

THE PROGRESSIVE FARMER

AND
SOUTHERN FARM GAZETTE

"You can tell by a man's farm whether he reads it or not."

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THE new regulations regarding the draft provide much more liberal exemptions for farmers and farm laborers than heretofore. Nine other classes including skilled industrial workers, will be called before skilled farm labor.

DON'T think there is nothing you can plant in the garden in November. Here is the list recommended by the North Carolina Extension Service: broccoli (T), radish, cauliflower (T), mustard, rape, spinach, turnip salad. (Plants marked with a "T" are to be sowed in beds and transplanted.)

THE Winston-Salem hotels being crowded on November 7-8 by reason of the meeting of the Daughters of the Revolution, it has been found necessary to restore the State Farmers' Union meeting to the dates first announced, November 14-15. Please help spread the news so as to avoid confusion.

A THOUSAND new credit unions ought to be organized in North Carolina this fall. These credit unions are mutual savings and loan associations and have already saved thousands of dollars to the neighborhoods organizing them. They help farmers save and borrow so as to get all supplies at cash prices. Why not write Prof. W. R. Camp, Agricultural Experiment Station, West Raleigh, and ask for help in organizing one? It's free. Anyhow write him for free information.

DON'T forget that the new North Carolina crop lien law goes into effect January 1, 1918. Under it no supply merchant accepting crop lien security is allowed to charge as "time prices" more than 10 per cent above cash prices. With this condition merchants will not wish to take the extreme gambling risks they often took when no law stood in the way of their making whatever charge they saw fit. Every man who has been giving crop lien security should be told to get ready for this new condition. Let him save up enough from this year's crop to put him on a cash basis in 1918.

WHAT we were saying last week about the importance of life insurance for farmers reminds us to add another point. Some men say, "Well, suppose I leave my wife and children \$2,000, \$3,000 or even \$10,000 worth of insurance. Even then they might lose it by carelessness or some bad investment and have nothing in a little while." This is a trouble it is easy to obviate. A very large proportion of the insurance policies now issued are on the "annuity plan." That is to say, the amount of the policy is payable not in one lump sum but in equal monthly or quarterly installments for 20 years or throughout the life of the beneficiary. We commend this feature to every man interested in guaranteeing a regular income throughout the life of a widow or the minority of a child.

IN PRINTING the prices charged for cotton-ginning in various places we have not intended to encourage subscribers to seek the cheapest gin regardless of quality of work. As the Cotton and Cotton Oil News well says on this point:

"Cotton ginned at \$1.50 per bale on an antiquated outfit, with worn ribs and other machinery grossly inferior to the up-to-date plants now turned out by our leading gin manufacturers, may cost the planter \$10 or \$15 per bale in an inferior turn-out, as compared with a more up-to-date plant. . . . We have seen cotton ginned on one gin for which \$6 per bale was a reasonable charge, while on another, if it were ginned gratis, the farmer would be a heavy loser."

There is certainly great need for an awakening to the importance of using modern ginning machinery. Experts tell us that there are many gins which should be prohibited by law from operating at all, so injurious is their work. Wherever farmers are offered superior service, they may well pay more for it, because it will help them get more for their cotton.

Fifteen Things Worth Doing This Winter

NOTHING worth while ever "just happens." Some man will make a wonderful achievement and we say he is "lucky"—never thinking to look behind the success for the countless hours of planning and toil that brought the final victory.

So it is in business. So it is in farming. Nothing is going to "just happen" on your farm. And with this idea in mind, we ask, "What are you planning to do this winter?" If next spring finds you with better farm buildings, more conveniently arranged fields, more modern farm equipment, or a more richly stored mind, or finds you better prepared to serve your community, all these things will be to your credit. If spring finds you just where you were when fall set in, then that will be to your discredit.

We don't know what your farm needs most, but the following suggestions are probably pretty good ones for you to choose from:

1. Remove all stumps, logs and large rocks from your fields.
2. Terrace all hillsides and stop all gullies.
3. Drain all bottoms and swampy lands.
4. Repair all farm buildings and build any needed new ones.
5. Overhaul all farm machinery, putting up a toolshed if you haven't one already.
6. Install waterworks, or a heating plant, or a lighting system.
7. Paint or whitewash all buildings and fences.
8. Repair fences and if necessary enlarge pastures.
9. Rearrange fields and clean out any "corners" if so doing would make cultivation easier.
10. Arrange for raising more hogs and other livestock.
12. Build a woodshed and have it well filled with stovewood when the season of rush farm work begins.
13. Read five books relating to soils, crops, fertilizers, livestock, farm management, etc.
14. Read five books relating to coöperation and marketing, rural education, rural sociology, rural recreation, etc.
15. Help establish a local farmers' club or Local Union and farm woman's club.

Advertising the Cheapest Form of Salesmanship

ONE big fact that ought to be recognized by buyers of goods is that advertising is the cheapest form of salesmanship. In selling their products, farmers should advertise a thousand per cent more than they do, and in buying anything they should always give the preference to advertised brands.

Take your own case. Suppose you have five registered Jersey heifers, or fifty bushels of Abruzzi rye seed, or forty tons of clover hay, that you wish to sell locally. Your county paper probably goes to two thousand homes. For a cent or two a word you can proclaim to all these homes what you have to offer. Or suppose you wish to reach a larger market and ask for bids from Progressive Farmer readers generally. In that case you can reach the 70,000 homes to which the Eastern Edition of The Progressive Farmer goes, for only five cents a word. In other words, whereas it would cost tens of thousands of dollars to visit all these homes, or cost \$1,400 for postage alone to write them, a Progressive Farmer classified advertisement does the work for five cents a word. Is there any other method—letters, posters, agents, personal calls, etc.—that could possibly be one-tenth as cheap as advertising in either county paper or farm paper?

These facts, we repeat, should also be kept in mind when the farmer comes to buy anything. Sometimes unprogressive houses try to fool consumers by saying, "We can sell cheaper than the other fellow because we spend nothing for advertising." The truth is, as we have pointed out, that advertising is the cheapest form of salesmanship, and the rule is that the more liberally a firm advertises the more value it gives you for a dollar. If a firm does not advertise it is probably depending wholly on expensive drummer-service or letter-service to get business—twice as expensive a method as if it doubled the efficiency of its drummers or letters through advertising.

Moreover, if a firm does not advertise, it is not getting as much business as it should. This likely means that it costs more to turn out each unit of product in its small output than would be the cost with a large advertising-stimulated output.

Advertising builds business, big business, and the result is that selling costs are lower with liberal advertisers than with non-advertising firms.

Good Fences Essential to Good Farming

NEXT to the one-horse plow, the lack of fences is probably the greatest drawback to good farming in the South. Lands remain bare all winter; no legume crop is planted in the corn at the last working; livestock bog the fields into sun-dried brick, few livestock are kept, and the soil is impoverished by the too exclusive culture of cotton.

Cowpeas, velvet beans or soy beans may be planted in fenced corn fields, the soil filled full of nitrogen and all kinds of livestock made fat during the fall and winter months. Livestock will obtain sufficient grazing after even a cotton crop is harvested to pay 10 per cent interest on the cost of a pig-tight and bull-strong wire fence. In order to make good use of grazing crops, fences are absolutely essential, and let us not forget that the cheapest pork, beef and milk are produced on pastures and grazing crops.

Fencing is rather expensive, especially at this time, but one should not attempt to farm in the Cotton Belt without pig-tight outside and inside fences. The farm should be fenced into four or five fields. Let us make a good beginning toward fencing our farms this winter.

The Wisest Form of Thrift

IN CONNECTION with the campaign to make November "Thrift Month" let's not forget that the best way to save is not merely to hoard money but to invest it so that it will "breed." Use it for a "productive purpose." We ought to save enough actual cash to enable us to buy all supplies for cash next year, and then let's invest our remaining capital in five wise ways:

1. A hundred thousand Southern tenants should buy land this fall.
2. Buying any improved machinery and extra horsepower needed should be recognized as a profit-making opportunity.
3. Every Southern farmer who hasn't cows enough to give abundant milk or sows enough to supply plenty of pigs should buy these.
4. Paint for the outside of the house, waterworks for the inside, and a good orchard for the adjoining lot should all have attention.
5. Then an insurance policy for Mrs. Farmer and the children should come ahead of almost any other expenditure.

In nearly all of these matters, the farmer will find benefits in "working with other folks." By joining a national farm loan association, the tenant can borrow half the purchase price of his land. If several neighbors will buy them together, the cows, sows, paints, lights, and waterworks may be had on more advantageous terms. And fruit trees and machinery may also be bought more advantageously by the coöperative method.

Help spread the "Thrift Month" idea and get your neighbors to help you make it a success.