



W. D. Lewis



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On Co-operative Marketing Plan

W. D. Lewis, president of the Texas Farmers' union a recent address to the farmers, said in part:

"The Farmers' union is the pioneer force in the campaign for cheap money, warehouse facilities and a financial system adapted to the business of farming. The union has always stood for the best interests of the farmer and, realizing that the task was so monumental as to require the combined efforts of all forces, the Farmers' union blew the horn and called all hands together to build more warehouses and supply cheap money and, as a result, the farmers and business men and

the statesmen are now shaking hands over a bale of cotton.

"The Farmers' union stands before the public today proud as a king; glorying in its achievements and boasting of its possibilities of rendering service to the men who follow the plow. The union sounds the bugle call of organization summoning every yeoman to rally around its colors. In business it stands for education and co-operation; in the home it stands for Sally and the babies; in government it stands for constructive statesmanship. At the moment it directs the attention of the farmers of the South to warehousing and financing the present cotton crop. Fellow farmers, arise and salute King Cotton, a sovereign in whose reign the prosperity of this state salute King Cotton, a sovereign in whose reigh the prosperity of this state is involved and a ruler whose scepter turns the fleecy fiber into gold. A king at whose loom nature weaves, and an imperial potentate at whose shrine millions kneel and sing his praise. Strike for your home, your family and your country by joining the union and becoming a part of the great eco-nomic force that is uplifting this state and nation. The Farmers' union is the plowman's hope. Without organization he can neither help himself nor

the plowman's hope. Without organization he can neither help himself nor be helped by others, and through organization he is all-powerful. "We have just passed through the greatest slaughter in crop prices ever known in the history of the cotion industry. The loss to the southern planter hast year was greater than that of the freeing of the slaves during the Civil war, and the European conflict is by no means over. The phantom of low prices that hovers around every cotion field in Texas ought to encourage the farmers to deeds of commercial valor. Look upon the face of your babe in the cradle; look upon the woman who stands by your side, then look your own destiny squarely in the face. Lay aside the petty differences that so easily beset you, awaken from the lethargy of indifference that steeps your senses in poverty and arouse thoughts from their dumb cradles and be up and doing with a determination that wins, and rally around the union, for there is no other road to access except through organization."

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