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Reliability of Every Advertisement Guaranteed

WE WILL positively make good the loss sustained by any subscriber as a result of fraudulent misrepresentations made in The Progressive Farmer on the part of any advertiser who proves to be a deliberate swindler. This does not mean that we will try to adjust trifling disputes between reliable business houses and their patrons, but in cases of actually fraudulent dealings, we will make good to the subscriber as we have just indicated. The conditions of this guarantee are, that the claim for loss shall be reported to us within one month after the advertisement appears in our paper and after the transaction complained of; that our liability shall cover only the purchase price of the article in question, nor aggregate over \$1,000 on any one advertiser; that our liability does not apply when a firm or individual becomes bankrupt; and that the subscriber must say when writing each advertiser: "I am writing you as an advertiser in The Progressive Farmer, which guarantees the reliability of all advertising it carries."

THE EDITOR SAYS—

Save Next Week's Reference Special

NEXT week comes our annual Reference Special—a veritable encyclopedia of agricultural information. This big issue will contain farming, livestock, gardening, orchard, poultry and fertilizer facts and figures that will be needed practically every day in the year, and it is a number that every Progressive Farmer reader should carefully preserve. Look for it, read it, save it.

Give Us Your Cultivating Experiences

MARCH 14 we issue our "Crop Cultivation and Cultivating Equipment Special," and we are offering liberal prizes for experience letters for this number. Our announcement appears on page 8 of this issue. Read it and let us hear from you.

Better Sires Mean Bigger Profits

FROM a market standpoint, which is the ultimate test of value in all livestock production, the importance and economic value of good purebred beef type bulls in the raising of beef cattle is being very clearly demonstrated in the western or mountain section during the present cattle marketing season now rapidly drawing to a close. During the past few weeks thousands of feeder, stocker and butcher cattle have been sold from this section of the state.

While the number of high-class purebred bulls in use in the western counties is rapidly increasing, and several thousand head of excellent

inferior "butchers," being sold before they reach a size where they will command the higher price. Even if kept until they have reached a weight more satisfactory to butchers, they would sell considerably under the price of well-bred cattle on account of their ruling out a low per cent of the high price cuts.

This sort of cattle has been selling mostly for from 6 to 8½ cents per pound, or approximately 2 to 2½ cents per pound less than the better grades; in other words, representing a loss of at least \$15 on every 750-pound animal, or about \$500 per carload.

Western North Carolina, like some other sections of the state, is re-

Southern Cattlemen's Association Sales

FOLLOWING is a list of buyers and prices at sales of the Southern Cattlemen's Association, at Montgomery, Alabama:

ABERDEEN-ANGUS—Wednesday, Jan. 28.

Lot.	Buyer.	Price.
1—Bull, Pilot Stock Farm, E. H. Harrison, Salisbury, N. C.		\$350
2—Cow, Hill & Son		200
3—Cow, Trobaugh & Hopper, Tate, Tenn.		375
4—Cow, Dr. J. I. Huggins, Dandridge, Tenn.		400
5—Cow, University of Florida, Gainesville, Fla.		225
8—Bull, C. C. Henderson, Greenville, Ala.		400
11—Cow, S. J. Kiser, Minter, Ala.		165
13—Cow, J. M. Aldrich & Son, Michigan City, Miss.		300
14—Bull, Hill & Son		275
15—Bull, Hill & Son		150
16—Cow, J. M. Aldrich & Son, Michigan City, Miss.		150
17—Cow, C. C. Henderson, Greenville, Ala.		210
18—Cow, C. C. Henderson, Greenville, Ala.		500
21—Cow, Hill & Son		150
22—Bull, Hill & Son		310
23—Bull, Hill & Son		285
24—Bull, Gay Teague Hotel, Montgomery, Ala.		130
25—Bull, Hill & Son		210
26—Bull, Hill & Son		250
27—Bull, Hill & Son		235
28—Bull, W. Davis & Co., Ft. Payne, Ala.		535
29—Cow, J. I. Huggins, Dandridge, Tenn.		170
33—Cow, C. C. Henderson, Greenville, Ala.		350
35—Cow, S. C. Tatum, Greensboro, Ala.		110
36—Cow, J. M. Harrison, Troy, Ala.		135
37—Cow, G. R. Henry, Hopehall, Ala.		150
41—Cow, S. J. Kiser, Minter, Ala.		100
42—Cow, J. C. Harper, Oakhill, Ala.		200
43—Cow, S. C. Taylor, Greensboro, Ala.		120
44—Cow, J. C. Harper, Oakhill, Ala.		130
45—Bull, S. C. Tatum, Greensboro, Ala.		120
47—Cow, S. C. Tatum, Greensboro, Ala.		160
49—Cow, J. C. Harper, Oak Hill, Ala.		245
50—Cow, S. C. Tatum, Greensboro, Ala.		125
48—Cow, G. R. Henry, Hopehall, Ala.		120
Average, \$230.		

SHORTHORNS—Thursday, Jan. 29.

Lot.	Buyer.	Price.
1—Cow, H. J. McCowan, Uniontown, Ala.		\$ 310
2—Cow, Crickenberger		750
3—Cow, W. P. Crickenberger & Son, Linden, Ala.		575
4—Cow, Crickenberger		270
5—Cow, Cockerham		170
6—Cow, J. M. Harris, Troy, Ala.		150
8—Bull, Jno. H. Cockerham		650
10—Cow, Sidney Z. Hertzfeld, Alex. City, Ala.		165
11—Cow, H. R. Mosley, Pineapple, Ala.		300
12—Cow, H. R. Mosley, Pineapple, Ala.		190
13—Cow, H. R. Mosley, Pineapple, Ala.		200
18—Cow, H. J. McCowan, Uniontown, Ala.		390
19—Cow, F. I. Derby, Ward, Ala.		725
20—Cow, Bob Jemison, Birmingham, Ala.		1400
23—Cow, H. R. Mosley, Pineapple, Ala.		175
24—Cow, W. P. Crickenberger & Son, Linden, Ala.		300
25—Cow, J. H. Cockerham, Luella, La.		145
26—Cow, F. I. Derby, Ward, Ala.		200
27—Cow, J. H. Cockerham, Luella, La.		105
Bulls were not listed in above. Cows averaged \$377. Sale was topped by the bull donated to the Red Cross Sale in Birmingham, Ala., July 4, 1918, by President Wilson. He was bought by Bob Jemison of Birmingham for \$10,000.		

HEREFORDS—Friday, January 30.

Lot.	Buyer.	Price.
1—Cow, W. B. Bogert, Keswick, Va.		\$675
2—Cow, J. R. Smith, Fayetteville, Tenn.		900
3—Cow, E. W. Gates, Crossett, Ark.		700
4—Bull, T. A. Hawkins, Livingston, Ala.		300
5—Bull, Jones & Nixon, Livingston, Ala.		205
6—Cow, W. B. Bogert, Keswick, Va.		310
7—Cow, W. B. Bogert, Keswick, Va.		120
8—Cow, W. B. Bogert, Keswick, Va.		210
9—Cow, W. B. Bogert, Keswick, Va.		165
10—Cow, J. T. Hawkins, Livingston, Ala.		350
11—Cow, W. B. Bogert, Keswick, Va.		210
12—Cow, Flanigan & Huff, Demopolis, Ala.		170
13—Cow, W. B. Bryant, Keswick, Va.		175
14—Cow, Frank H. Reed, Port Gibson, Miss.		325
15—Bull, W. B. Bogert, Keswick, Va.		195
16—Bull, Dunaway & Lambert, Orrville, Ala.		550
17—Cow, J. R. Bonner, Oak Hill, Ala.		240
18—Cow, W. B. Bogert, Keswick, Va.		240
19—Bull, Flanigan & Huff, Demopolis, Ala.		160
20—Cow, Flanigan & Huff, Demopolis, Ala.		235
21—Cow, Flanigan & Huff, Demopolis, Ala.		160
22—Cow, W. B. Bogert, Keswick, Va.		145
23—Cow, W. B. Bogert, Keswick, Va.		160
24—Cow, W. B. Bogert, Keswick, Va.		175
25—Cow and calf, W. L. Yost, Kansas City, Mo.		475
26—Cow, B. M. Allen, Birmingham, Ala.		275
27—Cow, Frank Fox, Indianapolis, Ind.		475
28—Cow, W. G. Henderson, Montgomery, Ala.		300
29—Bull, Frank H. Reed, Port Gibson, Miss.		575
30—Cow, W. G. Henderson, Montgomery, Ala.		290
31—Cow, Frank H. Reed, Port Gibson, Miss.		225
32—Cow, B. M. Allen, Birmingham, Ala.		210
33—Bull, Jones & Nixon, Livingston, Ala.		175
34—Cow and calf, Norwood Stock Farm, Artesia, Miss.		750
35—Cow, Norwood Stock Farm, Artesia, Miss.		425
36—Bull, Tom Whitaker, Selma, Ala.		360
37—Cow, M. H. White, Olive Branch, Miss.		250
38—Cow, M. H. White, Olive Branch, Miss.		155
39—Cow, A. C. Dale, Oak Hill, Ala.		110
40—Cow, T. A. Hawkins, Livingston, Ala.		170
41—Bull, Foy Bros., Eufaula, Ala.		190
42—Bull, Grant Smith & Co., Raceland, La.		200
43—Bull, Grant Smith & Co., Raceland, La.		130
44—Cow and calf, W. B. Bogert, Keswick, Va.		310
Average, \$298.		

Purebred Sires and Herd Improvement

See How Rapidly the Proportion of Native Blood (Black Portion) Diminishes When a Purebred Sire is Used.

Progress in Five Generations Using Purebred Bulls and Native Cows.

Progress in Five Generations Using Grade Bulls and Native Cows.

Replace Scrub and Grade Sires with Good Purebreds

Join the "Better Sires—Better Stock" Campaign

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beef type cattle sired by these good bulls are sold each year, there are still too many inferior, ill-bred non-descript scrub bulls in use, many of them showing considerable dairy breeding.

The former class of bulls, when mated to even reasonably good cows of beef type, are producing an offspring for which there is a good demand, as they can be sold as feeder, stocker or butcher cattle. This class of cattle has been selling mostly for from 8 to 11 cents per pound during the present marketing season.

On the other hand, the mating of scrub bulls to equally inferior cows, as is usually the case, produces offspring of a miscellaneous sort, or misfits, for which there is no special demand. They are not suitable feeders or stockers, so must go as lightweight

markedly well adapted to beef cattle production, and has great possibilities along this line, but before these possibilities will be realized there must be a more universal use of good bulls of beef type.

To the man who has a sufficient number of cows to warrant his keeping a bull for his own use, the matter of improving his herd by the use of good bulls is comparatively simple when he realizes the need. However this is not so with the man who keeps only a few cows, as is often the case. This latter condition can be met quite satisfactorily however, through the cooperative ownership of good bulls, as is possible through cooperative bull associations.—Chas. S. Jones, Livestock Marketing Specialist, North Carolina Extension Service.