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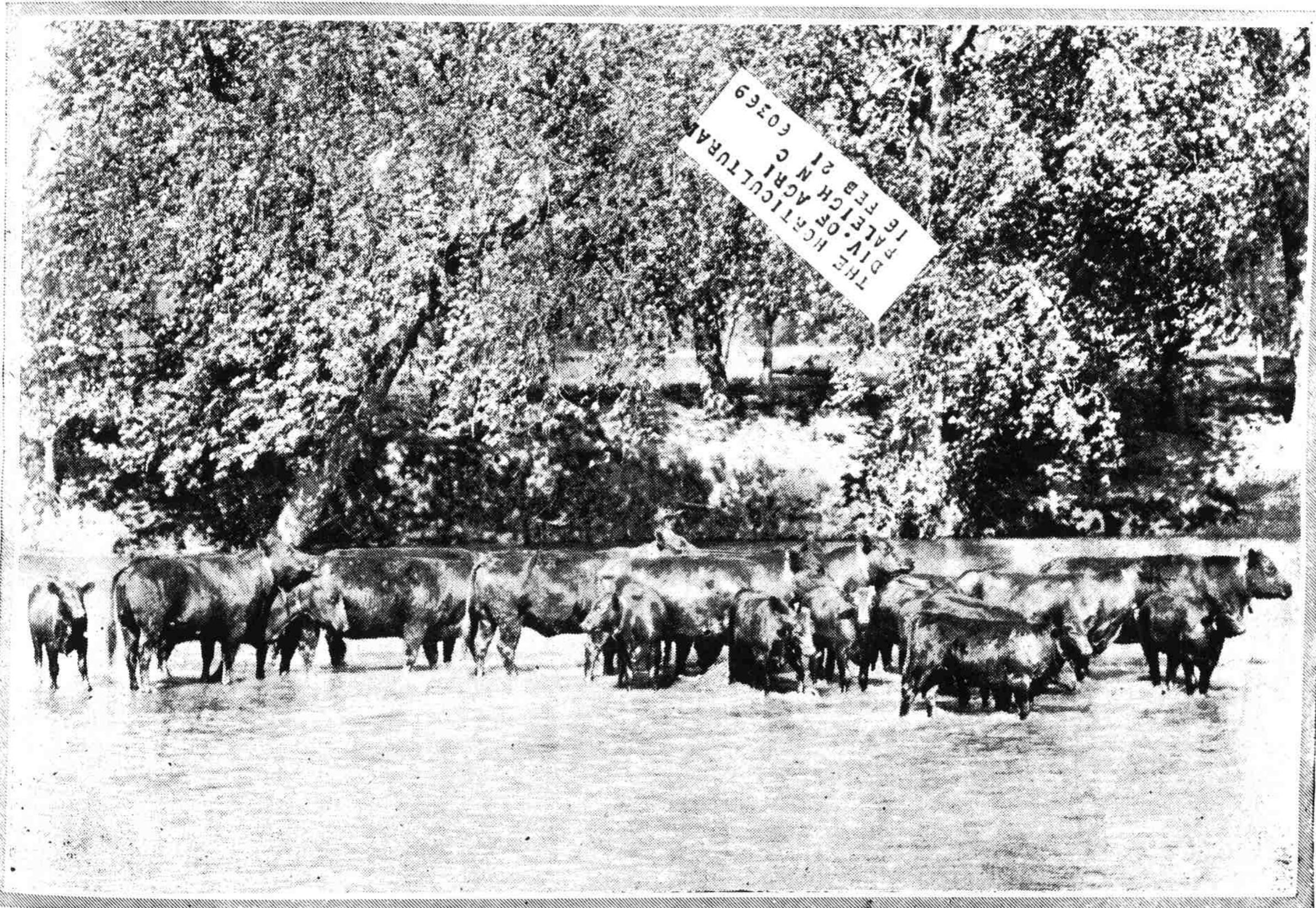
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Clinch the Southern Sweet Potato on the Markets of the World

TO CLINCH the position of the sweet potato as a nationwide, year-round table necessity, all that is needed is intelligent combined effort among the Southern farmers in growing, curing, grading and advertising their product. Much progress was made this year in

wood, oil or coal—a thermometer and a little careful attention are the requisites.

The sweet potato storage houses built according to the Government specifications and the plans of the pioneers in the sweet potato curing



SOLID COMFORT

eliminating the many mongrel varieties of sweet potatoes, and concentrating on a few varieties that have proved their popularity in the markets. Among the most favored of these is the Nancy Hall. Led by county agents and coöperative associations, whole counties planted their potato acreage to this variety.

Preparing to keep this year's sweet potato crop from the harvest, when the heavy supply will run the price down below the profitable point, until the winter and early spring months bring high prices, is the next essential factor to the sweet potato farmers who expect to make their business pay. The price range in recent years has been from as low as sixty cents a bushel in November to \$3.25 in March. In any season the range is wide.

There is nothing complicated about the sweet potato storage house nor the curing process that is necessary to bridge the gap between low prices and high. To a farmer who colors and cures his tobacco crop, it would be child's play. An inexpensive building, a heater—

game, have already added many millions of dollars to the South's farming income, and have paved the way to the markets of the world for the "sugar spud."

For the past few seasons the Northern markets, having tasted the cured sweet potatoes, have been demanding more of the sound, properly graded and cured sweet potatoes in the late winter and spring than the Southern growers could supply. Each year the demand grows as new customers discover the qualities of this product.

With full proof of the success of storage houses established, this year will determine largely the progress that will be made in increasing the marketable supply of this cash crop. It is up to the farmers of the South to prepare now to cut out the wastage from rots and improper curing and save every available potato for the markets. They should either build storage houses during the summer or arrange to have their potatoes stored in a community plant. There is no fear of an oversupply. If the present demand is satisfied, proper coöperative advertising will create hosts of new buyers.