

THE BANKER-EDUCATOR PLAN TO PROMOTE BETTER AGRICULTURE

By D. H. OTIS, Agricultural Director, American Bankers Association

Whenever bankers desire to promote actively agricultural improvement in their communities, the state agricultural colleges stand ready to show them the way and to give expert assistance. The purpose of this article is to illustrate the way in which the colleges are getting in contact with the banks, and the kind of assistance they render.

As soon as the college has a list of the banks in the state desiring to adopt plans to aid agriculture as indicated by project blanks sent out to all the banks in the state, by the State Bankers Association Agricultural Committee, it gives practical suggestions to each banker on the list as to what he can do to stimulate, organize, and conduct the

work in the particular project he has selected. Then either a department specialist from the college or the county agent gets in personal touch with the banker to assist him in an advisory capacity.

Samples of the project outlines are given below to illustrate the details of the procedure the college takes in accomplishing its plan.

College Provides Expert Advisers. In counties with an county agent a list of the banks desiring to carry on a project is sent to a specialist at the state college, according to the project listed. For instance, the banks desiring to carry on the farm accounts project are assigned to the farm management specialist, those desiring to carry on the legume project to the agronomy specialist, those interested in boys' and girls' club work to the junior extension specialist, and so forth.

In counties that do not have a county agent a list of the banks and the projects in which each is interested is sent to him with a request that he get in touch with the bankers and help them in regard to the various projects.

The next step by the college is to write to each banker on the list sending him project outlines and informing him that the county agent or a specialist from the college will get in touch with him. If there is no agent in the county this letter reads as follows:

Union State Bank, Hanksville. Gentlemen—You will find enclosed a brief outline of the farm accounts project in which you have indicated your interest to your State Agricultural Committee and to the Agricultural Commission of the American Bankers Association. I am sure that the specialist from the agricultural college will be pleased to assist you in carrying out the suggestions indicated. We have asked him to get in touch with you.

Director, Agricultural Extension. The letter to bankers in counties that do not have a county agent informs them that he will get in touch with them.

Suggests Things the Banker Can Do. The project outlines sent to each banker give specific suggestions as to the things he can do to organize the work in his project, and the part he can take in carrying out the work. The more simple and concrete these

suggestions are the more valuable they are to the banker. Following are samples of such project outlines:

Farm Accounts Project
1. Banker can select group of farmers who can and should undertake the work of farm accounts.
2. Arrange with county agent or specialist from agricultural college for first meeting of the group and select an account book.
3. Assist individuals at their request with information relative to entering accounts and other data properly.
4. Act as or select leader for the group.
5. Assist in checking inventories as a means of securing individual financial statement at close of the year.

Boys' and Girls' Club Work
1. The banker can arrange with the county agent or the specialist of the agricultural college for organizing a club.
2. Plan to present various types of club work at the next meeting and put the organization of a local club.
3. Banker may act as local leader of the club.
4. Cooperate with county agent or specialist in annual "Achievement Day" celebration by offering prizes for club work or otherwise assist in financing same.

Legume Project
1. The banker can get information from county agent or specialist from the agricultural college on the value of alfalfa, soy bean, or vetch sown to farmers of the community.
2. Arrange for meeting of interested farmers with county agent or specialist.
3. At this meeting county agents, specialists and farmers will discuss:
(a) Value of crop.
(b) Seed supply and varieties.
(c) Methods of sowing the crop.
(d) Use and disposition of crop.
4. Plan with county agent or specialist meetings and demonstrations on plots or fields.
5. Secure exhibits for community or county fair.

Cow Testing Associations
1. The banker can arrange with county agent or specialist from agricultural college for meeting of interested group of farmers in the community for the purpose of organizing a cow-testing association.
2. Banker may act as leader, and with county agent or specialist plan to visit prospective farmers who may join the association.
3. Organize for work and assist in acquiring testing equipment and other material whenever necessary.
4. Call meetings periodically to discuss association business and hold picnics or tours.
5. Banker with county agent or specialist may arrange for C. T. A. booth at community or county fair giving testing demonstrations and explaining work of association.

This constitutes the preliminary work by the college which paves the way for constructive work by the bankers in banker-farmer projects.

making medals of the Under Secretaries of the Treasury. Congress has authorized the mint to make up 40,000 medals to commemorate the arrival of the first shipload of Norse immigrants on board the sloop Restauration, which is to be celebrated at the Norse American Centennial in Minnesota next summer.

At the last session of Congress there was a flood of bills seeking to have commemorative half dollars minted. The prior session authorized the minting of the Huguenot half dollars and of \$4,000,000 half dollars to signalize the start of work on the Stone Mountain carving, which will serve as a monument to the valor of the soldiers of the South. On the Federal coins appear Generals Lee and Jackson, the two leaders of the Confederate forces in the Civil War.

A Flood of Coins
With the 150th anniversary of the great battles of the American revolution approaching, bills were passed last winter to issue coins commemorating the stand of the minutemen at Lexington and Concord and the battle of the Green Mountain patriots at Bennington in Vermont. Proposals were made to pay tribute in a similar way to the battle of Bunker Hill, the victory at Yorktown and other events of American history, such as the 200th anniversary of the founding of Stoughton, Mass., and the 50th anniversary of the admission of California to the Union.

Fearing that the growth of this practice would open the way to counterfeiting and make the protection of the integrity of the coins more difficult, Secretary Mellon openly opposed the creation of these special coins, but was not entirely successful in his efforts. He insisted that the practice introduced confusion into our system of coinage, brought about an unnecessary expense and satisfied a very limited demand because the public generally has never shown a special liking to the commemorative coins.

However, Congress felt that these great events were worthy of commemoration and authorized the coins—all of which are to be sold at a premium so that the promoters of these events may raise funds by this extra charge to defray part of the expense attached to the records of the Treasury show that the special coins, as a general rule, are seldom absorbed in circulation. The Monroe coin issue was a dismal failure—217,000 of the 274,000 struck off were turned back to the Treasury for melting up—Journal American Bankers Association.

The hand that cooks the meal is the hand that rules the world.

The only way some men can get ahead, is by raising cabbage.

When a wife fights her husband's will he isn't necessarily dead.

The United States mints make other objects besides coins. All of the medals for the army and navy are turned out by the mints. Medals of all the Presidents, the Secretaries of the Treasury, the Directors of the Mints, have been designed and executed by the mints. Recently the mints inaugurated the practice of

The Mint's Sidelines

The average man spends too much time making money and too little time enjoying it.

Suggested marriage service: To have and to hold; in sickness or wealth, for better or worse.

INDEPENDENCE OF THE FINANCIAL KIND

By WILLIAM E. KNOX, President, American Bankers Association.

The principle upon which America was founded was independence. The primary duty of the citizens of this country was to interpret independence in its political sense, but independence today has another special significance in its financial sense.

The ability to apply the primary principles of personal economics, to use intelligently that common thing we call "a pay check," has as much to do with individual independence as any other force in life.

The greatest problem of independence of the average man or woman is how to get out of what they earn a good living and a reasonable degree of financial comforts in old age. We cannot maintain a high standard of national life without an intelligent management of the financial matters that constantly confront the average individual and family. In the accumulation of capital in the hands of the masses lies the hope of the true independence of a nation's people. The chief concern of wage earners is to get a reasonable degree of financial independence out of what they actually earn.

This question of how to attain personal financial independence has not been worked out on the principle of individual responsibility. The most important social needs today are a course of instruction in public education to give young people a practical notion of how to start life on a sound economic basis; and, secondly, a broad co-operative plan in American industry whereby men and women shall be helped to work out a personal financial program that will guide them toward a definite goal of financial independence.

There ought to be a way for a man, for every dollar put aside each week now, to get back four or five dollars a week forty or fifty years later, regardless of where he works.

The present policy in American industry of helping employees is based on the assumption that they will ultimately become dependent. Old age pensions and other forms of charitable compensation are to be commended in lieu of a practical alternative, but in principle they are wrong and contrary to the purposes of democracy. What we want is an organized plan that will direct working people toward independence. No system can claim complete success that does not contemplate the financial independence of every employee, according to his ability to earn. It can be shown that American employees, with reasonable prudence on their own part, can reach a fair degree of independence while they are still working.

There must be injected into our industrial policy an additional economic element of mutual benefit and permanent value to both labor and capital, concerned not alone with the amount of wages and profits that are earned but with how those earnings shall be used. I am arguing for an industrial savings policy based upon the principle of independence. I am arguing for a new basis of co-operation in industry, for the elimination of poverty, and for a practical demonstration of economic democracy.

When public education teaches school students how to manage their personal affairs intelligently, and when the heads of firms make it a requirement that every young man and young woman who accepts a position shall be working toward a definite goal in saving money, then we will attack economic illiteracy at the source and begin to save men from the tragedy of financial dependency.

WHERE MONEY IS A NUISANCE
Americans have reason to be thankful for their simple and reliable money. The complications of the Chinese currency are endless. China possesses 72 different money values. As to the money of account, the Kaituan Tael, familiar in connection with the customs, the Hinkow, Kwantung, Esaojing, Tookwai and others, each differ by varying percentages of weight from the "liang," or Chinese ounce of silver. If a traveler from Shanghai were to make an extended tour into the interior, passing through the districts where a manifold variety of coins circulate, the constant exchange from one weight or coin to another would dissipate a very large part of his capital.

An experienced traveler has been known to take scales with him, and still his weights and the purity of his silver were subjected to dispute in different provinces. At coast ports, Mexican, Yuan, Dragon, Hong-Kong and Hankow dollars are all current, each having its own defined exchange value in the native market, while in the interior the added intricacies of dealing with cents and copper cash are so great that it is astonishing how business can be carried on without endless disputes and a considerable handicap to trade.

Girls nowadays are very much like salads—a great deal depends upon the dressing.

The average man spends too much time making money and too little time enjoying it.

Suggested marriage service: To have and to hold; in sickness or wealth, for better or worse.

"Truth in Meats"



ABERDEEN-ANGUS STEER "QUEENBERRY 21TH" Grand Champion Pacific International Livestock Exposition, 1924. Bred, fed and exhibited by Congdon and Bates, Yakima, Wash.

At the Pacific International Livestock Exposition to be held in Portland this year, October 31st to November 7th, it is proposed to give a demonstration which will carry out the idea of "Truth in Meats."

Assisting in this work will be the Department of Agriculture, colleges of Oregon and the Pacific slope, packing-house people, stock-yard officials and commission men, and retailers as well. Six to eight live animals, nicely bodied down and properly cared for, will be graded from prime to common, and over the head of each will be posted the price on foot at which its kind is selling in the stock yards that week. Directly back of them, in a refrigerator, will be shown carcasses from animals of a similar lot. These carcasses will also show the selling price

from the packer to the retailer. Farther down in the refrigerator, will be shown the regular wholesale cuts of meat usually sold in the trade. These, too, will carry their proper pricing as regards the various grades.

Finally, in a counter will be seen all the retail cuts from these various packing-house lots; they in turn showing exactly what a choice cut from the choicest animal should sell for; bearing in mind all the time that the average head in the retail store is just as much, pound for pound, on a common animal as it is on a choice one.

The purpose of this entire demonstration will not be to prove that the retailers are getting too little or too much for their meat, but rather to show the relative value of prime as compared with common meat.

STRAIGHT TALKS WITH AUNT EMMY ON "GOLD BONDS"

"Before I go to the bank to ask advice about investing the money mother left me, I wish you would tell me something more about bonds," said Helen to Aunt Emmy. "Am I right in thinking that gold bonds are absolute safe? Are gold bonds what people mean by child edge securities?"

"What a child it is!" laughed Aunt Emmy. "I can see that you do need to learn something about bonds. The term 'gold bond' does not have any thing to do with the term 'child edge security.' The latter is nothing more than a commonly used phrase that means a safe security. Companies that issue gold bonds usually agree to redeem them in United States gold coin of the weight and fineness of the gold coin issued by the United States Treasury at the time the bonds are put on the market. This is done in order to protect the bondholders from the very remote possibility of a radical change in the value of United States currency, such as, for example, the changes in the values of German and other European currencies as a result of the war. While such a thing is unlikely to occur in this country, financiers always try to guard against every possible trouble. Although a bond may be payable in gold it is unnecessary to demand payment in actual gold coin since our American money is on a gold basis anyhow and our good old paper dollars have exactly the same value as golden dollars.

"But you want to hear in mind one thing. Because you buy a so-called 'gold bond,' that does not mean that the bond is secured by gold in any way, or that it is stronger than any other bond. The strength of a bond lies simply and only in the ability of the company that issues it to pay its debts. And of course you should consider the value of the property pledged or mortgaged to secure the bond, if any property is given as security."

"Dear me, Aunt Emmy," exclaimed Helen, "I never realized how much one needs to know before investing one's money. In my case it's awfully important not to have a loss, because although I have only a tiny amount of money it is all I have in the world. How can I ever learn to tell what is good from what is bad?"

"I am not sure you ever can rely on your own judgment, my dear," smiled Aunt Emmy, "but if you will be guided by your bank, you needn't worry."—A. B. Ayres.

ON GUARD AGAINST FARM CROOKS

With every constructive movement for the improvement of agriculture, one is likely to find men who will attempt to capitalize it for their own personal benefit. This may take the form of shipping in poor and unprofitable livestock to palm off on unsuspecting farmers, or it may sometimes be selling fair to good livestock at exorbitant prices under promise of taking back some of the offspring at high figures.

There are several instances where the college of agriculture through its county agent system has co-operated in heading off the introduction of undesirable or extravagantly priced livestock. In other instances the state bankers association, through its agricultural committee or the secretary's office, has sent warnings to its member banks relative to individuals or firms operating on an unsound basis. It is as important to head off undesirable and unprofitable investments as it is to encourage constructive and profitable ones.—Banker-Farmer.

BANKERS HELP

The banks of Bedford county, Tennessee, are furnishing pure bred eggs to all who will agree to return one pullet for each fifteen eggs in the fall.

The Missouri Bankers Association issued the first number of the "Agricultural Information Service Quarterly" in April. This publication deals with timely agricultural subjects of interest to bankers. A discussion of the various projects proposed as a basis for the program of banker-farmer co-operation in Missouri appears in the first issue.

If you want to make light of trouble, keep it dark. You can't choose your own name, but you can pick your own teeth.

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SILVER BLACK AND BLUE FOXES
Imported, Pedigreed, Registered and Scored, P. E. I. Foxes, \$725 to \$1725 a pair delivered in good condition. The only way to buy fox is according to its fur value as scored by Mr. Brackett. Registration has nothing to do with pelt value. You buy horses and cows according to grade, don't you? Why not foxes? "Tall Tale" charts free, showing they are scientifically mated to produce high grade pups. No brown line in fur. Pups weigh 13 pounds at 3 1/2 months. Matured, the male the first year. Special feeding directions. Free. H. H. H. Bank of Beaverton, Females for sale. Send for circular.

Blue Fox, pen raised, \$350 a pair. Island raised, \$300 a pair. W. H. HART, Rt. 3, Beaverton, Ore. Don't come on Sunday. One fox purchased direct from Cleary Bros. last year, cost \$825. For sale at \$500. Some brown line in fur. No papers with Cleary's fox.

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