

W. H. WORTH,

State Business Agent of the N. C. Farmers' State Alliance,

P. O. BOX 345.

*Copy*

*W. H. Worth*  
 Raleigh, N. C., April 18th., 1891

W. H. Worth,  
 Raleigh, N. C.  
 Dear Sir & Bro.,

From the correspondence received from our Agents, we gather the idea that you have thought that the state must be thoroughly worked up, before the Company is organized. This is not the fact. We are daily receiving evidence from the various States, showing eventually that the State will be in line, and that as soon as the Company is organized we will not have to run after Options, but Options will come to us.

What is required now is first the Agreement of your State Agency or Exchange that the Good Will of their Purchasing Department will be turned over as soon as the Company is formed. Of course \$15000 Bonds will be given in payment for the Good Will. This Agreement must be in writing and signed by the proper Officials. The reason for this is to show that the State Agency is with us on this plan and will work for it, and also shows that the State Agent will be the Agents for the Union Company.

Second:--Options showing two hundred thousand dollars worth of business annually, no matter from how many or how few stores this is. These two points being settled in writing will satisfy the manufacturers who will furnish the capital that the plan is endorsed and will be sustained by our Organization, in each State. The Company will then be formed at once and I would like to see this accomplished by the 10th. of May, and I can assure you that if you can get your end in line, this will be ready by that date. Of course you understand that as soon as the Company is Organized and Chartered, you will then go back better prepared to prosecute and complete the work in your State, and we can begin shipping supplies and filling orders from your stores to your territory as soon as the Options show Gross Sales of six hundred thousand dollars annually.

The reason for this is that the Company is not willing that State Agents will begin work on less than three thousand dollars a year salary, because each Agent will fill a responsible position and shall be well paid for it. The company desire at the end of three years to have five hundred stores in each state doing aggregate business of from five to ten million dollars in each state. You will readily understand that the difficult part is the starting,

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and that as ~~was~~ this is the proper season to make a start, we cannot urge you too strongly to renew your efforts for the next thirty days. The reason for writing this letter is to show you that we do not expect nor is it required that you should have your state completed before the capitalists will put up the money. show them the evidence mentioned in our first and second and the money is ready. While you are working this do not neglect the Bagging and Twine matters. This is the only way you can bring the people together for, and that is to present it to them, and permit me to say here, that those who are going into the field themselves canvassing are meeting success. I would call your attention to one fact in this Bagging and Twine deal, the manufacturers have come out and placed themselves on our side, for the purpose of seeing whether there was any stability to the Alliance. Now I trust you will urge not only individual members yourself, but have the Officials urge them to stand by us, that local Jobbers will not cause the membership to break the line, and defeat our entire plans simply to gain one half cent on Twine and Bagging, and I would suggest that you get your State Officials to send out a circular letter calling upon the membership to rally on us. Now victory means everything, while if they fail to take the situation, and permit a break of a few, to defeat our plans this year, we cannot ask or expect that manufacturers will ever stand by us again. I believe that you will agree with me that we are working for principle as much as for dollars and cents and the principle is to reach the manufacturers direct. No one can deny but that this will bring us better returns in the future than if we have to depend on local Jobbers and Brokers and Speculators, as we have done in the past, I am sure the manufacturers whose proposition we have accepted will stand by us even though they lose money this year, provided the Alliance will hold together.

Now you cannot impress too strongly upon their minds the fact that here the manufacturers are meeting them more than half way, and we shall permit the Local Broker to break up this combination, and as an offer of a cut price is done for this purpose only, and not because he loves the Order. He knows full well that if he can break up the trade of the manufacturer and Farmers, he has the latter at his mercy. We have indisputable evidence that this fact and it is being done in several states.

Can you not call upon your Official Organ and have them fire into these fellows work, however without alluding to the Permanent Plan.

Fraternally yours, Oswald Wilson