

# When you buy Prince Albert you are getting quality!

Quick as that P. A. flavor strikes-in, you'll realize you've received all you paid for in tobacco quality—not coupons or premiums! State or national restrictions on coupons or premiums can in no way affect Prince Albert's sale. Quality has been the only inducement Prince Albert has ever offered smokers!

You've heard many an earful about the Prince Albert patented process that cuts out bite and parch and lets you smoke your fill without a come-back! It proves out every hour of the day!

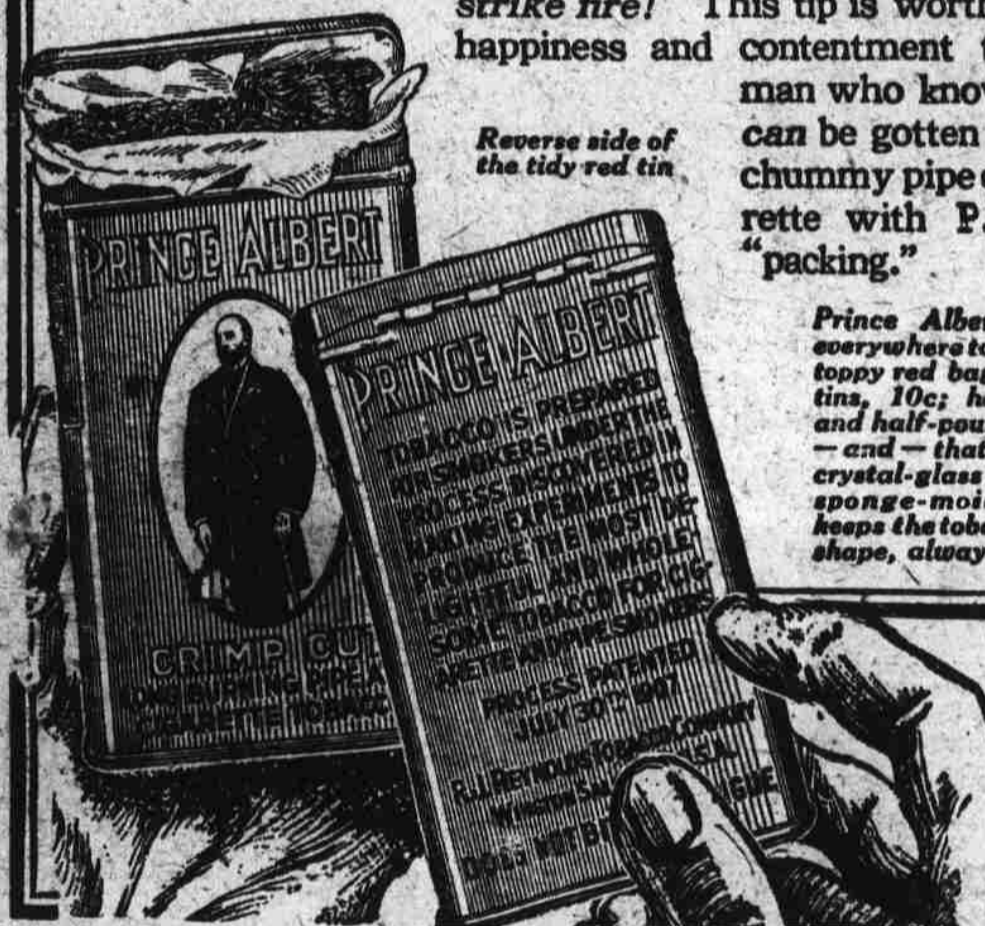
# PRINCE ALBERT

the national joy smoke

will open the doors wide for you to come in on a good time with a jimmy pipe or makin's cigarettes. You'll think the smoke-lid is off for fair, firing up as the smoke-spirit strikes you—without a regret!

All that delight can be yours soon as you lay in a stock of P. A. and jam that friendly old pipe brimful or roll some cigarettes—and strike fire! This tip is worth a lot in happiness and contentment to every man who knows what can be gotten out of a chummy pipe or a cigarette with P. A. for "packing."

Copyright 1916 by R. J. Reynolds Tobacco Co.



Reverse side of the tidy red tin

Prince Albert can be had everywhere tobacco is sold in tippy red bags, 5c; tidy red tins, 10c; handsome pound and half-pound tin humidors—and that clever poung crystal-glass humidor with sponge-moistener top that keeps the tobacco in such fine shape, always!

R. J. Reynolds Tobacco Co. Winston-Salem N. C.



## Styleplus \$17 Clothes

The same price the nation over. (In other countries duty added)

# No advance in price!

Our famous trademark remains the same! We have triumphed over War! The great World War broke the market—sent prices right up toward the sky. But not the price of Styleplus. For our customers' sake we determined to keep our price right where it always was—\$17 the nation over. And we did it—won a victory unique in clothing history. You get the benefit. You are paying more for everything else—but you don't have to pay more for your new winter suit and overcoat. Styleplus, more than ever, are the greatest value in the world for the money. Now is the time to get yours!

- + Style plus
- + all wool fabrics
- + perfect fit
- + easy price
- + guaranteed wear

You know the price before you go into the store—\$17 always, everywhere. Watch your local newspapers for advertisements of the nearest Styleplus Store. Look for Styleplus in the Store Window. Look for the Styleplus Label in the coat collar. If there should not be a Styleplus Store in your town, ask your favorite dealer to order a Styleplus suit or overcoat for you.

Write us (Dept. W) for free copy of "The Styleplus Book."

HENRY SONNEBORN & CO., INC.

Founded 1849

Baltimore, Md.

# LIVESTOCK AND DAIRY

## TICK TICKS NO. 2

WOULD you rather have ticks or a bank account?

If you keep accounts, charge ticks on the loss side.

The cattle tick which carries splenetic fever is known to science as *Margaropus annulatus*. The cattle fever tick, however, is a good enough name to use in its epitaph, now being written by the dipping vats.

All ticks do not transmit the parasite which produces tick or splenetic fever. Only one species carries the disease, but it is easier to kill all blood suckers on cattle than to pick out the worst kind. Give the cattle the benefit of the doubt.

Tick or splenetic fever is caused by microscopic parasites which get into the animals' blood and attack and break down the red blood corpuscles. When a mother tick sucks blood from an infected animal she ingests some of these parasites and these get into the eggs and continue in the seed tick which hatches out. The seed tick passes the disease to the first susceptible cow or steer from which it gets its first meal of blood.

Cattle ticks are great survivors. Many of them survive temperatures as low as 20 degrees below freezing, while eggs if protected by grass or similar material may survive zero weather. Seed ticks can live in the grass for three or four months in warm weather, and for eight months if winters are included, without food. The longer they starve, however, the hungrier they get for cattle blood. Starving ticks out is the slow way. Dipping cattle in arsenical baths kills the ticks at once.

## Why Have Livestock Insurance?

MUTUAL livestock insurance was the first form of agricultural co-operation to develop in this country and in some others. It appeared along the Atlantic seaboard but has moved steadily westward until it is found in practically every part of the country. The mere fact that it is so prevalent is pretty good proof that it is needed, but it is not nearly so urgently needed in this country yet as it is in Europe, where it has reached a very much greater development, that has many lessons for us. Many a man in Europe would be left destitute, or least, embarrassed for life, by the loss of a horse or cow not covered by insurance. Many a man who prefers to buy one good cow would buy two poorer ones, for fear the good one would die and he would lose all he had if he could not protect himself by livestock insurance. In England he may insure not only the cow but practically everything else on the farm, from the laborer in the field to the bees in the hive.

Conditions in this country are every year becoming more and more like those across the water which demand such a great development of livestock insurance. Free farm land is no longer of very good quality and soon the government will have none at all. Competition will be keener and keener and the struggle will no longer be to amass a farm-made fortune, but only to make a living and keep what we already have, at least, for most of us. Under such circumstances livestock insurance, now a desirable thing, will become absolutely necessary and each man will have to decide whether to join a mutual company or patronize a commercial company.

In some of the older countries the mutual company has practically driven all others out, while in others the various companies thrive side by side and the farmer may choose whichever he prefers, as in this country. In some countries the government leads in organizing and financing the companies, while in others it gives practically no aid except through regulatory laws.

J. O. RANKIN, Missouri College of Agriculture.

## Shorthorns Popular in the South

WE ARE indebted to Col. Carey M. Jones for the information pertaining to recent sales which he conducted at various points in Tennessee and Alabama, where interesting results were obtained.

At a public sale conducted for F. I. Derby, at Union City, Tenn., 31 Shorthorns sold for an average of \$357. The top of the sale was \$1,280 and the next high figure \$1,125, two bulls selling at these prices respectively. Females sold up to \$515. The buyers represented Tennessee and Alabama. Two other sales held by Mr. Derby at Dexter and Hartselle, Ala., each exceeded \$200 average.

One of the most interesting sale events was that held at Campbell, Tenn., under the management of Clarence Campbell, for a local organization of business men and farmers that have made an effort to interest the farmers of that section in improved livestock, forty-one head of registered Shorthorns being disposed of at an average of \$200 per head. It is the purpose of this organization to purchase one or two high-grade sires for use in the community in an effort to demonstrate the value of improved blood and attract attention and patronage to the better standards.

## Sale Dates Claimed

The Progressive Farmer is glad to announce and claim for the breeders the following dates upon which sales of pure-bred livestock will be held.

### HEREFORDS

Nov. 24—Middle Tennessee Beef Breeders' Association, at Nashville, Tenn. 50 selected Herefords.

### SHORTHORNS

Nov. 23 and 24—H. C. Lookabaugh, Watonga, Oklahoma.  
Feb'y 27, 1917—Lespedeza Farm, at Tri-State Fair Grounds, Memphis, Tenn.

### BERKSHIRES

Nov. 18—J. E. Evans, Sunnyside Farm, Muldon, Miss.

Our readers will confer a favor upon us if they will keep us advised of sales, and we will be very glad to claim further dates for breeders if they will let us know in time.

## Coming Farmers' Meetings

Texas Cotton Palace Association, Waco, November 4-19.

South Texas Fair Association, Beaumont, November 10-18.

North Carolina Farmers' Union, Raleigh, November 14-15.

National Farmers' Union, Palatka, Fla., November 21-24.

International Livestock Exposition, Union Stock Yards, Chicago, Dec. 2-9. B. H. Helde, Sec'y.

National Conference on Marketing and Farm Credits, Chicago, Dec. 4-9.

Annual North Carolina Livestock Meeting, Winston-Salem, January 9-12, 1917.

## REBUKED

An excursion party from a prominent woman's club in Chicago had gone to a rural part of the state, and in default of sufficient hotel accommodations, some of the members were obliged to seek quarters in a near-by farm-house.

Everything was simplicity itself, although scrupulously clean and homelike. But, as would be expected, there was a natural absence of some of the luxuries of high-priced city hotels.

Retiring time came and some of the ladies discovered that there were no keys in the locks of their rooms, and consulted the farmer's wife.

That good woman was undisguisedly surprised.

"Why," she said, "we don't usually lock our doors here, and there's no one here but you. But then," scrutinizing the ladies carefully, "I suppose you know your own party best."

## A DISTANT RELATIVE

Mrs. Wheeler, on the death of her first husband, married his brother. In the parlor one day a caller noticed the portrait, and asked: "Is that a member of your family, Mrs. Wheeler?"

"Oh, yes," replied the woman; "that's my poor brother-in-law."

Send in your renewal. Get up a club and get a reward.