

## A YANKEE FARMER WHO HAS MADE GOOD.

How a Pittsburg Newspaper Man Came to the Carolina Sand Hills and Has Won Success By Producing "Quality" Products—Make Good Stuff and Then Let People Know It.

INTERESTING, largely because of the unorthodox features it presents, is the experience of Bion H. Butler, of Valhalla Farm, in Moore County, North Carolina. Valhalla Farm was so named because it is a sand-hill paradise, the home of one of the warriors who has fought the battles with the world and been admitted into its inner sanctities.



MR. BUTLER.

Bion H. Butler was for years editorial writer and industrial special correspondent of the Pittsburg Times, a paper which sent him all over his own country and as far abroad as Europe and Asia in his assignments. But he tired of the crowd and one day packed his household idols and headed for the pine belt. His plan was to have a vineyard and orchard, and several thousand trees and vines were planted and came into bearing. This was about the time the San Jose scale and the grape mildew came into North Carolina and Butler's plantation was among the early victims. State and Federal Governments took up the battle against the pests but for years it was a losing fight, and the newspaper man in Pittsburg turned his back on an enemy that the specialists of the State and Nation could not subdue.

Orchard and vineyard suffered so much that by the time he concluded to take up his residence at the farm it was necessary to think of some other line than fruit.

### Finding a Market For Good Butter.

Several things were contemplated, and finally, partly by the accident of providing butter for the family table, butter was decided on as the product of Valhalla Farm.

The first lot taken to market was received with some humor and the decided assurance that "nobody will buy Southern butter." But this man who had studied production and markets for years, as the representative of the leading newspaper of the Pittsburg territory, had learned that you can sell anything if it is worth selling, and that you can make anything if you know how. So he announced that he proposed to make butter, and the kind that would sell, and that until his butter sold no other butter would be needed in the market. He proceeded to prepare a little booklet freely illustrated, telling about butter, its composition, its method of production, and showing why butter made at Valhalla Farm and sent to market the day it was made, must be the best butter possible to procure in his vicinity.

The argument was plain, the printing was neatly done, the booklet was attractive, and he filled the town with them. The people responded at once. Blotters to enclose in an envelope, printing of other kinds, anything of the character necessary, he has had on hand at all times to tell the story of Valhalla Farm butter, and he has never had enough butter yet to supply the demand, at the highest prices. Valhalla Farm butter is put up in square prints, wrapped in parchment paper, enclosed in manila cases, and sold the day it is churned, much of it direct to customers who take it the year round.

It has necessitated a separator, a gasoline engine and feed cutter, the building of a silo, and the establishment of many modern farm implements wherewith to raise the feed

for the cows and young cattle on the place.

This man has had difficulties to contend with. The cattle tick, which is a deadly enemy of cattle not immune, made it necessary to start the herd with scrub cattle, and to slowly breed up with the use of Jersey sires from immune territory. The herd is steadily improving and getting in fairly good shape.

### A Small Beginning and Its Development.

At Valhalla Farm some things are done the left-handed way. For instance, a few acres of cotton are planted, not for the cotton, but for the cottonseed, which is the most important cattle feed on the place. Cotton is a by-product. Corn is raised for the silo, and if grass comes in the corn it is not dreaded as an enemy, but cut with the rest of the forage for cattle feed. Hogs are kept in a limited way, Berkshires, not for the sake of doing much with the hogs, but as a means of profitably converting the skim milk into something that can be utilized. Nothing is sold from Valhalla but butter, cream, cotton, and a few of the smaller products like some vegetables, honey, the veal calves that are not kept for cows, and a little fruit and berries.

Valhalla Farm is new yet. While the riding cultivator is used in some of the fields, in some fields they are plowing around the stumps with the bull-tongue. But each year sees the clearing increase. It is coming out of the woods. It is a small affair, but it has learned its lesson, and can grow big if it wants to.

### Farm Versus City.

The newspaper farmer at Valhalla is satisfied with his change from editorial desk to the simpler life, which he characterizes as not simple at all. His argument is this:

"I do not have as much money annually, and I don't need as much. I have a larger house than in the city, no rent to pay, no fuel bill, no water tax, no milk bill, no meat bill, no vegetable bill, no hanging to a strap in a trolley car, for we have a surrey, a buggy and four saddles if we want to go into town or around the neighborhood. Our eggs are fresh, our poultry is not from cold storage, we go out with the wagon to the wood lot for pine knots and oak logs for light fires when the weather is cold.

"Then the children are rugged, they can ride a bareback horse like an Indian, can swim, shoot, walk and they have air that is not thick enough to lean against and water that does not have to be skimmed and shaken before using. The first day my little chaps came to the country they were surprised when I told them to pick all the flowers they wanted, and they asked me if the park police would not make them quit. That's one reason I like to live on the farm. It is ours where we may do as we like, and we have 114 feet of porch eight feet wide with a roof over it."

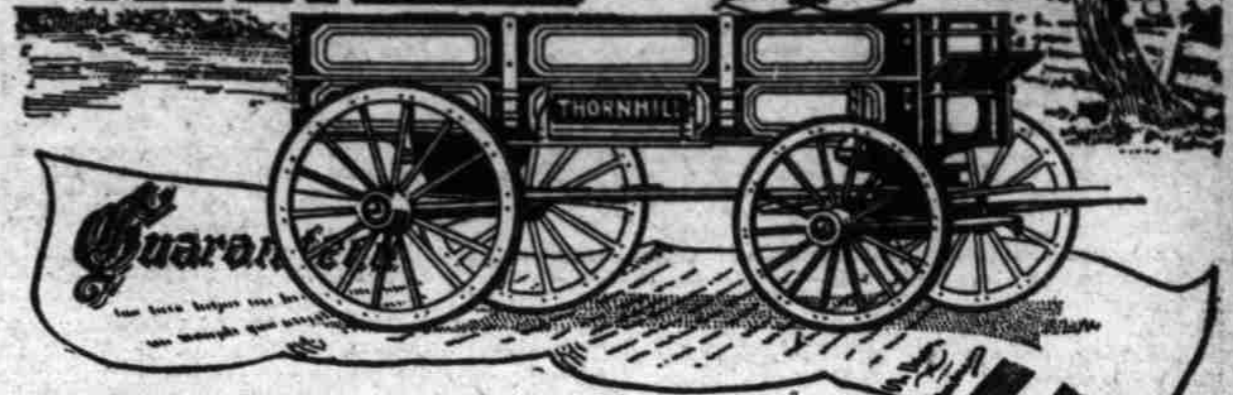
"But," said the farmer, "this thing of changing from one business to another is not like going to Heaven on flowery beds of ease and eating chicken all the way.

"We met with lots of trouble that a wiser man would have known to dodge. We dodge some of them now. Our small measure of success is attributable to the fact that we make not simply butter and cream and honey but that we make Valhalla Farm butter, Valhalla Farm cream, etc.

"Farmers who have had farm training should be able to do much

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## Moore County

is leading all the counties in the State in developing its lands, building perfect roads, and enjoying the healthiest climate. When you lay-by your crops, take a day off and let me show you what is being done. It will be worth your while. I have tracts of all sizes for sale. Below are three properties listed which are desirable and cheap:

- 68 Acres, 3/4 Mile from Depot at Aberdeen—On sand-clay road, and surrounded by good neighbors. 15 acres of land cleared. 60 acres tillable. Balance with good running water. Within ten minutes' walk of churches and schools. Price..... \$1,800
- 250 Acres, Three Miles from Pinebluff—30 acres cleared and free from stumps. Water-power on property. About 200 acres level land. Balance tillable. Very cheap. Price..... \$2,000
- 284 Acres, Three Miles from Aberdeen—1/2 mile from railroad siding. On sand-clay road. Practically all of land absolutely level. Good timber on property. Can be made into fine farm. Price..... \$3,700

H. A. PAGE, Jr.,

Aberdeen, N. C.

better with any line of specialties than we, for we have had to learn a great deal while working out our scheme. For that reason I should say it is probably risky for the average man to leave a certainty in the city to go to the farm if he likes the city. If he does not like the city, is sure he does not like it, then it is possibly safe to turn to something else, for when a man works at something he does not like he is truly, as Edwin Markham says, brother to the ox. But if he does like his work he is not a brother to anything. He is a creator, a master, happy in his production, and useful in his efforts. I like my cows, I like my horses, I like to plant and mow and feed the silage cutter and watch the corn grow, and the cotton develop, and would hate very much to go back to the city to the newspaper grind."

### Raising Cotton For the Seed.

Raising cotton for the seed is almost a heresy, yet here is a man who regards his cotton, except the seed, as a by-product, and who flies in the face of opinion in the South by insisting that if grass enough will grow on his farm it may take the crops and be welcome. He says that it is just as easy to make good butter in North Carolina as to make poor butter, and much more satisfactory. The only things necessary are proper equipment, and to know how. The equipment is provided by the machinery dealers for a small outlay of money. The know-how is gained by reading farm papers, the many free bulletins from State and National Government Agricultural Departments, and by falling over facts through experience. People who drive two and a half miles out from town to pay ten cents a quart for Valhalla Farm butter-milk, or 50 cents for Valhalla Farm cream, or 40 cents for Valhalla Farm butter show that people will pay good prices for good products at any farm if the farm makes the goods and lets the people really understand (Continued on page 19.)

## FARMERS' EXCHANGE.

### REAL ESTATE.

For Sale—One of the best 200-acre farms in Southwest Georgia. Artesian water, church, school, store and gin convenient; one of the best communities in the South; also money-making country store, doing \$15,000 annually. Farm and store sold together or separately. For prices, terms, etc., call on or write owner. Chas. A. Crocker, Liveoak, Mitchell Co., Ga.

50-Acre Farm—35 cultivated; eight-room house, celled and painted; fine well and spring; four porches; ample outbuildings. Ninety bearing peach, four pear, fifteen pecan, dozen plum, four fig and three orange trees. Several choice grapes and Scuppernongs. Sandy loam with clay subsoil; well drained, and will produce abundantly anything that grows in this latitude. Located near school and churches. Excellent neighbors. Two and a half miles from Homeland. Price, \$3,000. Easy terms. Thompson & Company, Homeland, Ga.

Wanted to Sell—2,100 acres Southwest Georgia Farm Lands—1,150 acres in cultivation, with a good growing crop on land at this time, 950 acres woodland land, made up of oak, hickory, poplar, and pine timber; 5 1/2 miles public highways running through and around this farm; 4 1/2 miles from residence to nearest railroad station; good ginney and grist mill; good dwelling, equipped with water-works; with 36 tenement houses, barns, stockades, and out-houses; good church and schools; good water, and healthy. Most of lands are red soil, and produces well. Reason for wanting to sell, old age and failure of health. Any information will be furnished by addressing P. O. Box 44, Vidalia, Ga.

### MISCELLANEOUS.

Send for Free Booklet—All about patents and their cost. Shepherd & Campbell, 500 L Victor Bldg., Washington, D. C.

Crushed Oyster Shells for Poultry—100 lbs, 55c; 500, \$2.25; 1,000, \$4. Oyster Shell Lime, for agricultural purposes, \$6 ton. Breslauer, Lachicotte & Co., Waverly Mills, S. C.

Inoculation—Bacteria for inoculation of Alfalfa, Clover, Vetch, or any other legume. \$2 per acre C.O.D. State what kind of seed you wish it for. Free booklet. Address "Nitragin," Danville, Va.

Wanted—Fine pieces of very old solid mahogany, or veneered furniture, sideboards, beds, secretaries, chairs, footstools, mirrors, etc.; old pistols, relics, pewter, brass. Furniture don't have to be in good condition. Address E. R. Gilgour, 113 West Saint Clair, Indianapolis, Ind.

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