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More Economical Buying as a Guide Post to \$500 More a Year

THE FIRST ESTENTIAL of successful farming is, of course, the growing of good crops, or the production of good stock, as the case may be. After the crops are grown, or the stock raised, there is the question of marketing to be considered; and this must be studied just as carefully as the matter of production if the greatest success is to be obtained. For what shall it profit a man if he grow ever so big crops and sell them ever so advantageously, if he then spends the money he gets for them for something he does not need, or pays extravagant prices for the things he is obliged to purchase?

We have devoted considerable thought to the matter of production, and have paid some attention to marketing—though we are far from having exhausted either subject, but the buying problem is one most farmers have made no serious attempt to solve. It is one of those individual problems, too, which each man must work out for himself, and for the of mastering which there is no infallible formula. We have tried in the article on page 3 to offer a few general suggestions as to its solution, feeling that they will be applicable, as general rules, to almost every case. Let us summarize them:

1. The first thing in buying is to get the thing you want, the article that will give the most service and the

most satisfaction for the amount invested in it. The article that does this is the cheap article, whether its first cost be great or small.

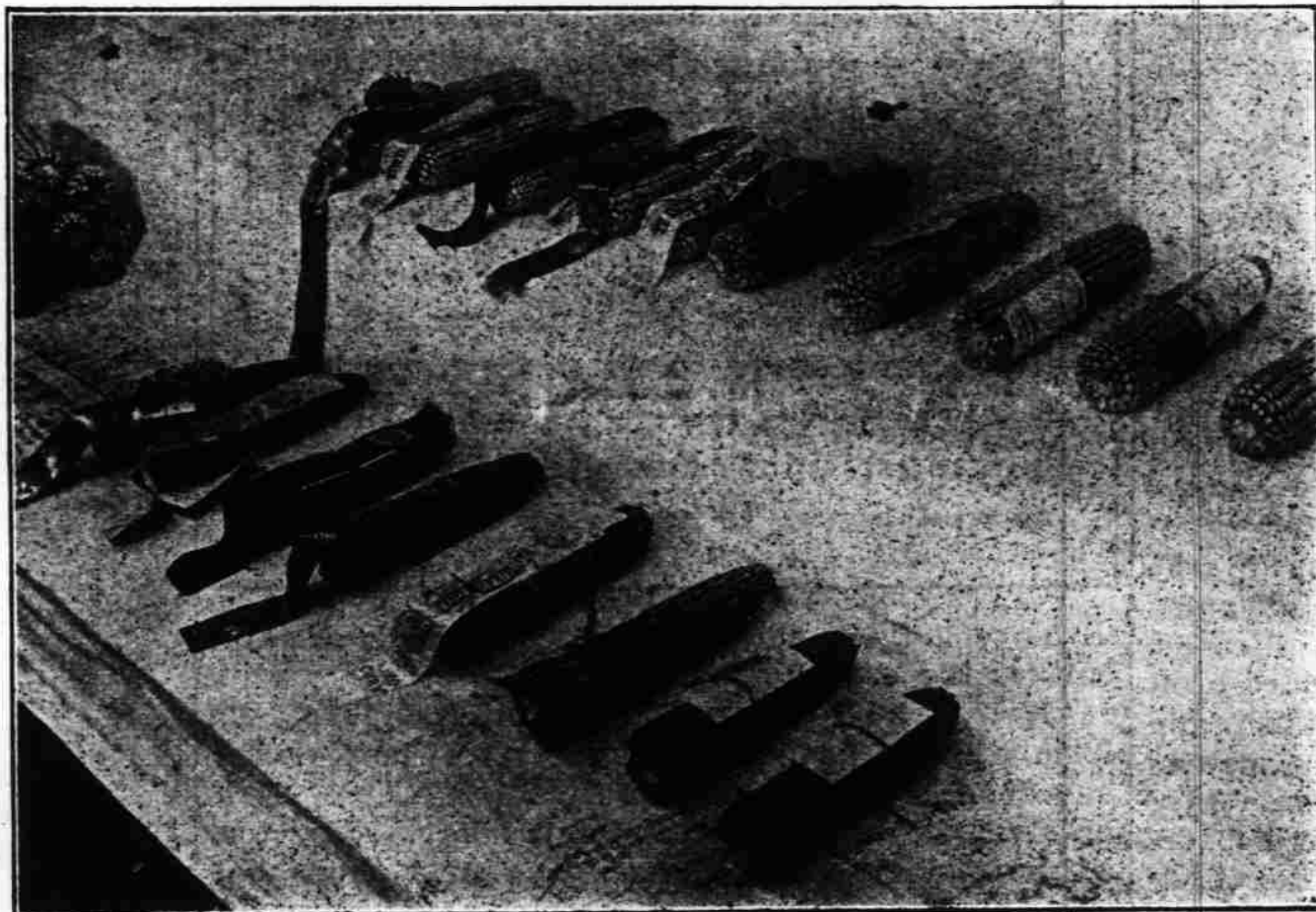
2. It is extravagance to buy the things we need not, and equal extravagance often to fail to buy the things we do need. The man who keeps only one horse and one cow cannot afford to buy a two-horse cultivator or a manure spreader; but the man who works two or more horses is wasting money whenever he tries to do without the cultivator, and the man with eight or ten head of stock whenever he tries to do without the manure spreader. Probably, too, the one-horse man is extravagant in not buying another horse, and thereby almost doubling his own earning capacity; and a man may need a carriage or a piano, which it would be wasteful for him to do without. A clever girl once said, "Economy is not doing without the things you want; it is learning not to get the things you don't want"; and there is much of truth in the observation.

3. The third consideration is buying is cheapness,—getting a certain article for the least money,—and we endeavor to point out some of the things that will help to lower the price of most goods bought. Buying for cash will certainly do this, as will also buying in large rather than small quantities. On page 13 Mr. W. C. Crook points out how co-operative buying has helped the farmers of his com-

munity, and there is no reason why it should not be equally helpful to farmers in other communities. This matter of where and how to buy is, however, one that admits of no general answer. Our people have by no means waked up to the advantages of ordering a much larger part of their purchases direct from the manufacturers, and thereby saving all middlemen's profits; others may be bought to advantage from the larger mail order houses; but there is, of course, the advantage of personal inspection and comparison in buying from the local merchant. Usually one's everyday purchases may be

made from him as cheaply as anywhere if for cash and in considerable quantities, and especially if the merchant is willing to co-operate by ordering them at the lower price he can usually obtain and then asking as his share only a profit that will pay him for his part in transaction.

It is a big question, this of buying; but we believe that the suggestions we have offered will help greatly in enabling the farmer to get more for his money. Let us repeat: Buy for cash, and in as large quantities as practicable; look to the quality of the article as well as to the name, compare prices and get the goods where they can be had the cheapest; don't buy things you are not sure you need, and when you are sure you need a thing, get it.



PRIZE-WINNING VIRGINIA CORN AT STATE FAIR LAST WEEK.

All over the South now blazer corn crops are the farmers' hobby, and the biggest thing at the Virginia State Fair last week was the Corn Show. A group of prize-winning ears grown by progressive Virginia farmers, is shown herewith. Prof. B. W. Crosley, of the Iowa State University, was in charge of the Corn Exhibit, his addresses attract the much attention, and plans were formulated for a special farmers' short course in Corn Growing and Cattle Raising, to be held in Richmond in January. The Old Dominion is wide awake.

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