

MACON COUNTY IS DISTINGUISHED

Was First in State to Have Compulsory School Attendance—Pioneered First Cooperative Car Sale of Poultry—State Follows Example of Macon

Twenty-two years ago Macon became the first North Carolina county to make school attendance compulsory.

And a little less than four years ago, it led the way again. This was when Macon farmers loaded the first co-operative carlot shipment of poultry ever to go out of North Carolina.

There may or may not be a connection between the two events; that would be a question for the student of sociology, education, and agriculture. But however that may be, the fact remains that this county, in each instance, set an example to be followed shortly by the remainder of North Carolina.

For it wasn't long after the people of Macon voted favorably on the compulsory education proposal until such a law applied to all North Carolina; and the movement for co-operative shipment of poultry has grown until last year farmers in 86 North Carolina counties loaded 120 cars—2,069,000 pounds of live, cackling poultry, mostly chickens destined for out-of-State markets.

That 2,069,000 pounds of poultry paid the farmers in the neighborhood of two-thirds of a million dollars. But, more important, the farmers, by marketing co-operatively in carlots received nearly \$125,000 more for their fowls than they would have, had they marketed them as individuals, either locally or through poultry dealers. The figure is the estimate of the extension department of State College, which places the increase in price received at an average of six cents per pound.

The farmers in other words, marketed co-operatively, and as a result put nearly \$125,000 in their own pockets instead of in the pockets of local merchants and poultry shippers.

And this movement, already grown to such proportions, is yet in its infancy.

Illustrating the truth of that statement is the fact that, of the 120 cars loaded in the entire State last year, 10 went out of Macon county,

a county, comparatively small, from the standpoint of population. This county is certainly small enough in comparison to make it quite reasonable to suppose that the other 99 counties in North Carolina will average within a few years what Macon did in 1926.

Such an average would mean a total of 1,000 cars for the entire State, and 1,000 cars would place around \$5,000,000 in the pockets of the Tarheel farmer-poultrymen a million of which would represent his savings effected through co-operative marketing in carlots.

That the lowly hen is destined to play an important role in an agricultural revolution in North Carolina especially in the mountain counties is a thesis upon which agricultural workers have long discussed. But the figures indicate that it is not the hen and her offspring which are placing jingling coins in the farmer's pocket so much as the method he is employing today to market his poultry.

For the hen, the farmer has had with him always; while co-operative carlot marketing of poultry is less than four years old in North Carolina dating back to a bright, sunshiny day in April, 1923, when the first car left Franklin.

Back of that first shipment, and of those that followed, lies a story of struggle and accomplishment. How a group of progressive business men and farmers secured a county agent for Macon; how that agent, when he came, chose the hen and her brood, plus cooperative effort, as the means for earning his salary; and how he—a hard-headed, hard-working, hard-fighting Georgian—in the face of criticism, indifference, and bitter opposition, launched and made successful a movement that apparently is destined to play a leading part in the present revolution of North Carolina agriculture—all these are intertwined in an interesting story of personal achievement, and, even more, of commercial success for the farmer, via the co-operative route.

The story has never been told in full, perhaps, but parts of it were revealed by the county agent, while other bits were picked up from the farmers.

It was in 1922 that the agitation for a county farm agent here became insistent. But the Board of County Commissioners could not see their way clear to adding \$900—the county's share of an agent's salary—to the county's budget. And when,

Right across the country!

NATURAL TOBACCO TASTE
has the inside track to
smokers' preference

Chesterfield
sales prove it!



A natural tobacco richness entirely free from "over-sweetening"; in no other cigarette do men find such naturalness of taste and character.

Chesterfield

They Satisfy—and yet, they're MILD

LIGGETT & MYERS TOBACCO CO.

Why shouldn't the Standard Oil Company make the best motor oil?...Well, it does... and puts its name on it



Our motor oil would not carry the name "Standard" if it did not possess the best qualities claimed for other lubricating oils, plus extra lubricating power of its own. When you buy

"Standard" Motor Oil you can get the right grade for your motor. It is always uniform. It minimizes carbon. It resists heat. Can a motorist ask more from any oil?

"STANDARD" MOTOR OIL

The Measure of Oil Value



STANDARD OIL COMPANY (N. C.)

finally, they did agree to employ an agent, the county was guaranteed against loss.

For, before the deal was put on, local citizens, A-1 financial risks, signed a note for \$900 made payable to the county. The agreement was this: if, at the end of a year, the commissioners were convinced that the farm agent had earned at least \$900 for the farmers, the note would be cancelled; if not, the signers should pay the county the \$900, and the county be out nothing as a result of employing a farm agent.

It was under such conditions that John V. Arrendale came to this county as farm agent; conditions surely to put a man on his nettle!

What concrete thing could he do that would definitely and conclusively prove that he was putting \$900 or more annually into the pockets of Macon's farmers?

The question was answered for him shortly after he reached Franklin.

"See that building?", he was asked when a new office building was pointed out. "Well, that was built and paid for by Macon county farmers' chickens and eggs." And it was explained that the building was the property of a local buyer and shipper of poultry and eggs.

The suggestion was enough for Arrendale. Poultry, plus co-operation, would turn the trick. And he set to work. And it did turn it. For

Arrendale talked at the rural schools

he wrote for the Franklin Press, the commissioners never again mentioned that \$900 note to its signers, and he traveled the county over in his Ford car. And wherever he went he carried the gospel of pure-bred stock, proper poultry houses, the early broiler, and, most important, co-

operative marketing.

Part of his preaching was done for him by a demonstration on the public square here. He constructed and placed on the square a model poultry house. And in it, he put a brood of purebred baby chicks, which he proceeded to feed according to scientific

(Continued on page six)

ASHEVILLE-MURPHY BUS SCHEDULE

MURPHY	Leave	ASHEVILLE	Leave
8:30 C. T.		8:00 E. T.	
1:00 C. T.		12:00 E. T.	
Leave		Leave	
ANDREWS		ANDREWS	
10:00 E. T.		1:00 E. T.	
2:30 E. T.		5:30 E. T.	
Arrive		Arrive	
ASHEVILLE		MURPHY	
3:30 E. T.		12:30 C. T.	
7:30 E. T.		5:00 C. T.	

ALL PASSENGERS INSURED
INDEPENDENT COACH LINE, Inc.