



"Wanted—Farm Help!"

That call is coming from every rural district in America *right now!*

One of the biggest problems faced by American farmers today is that of obtaining capable and dependable farm help.

This is no new need, but it has been tremendously intensified by the loss of service from tens of thousands of young countrymen who have been summoned to the colors, while at the same time farmers have been called upon to increase crop production.

One of the principal difficulties in obtaining steady and capable employes has been, and *is*, that most farmers sought unmarried workmen only, and offered no accommodations for men of family.

Many of the best farm workers in this country today are married men, who will not "hire out" in permanent positions unless they can have their families with them. These men for the most part would be contented and thoroughly dependable if they were given the opportunity to enjoy a home life of their own.

Provide tenant houses for your workmen, Mr. Farm Owner, and you will have gone far toward solving the problem of attracting, and holding, really efficient farm help—to say nothing of relieving your family of the drudgery of cooking for and waiting on field hands.

Modest, but comfortable and substantial farm tenant homes can be built for surprisingly little money, if the material you use is durable, workable, economical

SOUTHERN PINE

"The Wood of Service"

Southern Pine is the most plentiful—and, value considered, the most inexpensive—lumber on the market today, in spite of the fact that the National Government has used it more than any other material for wartime building. Consult your home dealer and he will help you plan

the solution of the farm labor problem, by providing Southern Pine tenant homes at modest cost.

The sooner you act the sooner you will be able to take in the sign: "WANTED—FARM HELP!"

Southern Pine Association

NEW ORLEANS, L.A.



The Sort of Want Ad That Gets the Best Help

WANTED—Man and wife. Man must understand farming. Separate house, garden and chicken lot. Wife must be able to cook for harvest hands. Permanent employment and a cozy, comfortable home.

