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Don't Sell Your Cotton for Less Than 25 Cents!

IT HAS cost the South, on an average, not less than 25 cents a pound to make the cotton crop now coming to maturity. The War Industries Board at Washington has fixed the price of cotton goods at figures that assure the mills large profits, even if they pay 30 cents a pound for raw cotton. It seems unlikely now that price-fixing of raw cotton by the Government will be attempted at an early date, and it is going to be up to the cotton farmer to do his own price-fixing; if he is to have a fair profit for his year's work, he himself must fix the price cotton must sell at to insure such a profit.

Here are several reasons why, in our opinion, cotton should bring at least 25 cents:

1. *There is no assurance of a big crop.* Northwest, central and parts of southwest Texas are in the grip of a terrible drouth as this is written, and well posted Texas men tell us it is doubtful if Texas can make as much cotton as last year. East of

the Mississippi River, and in Georgia particularly, the boll weevil is becoming increasingly destructive, and it is doubtful if much more fruit can be set before this pest claims all the squares.

2. *The shipping situation is getting better.* England, France, Italy and Japan are hungry for cotton, and would quickly take care of the surplus were there sufficient ships to move it. Already we are building ships faster than the submarines are sinking them and at the same time we are sinking the submarines faster than the Germans are building them. The tremendous ship-

building program of Chairman Hurley bids fair within the next year or so to give America such a fleet of merchant ships as the world has never seen, and this is sure to mean a freer overseas movement of cotton.

3. *The South is financially able to hold its cotton.* Last year, for the first time in perhaps half a century, the South's cotton crop sold at figures that allowed the grower something like a living wage for his work, and as a consequence this year's crop has largely been made on a cash basis. We will have relatively little "distress" cotton to be dumped on the mar-

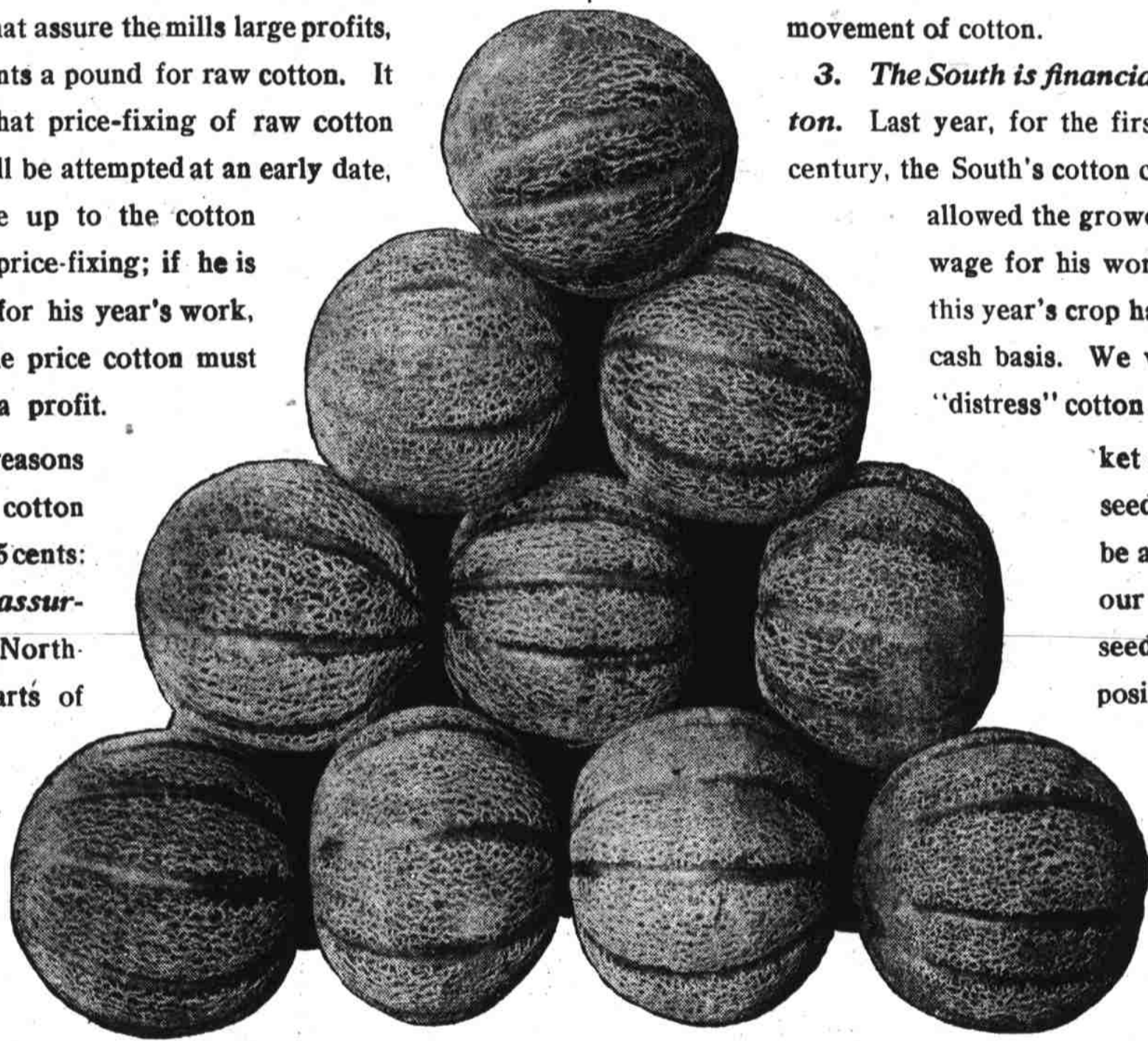
ket regardless of prices. With seed selling high, we ought to be able in large part to meet our obligations from sales of seed, leaving our lint in a position where nothing can move it but a fair price—25 cents or better.

4. *The war will end some day,* and when it does there is bound to be a big demand for cotton. Germany and Aus-

tria have practically gone without cotton for years, and stocks in England, France, Italy and Japan are very low. Such a situation

means that when peace does come cotton will move toward Europe in heavy volume, and there will probably be plenty of ships to move it. Such a demand cannot but mean higher prices.

We know we speak for the majority of cotton farmers when we say they have no wish to profiteer; but we likewise speak for the majority when we say they will stand out for a living wage and a fair profit. This means not less than 25 cents a pound for cotton, and it is a price we must hold for. *Don't sell a bale for less.*



FROM CANTALOUPE TO COTTON STANDARDIZATION OF PRODUCTS IS AN ESSENTIAL TO SUCCESSFUL MARKETING

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