

DISCOVERY AFTER DIGITIZATION: ENCOURAGING RESEARCH THROUGH ENGAGEMENT

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Presentation
ACRL Digital Scholarship Section
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Collection History and “Rediscovery” of *The Modern Farmer*



Thane Scott,
great-grandson of
James P. Davis



James P. Davis (right), Editor,
The Modern Farmer

51
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THE MODERN FARMER

Vol. VIII.

NASHVILLE, TENN., MAY 15, 1935

No. 4

Talks To Colored Farmers About "Supporting The A A A"

SEC. LEON HARRIS GIVES INFORMATION

Editor Modern Farmer And Federation Official Presents Unanswerable Facts

BROTHER FARMERS:—Got a letter from a Texas farmer the other day and he asked me a direct, clear question. His question was, "Should colored farmers support the policies of the AAA?" (Agricultural Adjustment Administration). Said he wanted to know because a lot of Texas leaders, colored and white, were cussing the AAA, especially the cotton plan, going and coming, and they had him thinking hard but all mixed up.

I gave him a plain answer. I told him "Yes, support the AAA,—keep on supporting its policies,—and tell your brother farmers in Texas to do the same." I am certain the good brother will do this if he keeps on "thinking hard" as he says he's doing.

When President Roosevelt started the AAA to look after the No

RAW VEGETABLE DAY

It is the Fibrous Structure You Soften

Why do we cook vegetables? Some people say we shouldn't, and it is true that cooking takes away some food values. For this reason it is advisable to eat at least one raw vegetable or fruit each day, to get food values you might lose in cooking.

With most vegetables, it is the fibrous structure you soften when you cook them. The fibrous structure is the invisible framework that gives shape and form, and holds together the other substances of the vegetable. In scientific cookery, this material is called cellulose. It is what we commonly call "roughage." It cannot be digested in the human body and is useful for that very reason. Its job is to furnish bulk of a kind that helps to eliminate the waste products of digestion.

Cooking for Flavor

You cook vegetables to soften the cellulose just enough to make it an agreeable carrier or container of the

LEARN NEW PROFESSION

Students Given Course In Soil Erosion Control

Progress of the soil erosion control work now under way in Iowa and Missouri and slated for expansion soon is handicapped to some extent by the lack of trained personnel for this specialized type of work, sponsors of federal projects say.

"Trainees"

As soon as the college year closes next June the number of "trainees" will be increased to from 65 to 75. Most of these recruits are being drawn from the ranks of the colleges of agriculture at Columbia, Mo., and Ames, Ia.

It is probable that these men as soon as their training course is completed will be assigned to various areas in the two states where definite projects have been established with farmers agreeing to co-operate in controlling erosion and adopting a system of farming that will shift some of their farm land from cultivated crops to grass.

It Pays To Own Your Own Home

PROPOSED FARM TENANTS

Home Crop Is Given Endorsement by Jordan

Editor Constitution: I read with deep interest and approval the statement published in The Constitution relative to a proposed bill by Senator John H. Bankhead, of Alabama, to create and finance a Farm Tenants' Home Corporation operative by the federal government.

No greater service could be rendered to the south and nation than the establishment of a federal system by which efficient and capable tenant farmers could be encouraged and aided to become prosperous and independent small landowners.

Approximately 75 per cent of the farmers in Georgia and the other cotton states are either tenants or sharecroppers. This unfortunate system has developed a distressing condition

NATIONAL BETTER HOUSING PROGRAM WILL HELP FARMERS

Here's How You Benefit

Your Home—Repairs, alterations, and home improvements result in healthier surroundings, a lightening of every-day tasks, and a more livable environment for the entire family. New equipment and home improvements, new paint, additional plumbing and heating conveniences attract the young people in a family and give them pride and satisfaction in the farm home.

Your Farmstead—Well-maintained farm buildings permit efficiency in farming operations, more orderly marketing of products, and decreased fire hazards and insurance. Satisfactory, improved buildings, well equipped and in proper condition, provide better protection for farm machinery, equipment, supplies, live-

1929-1949

SAVE MORE! EARN MORE! HAVE MORE! BE MORE!

Every Colored Farmer

SHOULD BE A MEMBER OF THE

The National Federation of Colored Farmers

ORGANIZED, JUNE 5, 1922
PROGRESSIVE, Not Radical!

INCORPORATED, NOVEMBER 19, 1930
SANE, NOT VISIONARY!

**IF A FARM OWNER, TENANT, SHARECROPPER OR
FARM HAND, YOU SHOULD JOIN THIS ORGANIZATION**

It is the only national organization of colored farmers in America.
Its growth has been steady and substantial.
Its officers and leaders are men of experience and foresight.
It is non-partisan and non-secret.
Its actions speak louder than its words.
Its policies are sane, sound and progressive.

It teaches co-operative buying, production and marketing.
It is a builder of Negro farm communities.
It promotes the general interest of all its members.
It studies and investigates all agricultural problems.
It fosters the improvement of rural homes, and rural life.
Its members work together to accomplish what cannot be done individually.
It makes farm business more profitable.



Delegates to 1932 Annual Convention, N. F. C. F., Memphis, Tennessee.

The following are excerpts from letters on file in the national office:

"Through the N.F.C.F. we have been able to grow crops in Wisconsin that none thought could be grown here. We are planning for

"Since joining the N.F.C.F. we have saved in our community from 25 to 40 per cent on the purchase price of farm and home supplies."

farms and handle them in a workmanlike manner."

W. B. Clark, Land Dept.

"The National Federation of Colored Farmers believes that the Colored Farmers of America should own and control their own co-operative associations--Cooperation with All--Affiliation with None."

Background and life during *The Modern Farmer*



Lange, 1937, <http://digitalcollections.nypl.org/>



Lange, 1937, <http://digitalcollections.nypl.org/>

Found in *The Modern Farmer*

- Agricultural Information
- Politics
- Women's section
- Christian Faith



HOGGING OFF CORN
AND PEAS FOUND
PROFITABLE

Robert R. Church And
Perry W. Howard Resent
Attack On G. O. P. Leaders

Republican Veterans Take Issue With Vermont Governor Who Wants Dixie Moguls Unhorsed

4 MODERN FARMER, DECEMBER 15, 1937

RURAL CHURCHES

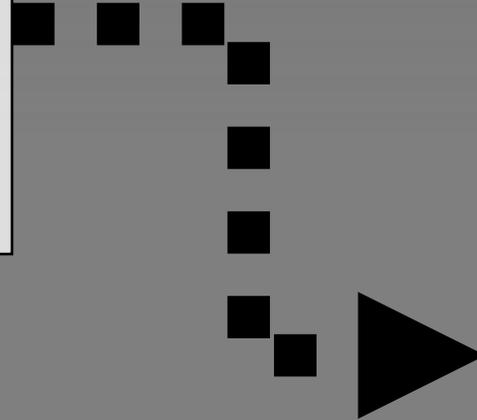
Pep up your Sunday School,
B. Y. P. U., and Church Worship

Try Our Most Popular Song Book

Determining our outreach strategy

STARTING POINT:

- Printed volumes had little usage
- Full run digitized and accessible via the Internet Archive
- Page views 2017-2019, under 300 per volume
- Some occasional outreach via social media, internal stakeholders



GOALS:

- Go big and broad!
- Reach as many people as possible
- Don't limit ourselves to faculty
- Tell the story with digital tools.
- Convey a lot of info, accessibly
- Provide context



The Modern Farmer

From Wikipedia, the free encyclopedia

The Modern Farmer was a national monthly **African American** publication published in Chicago, Illinois, and Nashville, Tennessee, by the **National Federation of Colored Farmers** (NFCF). It was published between 1929 and 1949 for African American farmers. The editors were Leon Ray Harris and James P. Davis, the president of the NFCF, Head Field Officer of the Agricultural Adjustment Administration, and a member of President Roosevelt's "Black Cabinet."^{[1][2]}

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History [edit | edit source]



Black in S.T.E.M. Wikipedia Edit-a-Thon

Thursday, Feb. 25
4:00-6:00 pm

- Open to everyone, no prior Wikipedia experience necessary.
- Optional training during the first hour.
- Join and leave when you want!

Register at:

bit.ly/black-in-stem-wikipedia2021

Co-sponsored by Mann Library & MANRRS-Cornell





The Modern Farmer: Home

This guide covers *The Modern Farmer*, a serial publication from 1929-1949 published by the National Federation of Colored Farmers (NFCF) and the history of Black Americans in agriculture.

URL: <https://guides.library.cornell.edu/modernfarmer>

- Home
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Purpose of This Guide

This Guide focuses on the historical periodical *The Modern Farmer*, covering the history of the publication and related topics; the history of African Americans in Agriculture and the history of African Americans in the Labor Movement.

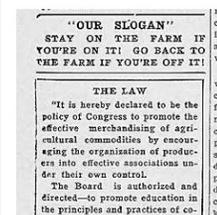
Mann Library holds the only known surviving print copies, and the complete run is fully digitized. Like any newspaper or serial published at that time, it was originally received at Cornell by postal subscription before Mann Library even existed. Then when Mann was established as the agricultural library in 1952, *The Modern Farmer* became part of our historical holdings.

Learn how you can use *The Modern Farmer* for instruction and research.

The Modern Farmer Periodical

The Modern Farmer was one of the only serial publications published in the Depression-era United States that was aimed at African-American farmers. It was published between 1929-1949 by the National Federation of

Excerpt from The Modern Farmer



LibGuide

<https://guides.library.cornell.edu/modernfarmer>



The Modern Farmer: Black in STEM Wikipedia Edit-a-Thon

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Wikipedia Event

Black in S.T.E.M. Wikipedia Edit-a-Thon

Thursday, February 25, 2021 from 4:00pm - 6:00pm

Join us at this edit-a-thon to honor and highlight under-recognized contributions in science, technology, engineering and mathematics (S.T.E.M.), by people in the African diaspora! Open to anyone interested in making Wikipedia a more inclusive space.

No prior Wikipedia editing experience is necessary; there is optional training during the first hour. If you know how to edit Wikipedia drop in at any time! Stay as long as you want. There will be editing suggestions depending on whether you have 30 min, 60 min or the whole 2 hours!

[Register for the event here](#) to get the Zoom link.

You can edit through the [outreach dashboard](#) the day of and several days after!

Check out the Outreach dashboard above for a list of suggested articles to edit.

Learn more about editing Wikipedia in this [Libguide](#).



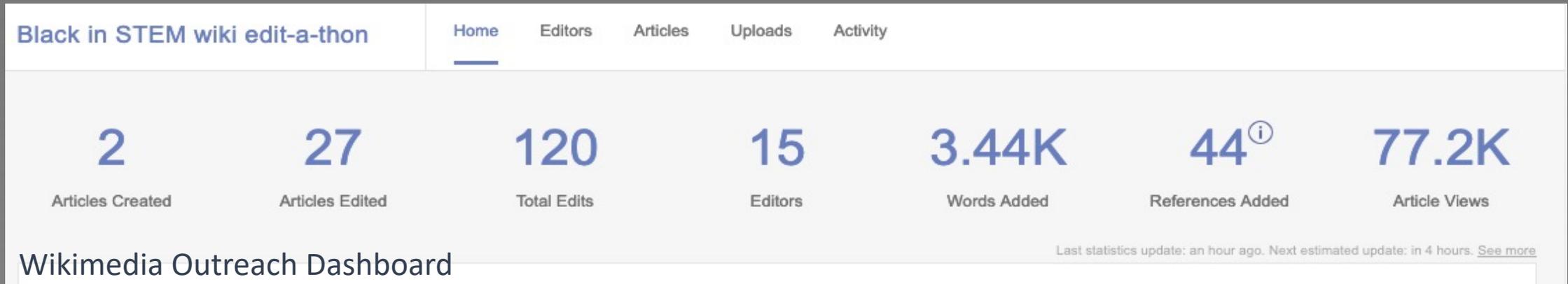
RESULTS: Wikipedia Page

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Categories: [African-American newspapers](#) | [History of agriculture in the United States](#)

RESULTS: Wikipedia Edit-A-Thon Event



“Learning a lot about the National Federation of Colored Farmers and their newspaper The Modern Farmer. Will continue! Thanks.” Eliza B.

“Thank you. I learned a bunch!”
Carmen G.



REFLECTIONS

Challenges and Successes

- Time
- The Pandemic
- Public facing tools now exist
- Increased awareness

WHEN TO MARKET DUCKS

Green ducks at the week of the week 9 pounds and one lb. and at ten weeks ought to reach 10 to 11 pounds. They command best prices about the first of May, and from then on until July the price gradually drops. From July 1 to September prices remain unchanged, but by September 10 to November they are...

THE MODERN FARMER

The modern farmer will find it difficult to make a living unless he is a member of a co-operative organization. The modern farmer must be a member of a co-operative organization...

TO THE PUBLIC

Yielding to the necessity and demand for a constructive magazine devoted to the interests of the Colored farmers of the United States, the Modern Farmer makes its bow to the public. It will be a monthly publication and non-political. Due to the fact that statistics show that there are 218,000 Colored farmers and 727,000 managers tenants and croppers, there is every reason to believe that such an organ should be a valuable mouthpiece to the farmers of our Race.

7. BETTER TIMES. A new day of hope looms brightly before the Negro Race with splendid organization and the necessary co-operation, which can come only from the intelligent activities, as will be demonstrated through the National Federation of Colored Farmers.

8. FUTURE OUTLOOK. The future outlook for the Negro, not only on the farm, but in every walk of life, will grow brighter and better. In union there is strength. Modern methods of production and distribution as exemplified by this organization, will do much to bring about the desired conditions for thousands.

9. CONTINUAL GROWTH. The National Federation of Colored Farmers has not come about spontaneously, but with the great mass of her people still on the farm, either as land owners or tenants, produces a splendid opportunity for continual growth as espoused by our organization.

10. ULTIMATE GOAL. With the Negro Farmers fully organized, they will be in position to bargain collectively. Not only in buying supplies and marketing their purchases, but this organization will be a great source of strength to our Race in many other movements that might be begun for the improvement of conditions among Negro Farmers everywhere.

5. SELF HELP. Not for charity, but the desire of helping himself, the Negro Farmer must take his place beside his white brother in the present economic struggle, and thereby reap the magnificent harvest that comes from a united co-operative effort.

6. THE MODERN FARMER. Our periodical the Modern Farmer will from time to time be able to serve to some extent the needs of its thousands of members. It will fill in a big way a long felt need for further advancing the great horde

Why Not Become a Member? DUES \$2.50 EVERY SIX MONTHS OR \$5.00 PER ANNUM. JOHN NOW. For further information write National Federation of Colored Farmers, Vincennes Hotel, 34th and Vincennes Avenue, Chicago, Ill.

States and the co-operation of good will of the public. It hopes to be a mighty lever to the "man with the hoe." Its desire is to bring sunshine and happiness to the friends of the "arme" by its interesting and instructive articles.

The price is \$1.00 per year in advance.

Commission is Named by Governor to Help Pull Farms out of the Mud. Trenton.—How to pull more than one-third of New Jersey's farms out of the mud is the problem to be solved by a commission proposed by Governor Morgan F. Larson.

FOUR HUNDRED DOLLARS PER ACRE. Last year C. H. McCaslin, of McDuffie county Georgia, grew 404 dollars worth of vegetables on one acre of his land.

He first planted cucumbers, which were followed by a late crop of corn and cowpeas. The land was rich, sandy soil. Before plowing he broadcasted about 200 pounds of lime. After plowing, he gave it a good harrowing. This was three weeks before planting. The cucumbers were planted the last of March. The fertilizer consisted of a small application of cow manure at planting time.

Just as the vines began to run, a side dressing of 75 pounds of 10:4:4 and 25 pounds nitrate of soda was applied with the hands. The cucumber crop netted him 362 dollars. By the last of June this crop was cleared off and the land planted in corn, using a hundred pounds of 12:6:4. Between rows of corn, cowpeas were planted in rows. These crops were cultivated only once. The yield was 30 bushels corn estimated at 1 dollar per bushel 300 bundles fodder at \$1.50 per hundred and five bushels cowpeas at \$1.50 per bushel.

Our members might try this out on one acre.

EARLY SWEET POTATOES. The Southern sweet potato is a moist flesh type, commonly called a yam, and has not been appreciated in the North and East. Usually the crop is harvested just prior to frost, and by that season the dry sweets from Jersey and other such sections are on the market. Within the past few years, however, a number of growers have come into the production of early sweet potatoes for the Eastern trade. Some of them have planted the Porto Rico, a yam type, harvested it during July or August and shipped it profitably to the large centers of population.

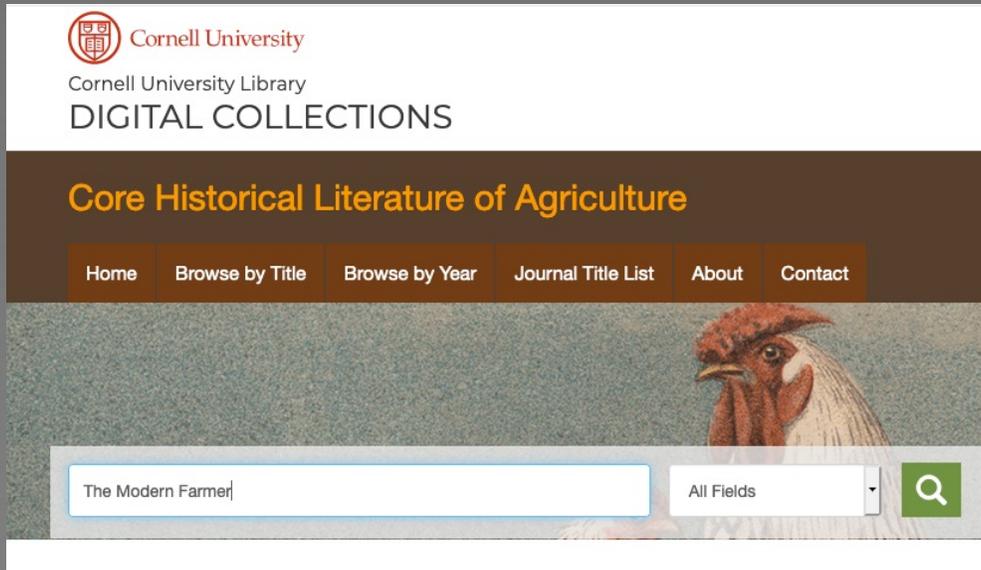
Others in favored localities have turned to the Big Stem Jersey, a dry variety adapted to boiling, and quite popular. As this variety comes to maturity in

Department, of which 2022 miles were travel. On January 1, 1927, there were 143 miles of concrete township roads, 67 miles of stone block, forty-eight of sheet asphalt or macadam on a concrete base, twenty-eight of bituminous concrete, 152 of bituminous penetration, 270 of surface treated macadam, 191 of water bound macadam, 150 of cinders and twelve of miscellaneous surface.

Hunterdon County had the greatest number of farms on unimproved highways. Of the country's 2,605 farms, 1,720 were on dirt roads. Union County had three of its 525 farms on unimproved highways. Cumberland, with 3,340 farms, the largest number of any county, had 756 on dirt roads. Montgomery county has 2,627 farms.

Mr. J. Madison. He has a production of farmers. Mr. H. duce bus.

Mr. H. duce bus.



Mann Library's digital collection:
The Core Historical Literature of Agriculture
<https://digital.library.cornell.edu/collections/chla>
Enter "The Modern Farmer" in the search box



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