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The Kind of Enterprises We Do Not Yet Need.

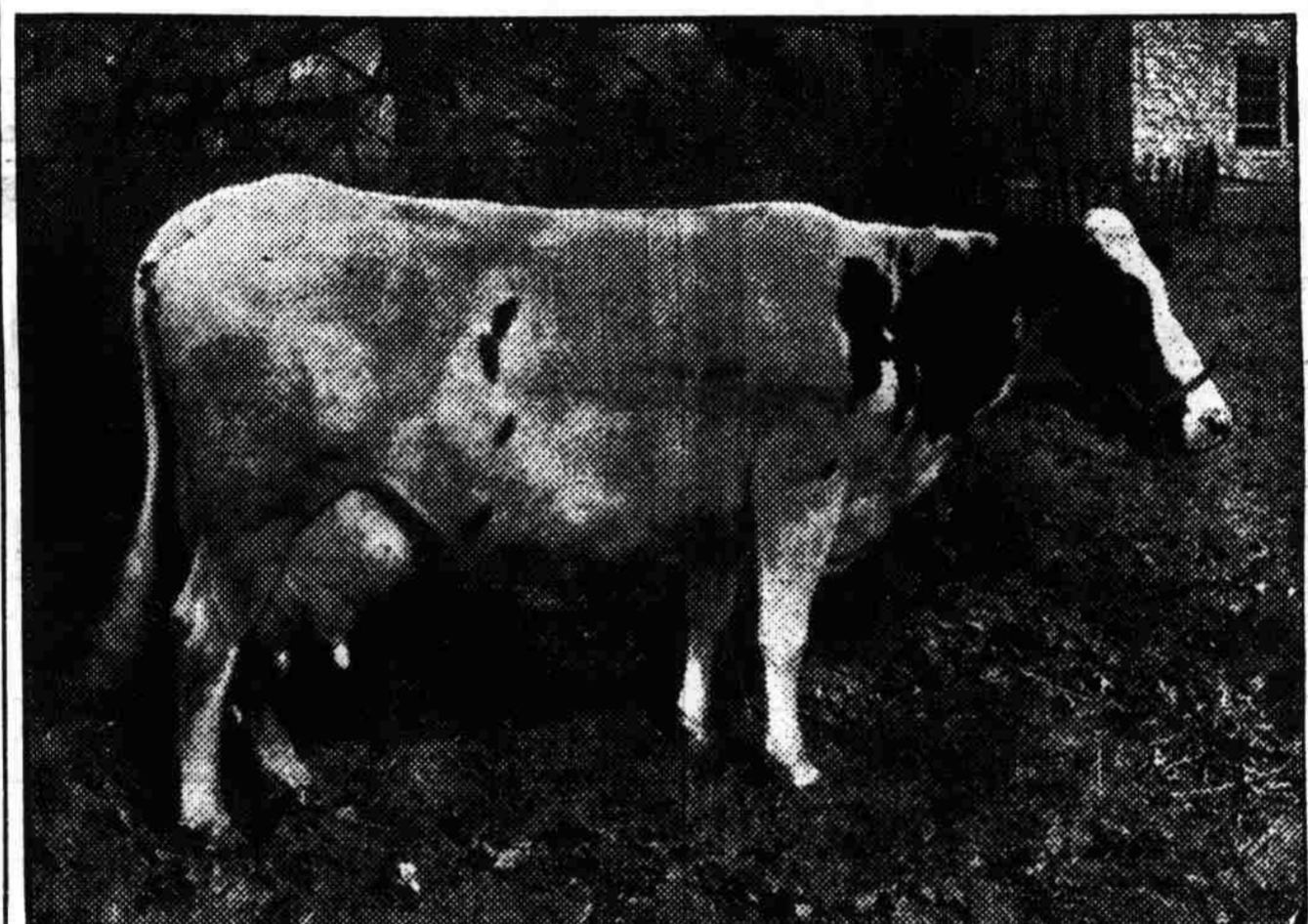
DOES the South need large canneries, co-operative creameries, and packing houses? The average person would probably give a prompt and positive answer, yes; but a study of these enterprises which have been established shows a large per cent of failures. What are the causes of their failure if the need really exists?

We venture the assertion that these enterprises have generally failed because no real need for them exists. That a need for more farm canning outfits, more farm dairies and the growing of more meat animals exists, cannot be denied; but the need for large canning plants, co-operative creameries and packing-houses will only come when the production of materials for canning, dairy cows, and meat-producing animals is increased many fold.

For instance, a large canning plant was recently established in a town in the boll-weevil territory. No contracts were made for growing crops to can and no contracts completed for the finished products. The results were simple, but disastrous. Not sufficient materials could be secured to operate the plant economically and sales could not be made of the small quantities canned. The end is apparent, the cannery closed, the machinery is for sale cheap and those who invested their money have lost it. All this because a new enterprise about which nothing was known, and for which there was no real need, had been established without due consideration.

The South has no money to lose in this way. We need more farm canneries, but until we grow sufficient products to justify a large plant and can induce someone who knows the business to assume the largest share of the investment, such an enterprise does a positive injury to the advancement of our agricultural interests.

For the same reasons it has proved disastrous wherever and whenever co-operative creameries have been established to encourage dairying. The farm dairy must precede the larger co-operative creamery. Until we have more dairy cows the co-operative creamery will continue to fail as it has in the past. A man who has a dairy herd and creamery equipment to handle his own product may afford to add to his equipment and buy cream from his neighbors, but large plants and an investment of from \$3,000 to \$6,000 before the milk of 400 or 500 cows is available means financial loss and a set-back to the dairy business. We need more farm dairies, but the South has no money to lose in co-operative creameries. The people in the Arctics have no use for ice factories and the inhabitants along the Equator have little use for heating stoves. Likewise we have no use for co-operative creameries until we get many more dairy cows. The building of expensive creamery plants should follow, not precede, the coming of the dairy cow.



A HOLSTEIN OF A HIGHLY PRODUCTIVE TYPE.
We Must Have More Cows of This Kind Before We Go to Building Big Creameries.

Every little while we hear of efforts to establish packing-houses in small cities all over the South. The writer has been criticised because he has taken the position that these packing plants must fail, and are not needed. A country that raises as little livestock as that part of the South east of Texas, has about the same need for

packing-houses that it has for snow shoes. Possibly small packing-plants might be made successful in Richmond, Atlanta, Birmingham, New Orleans and Memphis, if exceedingly well managed.

When the packing-house which recently failed at Natchez, Mississippi, was started, the writer stated it must fail. It was as certain to fail as anything in the future could possibly be predicted. A packing-house to run profitably must have a supply of hogs and cattle and those who run it must have a thorough knowledge of the business and large capital.

When we have sufficient live animals to sell to support modern packing plants they will be built by men who have the capital and knowledge necessary to operate them. Until

that time comes we must supply our local markets with live animals and fresh meats as far as practicable and ship the balance to the markets already available. It would be better if we had these markets nearer home in order that shorter hauls and lighter freight rates might increase the profits, but the South can raise hogs successfully and profitably and ship them to the markets already established.

We need to give more attention to marketing farm products, but we have no money to lose in enterprises which common sense should and does show are certain to fail. New enterprises are only helpful when they succeed.

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