EASTERN EDITION

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ANOTHER \$5,000 SOUTHERN BULL

Royal Stamp, Third in Senior Calf Class at the Recent International. This Classy Shorthorn Is Owned by Meadow Brook Farm, W. L. Smith, Owner, Eutaw, Alabama

N MATERIAL things, the year 1917 was perhaps the greatest in the history of the agricultural South. We have made larger crops in past years, but high prices for almost everything have brought to us an unprecedented flood of gold and probably the greatest degree of material prosperity we have ever enjoyed.

To the thinking, hustling farmer, 1918 holds out even greater promise. A world at war must be fed and clothed, and high prices are practically certain for all the crops we grow.

It is our duty and our opportunity to do our utmost. It is our duty, because without the bread, meat, fats and clothing we can furnish our boys across the seas and our allies cannot win the war and free the world from the menace of the Hun. It is our opportunity, because of the certainty of high prices-prices that

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will bring to us the wealth we have needed all these years to build homes. schools and roads and to give our children the opportunities that are rightfully theirs.

That we may do our full duty, that we may grasp our opportunity, we must roll up our sleeves, mentally and physically. Mentally, we must arm ourselves with every known fact that will help us in our business; on the physical side, we must aim to do a little more work than we have ever done before, and do it better than ever before. Every acre must be made to do a little better than its previous best, and to this end the fullest possible use must be made of fertilizers and laborsaving machinery.

Our duty and our opportunity-do you grasp the meaning of these? It is the Southern farmer's great day.