

Business Talks

J. A. MARTIN

QUIT RUNNING HER GUINEAS!!

ABOUT three weeks ago Mrs. Effie Pearson, of Chalybeate Springs, N. C., sent us a little classified advertisement for White African guinea eggs. The advertisement was ordered for four weeks, but after the second appearance she wrote us as follows:

"PLEASE stop my advertisement. Can't supply the demand. Don't let it appear again, PLEASE."

You folks ought not to run Mrs. Pearson's guineas that way. They are wild enough, doubtless, anyhow.

Hope you saved a few eggs yourself, Mrs. Pearson, so you will have more guinea hens and more eggs next year. It's a hazardous thing to use this paper unless you are prepared to fill a lot of orders.

"CONCRETE FOR PERMANENCE"

IT IS with the greatest pleasure that I call your attention to the big page ad. on the back cover of this issue.

For five long years I have been working to get the Southern cement manufacturers to start an advertising campaign about the value of cement on the farm. Now that they have started, our readers should read this advertising carefully for the campaign will be educational and helpful.

Barns, cornerribs, dipping vats, walks, feeding-floors, silos, etc., are being successfully constructed of cement all over the country.

In writing the Cement Educational Bureau be sure to mention our paper and tell them what you are interested in building.

ENSILAGE MACHINERY

IN BUILDING a silo, our readers will naturally be interested in ensilage machinery. Following is a list of manufacturers who have advertised such machinery in our paper and upon whom you can depend:

- Swayne Robinson & Co., 133 Main St., Richmond, Ind.
 - Silver Mfg. Co., Salem, O.
 - McBee Engine Co., Lexington, Miss.
 - The Jos. Dick Mfg. Co., Box 42, Canton, O.
 - Papee Machine Co., Box 21, Shortsville, N. Y.
 - Wilder Strong Implement Co., Box 81, Monroe, Mich.
 - Appleton Mfg. Co., 437 Fargo St. Batavia, Ill.
 - The E. W. Ross Co., Box 157 Springfield, O.
- Most of these people sell goods through merchants but you should get their catalogs, literature, etc. Tell them we told you to.

READY-MADE SILOS

THOSE of our readers who have not the facilities with which to build a stave or concrete silo and who would prefer buying ready-made silos, can depend on our advertisers named below:

- Harry Bros. Co., 3505 Carrollton Ave., New Orleans, La.
- Crossett Lumber Co., Crossett, Ark.
- J. L. Jones Mfg. Co., 445 New England Bldg., Kansas City, Mo.
- North Birmingham Fire Brick & Roofing Co., Birmingham, Ala.
- Knoxville Lumber & Mfg. Co., 121 Randolph St., Knoxville, Tenn.
- C. C. Fouts Co., 38 Canal St., Middletown, Ohio.
- The McClure Co., Cairo, Ills., or Fort Worth, Texas.
- Economy Silo Mfg. Co., Box 38 M, Frederick, Md.
- Carolina Metal Products Co., Dept. C, Wilmington, N. C.
- Louisville Silo Co., Louisville, Ky.
- Indiana Silo Co., 623 Union Bldg., Anderson, Ind.
- American Sheet & Tin Plate Co., Pittsburg, Pa.

Be sure to mention The Progressive Farmer, as these folks are interested only in good farmers and they know our readers are the best kind. Thus you will get prompt attention and service.

SOME SENSE TO THIS

TO THE married man who cannot get along without his drinks, the following is being suggested as a means of freedom from the bondage of the saloons.

Start a saloon in your own house. Be the only customer. You will have no license to pay. Go to your wife and give her \$2 to buy a gallon of whiskey, and remember there are 63 drinks in one gallon.

Buy your drinks from no one but your wife, and by the time the first gallon is gone she will have \$8 to put in the bank and \$2 to start business again.

Should you live ten years and continue to buy booze from her, and then die with snakes in your boots, she will have money enough to bury you decently, educate your children, buy a house and lot, marry a decent man and quit thinking about you.

VALUABLE PLANS FOR BUILDING

THERE is an old saying that value is lost in possession. Realizing this the lumber people are spending a liberal sum to set forth in advertising the good qualities of the various kinds of lumber.

If you are interested in building be sure

\$5,450 Per Day Spent To Fortify Goodyear Tires

The other day we cited our experts to certain well-known tires. And we asked, What could Goodyear save by building tires like these?

\$1,635,000 a Year

The answer was, "Based on current production, our saving would be \$1,635,000 per year." That means \$5,450 per day.

But that saving would probably cost our users a million dollars monthly. And the cost to Goodyear soon would be the rulership of Tiredom.

One Must Choose

Here's the choice that confronts us day after day: Shall we skimp Goodyear tires in ways that can't be seen, and increase our profit \$1,635,000 a year? Or shall we pay that price to give our users a better tire than others?

Our answer is this:

Goodyear Fortified tires, for many years, have embodied five costly, exclusive features. These are five great protections found in no other tire.

We spend on experts \$100,000 yearly to find new betterments to add.

In the past year alone we have added improvements which cost us exceeding \$500,000 a year.

THE GOODYEAR TIRE & RUBBER COMPANY, Akron, Ohio

Makers of Goodyear "Tire Saver" Accessories; also Goodyear "Wing" Carriage Tires and other Types

Those are the facts; believe them. We never exaggerate, never misrepresent.

Price Reductions

Now note another side.

Despite this ceaseless improvement, Goodyear prices are constantly coming down. Our last big reduction—on February 1st—made three in two years, totaling 45 per cent.

Yet not a feature is missing, not an item is skimmed. And this year we are spending a half-million dollars on newly-adopted betterments.

That's one result of our mammoth output, our new equipment and our modern methods.

When we spend such sums to build tires better than rivals, don't you think it worth while to get Goodyears?

Most men do. Goodyear tires are selling now much faster than we can build them. Any dealer will supply you.

GOOD YEAR
AKRON, OHIO

Fortified Tires

Fortified Against

Rim-Cuts—by our No-Rim-Cut feature.
Blowouts—by our "On-Air" cure.
Loose Treads—by many rubber rivets.
Insecurity—by 126 braided piano wires.
Punctures and Skidding—by our double-thick All-Weather tread.



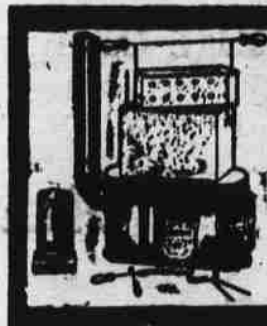
**Syrup
Honey
Fruit
Vegetable**

CANS

Largest Manufacturers Uniform Quality Prompt Delivery

American Can Company

New Orleans, La. Atlanta, Ga. Baltimore, Md.



\$10 A DAY—THAT'S WHAT YOU CAN MAKE WITH A

RANEY CANNER

\$10 a day for girls and women. Bigger money than that for men. The RANEY turns surplus fruit and vegetables into cash. Produces finer food than big canneries. Works glass or tin for home or market. INSTRUCTION BOOK FREE WITH EACH OUTFIT. Canners \$5 and up. RANEY is patented—has greater fire surface—keeps water always boiling. Used by Government Demonstrators. Get started in this money-making business. Write for catalogue now.
GRATTAHOOGA ROOFING & FOJADY CO., Dept. 234, Chattanooga, Tenn.

When writing to advertisers say: "I am writing you as an advertiser in The Progressive Farmer, which guarantees the reliability of all advertising it carries."

to read the advertising of the Southern Cypress Manufacturers' Association and the Southern Pine Association now running in our paper. I have found these advertisements extremely interesting and instructive. Both associations will be glad to send literature to those of our readers who write for it. The plans for building silos, barns, furniture, bungalows, etc., have been prepared at enormous expense and will add much to your library in time of need.

MECHANICAL INTELLIGENCE

THE farmer boy may get along without a technical education, but he must have what is called mechanical intelligence.

He may not be able to explain the reason why moving the clevice on the front of the plow up or down changes the depth of the furrow, but he must comprehend the result.

Machinery catalogs will help the boy develop a "mechanical intelligence," as well as teach him the kind of machinery that should have a place on the farm.

ADVERTISE YOUR OAT STRAW

WE HAVE had several letters recently asking where clean, new-crop oat straw can be secured. Most of the inquiries are for straw already baled.

This straw sells readily for \$8 to \$10 per ton.

If you have any use our advertising columns and get rid of it.