow farm. And I am not sure but this old-fashioned mode of measurement was more accurately descriptive than any unit derived from the activities of the surveyor. The real gauge of both the land's productiveness and the farmer's capability was much more intimately related to the number of cows than to the number of acres.

PRESIDENT OUTLINES EXHIBIT'S HISTORY.

It was the realization of this relation of livestock to successful farming that animated the men who founded the International Livestock exposition. As this year's exposition marks the first quarter-century anniversary of the international, it will not be amiss for me to say a word about its organization and development. It has been preceded by the old Chicago stock show, the men who established the exposition who possessed special opportunities for insight into the needs of the industry. They had the benefits of the long and wide-ranging experience of the Chicago stockyards and packing industry, which touched every possible phase from production on the frontier range to marketing in the most distant part of the world.

Every aspect of the industry was represented in the historic meeting that was held on November 24, 1899, to organize this annual exposition. To that meeting came representatives of the purebred industry, federal and state educators, transportation and market agencies, the agricultural press, packing concerns, and all the rest. Among them were the realizations that livestock production was falling behind the pace of increase in human population. It was seen that the ranges were fast being denuded, and that there was too little knowledge of benefits and profits to be had from breeding and feeding a better class of stock. With all these things in mind, this exposition was founded as an object lesson to attract and hold the interest of producers, acquaint them with the realities of the situation, and help them adapt their methods to rapidly changing conditions. The United Stockyards company offered the splendid site and building that have been the home of the show, and agreed to contribute generously to the expenses. The president realized that the nation's reserve strength in livestock improvement through breeding must lie in the purebred animals, and offered every incentive for increasing these supplies, through this and many other similar educational efforts. There has resulted a remarkable and continuing interest in purebred livestock that we have here, approximately 4,500,000 registered breeding food animals in the country. These constitute our fountain of betterment. The exposition has brought together the best products of animal husbandry from all over the union, from Canada and from other foreign countries. It has been a meeting place for the best livestock thought and experience.

FARMER'S TROUBLES IN THE MARKET.

The interest of the national government in many of the states has been enlisted. The Department of Agriculture has given active support and practical co-operation. Its aim has been to help improve the standards of your show, and to maintain intimate contact with all agencies concerned in producing and marketing livestock. One of its prime duties has been to keep out foreign animal diseases and to eradicate any that might gain entrance. The effectiveness of these efforts is shown in the success of the bureau of animal industry in checking every outbreak of the dreaded foot-and-mouth disease. Hog cholera and tuberculosis are being rapidly eliminated. The meat inspection service is a protection to producer and consumer alike, and in its field is a model for the world.

It is not from any lack of government activity in these directions that the farmer is suffering? The troubles of the farmer are on the farm and in the market. They come largely from overproduction. We are searching for remedies. We know by all experience that government subsidies or price-fixing would increase production and aggravate the evil. We might give away the surpluses, or buy and store them indefinitely; still the cost must come from the taxpayer, and the farmer is a taxpayer. But in the end these efforts always fail. The sound remedy is to reduce production, and that is a remedy which will automatically apply itself if there is not artificial interference. Another point of attack is better marketing. There are other practical, workable measures of relief for such conditions as the farmer has recently faced, and these have been invoked. I want to call attention to some efforts in this direction.

TARIFF DESIGNED TO BENEFIT FARMER.

In the first place, let us consider the tariff. The present rates on imports have been criticized as sacrificing the farmer to the manufacturer. But, in fact, our tariff enables us to pay American workmen the highest wages in the world. High standards of living thus established have enabled the people to consume, per capita, more than twice as much cotton, dairy products, poultry, tobacco, eggs, meats, sugar, and animal fats, as consumed in continental Europe. The American farmer, while receiving the generous prices which protection assures him for many of his products, gets better and cheaper machinery than any other farmer in the world because of the economies which mass production makes possible. We have built agriculture squarely into the structure of our productive system. The farmer receives the maximum benefit possible from tariff duties on competing farm products. In international trade the flow of grain and hog products is outward, and, therefore, these receive less benefit of protection. But in the case of wool, sugar, eggs, dairy products, flax seed, tobacco, nuts, fruits and other produce the flow is inward; they receive the full measure of protection and sell in the home market above the general commodity price index. The American farmer must not be

undersold at home by New Zealand mutton, Argentine beef, Canadian wheat, Danish butter, Bulgarian tobacco, Chinese eggs or Cuban sugar. Contrary to claims often advanced, the present tariff admits free of duty almost every article the farmer uses in his business and protects almost every article raised on the farm. Whatever may be the trouble with the farmer, it does not come from the application of the tariff to his business. Certainly, it can not be claimed that the government has neglected the farmer. In the past three years the \$500,000,000 have been placed at the service of agriculture through the War Finance corporation.

GOVERNMENT MUST AID GENEROUSLY.

Three and one-half million dollars have been loaned in the northwest to buy seed. The intermediate credit banks have been established, assuring the farmer cheap working capital. As president, I initiated an Agricultural Credit company with \$10,000,000 capital for relief of farmers and banks in the northwest. A drouth loan was provided when needed. Government control of grain exchanges, government control of packers and stockyards, a sound information trade service, and needed increases in tariff protection have all been granted.

When the farmers asked representation on the federal reserve board, they got it. I appointed one farmer to the shipping board and another to the federal trade board. Extremely liberal appropriations have been made under the federal highway act for the construction of better roads. Looking to the future, the government must aid generously in developing a national agricultural policy on broadly constructive lines. It will support any sound program to release the farmer from the individualistic competitive conditions under which agriculture has been conducted. It must encourage orderly and centralized marketing as a substitute for the haphazard and wasteful distribution methods of the past. The principle of co-operation in producing, financing, buying, and marketing must be encouraged to the utmost practicable development. We must help the farmer to reduce his taxes, broaden his foreign market, and keep freight rates as low as possible while keeping the railroads and waterways in the best of repair. The development of navigation in the Mississippi valley and in the St. Lawrence river. I can think of nothing that will surely help the farmer so much as an economic, economy in the local and national governments. This remedy Washington is generously providing. These remedies have been effective at last. What we want now is the assurance of stability and continuing prosperity.

INTENSIVE STUDY OF PROBLEM NECESSARY.

It can not be that the problems of the farmer are beyond solution. His business and his welfare are all governed by natural and inevitable laws. What is necessary is an intensive study in order to find out what these laws are and provide for their proper observance. It is as necessary that the financial and monetary system of our government be maintained in an illogical and haphazard way. Sometimes there was a great abundance of currency and credit, at other times there was a great stringency. After many repeated attempts at a remedy the whole subject was surveyed, all the facts assembled, the logical results admitted, whether they appeared to be popular or not, and a government financial system adopted which was strong enough to meet all the requirements of the great war. Without it disaster would have prevailed. Acting on a similar theory, I have entrusted what I believe to be a thoroughly representative and most ably equipped conference with making an intensive study of the farm problems. The members of this conference will be entirely free from any kind of political pressure in the consideration of these questions. The farm problem is not a political problem. It must have an economic solution. The conference can take a broad and inclusive view of the whole agricultural field, the production of fruits, grains, herds, and flocks, and other foods and materials that come from the farm. Out of their consideration I trust there may emerge a plan which will enable us to do for the agriculture of the nation something like what has been done for the finances of the nation.

REWARDS OF INDUSTRY MUST BE INCREASED.

With some knowledge and a broad interest in all these activities, I have been glad of opportunity to visit the exposition this year. By doing so I have strengthened my belief in the necessity to maintain even proper agriculture to improve livestock, and to increase the rewards of the industry. The faith and determination of those who have effected the great improvement in our livestock since the beginning of this century, are deserving of all encouragement and support, and you may be sure that these will be extended in every proper manner by the national government. The importance, indeed the necessity of such a policy, is attested by the statement that for the crop year 1923-24 over 53 per cent of the gross income of the nation came from agricultural production as compared with livestock. Over 11 per cent of the entire national income from all industry in the nation was from livestock and livestock products. Finally, our country's pre-eminence in this line is attested by the fact that about 6 per cent of the world's population, we possess over 11 per cent of its cattle, over 23 per cent of its swine, and nearly 8 per cent of its sheep. We are the greatest meat-producing and the greatest meat-consuming nation in the world.

It is necessary to have property in an industry which is so great a national asset. The livestock industry is on a better foundation today than at any time since the price collapse of 1919 and 1920. The cattleman have had a harder time than any other group. For three years gradual but steady liquidation has been going on in the cattle industry. Now,

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however, many of the expensive wartime loans have been paid, money is cheaper, and the outlook for reduction of hog raising should strengthen the market for beef. Conditions are not yet good, however, in the cattle business. The enormous increase in hog production and slaughtering in 1922 and 1923 produced a competition which inevitably injured the market for beef. Moreover, the great increase in the number of dairy cattle introduced another competitive element to the market and compete with the more expensive meats. This season has seen a considerable reduction in the production of hogs and indications point to a continuance of these conditions in the coming season. No interest in the market has been shown by the service, has been sending market reports to instruct stockmen in selecting, grading and shipping their stock so that it will meet the most exacting market demands. From their actual experience and touch with farmers they bring back the conclusion that intelligent marketing is fully 50 per cent of production. There can be no market news service maintained by the Department of Agriculture. The agents of the service are highly trained men who spend their time on the market studying its conditions and requirements. They have no dealings of their own, and, therefore, can make unbiased reports. Their service covers many of the leading livestock markets and several of the largest centers of meat consumption. They are all trained in the same school which means that they all employ the same technical marketing terms and give those terms precisely the same meaning. Finally, every modern means of communication is employed to disseminate rapidly the results of their observation. The mail, the telegraph, the telephone and radio are all utilized in this last step of carrying the facts to the farmers.

ORDERLY PRODUCTION IS A NECESSITY.

Finally, inasmuch as orderly production is a necessary preliminary to orderly marketing, the well-informed farmer must keep himself posted, months in advance, concerning the probable production of various kinds of stock during the coming season, as well as concerning the probable requirements of the market. Remarkably accurate surveys are made, showing the number and quality of animals that are being fed, the number of which raises and breeding, and the prospective requirements of markets, both domestic and foreign. The accuracy and practical value of these reports have now been thoroughly tested. The farmer who will trust them, and who will permit his operations to be guided by them, finds himself possessing an enormous advantage over his neighbor who is either ignorant or skeptical regarding their value. The tendency, as more and more stock raisers learn to avail themselves of all this information, is to smooth out the course of the livestock business; to eliminate the peaks of inflation and areas of depression; to inflow, to stabilize the business on a basis of safe and reasonable profits.

In the long run, American agricultural production and marketing must be adjusted to the production and consumption conditions of the world. Conditions at home are of first importance because the home market absorbs most of our production. But the security which is left over for export is a factor of great influence and importance. In a world whose population nowadays tends to increase at a pace far beyond that of earlier times, it is apparent that the business of furnishing food to the people must meet a rapid increase of demand. Unless there are maladjustments absolutely without excuse, the economic relations of industry, agriculture, and commerce, the

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If we will consider the certainty of continuing increase in the country's population, we must realize that the industries which furnish the nation's food are certain of a continually expanding market. In the long run, their position should assure this, and especially, to bring relief as early as possible from conditions of the present, there must be close attention and well-directed study of marketing. Producers must learn to help themselves. They must learn what the market wants and when it wants it. They must learn to interpret demand. Consumers also must be better informed. They should be taught that an inexpensive cut from a choice animal is better than a high-priced cut from an inferior animal. When such knowledge is generally disseminated and acted upon, there will be sufficient premium on the best meat to justify the farmer in producing it. The International is this year putting on a demonstration with the particular purpose of diffusing the kind of information among consumers. I am convinced that there is today a wider field for useful service to the livestock farmer in educating the housewives of the country in buying and utilizing their meats, than in encouraging the farmer to further expansion of production. But the ideal adjustment would contemplate well-entrenched agencies for better production, for more efficient marketing, and for more intelligent utilization of meat products.

CO-OPERATIVES ARE REVIEWED.

The significance of such a large co-operative marketing movement is the more apparent when it is observed that the first of the co-operative terminal-market selling agencies for livestock was established as recently as 1917. Most of them have been created since 1920. The farmers' marketing associations have largely developed within the same period. At present between 50 and 60 per cent of livestock handled by farmers' shipping as-

sociations in the corn belt states is forwarded to the co-operative selling agencies at the terminal markets. The volume of business to justify the employment of skilled managers, and to permit the economies of operation on a large scale.

An essential preliminary to efficient co-operation in marketing is the establishment of standards, and the education of livestock producers to understand and appreciate the value of these. The consumer is always willing to pay more for what he wants than for what he does not want. The producer who meets the most exacting demands is certain to be the best paid. The best paid producer is that one who knows just what his customers want and then produces that particular article. In order that producers may do this, the government, co-operating with the state extension service, has been sending market reports to instruct stockmen in selecting, grading and shipping their stock so that it will meet the most exacting market demands. From their actual experience and touch with farmers they bring back the conclusion that intelligent marketing is fully 50 per cent of production. There can be no market news service maintained by the Department of Agriculture. The agents of the service are highly trained men who spend their time on the market studying its conditions and requirements. They have no dealings of their own, and, therefore, can make unbiased reports. Their service covers many of the leading livestock markets and several of the largest centers of meat consumption. They are all trained in the same school which means that they all employ the same technical marketing terms and give those terms precisely the same meaning. Finally, every modern means of communication is employed to disseminate rapidly the results of their observation. The mail, the telegraph, the telephone and radio are all utilized in this last step of carrying the facts to the farmers.

FARMER NEEDS TO KNOW THE TRUTH.

More than anything else, the farmer needs to know the truth about himself and his business. He needs to understand all the facilities that have been created, wherever he can help himself. He needs to study them, and to learn to utilize them, both as an individual producer, and through co-operative organizations in buying and marketing. The time has come when the great farmers' organizations must be somehow linked together in greater and more effective co-operations than have yet been known.

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Court to Rule on Church Bequests

Early Decision Expected in Suit to Break Will of John Eason.

Randolph, Dec. 4.—Decision in an important case which was tried in county court at Hartington, over which Judge Wilbur F. Bryant presided, and which has aroused a great deal of interest in Cedar county because of bequests to churches are involved, will be given this week. It is believed. Judge Bryant announced that he wished to read the testimony twice and consider the case carefully before giving the decision.

JUDGMENT AGAINST SCHLAIFER, BOYLE

Though neither Morris Schlaifer, Omaha pugilist, nor his manager, Pat Boyle, appeared in Municipal Judge Patrick's court Thursday to answer two suits by the Drive-It-Yourself company for automobile hire bills, both confessed judgment through attorneys. Schlaifer's unpaid balance is \$422.49. Of this sum, \$175.10 was immediately paid into court by Manager Franke of the Auditorium. It consisted of fight money due Schlaifer which had been garnished. Boyle's bill was \$194.80.

Wayside Country Club to Build New Clubhouse

Columbus, Dec. 4.—Directors of Wayside Country club have issued a call for the annual meeting of the club's membership Friday evening, December 12. The problem of the new clubhouse will be considered and an early start will be made on the financing program in order that the building can be launched in the spring. Members of the board have found that the kind of the clubhouse they want would cost complete between \$12,000 and \$13,000. Sale of bonds among the members is proposed as one of the means of financing the project.

200 Hens Lay 90 Eggs Daily at Goshen Experiment Farm

Bridgeport, Dec. 4.—Two hundred hens at the Goshen county experiment farm, where they are being trap-nested to keep a record of production, have been laying an average of 90 eggs a day for three weeks. The farm is marketing from \$20 to \$25 worth of eggs a week, and the flock has not yet started the heavy laying period.

John Spargo's Grandchild Injured in Auto Accident

Franklin, Dec. 4.—Marvel Nivson, 14, granddaughter of John Spargo, was seriously injured in an automobile accident a mile east of Bloomington. A specialist was called from Omaha to attend her. She suffered fractures of an arm and a shoulder and possibly internal injuries.

Consul Talbot Assists in Albion Membership Drive

Albion, Neb., Dec. 4.—Head Consul A. R. Talbot of the Modern Woodmen, assisted in the membership drive here. About 275 members of the order were present and the degrees were conferred on 17 candidates. District Deputies E. E. Koester and John Darnell were present. Albion camp is one of the largest in the state, having over 400 members.

Fireside Baskets



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Genuine BAYER ASPIRIN

SAY "BAYER ASPIRIN" and INSIST!

Unless you see the "Bayer Cross" on tablets you are not getting the genuine Bayer Aspirin proved safe by millions and prescribed by physicians 24 years for

- Colds
- Headache
- Pain
- Neuralgia
- Toothache
- Lumbago
- Neuritis
- Rheumatism

Safe Accept only "Bayer" package which contains proven directions. Handy "Bayer" boxes of 12 tablets. Also bottles of 24 and 100—Druggists.

Aspirin is the trade mark of Bayer Manufacture of Monacopolis/Germany of Bayer/Leipzig