

OKLAHOMA
AGRICULTURAL AND MECHANICAL COLLEGE
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**Relation of Town and Country
Interests in Garfield County
Oklahoma.**

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A TOWN-COUNTRY CONSOLIDATED SCHOOL

MAIN FACTS BROUGHT OUT BY THIS STUDY

The business units of Enid are competing favorably with those of other centers in Garfield county in securing farmer patronage. This favorable competition is due partly to the possibility of a relatively wide selection of goods in Enid and to good transportation facilities, and partly to efficient business methods of Enid merchants. Their methods seem more efficient than those of other merchants of the county in the following respects: first, they purchase goods in larger quantities, hence have lower per unit costs; second, they make a comparatively large per cent of purchases directly from manufacturers; third, they do business on more of a cash basis; fourth, they stress advertising to a greater degree, and are more concerned with making a special appeal to the farmer.

The Enid Chamber of Commerce is much more active in promoting the interests of the farmer and in seeking his patronage than are the chambers of commerce in other centers of the county.

Neither the chain store, nor cooperative buying of merchandise by farmers has menaced appreciably the local merchant. However, farmers patronize to a considerable degree, the mail-order house. Those living relatively near Enid patronize it to a less degree than those living farther away.

If the farmers' nearest population center is relatively large, he is more likely to secure exclusively, at this center, several types of services than if it is relatively small. This is the case with the services of merchandizing, marketing certain goods, and financing, as well as with the services of the doctor, dentist, lodge, motion picture, and to a less pronounced degree, school, church and fair.

The farmer does not enjoy control of certain community service agencies and institutions in a way commensurate with his support of them. This is true of the services of the bank, school, church, and lodge. However, the smaller the population center the greater is the per cent of control of these agencies by farmers.

A considerably larger per cent of farmers subscribe for daily papers printed in Enid than subscribe for weekly papers printed in their local centers. Enid papers devote a larger per cent of their space to farm news, and a larger per cent of their local advertising space to farmers, than do papers in the other centers of the county taken collectively.

There is apparently an absence of friction between townsmen and farmers in the communities of Garfield county. They enjoy in common a considerable degree of recreation and social life in the population centers, and on the whole, their relations with each other seem cordial.

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P R E F A C E

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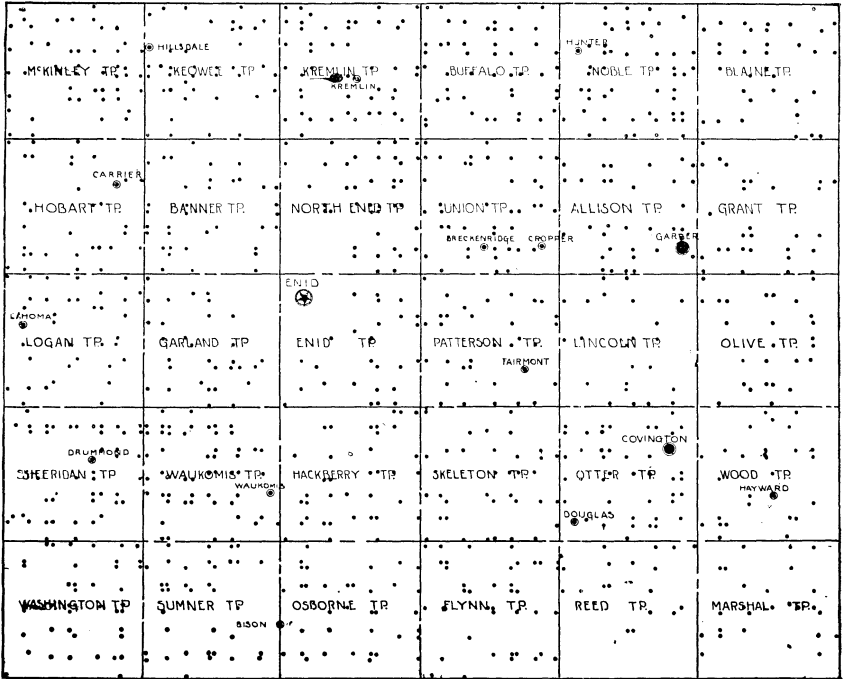


Figure 2—Garfield County: Dots represent farm homes from which data were secured.

PART I—INTRODUCTION

PURPOSE OF THE SURVEY

This investigation was made primarily for the purpose of discovering the reciprocal service relationships of farmers and townsmen in one of the better wheat-growing sections of Oklahoma; secondarily, it concerned itself with the attitudes of these classes toward their reciprocal service relations. The investigation sought to determine the degree to which farmers secure primary and secondary services* in population centers of varying sizes, and at varying distances from their homes. We live in a day of specialization and consolidation of service units. Probably it is not possible for all population centers to serve with equal efficiency in satisfying every interest of the farmer. It is economy both for those serving in the various interest relationships, and for those being served, that factual data be presented and analyzed which may indicate preferences and general tendencies of those securing services. The conclusions reached apply specifically only to conditions in Garfield county; however, this analysis should shed light on the problems of town and country relations in the state generally and in other states. It is hoped that the findings of the study will serve as a basis for the formulation of policies to bring about consciously planned service relations between farmers and townsmen advantageous to both groups.

METHOD OF STUDY

The data of this study were secured during the school-year, 1926-1927, from farmers and from those in the town centers concerned with offering services of a primary and secondary character. Facts pertinent to the service relations and attitudes of country people were secured from representatives of 1143 farm homes of the county by two methods; first, farmers or their wives were personally canvassed by the field worker; second, the pupils of grades and high school representing farm homes were asked to fill out schedules under the direction of their teachers**. Facts concerning the service relations and attitudes of those representing service agencies in the population centers were secured by personal canvass. Town ministers, superintendents of schools, secretaries of lodges, clubs, and chambers of commerce, merchants, bankers, editors, and librarians were asked to fill out schedules giving these facts. County officials, and others familiar with town-country relations in the county, were consulted, and personal observations were made of these relations.

BRIEF HISTORY AND GENERAL CHARACTERISTICS OF GARFIELD COUNTY

History

In 1893 the Cherokee Tribe ceded to the Federal Government a large area in Northwestern Oklahoma, which was opened up for settlement in September of the same year. It was carved into seven counties, designated as the K, L, M, N, O, P, and Q counties. The people of County O, at their first election held November 6, 1894, voted to change the name of their county to Garfield,

Primary services are those which involve relations of a personal nature, such as education, religion, recreation, and sociability. Secondary services are those of an impersonal character, such as merchandizing, marketing, financing, communication, government, and health.

*Data reported by pupils are probably less dependable than those reported by farmers or their wives; hence they will be treated in this report under separate captions.

in honor of the martyred President. In the political issues of the day, geographical location influenced the people of Garfield county to take their stand in favor of separate statehood for Oklahoma and Indian Territory as did the people of the other counties near the center of Oklahoma Territory.

The agricultural settlers in Garfield county engaged in the production of wheat, corn, cotton, and castor beans, with wheat as the major crop. Many of these early settlers lived in sod-houses, and maintained their educational and religious institutions in sod-buildings. After the first large wheat crop of 1897, agriculture was felt to be more dependable, and this attitude was reflected in a transformation of domestic and institutional life.

The first population centers of the county were Enid, North Enid, Kremlin, and Waukomis, these towns having been built on a Rock Island line constructed in 1889. The enterprises of these centers, and those developing later, consisted of finishing industries for agricultural products until the discovery of oil in Garfield county in 1917, since which time oil refining has been a significant industry in the county.

Table I indicates the population trends of Garfield county as compared with those of the State of Oklahoma and the United States. The county, due to the type of extensive agriculture practiced, has not kept pace with the state in rate of population increase, although it has considerably exceeded the nation in this respect.

Table I—Population Trends in Garfield County Compared with Corresponding Data for the State of Oklahoma and the United States

	GARFIELD COUNTY				OKLAHOMA				UNITED STATES			
	Population			Per cent of increase 1900-1920	Population			Per cent of increase 1900-1920	Population			Per cent of increase 1900-1920
	1900	1910	1920		1900	1910	1920		1900	1910	1920	
Total	22,076	33,050	37,500	69.9	790,391	1,657,155	2,028,283	156.6	75,994,575	91,972,266	105,710,620	39.1
Urban	4,132	13,799	16,576	301.1	58,417	320,155	539,480	823.5	30,380,433	42,166,120	54,304,603	78.7
Rural	17,944	19,251	20,924	16.6	731,974	1,337,000	1,488,803	103.4	45,614,142	49,806,146	51,406,017	12.7
Native white	21,704	32,224	35,341	62.8	649,814	1,404,447	1,781,226	174.1	56,595,379	29,846,561	81,108,161	43.3
Foreign-born												
white	1,272	1,740	1,550	21.9	20,390	40,084	39,968	96.0	10,213,817	9,532,733	13,712,754	34.2
Negro	368	822	591	60.6	55,684	137,612	149,408	168.3	8,833,994	9,827,763	10,463,131	18.4
All others	4	4	18	350.0	64,503	75,012	57,681	-18.8				
									351,385	412,546	426,574	21.4

Geographic Features

Garfield county is located in the north-central part of Oklahoma. It has an area of 1,061 square miles, approximately 92 per cent of which is in farms. The surface is slightly rolling, the maximum relief being from 100 to 150 feet. The drainage of most of the county is south through streams tributary to the Cimarron river, although the northern portion is drained by tributaries of the Arkansas river. The soils, which are residual from shale and sandstone, are compact and possess great fertility. A sufficient amount of rain usually falls for the production of good crops, the average annual precipitation being about 30 inches.

Table 2 presents data showing the comparative status of certain phases of agriculture in Garfield county. Farming is more extensive in character and is carried on more by owners than in the state as a whole. The value of crops and livestock, and of land and buildings per acre, was greater in the county in 1925 than in the state-at-large.

Table 2—Garfield County Compared with the State of Oklahoma on the Basis of Certain Agricultural Statistics, 1925

	GARFIELD COUNTY	OKLAHOMA
Percentage of tenancy	44.1	58.6
Average acreage per farm	204.7	156.5
Average value of land and buildings per acre	\$ 55.37	\$ 33.97
Average mortgage debt per acre of full owners	\$ 24.79	\$ 14.59
Per cent in farms	91.9	69.5
Average value of livestock per acre	\$ 3.57	\$ 2.32
Average value of crops per acre	\$ 9.41	\$ 7.66

Products of the County

The leading crop of the county is wheat, though corn, alfalfa, and the sorghums are important. The raising of livestock is a major agricultural pursuit. Garfield county leads the state in the production of sheep and pure-bred cattle, and in the number of fowls per farm.

The mineral resources of Garfield county, though largely limited to oil, are significant. In 1917 oil was discovered in the eastern portion of the county. There are over 500 producing wells in that area today, yielding a daily production of from 8,000 to 10,000 barrels. This oil field has been responsible for the development of Covington and Garber which, aside from Enid, are the most significant centers in the county.

Transportation

Transportation facilities in Garfield county are unusually favorable, making possible to the farmer a wide selection of all kinds of services. The main highways traversing the county from north to south are of concrete and asphalt and the secondary roads are, for the most part, graveled. Easy transportation for the farmer to the best trade centers of the county puts the population centers on a competitive basis for trade. Some of these centers have grown at the expense of others, since the development of good roads.

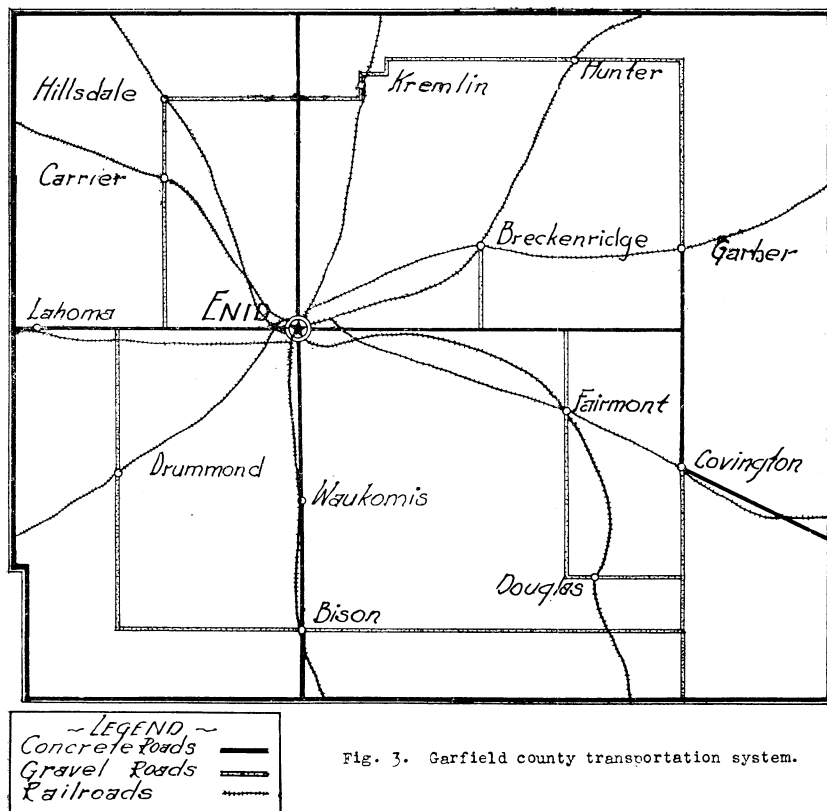


Fig. 3. Garfield county transportation system.

Figure 3—Garfield County Transportation System.

Population Centers

The service relations of town and country people with respect to 15 population centers in Garfield county will be considered in this report*. The outstanding center is Enid, the county seat. It has an estimated population of 32,000. Ten main lines of the Chicago, Rock Island and Pacific, the St Louis and San Francisco, the Atchison, Topeka and Santa Fe railroads connect the city with all parts of the country. The chief resources of the city are agriculture and oil.

Enid has seven poultry concerns which did a combined business in 1928 over \$7,000,000. The elevators and mills of the city have an estimated capacity of over 4,000,000 bushels. Two oil refineries, which handle the oil that is pumped in from the fields of Garfield and Logan counties, do an annual business of about \$30,000,000. During the past few years, the industrial and commercial expansion of the city has been significant. Within the 12 month

*North Enid, a center of 200 population, three miles from the city of Enid, will not be dealt with on account of its close proximity to that city. Garfield county has 11 railroad stations in addition to those at the population centers discussed here.

ending October, 1928, 35 manufacturing plants located there. The bank deposits increased from 1924 to 1927 by 107.9 per cent while the building permits reflect an increase in expenditure for construction of 115.1 per cent during the same period*.

With its excellent transportation facilities and its well-established industrial and commercial interests, Enid competes favorably for trade with the other population centers considered in this discussion. Some of these centers are on the decline in point of population and business transacted; especially is this true for those that are relatively near Enid and on paved roads. The local business men in some of these centers seem to have little anticipation of building up their trade again. The visitor at times is impressed with their feeling of the hopelessness of the situation. Table 3 indicates the change in population status of the centers of the county from 1900 to 1928.

Table 3—Growth and Decline of the Population Centers of Garfield County, 1900-1928

Population Center	POPULATION				Per cent	Per cent	Per cent
	1900	1910	1920	1928*	of loss or gain 1900-10	of loss or gain 1910-20	of loss or gain 1920-28
Enid	3,444	13,799	16,576	32,000	300.7	20.1	93.0
Garber		382	1,446	2,200		278.5	52.1
Covington		183	1,283	2,000		601.1	55.9
Waukomis	688	533	463	575	-22.5	-13.1	24.0
Hunter		341	443	500		30.0	12.9
Douglas		132	195	150		47.7	-23.1
Drummond			292	300			2.7
Bison				125			
Breckenridge			132	100			-24.2
Hayward				75			
Fairmont			166	150			-9.6
Hillsdale			209	150			-28.2
Carrier				200			
North End	205	128	95	200	-37.5	-25.8	110.5
Lahoma		275	262	275		-4.7	5.0
Kremlin		253	169	125		-33.2	-26.0

*Estimates of present population were made by the Postmasters of the Centers.

ASPECTS OF FARMERS' STANDARD OF LIVING

Probably no other aspect of country-life is more indicative of the economic relations between town and country people than are the facts showing the standard of living of farmers. This is notably true as regards the phase of the standard of living which concerns itself with material conveniences. The latter tend to serve as an index to the farmers' economic income, which determines his purchasing ability, and serves as the basis of mercantile prosperity in the community.

The data would seem to indicate relatively high farmer-living standards. It is especially noteworthy that about one-third of the farm-families possess radios, and over 95 per cent of them have automobiles. While it is true that high-living standards reflect purchasing ability, which is the basis of mercantile prosperity in the agricultural community, the fact must also be taken into account that the wide use, by the farmer, of the agencies of transportation and

The data used here are taken from a recent report of the Enid Chamber of Commerce.

communication, such as the automobile and radio, enable him to secure good services readily at remote centers, if the service agencies of his community enter are inefficient. This applies not only to the services of merchandizing financing, and marketing, but to a considerable degree, to those of recreation and culture as well.

Owner and renter-farmers are compared in Table 4, on the basis of various kinds of conveniences possessed. There is very little difference between the two classes of tenancy with respect to the possession of automobiles and telephones; and in the case of the possession of radios, modern lighting systems, furnaces, and water in the kitchen, the disparity is not such as would reflect a low-standard type of tenant.

Table 4—Per cent of Farm Owner and Tenant Families in Garfield County Possessing Various Kinds of Conveniences, 1926

Kinds of Conveniences	As Reported by High School Pupils				As Reported by Grade Pupils			
	Owner No.	Families %	Renter No.	Families %	Owner No.	Families %	Renter No.	Families %
Automobiles	280	96.2	135	95.0	189	94.9	170	91.8
Telephone	242	83.2	118	83.1	179	89.9	134	72.4
Radio	92	31.6	15	10.5	70	36.4	31	16.8
Gas or Electric light	130	44.7	50	35.2	69	35.9	37	20.3
Furnace	20	6.9	1	.7	11	5.7	4	2.2
Water in Kitchen	43	14.8	11	7.8	25	12.8	8	4.4

Tables 5 and 6 present data which reflect the interest of the farmers of Garfield county in the press. Of the 1,165 farmers represented in the tables 84.8 per cent took at least one daily paper at the time of the study, while 69.1 percent took at least one weekly paper. These figures compare very favorably with those resulting from recent interviews with 48,207 farmers in 35 states by representatives of the National Fertilizer Association. That study revealed that 69.6 per cent of the farmers were taking a daily newspaper, while slightly over one-half of them were subscribing for a weekly paper*. It is significant that so large a per cent of the Garfield county farmers take daily papers, and that the per cent subscribing for daily papers is appreciably larger than the subscribing for weekly papers. In practically all cases those who subscribe for daily papers have at least one Enid daily coming to their homes. This fact has tremendous significance in that the Enid press serves as a mouth-piece for the mercantile agencies of that city, and helps Enid business to compete favorably with that of the other population centers of the county. We shall see later that a much larger per cent of the merchants of Enid seek to make a special appeal to the farmer in advertising than of the merchants of the other population centers of the county taken collectively, and that the Enid merchants make wider use of the press as a medium of advertising than do the merchants of the other centers.

A comparison of farmer owners and renters on the basis of the amount of periodical reading material in the homes shows a difference in favor of the owners; the disparity between the two classes, however, is not appreciably significant.

*The Official Record, United States Department of Agriculture, Washington, March 7, 192

Table 5—Per cent of Farm Owner and Tenant Families in Garfield County Taking Various Classes of Periodicals, 1926

	OWNERS	TENANTS
AS REPORTED BY FARMERS:		
Number of families	176	168
Per Cent of all Families Taking:		
Dailies	88.2	79.2
Weeklies	76.4	69.0
Other Papers or Journals	91.0	90.5
AS REPORTED BY HIGH SCHOOL PUPILS:		
Number of families	284	150
Per Cent of all Families Taking:		
Dailies	89.8	87.3
Weeklies	73.6	74.7
Other Papers or Journals	92.6	94.0
AS REPORTED BY GRADE SCHOOL PUPILS:		
Number of Families	184	201
Per Cent of all Families Taking:		
Dailies	84.2	79.6
Weeklies	71.2	60.2
Other Papers or Journals	92.9	90.0

Table 6—Average Number of Periodicals of Various Classes Taken by Farm Owner and Tenant families of Garfield County, 1926

	OWNERS	TENANTS
AS REPORTED BY FARMERS:		
Number of families	178	168
Average number of Periodicals, per Family:		
Dailies	1.14	.89
Weeklies	1.24	.98
Other Papers or Journals	2.65	2.20
AS REPORTED BY HIGH SCHOOL PUPILS:		
Number of families	284	15.0
Average number of Periodicals, per Family:		
Dailies	1.23	1.08
Weeklies	1.13	1.08
Other Papers or Journals	2.48	2.48
AS REPORTED BY GRADE SCHOOL PUPILS:		
Number of families	184	201
Average number of Periodicals, per Family:		
Dailies	1.01	.90
Weeklies	1.14	.90
Other Papers or Journals	2.95	2.30

PART II—TOWN AND COUNTRY SECONDARY SERVICE RELATIONS

GENERAL STATEMENT

Two significant factors which affect unfavorably the secondary service relationships of the small town and country in a given locality are: first, good facilities of transportation and communication; second, the presence of agencies outside the community which offer secondary services on terms more favorable than do the service units at the local population center. The excellent facilities of transportation in Garfield county, which make readily accessible to farmers in all sections of the county the service agencies of the city of Enid, make it possible for these agencies to compete favorably with those in the smaller population centers of the county.

In 1925, 3.3 per cent of the farms of Garfield county were located on concrete or brick road; 45 per cent were located on improved dirt road; and 47 per cent were located on unimproved dirt road*. Since that time a \$1,000,000 bond issue for a complete network of hard-surfaced roads has been voted, and at present the county has about 140 miles of hard-surfaced roads. Favorable topography and a relatively light annual precipitation tend to render the unimproved roads passable at most times of the year. Cars are possessed by 97.2 per cent of the 796 farmers reporting the item, which enables these farmers to satisfy a considerable part of their secondary service interests at Enid, a city not over 35 miles distant from any point of the county.

Merchandizing

The degree to which farmers patronize the merchandising agencies of a given town and the relative distance which they are willing to travel to secure merchandising services there, tend to serve as an index to their attitudes towards that town as a trading center. If farmers purchase certain goods exclusively at a given center, without regard to its distance from their homes, the fact is evidence of a conviction on their part that this center affords relatively desirable service with respect to the goods purchased there. Allowance must be made for the fact, however, that some goods are treated as incidentals and purchased at a given center for convenience, because other goods regarded as more fundamental, are advantageously purchased there, or because the center affords relatively good services in other lines, such as marketing and financing.

Table 7 indicates that the larger the population center in Garfield county, the greater is the tendency for farmers adjacent to it to purchase selected types of goods exclusively at this local center, and the smaller the adjacent population center the greater is the tendency for farmers to purchase these goods exclusively at places other than the nearest population center. It will be noted that a very large per cent of farm families purchase dress clothing exclusively at Enid, while most families buy furniture at the three largest centers of the county. Machinery and feed, goods relatively bulky in proportion to their value, are purchased exclusively in the smaller centers by a larger per cent of farm families than are any of the commodities listed. A considerable per cent of families buy all their clothing in the smaller centers more of them limiting the purchase of groceries to these centers than of wool clothing.

*United States Census of Agriculture, 1925, p. 1048.

Table 7—Per cent of Farm Families in Garfield County Purchasing Selected Types of Goods Exclusively at the Nearest Population Center, at Other than the Nearest Center, and at Both, 1926

Population Centers	Average Population Per Center*	Goods Purchased	AS REPORTED BY FARMERS Per cent of Families Purchasing Goods				AS REPORTED BY HIGH SCHOOL PUPILS Per cent of Families Purchasing Goods			
			Total Families	Exclusively at Nearest Center	Part at Nearest Center	Exclusively at Other Than nearest Center	Total Families	Exclusively at Nearest Center	Part at Nearest Center	Exclusively at Other Than nearest Center
Group 1 (Enid)	32,000	Groceries	37	100.0			45	95.6		4.4
		Work clothes	35	100.0			45	93.3	2.3	4.4
		Dress	35	100.0			45	97.8		2.2
		Furniture	18	100.0			45	95.6		4.4
		Machinery	32	90.6	6.3	3.1	43	86.0	2.4	11.6
		Feed	22	95.0		5.0	43	88.4	2.3	9.3
Group 2 (Covington and Garber)	2,100	Groceries	23	73.9	17.4	8.7	46	91.3	6.5	2.2
		Work clothes	23	47.8	21.8	30.4	55	58.2	27.3	14.5
		Dress	22	31.8	27.3	40.9	56	33.9	26.8	39.3
		Furniture	10	60.0		40.0	46	58.7	2.2	39.1
		Machinery	24	62.5	20.8	16.7	46	65.2	6.5	28.3
		Feed	12	66.7	8.3	25.0	39	82.0	7.8	10.2
Group 3 (Hunter and Waukomis)	540	Groceries	44	40.9	15.9	43.2	73	17.8	64.4	17.8
		Work clothes	43	18.6	7.0	74.4	72	20.8	15.3	63.9
		Dress	46	4.4	2.1	93.5	72	1.4	6.9	91.7
		Furniture	27	14.8	3.7	81.5	64	3.1	1.6	95.3
		Machinery	45	64.4	11.1	24.5	65	40.0	27.7	32.3
		Feed	27	70.4	14.8	14.8	64	57.8	21.9	20.3
Group 4 (10 Centers)	165	Groceries	247	17.0	23.5	59.5	254	21.2	48.1	30.7
		Work clothes	223	6.7	6.7	86.6	255	10.2	12.6	77.2
		Dress clothes	235	1.3	2.1	96.6	250	.8	4.4	94.8
		Furniture	231	5.6		94.4	143	1.4	3.5	95.1
		Machinery	121	32.0	19.5	48.5	181	22.7	27.0	50.3
		Feed	160	58.7	13.2	28.1	212	23.1	12.2	64.7

*For the population of the individual centers see Table 2.

Saturday trading in Enid by farmers is a significant feature in the merchandizing relations of the county. The Saturday trade in the other centers is relatively light. Garber has enjoyed a comparatively good week-end trade within the past few months, due to the practice of its merchants to give tickets to customers who draw for prizes on Saturday afternoons.

This investigation shows that merchandizing units in the smaller population centers of the county had smaller sales per unit and smaller sales in proportion to the amount of stock carried in 1928, than did those in the larger centers. This fact is the result of a number of causes, most of which are obvious. First, the merchants in larger towns purchase their goods in greater quantities and, hence, get better rates than do those in the smaller places, which enables them to offer goods of a given quality at a lower figure. Table 8 shows that the average value per merchandizing unit of the stock carried by merchants in the larger centers is considerably greater than that carried by merchants in the smaller centers.

Second, the wider selection of goods in the larger centers, due to the multiplicity of efficient specializing business units, attracts purchasers from their home towns to the larger places.

Third, the merchants in larger centers, especially in Enid, are able to economize better in buying than are those in the other centers. The investigation shows that Enid merchants buy a considerably larger per cent of their goods directly from manufacturers than do merchants in the other centers of the county taken collectively. The earnings of jobber and small wholesale dealer are necessarily added to the ultimate cost of an article.

Fourth, the Enid merchants probably deal with the credit situation more advantageously to themselves than do the other merchants under consideration. This study reveals that 75 per cent of the merchants studied in the population centers of the county, aside from Enid, had some of their trade on credit at the time of the study, while 63 per cent of the merchants in Enid had a portion of their trade on credit. A relatively large part of the credit in Enid was monthly, while a comparatively large part of that in the other centers taken collectively was seasonal. Cash prices were less than credit prices in case of 18 per cent of Enid merchants, and in case of 15.5 per cent of merchants in smaller centers. Relations between merchants and customers in smaller centers are more personal than in larger centers, which fact tends to bring about a credit relationship in business that is not to the best advantage of either merchants or customers. The merchant who buys for cash and sells for cash is in a position to get discounts in purchasing, and to sell his goods at a relatively attractive price.

Fifth, merchants in larger centers probably advertise their goods to a better advantage than do those in smaller towns. Table 8 shows the relationship between the value of stock carried and the expenditure for advertising business by merchants in the four groups of population centers considered. The data indicate that merchants in the larger places spend more for advertising, in proportion to the value of their stock, than do those in the smaller towns. The merchants of Enid spend almost four times as much for advertising, in proportion to the value of their stock, as do those of the ten population centers of group four; they spend over two and one-half times as much for advertising, in proportion to the value of their stock, as do merchants in the centers of group three; and one and three-fourths times as much as do those in group two. The enterprising, successful merchant, not only seeks to give good service, but sees to it that the public knows he is giving good service, even though it costs to familiarize the public with that fact.

Thirty-seven per cent of the Enid merchants whose business methods were studied seek to make a special appeal to farmers in advertising, while only 18 per cent of those in the remaining centers of the county taken collectively direct their advertising in such way as to make a special appeal to the farmer. Some of the methods reported in eliciting the farmers' patronage are as follows:

Table 8—Relationship Between Value of Stock Carried and Expenditure for Advertising Business as Related to Selected Types of Units in the Population Centers of Garfield County, 1926

Population Centers	Average Population Per Center	MERCHANDISING UNITS		STOCK		ADVERTISING		Per cent Expenditure for Advertising is of Value of Stock
		Kind	Number	Value	Average Value Per Merchandizing Unit	Total Expenditure	Expenditure per Merchandizing Unit	
Groupe 1 (Enid)	32,000	Groceries and						
		General Merchandise	17	\$159,450	\$93,791	\$15,155	\$891	9.5
		Hardware and Furniture	8	256,500	32,063	13,066	1,633	5.1
		Dry Goods and Clothing	5	250,000	50,000	17,200	3,440	6.8
		Total - - - - -	30	665,950	22,198	45,421	1,514	6.8
Group 2 (Covington and Garber)	2,100	Groceries and						
		General Merchandise	6	36,000	6,000	1,405	234	3.9
		Hardware and Furniture	5	32,000	6,400	800	161	2.5
		Dry Goods and Clothing	6	78,500	13,083	3,300	500	4.2
		Total - - - - -	17	146,500	8,618	5,505	324	3.8
Group 3 (Hunter and Waukomis)	540	Groceries and						
		General Merchandise	6	41,400	6,900	800	133	1.9
		Hardware and Furniture	4	29,000	7,250	1,070	178	3.7
		Dry Goods and Clothing	1	2,000	2,000	25	25	1.2
		Total - - - - -	11	72,400	6,582	1,895	172	2.6
Group 4 (Ten Centers)	165	Groceries and						
		General Merchandise	16	54,350	3,397	1,513	95	2.7
		Hardware and Furniture	6	76,400	12,733	878	146	1.1
		Dry Goods and Clothing						
		Total - - - - -	22	130,750	5,943	2,391	108	1.8

farmers' day; service man in field; chicken culling; paying above market price for eggs; special demonstrations of the efficacy of certain goods. The merchants of Enid emphasize special sales much more as an advertising medium than do those of the smaller centers. They make wider use of the newspaper and circular letter, and less use of the personal letter than do merchants in the remaining centers.

There is a tendency for merchants in villages and small towns to underestimate the value of the county papers as a medium of advertising, feeling that the public is not interested in advertising material. A recent investigation of the attitudes of Oklahoma farmers toward the country weekly press reveals certain facts that are pertinent in this connection*. Of 500 farmers who filled out schedules that were mailed to them, 30 per cent declared that they read every advertisement in the paper; 16.4 per cent said that they read more than three-fourths of the advertisements; 18.5 per cent read one-half or over; and 21.7 per cent read some advertisements, but less than one-half.

The country merchant who carries and pushes nationally advertised goods will have better success than one who specializes in goods with which the people of his trade area are less acquainted. The farmer of today reads the press. We have noted that approximately 85 per cent of the farmers of this study have at least one daily paper coming to their homes. Through the medium of the press, farmers are already acquainted with the goods that are nationally advertised, thus the merchant who traffics in such stock has merely to let them know that he carries it.

Table 9 presents data which show the per cent of total sales made to farmers by selected types of merchandizing units in the population centers of Garfield county. Merchants in the centers of groups 3 and 4 sell a vastly larger percentage of goods to farmers than do those in the other two groups. The merchants of Enid, who make almost half their total sales to farmers, probably have as large a percentage of farmer-trade as could be expected in a city of 32,000; but the merchants of Covington and Garber, the two oil towns, sell a relatively small percentage of their goods to farmers. These merchants have probably catered too much to oil trade, forgetting that the real basis for their permanent commercial prosperity is established trade relations between themselves and prosperous farmers.

Table 10 sets forth the reasons given by Garfield county farmers for buying various goods at particular centers. It will be noted that, according to the replies of these farmers, the purchase of groceries at particular centers is affected considerably by distance, price and the purchase of other services at these centers. Groceries are treated as an incidental more than are any of the other services listed. The purchase of work clothing is affected largely by price considerations, while that of dress clothing is motivated, to a relatively large degree, by considerations of variety and quality. Merchants in the small centers would probably succeed better in the sale of dress goods if variety and quality were emphasized to a greater degree than is usually the case. Distance seems to be a comparatively large factor in determining the purchase of furniture and machinery at particular centers**.

The mail-order house has been, since its development, a significant rival of the small town and village merchant for the farmers' trade. Patronage of the mail-order business by farmers has sometimes resulted in antagonistic rela-

*Peterson, Robert V., *A Study of Rural Newspapers in Oklahoma*. (Unpublished Thesis, on file at the Library of Oklahoma Agricultural and Mechanical College).

**The opinion attitudes given here are less dependable than are behavior attitudes. They are set forth for what they are worth.

Table 9—Per Cent of Total Sales Made to Farmers by Selected Types of Merchandising Units in the Population Centers of Garfield County, 1926

Population Centers	Average Population Per Center	MERCHANDISING UNITS		TOTAL SALES		SALES TO FARMERS		PER CENT Farmer sales are of total Sales
		Kind	Number	Amount	Average Per Merchandizing Unit	Amount	Average Per Merchandizing Unit	
Groupe 1 (Enid)	32,000	Groceries and						
		General Merchandise	13	\$1,618,000	\$124,462	749,800	\$57,677	46.4
		Hardware and Furniture	8	961,750	120,219	373,287	46,661	38.8
		Dry Goods and Clothing	6	777,000	129,500	403,800	67,300	51.9
		Total - - - - -	27	3,356,750	124,324	1,526,887	56,551	45.5
Group 2 (Covington and Garber)	2,100	Groceries and						
		General Merchandise	4	348,000	87,000	29,480	7,370	8.4
		Hardware and Furniture	6	150,000	25,000	59,550	9,925	39.7
		Dry Goods and Clothing	5	241,000	48,200	53,400	10,680	22.2
		Total - - - - -	15	739,000	49,266	142,430	9,495	19.3
Group 3 (Hunter and Waukomis)	540	Groceries and						
		General Merchandise	5	212,500	42,500	172,750	34,550	81.3
		Hardware and Furniture	3	80,500	26,833	75,300	25,100	93.5
		Dry Goods and Clothing	1	25,000	25,000	16,250	16,250	65.0
		Total - - - - -	9	318,000	35,333	264,300	29,366	83.1
Group 4 (Ten Centers)	165	Groceries and						
		General Merchandise	17	297,573	17,504	233,642	13,744	78.5
		Hardware and Furniture	6	171,250	28,542	163,705	27,284	95.5
		Dry Goods and Clothing						
		Total - - - - -	23	468,823	20,384	397,347	17,275	84.7

Table 10—Reasons Given by Farm Families in Garfield County for Buying Various Goods at Particular Centers

Reasons Given	GOODS BOUGHT											
	GROCERIES		WORK CLOTH'G		DRESS CLOTH'G		FURNITURE		MACHINERY		FEED	
	Families	Per cent	Families	Per cent	Families	Per cent	Families	Per cent	Families	Per cent	Families	Per cent
Nearest center-----	161	41.9	136	39.8	121	37.3	108	57.8	244	71.3	99	55.9
Favorable prices-----	149	38.8	151	44.2	79	24.4	20	10.7	13	3.8	55	31.1
Variety-----	---	---	31	9.1	79	24.4	33	17.6	29	8.5	---	---
Quality-----	5	1.3	7	2.0	28	8.6	2	1.1	16	4.7	---	---
Other services se- cured there-----	36	9.3	4	1.2	2	.6	1	.5	---	---	---	---
Good roads-----	8	2.0	---	---	---	---	---	---	---	---	---	---
Miscellaneous-----	25	6.7	13	3.8	15	4.6	23	12.3	40	11.7	23	13.0

tions between themselves and local merchants; especially, has this been the case when farmers have bought a portion of their goods from local merchants on a credit basis. The development of the automobile and good roads and the growth of the chain store have tended to militate against mail-order trade; however, the farm families of Garfield county still patronize, to a considerable degree, the mail-order house, owners buying mail-order goods to a slightly greater extent than renters. Table 11 indicates that in the townships adjacent to Enid a smaller per cent of families buy goods from mail-order houses than in the townships more remote from that center. This may be due to habits which carry over from the days before the automobile and good roads, when farmers who had relatively difficult access to Enid patronized the mail-order house more than did those who lived nearer to that city and who saw more frequently attractive displays of goods in show windows. Goods thus displayed make a more forceful appeal than do those featured on the pages of mail-order catalogs.

Table 11—Per cent of Farmers Who Patronize to Some Extent Mail-Order Houses in Selected Townships of Garfield County

	AS REPORTED BY FARMERS		AS REPORTED BY HIGH SCHOOL PUPILS	
	Families Patronizing Houses Number	Mail-Order Houses Per cent	Families Patronizing Houses Number	Mail-Order Houses Per cent
Four townships adjacent to Enid	14	32.6	36	62.0
Twenty-six other townships of county	178	43.9	287	83.0

The chain store has not thus far displaced, to any considerable extent, the local merchant in the population centers of Garfield county. In Enid 17.3 per cent of all merchandise units belong to a chain of stores, while in the remaining centers of the county taken collectively 11.6 per cent of the merchandise units are members of chain systems.

Cooperative buying of merchandise in the county is not a very significant feature of the farmers' trade relations. Cooperative buying of coal is a practice of 23.7 per cent of the farm families studied; 17.7 per cent cooperate in the purchase of feed; 2.6 per cent, in the purchase of posts; 2.3 per cent buy twine and 2 per cent buy flour cooperatively. A very few farmers make cooperative purchases of gasoline, paint, oil, auto supplies, salt, potatoes, and apples. In 1924, the amount of goods bought cooperatively in Garfield county was \$26,563, as compared with \$8,661, the average amount of cooperative purchases per county in the state for the same year*. The average amount per farm family in Garfield county expended for cooperative purchases during that year, was twice the amount per farm family in the state expended for buying goods cooperatively. Merchants in each population center of the county were asked two questions designed to shed light on the solutions of problems involved in town-country merchandise relations. Replies to these questions are given below. The first 17 replies to question 1 were made by Enid merchants, and the remaining 25 were made by merchants in the other population centers of the county. The first 18 replies to question 2 were made by Enid merchants and the remaining 23 were made by merchants in the other centers of the county.

*United States census of Agriculture, 1925, page 1048.

Question 1: What could the farmer do to improve the business relationships between merchants and farmers?

Answers

1. Trade at home.
2. We think it good.
3. Don't use so much the mail-order house.
4. Buy standard merchandise.
5. We have a very high-class of farmers.
6. Be more prompt in payments.
7. All right.
8. Farmers shop for cut-prices. We do not carry any leader and do not get rural trade.
9. More pains in putting out their products in a desirable condition.
10. Don't know.
11. Very good.
12. Sell better grade.
13. Shoot square.
14. Fine relation already existing.
15. Farmer expects a merchant to pay sale-price on produce brought in.
16. Understand merchants' problems.
17. Protect business man. Farmer sells to business man and to neighbor at same prices.
18. Trade at home.
19. Come and see what we have to offer.
20. Farmer won't cooperate with merchant.
21. Quit hunting price-cutting businesses.
22. Up to merchant.
23. Paying cash would give them better prices and make business better for us.
24. Patronize home trade.
25. Keep better informed from reliable source.
26. Trade more at home.
27. Trade closer home, and not go to Enid.
28. Stop going to big towns.
29. Let the mail-order houses alone.
30. All right.
31. Raise a better grade of produce.
32. Sell old cars and tear up pavement.
33. Buy where he can buy the cheapest and best.
34. All go to Enid anyhow.
35. Make it a Saturday-town.
36. Trade at home-town.
37. Be as fair with the dealer as with the mail-order house in paying bills.
38. Already good spirit.
39. Better understanding of home-town to improve his own interest.
40. They think every one in business is trying to dig them.
41. Buy more at home-town.
42. Give local merchant a chance to show products.

Question 2: What could the merchant do to improve the business relations between merchants and farmers?

Answers

1. Use wit to match farmer; meet him half way.
2. Square dealing.
3. Better cooperation.
4. Increase efficiency of the personnel of the store.

5. Make farmers see that quality pays.
6. Square deal and the farmers will do their part.
7. More mixing—more socials. Have a well-equipped ladies' rest room.
8. Provide community houses for people to stay in while in town.
9. Induce farmers to join civic organizations.
10. All right.
11. Square deal.
12. Very satisfactory.
13. Fair treatment.
14. We are slaves to our customers; we give service.
15. Honest deal.
16. Square deal.
17. There will always be war while there is an exchange of goods.
18. Understand farmers' problems.
19. Don't know; wish I did.
20. Advertise direct to the farmer.
21. Nothing.
22. Pay top for produce.
23. Work through Chamber of Commerce.
24. Better prices for cash trade.
25. Buy in carload lots.
26. Buy together.
27. Let chain store have it.
28. Don't know; have done everything possible.
29. Can do nothing.
30. Buy from the farmers when possible.
31. Courteous treatment.
32. Give good value and meet competition.
33. Community events to get farmer to town.
34. Make good prices.
35. Promotion of sales-day.
36. Associate with farmers.
37. Where there is oil field trade we are not interested so much in farmer trade.
38. We appeal to oil trade.
39. Fair dealing.
40. Nothing.

Relatively few merchants report efforts which have been made to better relationships between themselves and farmers or plans devised to improve trade relations in the future. A larger percentage of Enid merchants report such efforts and plans than of those in the other population centers. Most of those who report efforts to better trade relations do not set forth any very definite measures. Common replies are "service and price." A few have tried such devices as premiums, personal canvassing, special credit for farmers, and selling guarantee. The Chambers of Commerce at Covington and Garber have made little effort to build up a farmer trade. The Enid Chamber of Commerce, an organization with a membership of 300, is active in promoting the interests of the farmer. Aside from the promotion of business units to utilize the produce of the farmer, the organization has recently been responsible for the erection of an exposition building in which are held the county free fair, which the Chamber underwrites, and several stock shows each year. Publicity for these exhibits, and lighting and heating at the building are furnished by the Chamber of Commerce.

There is a retail merchants' association in Enid, with a membership representing over 200 firms. The organization maintains a credit bureau, and represents retailers in various ways. Its chief aims are to foster good will among merchants, promote cordial relationships between merchants and farmers, and to enlarge the trade territory.



Figure 4—The Farm Women's Market.

Marketing

The chief commodities marketed by the farm families of Garfield county are wheat, livestock, chickens, eggs, milk and cream. Cooperative marketing of farm products is an increasingly significant enterprise. In 1924 the farmers of the county sold cooperatively, products valued at \$487,274*. The average value of farm products per county sold cooperatively by farmers of the counties of Oklahoma during the same year was \$270,835, or 55.6 per cent of the value of products sold by the farmers of Garfield county. There are 15 farmers' cooperative organizations in the county, three of these being located at Enid and the remaining 12 in other population centers of the county. One of these organizations is the State Wide Wheat Growers' Association. The organizations deal chiefly with the marketing of grain and dairy products. Of the 176 owners reporting the item, 31.2 per cent market their wheat through co-operative associations, while 20 per cent of the 165 renters reporting sell their wheat cooperatively. The sale of milk and cream through cooperative associations is reported by 5.6 per cent of owner families, and 7.2 per cent of renter families. Chickens and eggs are not marketed to any appreciable degree through co-operative enterprise. This investigation reveals that the larger the population center, the greater is the tendency for farmers adjacent to it to market their chickens and eggs exclusively at this local center, and the smaller the adjacent population center, the greater is the tendency for farmers to market chickens and eggs exclusively at places other than at this center**.

A Farm Women's Market, representing 150 farm families, and offering for sale all sorts of farm and kitchen products, is a Saturday feature of Enid marketing***. The members of this enterprise reap a neat profit from the sale of their products, and at the same time, maintain cordial relations with the merchants of Enid. During the 12 months ending with February, 1929, they realized gross returns amounting to about \$19,000. The families of the business men of Enid are among the best customers of the Farm Women's Market, and the Enid merchants purchase goods which are left over from the Saturday sale.

Table 12 sets forth the reasons given by farm families for selling various products at particular centers. In the case of wheat and livestock, which have comparatively well-known and uniform prices and are relatively bulky in proportion to their value, the consideration of distance serves as the greatest factor in determining the place of market. Consideration of prices is the major factor in determining the market place of milk, cream, butter and eggs. Fruit and vegetables are not grown for market, to any appreciable degree, by the farmers of Garfield county. According to the reports of farmers marketing these commodities, the choice of a given market price is largely determined by good prices, and by the fact that other services are secured at that place.

Farmers were asked how the local buyer could improve the market for farm products. Of the 266 replying to the question, 26.6 per cent said the local buyer could not improve the market; 31.3 per cent felt that he could pay higher prices, or give more merchandise in exchange for the farmers' goods; 22.2 per cent said they did not know; and 19.9 per cent gave miscellaneous replies, such as charge less for handling; practice honesty; buy local products instead of cold storage goods; have a public market; compete less with each other; let the government set the price. The replies do not indicate a keen analysis by many farmers of the problems which confront the local buyer.

*United States census of Agriculture, 1925, page 1048.

**See Table 3.

***The enterprise was initiated four years ago by Mrs. Mary Huff, Home Demonstration agent of Garfield county. Her office building has been used from the outset, to house the Saturday market, saving the latter, rent. A nominal entrance fee is charged to members, and in addition, a small weekly fee, which are used to employ a manager, equip the building and finance advertising.

Table 12—Reasons Given by Farm Families in Garfield County for Selling Various Products at Particular Centers

REASONS GIVEN	PRODUCTS SOLD									
	Wheat Farmers Per cent		Livestock Farmers Per cent		Milk and Cream Farmers Per cent		Chickens and Eggs Farmers Per cent		Fruits and Farmers Per cent	
Nearest center..	216	53.0	247	86.4	119	37.9	141	41.6	4	18.2
Good prices....	62	15.2	30	10.5	131	41.7	150	44.2	5	22.7
Good roads....	18	4.4	---	---	---	---	---	---	---	---
Member of Association....	92	22.5	---	---	20	6.4	---	---	---	---
Other services secured there..	---	---	---	---	22	7.0	40	11.8	5	22.7
Miscellaneous..	20	4.9	9	3.1	22	7.0	8	2.4	8	36.4

Table 13—Per Cent of Farm Families in Garfield County Securing Banking Service Exclusively at the Nearest Population Center, at Other Than the Nearest Center, and at Both, 1926

Population Centers	Average Population Per Center	AS REPORTED BY FARMERS				AS REPORTED BY HIGH SCHOOL PUPILS			
		Total Families	Per Cent of Families Securing Service			Total Families	Per Cent of Families Securing Service		
			Exclusively at Nearest Center	Part at Nearest Center	Exclusively at Other Than Near- est Center		Exclusively at Nearest Center	Part at Nearest Center	Exclusively at Other than Near- est Centers
Group 1 (Enid)	32,000	28	92.9	---	7.1	45	91.1	---	8.9
Group 2 (Covington and Garber)	2,100	24	87.5	4.2	8.3	48	91.7	4.1	4.2
Group 3 (Hunter and Waukomis)	540	47	78.7	10.7	10.6	71	71.8	7.1	21.1
Group 4 (10 centers)	165	245	67.0	6.5	26.5	254	57.9	11.0	31.1

Farmers were also asked what they themselves could do to improve the local market. Of the 262 replying to the question, 13.4 per cent said they could do nothing; 45 per cent thought that cooperation would improve the situation; 6.1 per cent felt that improvement depended upon the raising of better products; 4 per cent felt that it depended upon producing less; 3.5 per cent favored holding produce off the market; 21 per cent said they did not know; and 7 per cent gave such miscellaneous replies as patronize home-town, demand better prices, produce greater variety, secure the help of the county agent. The farmers who were members of cooperative selling associations did not differ appreciably from the non-members in their replies to the question. Of the former, 9.4 per cent said that nothing could be done; 43.4 per cent emphasized cooperation; 5.4 per cent favored raising better products; 3.4 per cent advocated producing less; 0.0 per cent suggested holding products off the market; 24.3 per cent said they did not know, and 14.9 per cent gave miscellaneous replies. Of those who were not members of selling cooperative associations, 14.8 per cent said that nothing could be done; 23.5 per cent looked favorably upon cooperation as a solution of the market problem; 4.6 per cent believed that raising better products would solve the problem; 4.6 per cent advocated producing less; 4.1 per cent suggested holding produce off the market; 31.1 per cent said they did not know, and 9.7 per cent gave miscellaneous replies.

Financing

Credit at the right time, and under favorable conditions, is one of the significant problems of the farmer. If handicapped by default of inefficient financing machinery, in producing, or in tiding-over certain crises until his products are ready for market, he will be an inefficient farmer.

Every population center of Garfield county considered in this discussion has one or more banks. Covington, Garber and Hunter have two banks each, and Enid has six. The rate charged on short-time loans is usually 10 per cent; on long-time or mortgage loans it is more often eight per cent. Most banks require notes secured by mortgage when the amount of the loan is \$500 or over.

Table 13 indicates that the larger the farmer's nearest population center, the more likely he is to secure his banking services exclusively at that center, and the less likely he is to do his banking exclusively at places other than this nearest center. In reply to questions asked 384 farmers as to why they secured financing services at a given place, 47 per cent said the place at which they did their banking was the nearest; 13.8 per cent said that they secured other services at the place, implying that banking was an incidental service; 12.3 per cent gave acquaintanceship as a reason; 4 per cent offered as a reason personal accommodation, and 22.9 per cent gave a number of miscellaneous reasons, such as good service, honesty of banker, likeable banker; always have done business there.

Democracy in town-country relations involves equity of control by farmers and townsmen of the service institutions and agencies of the community. Control of these institutions and agencies by each class, granting the ability of both classes to control, should be somewhat commensurate with the patronage which each class gives them. Probably the townsman, as a rule, enjoys a larger measure of control of community services, in proportion to the support which he gives them, than does the farmer.

Table 14 presents data showing farmer patronage as compared with farmer control of banks in the population centers of Garfield county in 1926. The statistics indicate: first, that there was a larger per cent of farmer checking accounts and savings deposits in smaller centers than in larger centers; second, there was a larger per cent of farmer directors of banks in smaller centers than in larger ones. These two conditions would be expected, since farmers adjacent to smaller centers constitute a larger per cent of the community population than do those adjacent to larger ones. Third, in all the groups of popula-

Table 14—Relative Amount of Farmer Patronage and Control of Banks in the Four Groups of Population Centers in Garfield County 1926

Population Centers	Average Popu- lation per Center	Banks	DEPOSITORS			CHECKING ACCOUNTS			SAVINGS DEPOSITS			DIRECTORS		
			Total Number	Farmer	Per cent of Total	Total Amount	Farmer	Per cent of Total	Total Amount	Farmer	Per cent of Total	Total Number	Farmer	Per cent of Total
Group 1 Enid	32,000	6	15,500	2,325	15.0	4,280,000	\$1,040,000	24.4	\$ 778,768	\$191,700	24.6	37	2	5.4
Group 2 (Covington and Garber)	2,100	4	5,750	2,075	36.1	1,000,000	65,750	6.6	140,000	93,500	66.7	13	--	--
Group 3 (Hunter and Waukomis)	540	3	1,700	1,540	90.9	460,000	378,750	82.3	12,500	4,300	34.4	16	3	18.8
Group 4 (Ten Centers)	165	10	2,718	2,527	92.9	709,750	584,600	81.1	10,000	9,500	95.0	29	5	17.3
Grand total		23	26,168	8,967	34.2	6,449,750	2,069,100	32.0	941,268	299,000	31.7	95	10	10.5

ion centers considered the per cent of farmer directors of banks was much less than the per cent of farmer depositors or the per cent of farmer checking and savings accounts. The farmers' control of the banks of Garfield county is not commensurate with his patronage of these banks. This fact would seem partially due to his lack of training and business ability; it may be partially due to his lack of social prestige in the community. Fourth, in the two oil towns there were no farmer directors of banks, while the banks of the other three groups of centers had from two to five members on their boards of control. In the former communities, where oil rather than agriculture is temporarily the chief of mercantile prosperity, the farmer is probably less conspicuous as a possible factor in business control than would be the case if business were more obviously dependent upon agriculture.

Only two bankers in the county reported any special attempts to promote the interests of the farmer. The Bank of Drummond purchases and distributes among farmers high-grade seed wheat, and offers prizes to those securing the best results. It has also given farmers the use of a registered bull. The Oklahoma State Bank of Enid sends free to 1,500 farmers the paper, "Rural Community Progress." The wide-awake banker is in a most strategic position to build up the agricultural interests of the community, and at the same time to foster good, wholesome town-country relations.

The Press

There are eight newspapers printed in Garfield county; two of these are daily and six are weekly. The daily papers are printed in Enid; the weekly papers are printed in Enid, Garber, Covington, Hunter, Waukomis and Lahoma. The Enid newspapers have an average total circulation per paper of 5,625 of which 55.9 per cent is in country homes, while the newspapers of the other centers have an average total circulation per paper of 709, of which 53.2 per cent is in country homes. Table 5 indicates that the percentage of farmers taking daily papers is considerably larger than the percentage taking weekly papers. The editors of Enid newspapers devote to farm people a larger percentage of their space used for local news and local advertising than do the editors of papers in the other centers taken collectively. Not only from the standpoint of better community relations, but from that of financial success as well, it would probably pay country editors to devote more attention to the farming population of the community. A recent investigation of the policies of 125 country weekly editors in Oklahoma, reveals that the editors which emphasize country news to the greatest extent, are those which are most patronized by farmers*. This study shows that the editors who give service to farmer subscribers, by way of employing a relatively large number of country correspondents, in proportion to the number of readers; those who pay the best rates to their country correspondents; and those who encourage farmers to send or telephone news to them, are the editors which realize the best farmer patronage, in terms of a comparatively high percentage of farmer subscribers, relatively prompt renewal of farmer subscriptions, and a relatively large percentage of display and classified advertising by farmers.

Health

A very significant problem confronting rural people today is that of securing proper medical attention. Certain forces which have been transforming the character of rural-life during the past two decades have made imperative the cooperation of town and country people in the interest of community health. The automobile and good roads were responsible for the disappearance of the open country doctor, who lived near his customers and supplemented his meager income from medical services by farming. The farmer

*Peterson, Robert V., *A Study of Rural Newspapers in Oklahoma* (Unpublished thesis, on file at the Library of Oklahoma Agricultural and Mechanical College.)

Table 15—Per Cent of Farm Families in Garfield County Securing the Services of Doctor or Dentist Exclusively at the Nearest Population Center, at Other Than the Nearest Center, and at Both, 1926

Population Centers	Average Population Per Center	Service Secured	AS REPORTED BY FARMERS			AS REPORTED BY HIGH SCHOOL PUPILS				
			Total Families	Per Cent of Families Securing Services		Total Families	Per Cent of Families Securing Services			
				Exclusively at Nearest Center	Part at Nearest Center		Exclusively at Other Than Nearest Center	Exclusively at Nearest Center	Part at Nearest Center	Exclusively at Other Than Nearest Center
Group 1 (Enid)	32,000	Doctor	33	93.9	—	6.1	45	88.9	—	11.1
		Dentist	34	100.0	—	—	44	95.4	—	4.6
Group 2 (Covington and Garber)	2,100	Doctor	25	60.0	.12	28.0	52	82.7	1.9	15.4
		Dentist	24	20.8	4.2	75.0	41	48.8	12.2	39.0
Group 3 (Hunter and Waukomis)	540	Doctor	45	40.0	2.2	57.8	75	44.0	13.3	42.7
		Dentist	45	2.2	—	97.8	72	—	—	100.0
Group 4 (Ten Centers)	165	Doctor	244	22.1	.8	77.1	261	28.7	1.2	70.1
		Dentist	243	—	—	100.0	254	—	—	100.0

as since been served by the doctor from the neighboring village or town. The medical services which he receives do not always measure up to the highest standards. The reason for this fact is that the ambitious and capable young doctor of today, after spending a longer period in professional training that did his father, is tempted to go to the city to specialize.

Dr. William Allen Pusey, formerly president of the American Medical Association, summarizes as follows the results of his study pertinent to the increasing number of rural physicians in this country: "Of 940 towns of 1,000 or less, in 47 states—20 average towns in each state—which had physicians in 1914, only 630 of them had physicians in 1925; 310 of these towns are now without physicians. Thus almost one-third of the small towns of the country have lost their physicians in the last 11 years*." As a result of this loss of rural physicians, too few are left in the villages and towns to serve properly the entire community, and those that are left are often men whose training was secured many years ago and whose methods are more or less antiquated.

Each of the population centers in groups 1, 2 and 3 of this study has one or more doctors, while only two out of the 10 centers in group 4 have doctors. Only one center other than Enid has a dentist, that being Covington. Table 15 sets forth data which show the per cent of farm families studied in Garfield county who were securing in 1926 the services of doctor, or dentist, exclusively at the nearest population center, and the per cent which were securing these services exclusively at places other than the nearest population center. These centers seem to enlist the farmers' exclusive patronage of the services of doctor and dentist in proportion to their size, the larger ones being the more successful.

Table 16 sets forth reasons, as given by farm families, for patronizing particular hospitals, doctors, and dentists. According to the statements of these families, distance from the service agency, acquaintanceship, and good service are the dominant factors motivating the patronage of particular health service agencies. Prices were not important considerations, as was the case in connection with the material commodities**. Health services are probably regarded by most persons as of greater consequence than is the satisfaction of her wants, hence, prices are less significant as factors in the patronage of particular health service agencies.

Table 16—Reasons Given by Farm Families of Garfield County for Patronizing Particular Hospitals, Doctors, and Dentists

Reasons given	HOSPITAL		DOCTOR		DENTIST	
	Families	Per Cent	Families	Per Cent	Families	Per Cent
Nearest	289	89.8	189	51.4	272	78.2
Good service	20	6.2	58	15.7	40	11.5
Acquainted	7	2.2	110	29.9	15	4.3
Prices	---	---	3	0.8	2	0.6
Miscellaneous	6	1.8	8	2.2	19	5.4

PART III—TOWN AND COUNTRY PRIMARY SERVICE RELATIONS GENERAL STATEMENT

When fundamental changes take place in ways of living that necessitate changes in service relations, groups will change their secondary service relations first, and will reluctantly make necessary adaptations in primary service relations later. Thus with the development of the automobile and good roads, country groups soon gave up the open-country store, with its postoffice and blacksmith shop, and the open-country doctor, for corresponding service

agencies more efficient, in the neighboring village or town. However, their former service agencies of education, religion and recreation, they have been less willing to part with. A willingness to give up these service agencies for those at the village or town center, would be indicative of a high degree of community solidarity. Hence, the test of whether barriers exist between town and country people lies, not so much in their secondary service relations as in their common enjoyment and common control of services of a primary character.

The phases of primary service relations between townsmen and farmers that will be considered here are those connected with school, organized religion, fraternal organizations, and social life and recreation. We shall examine the type of population center that seems to have a relatively significant drawing power, in eliciting the farmer's patronage of primary services; we shall note the reasons given by farmers for securing these services at certain centers; and we shall observe to what degree the farmer is given control of primary service agencies in population centers in proportion to his support of these agencies.

Table 17 presents data indicating the relative drawing power of population centers of varying sizes, with respect to enlisting the farmers' patronage of certain primary services. These statistics indicate that farmers whose nearest population center is a relatively large place are more likely to secure all of certain primary services at that center, and less likely to secure none of these services there, than are those whose nearest population center is a relatively small place. This is particularly the case with respect to the services of lodge and motion pictures, while it is less true, as regards those of organized religion, fairs and high school. A considerable factor entering into the case as regards the patronage of the motion picture show is the fact that only three of the centers, aside from Enid, have motion pictures, these being Covington, Garber and Hunter. There is not, in the smaller centers, so wide a selection of lodges as in the larger ones, which fact would tend to bring about the patronage of the lodge in the larger centers. At the time of this study, one of the smaller centers had no lodge; four centers had one lodge each, and three had two each.

Table 18 sets forth reasons given by farm families for securing certain primary services at particular places. In the case of high school, distance was given as a predominating factor in determining the place where the service was secured; distance and demonination were the important factors in determining the service center, with respect to organized religion; distance and membership were the chief reasons given for securing lodge services at particular centers, and distance and service loomed large, as determining factors in case of motion pictures. The chief reasons given for attending fairs at particular centers were that they were community or county affairs.

Table 17—Per Cent of Farm Families in Garfield County Securing Certain Primary Services Exclusively at the Nearest Population Center, at Other Than the Nearest Center, and at Both, 1926

Population Centers	Average Population Per Center	Service Secured	AS REPORTED BY FARMERS				AS REPORTED BY HIGH SCHOOL STUDENTS			
			Per Cent of Families Securing Services				Per Cent of Families Securing Services			
			Total Families	Exclusively at Nearest Center	Part at Nearest Center	Exclusively at Other Than Nearest Center	Total Families	Exclusively at Nearest Center	Part at Nearest Center	Exclusively at Other Than Nearest Center
Group 1 (Enid)	32,00	High school	7	57.1	---	42.9	23	100.0	---	---
		Church	28	96.4	---	3.6	40	95.0	---	5.0
		Lodge	6	100.0	---	---	17	100.0	---	---
		Mot. Picture	21	100.0	---	---	42	95.2	4.8	---
		Fair	32	100.0	---	---	55	62.2	34.0	3.8
Group 2 (Covington and Garber)	2,100	High school	5	80.0	---	20.0	47	87.2	---	12.8
		Church	17	88.2	---	11.8	48	85.4	2.0	12.6
		Lodge	6	100.0	---	---	18	84.2	5.3	10.5
		Mot. Picture	9	90.0	---	---	50	68.0	30.0	2.0
		Fair	19	40.9	13.6	45.5	47	8.6	89.3	2.1
Group 3 (Hunter and Waukomis)	540	High school	6	50.0	---	50.0	62	72.5	---	27.5
		Church	38	78.9	---	21.1	63	87.3	1.6	11.1
		Lodge	18	83.3	---	16.7	26	73.0	4.0	23.0
		Mot. Picture	19	34.4	3.6	62.0	67	18.0	8.9	73.1
		Fair	42	11.9	31.0	57.1	68	14.7	79.4	5.9
Group 4 (10 Centers)	165	High school	49	67.3	---	32.7	222	73.0	---	27.0
		Church	191	80.6	.6	18.8	180	81.1	.6	18.3
		Lodge	41	75.6	4.9	19.5	83	57.8	10.9	31.3
		Mot. Picture	91	---	---	100.0	222	---	---	100.0
		Fair	189	9.5	22.8	67.7	252	10.7	59.5	29.8

Table 18—Reasons Given by Farm Families of Garfield County for Securing Certain Primary Services at Particular Centers

Reasons Given	HIGH SCHOOL		CHURCH		LODGE		MOTION PICTURES		FAIR	
	Families	Per Cent	Families	Per Cent	Families	Per Cent	Families	Per Cent	Families	Per Cent
Nearest	84	77.1	169	54.9	41	51.9	100	58.5	22	5.0
Membership there	---	---	---	---	34	43.0	---	---	---	---
Cheapest	2	2.4	---	---	---	---	---	---	---	---
Best	8	9.5	---	---	---	---	55	32.2	2	0.4
Other services secured there	---	---	---	---	---	---	12	7.0	---	---
Denomination	---	---	118	38.3	---	---	---	---	---	---
Good roads	---	---	---	---	---	---	1	0.6	---	---
Neighborhood or community affair	---	---	14	4.5	---	---	---	---	143	32.4
County affair	---	---	---	---	---	---	---	---	257	58.1
State affair	---	---	---	---	---	---	---	---	14	3.2
Church affair	5	6.0	---	---	---	---	---	---	---	---
Miscellaneous	4	4.8	7	2.3	4	5.1	3	1.7	4	0.9

School Relations

Garfield county has 105 common school districts and 9 independent school districts*. The latter are located at Enid, Garber, Covington, Waukomis, Hunter, Lahoma, Drummond, Douglas, and Hillsdale. The average enrollment per school district of the common schools of the county is slightly less than 25; that of the independent schools is 681. Two of the common school districts have union graded schools**, these being located at Carrier and Hayward. One of the common school districts has a consolidated school at Pioneer in the open country***. An independent consolidated school is located at Waukomis. The common schools of Oklahoma which meet certain standards are graded as model, superior model and accredited, the accredited school being the highest class****.

During the school-year, 1927-1928, Garfield county had 60 model, 10 superior model, and 7 accredited schools, while the 77 counties of Oklahoma averaged per county, 17.3 model, 9 superior model, and 4.6 accredited schools. Eleven high schools of Garfield county offer courses in either agriculture, or domestic science, or both. Three of these high schools have Smith-Hughes teachers. There are eight parent-teacher associations in the county, all of these being in country districts.

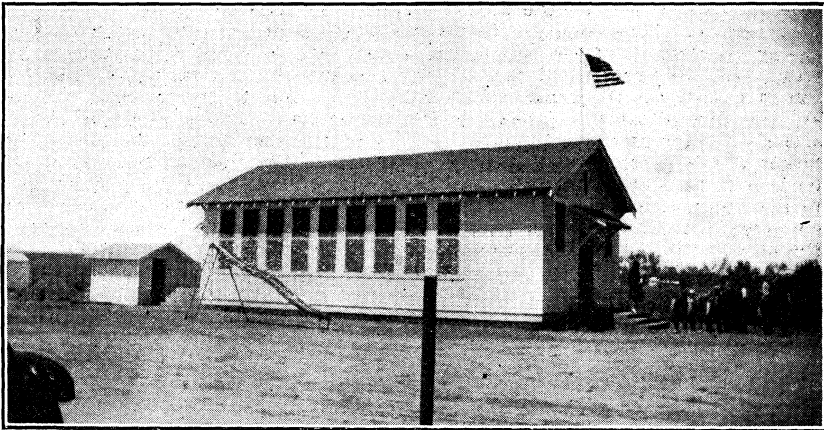


Figure 5—One of the better types of open-country schools in Garfield county.

*The former are supervised by the county superintendent of schools, and are reported by him to the State Department of Education. The latter report directly to the State Department of Education. A school becomes independent by operation of law, when it becomes accredited for 16 standard units of high school work, and the district includes an incorporated town.

**A union graded district is one that has been organized by the people at an election for that purpose, which maintains one central school, in which all pupils of the seventh, eighth and high-school grades are taught, and which maintains several wing schools, or outlying schools for pupils of the first six grades.

***A consolidated district is one which has been regularly organized by the people at an election, for the purpose that maintains one central school to which pupils living two or more miles from the schoolhouse are transported at the expense of the district.

****The four bases on which grading is made are conditions of grounds, buildings, equipment, and organization.



Figure 6—Garber School Calf Club.

Table 19 indicates the relative degree to which farmers are represented in the membership and on the boards of public schools in population centers of varying sizes in the county. An inverse relationship exists between the average size per center of the population centers in the groups considered, on one hand, and the per cent of farmer pupils in schools, and farmer members of school boards, on the other. We would expect this to be the case, however, another fact of interest appears in this connection. The smaller the average size per center of the population centers in the four groups considered, the larger is the percentage of farmer members on their school boards, in proportion to both the percentage of farmer grade pupils, and the percentage of farmer high school pupils. It seems that democracy between town and country, on the basis of public school control, increases in Garfield county as the size of the population center decreases. The percentage of farmer members of school boards is less than the percentage of farmer grade pupils and high school pupils in the population centers of every group. This fact may be due to a relative lack of interest on the part of the farmer in school affairs or it may be due to his relative lack of social prestige in the community.

Table 19—Per Cent of Pupils from Farms and Per Cent of Farms on School Boards for the Population Centers of Garfield County

Population Centers	Average Population Per Center	GRADE SCHOOL MEMBERSHIP			HIGH SCHOOL MEMBERSHIP			SCHOOL OFFICERS		
		Total Members	Farmer Members	Per Cent of Total	Total Members	Farmer Members	Per Cent of Total	Officers	Farmer Officers	Per Cent of Total
Group 1 (Enid)	32,000	3,000	10	.003	1016	87	8.5	6	0	0.0
Group 2 (Covington and Garber)	2,100	787	199	25.3	437	155	35.3	8	1	12.5
Group 3 (Hunter and Waukomis)	540	212	120	56.6	166	91	54.8	7	2	28.6
Group 4 (9 centers)	165	568	373	65.7	330	194	58.8	27	14	51.9

Library

No population center in Garfield county, aside from Enid, has a public library, except the library connected with the public school. There are 25,586 volumes in the Carnegie Library at Enid. The circulation of books in 1928 totaled approximately 125,000 volumes. A county library of 5,000 volumes is also located at Enid. This institution is the only county library in Oklahoma. In 1928, its maintenance from public funds was declared illegal, since which time, pending an attempt to secure favorable legislation, the library is supported by the Garfield County Federation of Women's Clubs. In 1928 the library sent out collections of books to 66 schools, four community centers, and six women's clubs. During the year a total of 12,724 volumes were circulated over the county by the library.

Organized Religion

There are from fifteen to twenty religious denominations represented in Garfield county, with the Methodist Episcopal and Christian churches predominating. Sixty-five church organizations are in population centers. Nine open-country churches and about 10 per cent of the open-country schools of the county carry on religious exercises. Open country churches in the State of Oklahoma have never been numerically significant, a fact that favors the religious organization of town and country people at the population center. There is a decided tendency towards over-churching in these centers. Aside from Enid, three of them have four churches each and four have three churches each. The tendency to over-church is more pronounced in the smaller places than in Enid, as is shown by the fact that in Enid there is one church for every 1,000 population, while in the remaining centers of the county taken collectively a church exists for every 101 population.

Table 20 indicates the relative degree to which farmers are represented in the support and control of churches in the population centers of the county. The smaller the average size per center of the population centers in the four groups considered, the larger is their percentage of church membership, attendance, financial contribution, and officers represented by farm people. We note another fact in this connection, which is interesting because of the discovery of a similar tendency with respect to the joint support and control of schools by town and country people*. The tendency is for churches in relatively small population centers to have a larger percentage of farmer church officers, in proportion to the percentage of farmer members and farmer attendance, than have churches in relatively large population centers. It seems that democracy between town and country, on the basis of church control, tends to increase as the size of the population center decreases.

The per cent of farmer-church officers is less than the per cent of farmer-church members and attendance for every group of population centers except group 4. However, persons who are in a position to know town and country relations in the county say that in practically all the communities the attitudes of farmers and townsmen towards each other are unusually cordial, admitting of a common participation by the two groups in the personal services of religion and social life.

Both owner and tenant families emphasize membership in the church above that in other community organizations, a smaller per cent of the members of tenant families being affiliated with the church, than of the members of owner families. Of the tenant families which answered the question concerned with this point, 329 persons, or 41.3 per cent of the members of these families, belong to the church, while 532 persons, or 53.8 per cent of the members of owner families, are affiliated with the church.

*See page --

Table 20—Relative Degree to Which the Church is Supported and Controlled by Farmer Membership, Attendance, Financial Contribution, and Officers, in the Population Centers of Garfield County

Population Centers	Average Population Per Center	CHURCH MEMBERSHIP			CHURCH ATTENDANCE AT REGULAR MEETINGS			ANNUAL CHURCH CONTRIBUTION			CHURCH OFFICERS		
		Total Number Members	Farmer Members	Per cent of Total	Average Attendance of all Members	Average Attendance of Farmer Members	Per cent of Average of all Members	Total Contribution	Farmer Contribution	Per cent of Total	Total Number of Officers	Farmer Officers	Per cent of Total
Group 1 (Enid)	32,000	8862	655	7.4	4030	400	9.9	\$148,166	\$5,123	3.5	360	18	5
Group 2 (Covington and Garber)	2,100	1125	350	31.1	720	154	21.4	17,465	3,365	19.2	80	16	20
Group 3 (Hunter and Waukomis)	540	462	252	45.5	322	187	58.0	7,900	3,300	41.6	59	25	42.2
Group 4 (10 centers)	165	2263	1842	81.4	1701	1367	80.4	24,668	20,425	82.5	121	103	85.1

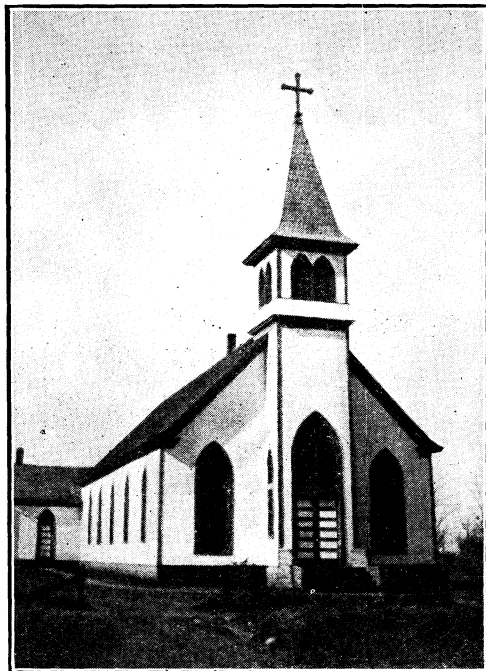


Figure 7—The Roman Catholic Church at Bison. It has a membership of 405, most of whom are farm people.

RECREATION AND SOCIAL LIFE

Types of Recreation

One of the most potent agencies which may be employed to break down the barriers separating town and country people is good, wholesome recreation. Says Dr. E. A. Ross, "In congested urban quarters the passion of play, which springs up after the opening of a recreation center, levels mouldering barriers between nationalities and confessions, Americanizes the foreign-born, and creates a neighborhood consciousness²." In communities where farmers and townsmen are so much given to the production side of life that they have little time or energy to devote to recreation programs probably a greater degree of group consciousness exists on the part of each of the classes with a less cordial relationship in their attitudes towards each other, than would be the case if wholesome recreation were emphasized as a community enterprise. The phases of recreation most emphasized by the people of Garfield county are the lodge, club, dance, motion picture, fair, lyceum, and local talent entertainment.

The Lodge

The lodge, which is limited to the population centers in the county, is significant in affording a town-country meeting ground for recreation and social

²Ross, E. A., *Principles of Sociology*, Century, 1920, page 403.

Table 21—Relative Degree to Which the Lodge is Supported and Controlled by Farmer Membership, Attendance, and Officers in the Population Centers of Garfield County

Population Centers	Average Population Per Center	LODGE MEMBERSHIP			LODGE ATTENDANCE AT REGULAR MEETINGS			LODGE OFFICERS		
		Total Members	Farmer Members	Per Cent of Total	Average Attendance of all Members	Average Attendance of Farmer Members	Per Cent of Average of all Members	Total Officers	Farmer Officers	Per Cent of Total
Group 1 (Enid)	32,000	4746	742	15.6	375	54	14.4	77	4	5.2
Group 2 (Covington and Garber)	2,100	878	285	32.5	127	49	38.6	48	9	18.8
Group 3 (Hunter and Waukomis)	540	410	245	59.8	86	39	45.3	35	12	34.3
Group 4 (10 centers)	165	787	556	70.6	286	189	66.0	134	92	68.6

Relation of Town and Country Interests

life. There are 20 of these organizations in Enid, and 35 in the remaining population centers. Table 21 indicates the relative degree to which the lodge is supported and controlled by farmer membership, attendance and officers.

An inverse relationship exists between the average size per center of the population centers in the groups considered, and the percentages of lodge membership, attendance, and officers represented by farm people in the centers. Another fact in this connection is interesting, because of the discovery of similar tendencies, with respect to the joint support and control of school and church by town and country people. The smaller the average size per center of the population centers in the four groups considered, the larger is their percentage of farmer lodge officers, in proportion to both the percentage of farmer lodge membership and attendance. In only the fourth group of centers does the percentage of farmer officers approximate the percentage of farmer members or attendance. Democracy between town and country, on the basis of lodge control, seems to increase as the size of the population center decreases. The percentage of farmer lodge officers is less than the percentage of farmer lodge membership and attendance in the population centers of every group, except 4. In that group it is less than the percentage of membership, but slightly greater than that of attendance.

Lodges do not report, to any considerable degree, conscious attempts to bring town and country people into closer relations. The Modern Woodman organization at Drummond provides an entertainment once a month for farm families, and the Masonic lodge at Waukomis is responsible for several entertainments a year to foster better relations between farmers and townsmen. At Lahoma,, where the German-Lutheran church is strong, the members of that organization are not encouraged to become affiliated with lodges. This investigation reveals that a smaller per cent of the families of renters have members who are affiliated with the lodge than of the families of owners, there being 19.6 per cent of the 168 renter families reporting the item, which have members belonging to lodges, as compared with the 25.3 per cent of the 178 owner families.

The Club

The club in Garfield county serves, to some extent, as an agency for recreation and the betterment of town-country relations. The Rotary club of Enid seeks to get in touch with the farmer by staging entertainments in the smaller population centers of the contiguous trade territory. Periodically each member of the organization invites a farmer guest to a club banquet. This organization also strengthens itself with the farmers by conferring honors upon those proving most efficient in egg production, and in the work of the 4-H club. The Rotary club of Garber likewise seeks to promote good will between townsmen and countrymen by farmers' day programs, and, through the encouragement of boys' clubs. The Kiwanis club of Enid has an agricultural committee, the chief function of which is to foster good will between farmers and townsmen.

The Motion Picture.

The motion picture entertainment is an important recreational feature, which the town and country people of Garfield county share in common. Aside from the four motion picture theatres of Enid, there is one theatre in each of the centers of Garber, Covington, and Hunter. Garber and Covington have Sunday motion pictures. Since the theatres of Enid are not open on Sundays, a considerable number of people from that city secure their Sunday afternoon and evening diversion at Garber and Covington where these places of amusement may be enjoyed of Sundays. On Saturday evenings farmers and townsmen all over the county tend to go to Enid for diversion. At the time of this writing, two of the four theatres of that city are exclusively motion picture houses; one has vaudeville and pictures, and another features vitaphone.

The Fair

The fair in Garfield county, though motivated primarily by economic considerations, tends to promote sociability and a common sharing of recreation on the part of town and country people. Oklahoma legislation provides for the organization, in each county of the state, of a county free fair association*. This association was organized in Garfield county in 1920. There are held annually in the county nine community fairs, the Garfield County Free Fair, and the 4-H Club Fair.

Other Types of Recreation

The school and church entertainment, lyceum and dance are important town-country diversions. Both owner and tenant farmers say that the school furnishes them the major part of institutional and community activities. Some centers of the county have spacious school auditoriums where community entertainments are conducted, noteworthy among which are Garber and Carrier. Other centers have town halls, in which community entertainments are frequently held. At Laboma, the town hall was built cooperatively by townsmen and farmers, the latter contributing a considerable amount of the labor in the erection of the building. Waukomis has a large, well-equipped dance hall, privately owned, which has frequent dance programs that are well-tended by young people from the country, and from other towns of the county, including Enid. In four population centers of the county** nationally and region tend to bring about community solidarity, and facilitate town-country operation in such relationships as recreation and sociability. In two of these communities the people are largely German, and in two communities one denomination, the United Brethren church, serves the religious interests.

Open Country Recreation Centers

In the relationships of recreation and social life the population centers are the only meeting places for town and country people. There are in the county three outstanding open-country communities, which provide for a considerable portion of their own recreation, and also attract to their entertainments town-people. One of these groups is the Banner Township Community. The hall which serves as the center for the group is about eight miles north-west of Enid***. The community holds there a bi-weekly literary society, at which gathering a basket dinner is sometimes served. Business men from Enid sometimes attend the exercises and take part in the programs. A grange and consolidated school in the Pioneer community, and a grange in the Barr community provide considerably more recreation for these groups than is usually furnished open-country neighborhoods by their institutions. Frequent community sings and home-talent plays are conducted in the Pioneer community, which attract large gatherings of farmers and people from nearby towns. Sometimes Waukomis stages a play in the Pioneer community.

There are 41 women's home demonstration clubs in Garfield county, which give sociability and recreation as a secondary feature of their programs. These clubs meet exclusively at the farm women's homes, though perhaps 10 per cent of those attending live in the town centers.

* County Free Fair Association in each county consists of two members in each municipal township of the county, elected by mass meetings or appointed by the county commissioner. The board of directors, chosen by the members of the County Free Fair Association from their own number, make rules and regulations for holding township and county fairs, and expend the funds of the county fair association in accordance with legislative provision.

** Fairmont, Bison, Carrier, and Hillsdale.

*** The construction of this hall was partially financed by Enid business men.

PART IV—SUMMARY OF FINDINGS

The findings of this study are conditions which may or may not be true of sections of Oklahoma other than Garfield county. On the basis of types of agriculture, a wide divergence obtains in the economic and social status of various sections of Oklahoma, no one county being typical of the state. Hence several investigations of the character of this study must be made before any valid conclusions can be drawn which will apply to the state as a whole. However, the writer feels that a summary of the chief findings of this study should be serviceable.

General Characteristics of the County

Garfield county is representative of the better wheat-growing and stock raising sections of Oklahoma. As compared with the state of Oklahoma, Garfield county has a relatively high per cent of land owners, and comparative high values per acre of land and buildings, livestock, and crops. Its oil output as well as its agricultural production, is significant. The standards of living of both owner and tenant families, seem to be relatively high. The county has an excellent system of roads. The existence of good highways, and the fact that a high percentage of farmers possess automobiles, tend to put the service centers of the county on a competitive basis with each other.

Secondary Service Relations

This investigation shows that, in eliciting the farmers' patronage of merchandising services, the business units of the city of Enid are tending to compete favorably with those of the other centers of Garfield county. This favorable competition by Enid merchants is partially due to the wide selection of goods in Enid and to good transportation facilities. It is partially due to certain advantages which Enid merchants have by virtue of efficient methods of business. First, they purchase their goods in larger quantities, and hence get better rates than do the merchants of the other centers; second, they economize further in buying, by making a relatively large per cent of purchases directly from manufacturers, rather than from jobbers; third, they seem to do business on more of a cash basis, than do the merchants of the other centers. Economy in the purchase of goods, and a cash business in selling, enable merchants to offer their goods at relatively low prices; fourth, they stress advertising to a greater degree, and they seem more concerned with making special appeal to the farmer.

The results of this study indicate that if the population center nearest the farmer is relatively large, he is more likely to satisfy his merchandising interests exclusively there than if this nearest center is relatively small. According to the reasons given by farm families for satisfying merchandising interests at particular centers, the purchase of groceries is motivated chiefly by consideration of distance, price, and the fact that other services are purchased at these centers. The purchase of work clothing is affected largely by price considerations, while that of dress clothing is motivated, to a relatively large degree, by considerations of variety and quality. Distance seems to be a comparatively large factor in determining the purchase of furniture and machinery at particular centers.

Neither the chain store nor the cooperative buying of merchandise by farmers has thus far menaced, to any appreciable degree, the local merchant. However, farmers of Garfield county are patronizing, to a considerable extent, mail-order houses. A smaller percentage of farmers studied who live in the four townships contiguous to Enid patronize the mail-order house than those who live in the remaining townships of the county.

Comparatively few merchants report efforts which have been made to improve their relationships between themselves and farmers, or plans devised to improve trade relations in the future. A larger percentage of Enid merchants report such efforts and plans than of those in the other centers of the county.

The chambers of commerce in the smaller towns and villages have apparently made little effort to build up a farmer trade, while that organization in Enid is active in promoting the interests of the farmer and in eliciting his patronage.

The cooperative marketing of farm products in Garfield county is a significant enterprise. The chief products sold cooperatively are grain and dairy products. Chickens and eggs are not sold to any appreciable extent through cooperative enterprise. This study shows that the larger the farmer's nearest population center, the more likely he is to market chickens and eggs exclusively at that center. According to the reasons given by farm families for selling various products at particular centers, the marketing place of wheat and livestock, commodities relatively bulky in proportion to their value, is chiefly determined by consideration of distance. Price is the major factor in determining the market place of milk, cream, butter and eggs; while fruit and vegetables are treated as incidentals, and are sold at particular centers because their services are secured at those places. The cooperative marketing of products by farmers does not seem to antagonize merchants; in fact, the most cordial relations seem to exist between the merchants of Enid and the members of the Farm Women's Market, which sells farm and home products there on Saturdays.

The findings of this study indicate that the larger the farmer's nearest population center, the more likely he is to secure his banking services exclusively at that center. Reasons given by farm families for securing financing services at particular centers indicate that the chief factors governing this relationship are consideration of distance, the fact that other services are secured at these centers, and acquaintanceship.

A larger per cent of farmer patronage of banks, with respect to number of depositors and amount of checking and savings deposits, and a larger per cent of farmer directors of banks obtains in the smaller centers than in the larger centers. In all the groups of population centers considered, the per cent of farmer directors of banks is less than the per cent of farmer depositors, or the per cent of farmer checking and savings accounts. In the two oil towns there were, at the time of this study, no farmer directors of banks. Only two bankers in the county report any special attempts to promote the interests of the farmer. The banker is in a strategic position to promote agricultural interests in the community, and at the same time, to foster wholesome town-country relations.

The farmers of Garfield county would seem to be above the average in point of subscription to daily and weekly papers. The per cent of those taking daily papers is considerably larger than the per cent taking weekly papers. The editors of Enid newspapers devote to farm people a larger per cent of their space used for local news and local advertising than do the editors of papers in the other centers of the county, taken collectively. A recent survey of the rural press of Oklahoma revealed that country editors who stressed farm news were rewarded by more subscriptions from farmers, by prompt renewals of subscriptions, and by more advertising by farmers than were editors who gave less emphasis to country news. Not only from the standpoint of better community relations, but also from that of financial success as well, they would probably pay country editors to devote more attention to the farming population.

The farmers of Garfield county seem to patronize exclusively the services of doctors and dentists in proportion to the size of the population centers in which these professional men are located, a larger per cent of farmers patronizing exclusively those who are located in the larger places. According to the reasons given by farmers for patronizing particular hospitals, doctors, and dentists, the chief factors motivating the patronage of these health agencies at particular places were distance from the service agency, acquaintanceship, and good service. Price was not named as a reason for securing health services at given centers, as it was in case of purchasing commodities.

Primary Service Relations

Farmers whose nearest population center is a relatively large place seem more likely to secure exclusively certain primary services there, and less likely to secure these services exclusively at other places is the case when the nearest center is relatively small. This is more nearly true with respect to the services of lodge and motion pictures than in the case of organized religious fairs, and high school. According to the reasons given by farm families for securing certain primary services at particular centers, consideration of distance was given as a predominating factor in determining the place where high school service was secured; distance and denomination were the most significant factors in motivating families to attend church at particular places; distance and membership were the chief reasons given for securing lodge services at particular centers; and distance and service loomed large as determining factors in case of motion pictures. The majority of farm families report that the school furnishes them the major part of institutional and community activities. With respect to membership in community organization: farm families, both owner and tenant, emphasize the church, with the fraternal order second in importance.

The common schools of Garfield county, as graded on the basis of grounds, buildings, equipment, and organization, compare favorably with those of the state of Oklahoma. A considerable percentage of farmers send their children to school at the villages and hamlets of the county. For the group of population centers considered, the smaller the average size of the center per group, the larger is the percentage of farmer pupils in their grades and high schools, and the percentage of farmers on their school boards. The smaller the average size of the population centers per group, the larger is the percentage of farmer members on their school boards, in proportion to both the percentage of farmer pupils and farmer high school pupils. The percentage of farmer members of school boards is less than the percentage of farmer grade pupils and high school pupils for every group of population centers.

There are relatively few open country churches in Garfield county, a fact which favors the religious organization of town and country people at the town center. There is a decided tendency toward over-churching in the centers, this tendency being more pronounced in the hamlets and towns than in the Enid. For the groups of population centers considered, the smaller the average size of the centers per group, the larger is their percentage of church membership, attendance, financial contribution, and officers represented by farm people. The tendency is for churches in relatively small population centers to have a larger percentage of farmer church officers in proportion to the percentage of farmer members and farmer attendance than do churches in relatively large population centers. The per cent of farmer church officers is less than the per cent of farmer church members and attendance in the three groups of larger centers, but not in the group of smaller centers. However, the attitudes of town and country people towards each other in most communities of Garfield county, seem to be unusually cordial, admitting of cooperation in matters pertinent to the intimate personal relations of religion and sociability. A larger per cent of the members of owner families studied were found to be affiliated with the church than of the members of renter families, there being somewhat more than one-half the members of owner families and slightly over two-fifths of the members of tenant families which had church affiliations.

The farmers of Garfield county secure a considerable amount of their recreation at the hamlet, village or city center. The phases of recreation most emphasized by farmers and townsmen are the lodge, club, dance, motion picture, fair, lyceum, and local talent entertainment.

The lodge, which is limited to population centers, is significant in affording a town-country meeting ground for recreation and sociability. For the groups of population centers considered, the smaller the average size of the centers per group, the larger is their percentage of lodge membership, attendance, and officers represented by farm people. And the smaller the average size of the population centers per group, the larger is their percentage of farmer lodge officers, in proportion to both the percentage of farmer lodge membership and attendance. The percentage of farmer lodge officers is less than the percentage of farmer lodge membership and attendance in the three groups of larger centers; in the group of smaller centers, it is less than the percentage of membership, but slightly greater than that of attendance. A smaller percent of the families of renters have members who are affiliated with lodges than of the families of owners, there being slightly less than one-fifth of tenant families which have one or more members affiliated with lodges, while slightly more than one-fourth of owner families have at least one member that belongs to a lodge.

The motion picture theatre in Garfield county is a significant agency in bringing about the common sharing of recreation by town and county people. On Saturday evening people from farms, hamlets, and villages tend to go to Enid for diversion. In several hamlets and villages of the county the lyceum and the local church and school entertainment are important agencies in promoting town-country recreation. In some cases outstanding open country communities attract to their entertainments people from the population centers of the county. Three of these primary groups provide a considerable amount of local community diversions. One of the groups has a consolidated high school which fosters community recreation; in another the chief agency in promoting diversion is the grange; while a third group has frequent entertainments in a hall the construction of which was partially financed by Enid business men. Sometimes Enid business men meet with this local group to enjoy the entertainment provided by it.