

# "CRAZY CHRIS"



*...they called him!*

Christopher Columbus, like many another pioneer before and after him, had a hard time convincing people that he knew what he was talking about. He was more progressive than his fellows. His ideas were way ahead of his time. He suffered the consequences... until he proved that he was right. Smith-Douglass has a fellow feeling for pioneers who have dared to be different.

#### FIRST TO MAKE TOBACCO PLANT BED FERTILIZER

You may recall that Smith-Douglass was the first to make a fertilizer especially for Tobacco Plant Beds. Prior to that time, any tobacco fertilizer was "good enough" for plant beds. Smith-Douglass didn't think so. They made one that was better. Farmers and competitors were skeptical. But you know the story. Fertilizer manufacturers have been trying ever since to make a fertilizer like S-D "Blue Ribbon Guano" for tobacco plant beds.

#### FAMOUS S-D "ORANGE" WAS DIFFERENT, TOO

Remember when Smith-Douglass first introduced "Orange" Tobacco Fertilizer? It was

different, too. Today competitors are frankly jealous of the reputation that this and other Smith-Douglass Fertilizers have attained.

Smith-Douglass firmly believes that you can never manufacture a *better* fertilizer if you are content to make your goods "just like" or merely "just as good as" the other fellow's. "Just as good" isn't good enough for Smith-Douglass. We have always pioneered in our fertilizer formulas. Results have justified our judgment. S-D Tobacco Fertilizers have consistently given the tobacco farmer more pounds of tobacco and more dollars for his crop. We are convinced that tobacco farmers want that kind of fertilizer. We feel that we would be lacking in our duty to our customers unless we continue to pioneer in making that kind of fertilizer for them. Yes, Smith-Douglass Fertilizers are "Different." They could never have attained their reputation otherwise.



## Smith-Douglass Company, Inc.

**S-D Stands for Smith-Douglass and a Square Deal**