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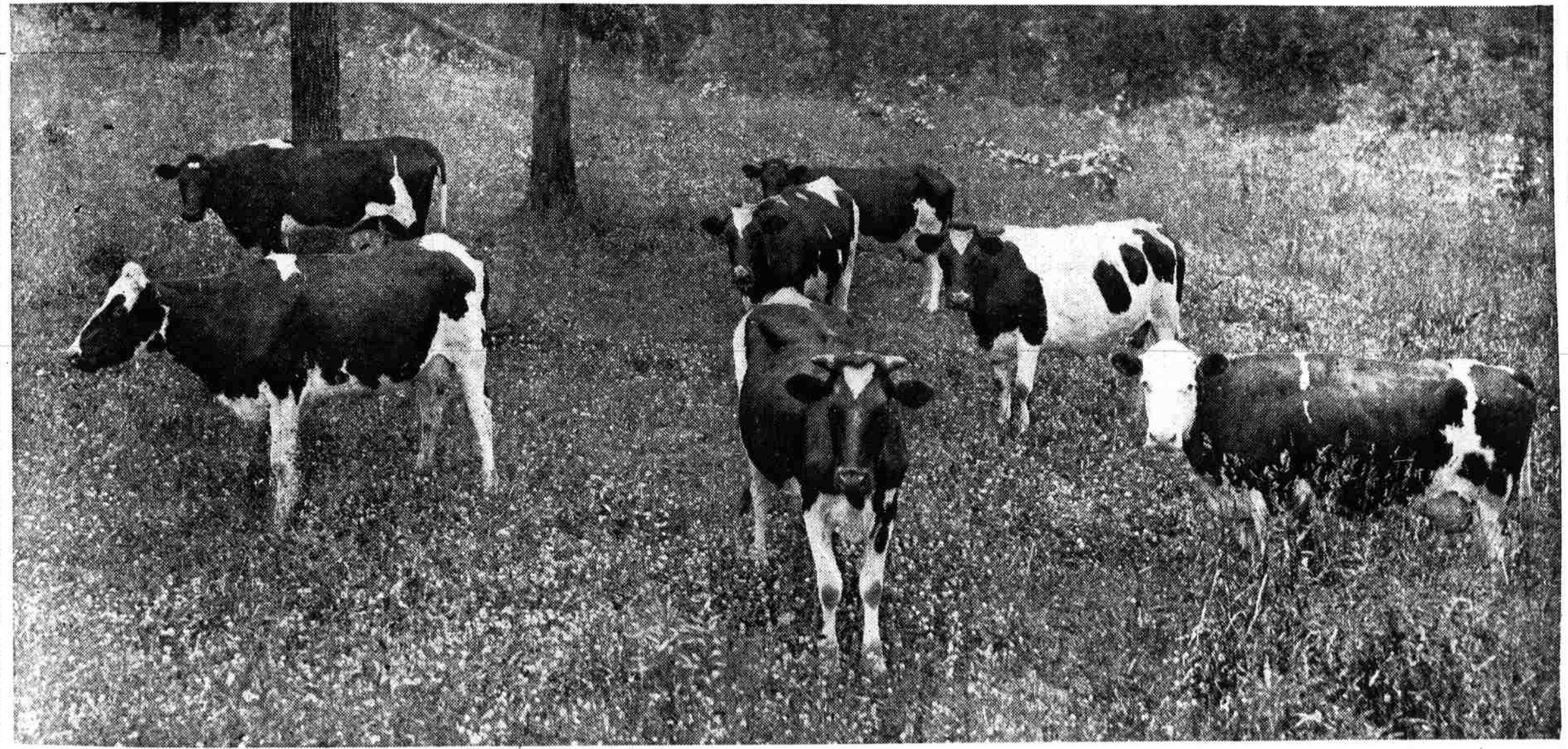
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PROVIDE AN ABUNDANCE OF FEEDS AND KNOW HOW TO FEED THEM

GOOD breeding is important, but good feeding is more important; more livestock are needed, but more feed and more feeding knowledge are even greater needs. What an inconsistency it is that the South holds the world's record in corn yields per acre, and yet every

and soy beans are especially valuable as hay-producers and, planted with corn, provide splendid grazing during the fall and early winter. Velvet beans, particularly in the lower two-thirds of the Cotton Belt, are one of the very best all-round crops the dairyman or beef cattle



GOOD PASTURES ARE ESSENTIAL TO THE MOST PROFITABLE LIVESTOCK PRODUCTION

year buys hundreds of millions of bushels of corn; that our climate is exceptionally favorable for the growth of hay crops, and yet we buy hay by the trainload.

In beginning the business of dairying or beef cattle raising, wise indeed is the farmer who at the very outset grasps the fundamental truth that plenty of feed, plus a knowledge of how to use it, is of first importance. He must know that the best of pure-breds, under-fed or improperly fed, will be no better than scrubs,—not so good, in fact, as scrubs with plenty of feed.

In planning for plenty of feed at all times, perhaps the permanent pasture should have first consideration. For either dairy or beef cattle, a first-class pasture, one where grasses and clovers grow in profusion, is indispensable. In nearly all the South, Bermuda grass and lespedeza should be the basis of our pastures, supplemented by white and bur clover in most cases, and in some instances by other legumes or grasses particularly adapted to local conditions.

Then comes the problem of meeting the need for concentrates and rough feeds for supplementing the pasturage and finishing the beef animals. For these purposes we have in cowpeas and velvet and soy beans three of the greatest of all crops. Cowpeas

grower can raise, providing as they do heavy crops of nutritious beans that furnish grazing from fall well into the winter.

The silo also is a dairy and beef cattle farm adjunct that must not be overlooked. It enables us to provide a succulent fall and winter feed from materials that might otherwise largely be wasted. Dairy

men and beef raisers who have tried the silo are practically unanimous in praising it, and agree that any man with ten or more head of cattle to winter should have one.

Finally, no farmer has any business trying to make money with cattle, either dairy or beef, unless he has the type of mind that is willing, anxious, to go right down into the subject and learn everything possible about it,—about feeds and feeding, breeds and breeding, herd management, keeping herd records, knowing the animals that pay and those that don't.

Livestock farming is a double-barrelled problem, in that it calls not only for skill in animal husbandry, but skill as well in growing the crops to feed them.

To the man who is willing to learn everything possible about these two phases of the business, it offers exceptional opportunities.

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