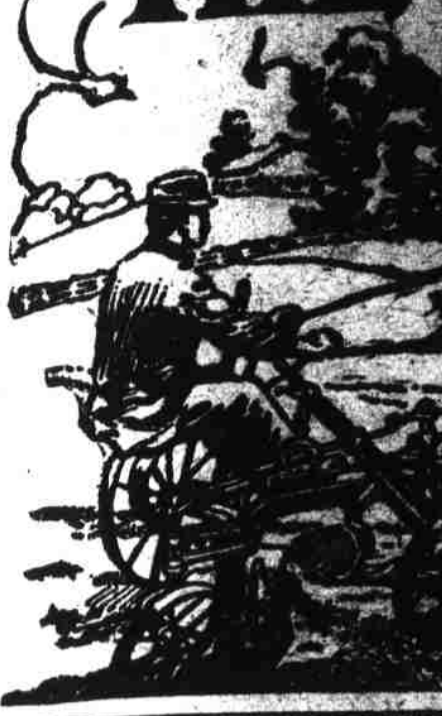


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THE VELVET

TEN per cent added to crop yields with no extra work and no more fertilizer would mean the difference between debts and profits on many farms. That extra 10 per cent is where the velvet is.

Yet 25 per cent increase has been secured from carefully improved seed over common scrub seed taken from the corn crib or gin.

It is good business to buy pure seed from some reliable seed breeder, and by selection in your own field you can improve your yields even of that, or you can take the best from common seed and build it up.

Make a start in your corn field this fall, if you don't select but a dozen ears. These can be planted in a special patch next year. The following year the bulk of the seed from this patch can be used for the general crop, while the seed from the best plants can be used for another seed patch.

Yes, it is as easy as that.

Select well filled ears from good strong stalks showing plenty of leaf and root growth. In other words, the kind of corn you want to grow.

Protect The Seed from Rats, Mice, and Weevils



Select Ears That Turn Down
— Not Ears That Turn Up —



THERE IS NO CROP SO GOOD THAT IT CAN'T BE MADE BETTER BY SEED SELECTION

CONTRACTS NOT CONFLAGRATIONS NEEDED

OUTLAWRY as manifested in several communities in night-riding and burning of gins, is not the way to raise the price of cotton. Those methods might work if cotton production were limited to those particular communities. But, as it is, they are futile, for the great mass of cotton farmers in communities where lawlessness is not tolerated determine the price of cotton. If they choose to sell, they drag down the price, even if every bale in the lawless areas were held off the market.

The overzealous and misguided night-riders might as well attempt to stem a raging flood with a few water buckets here and there. What is needed is a wall to hold back the flood and turn it through sluice gates as needed for a good purpose.

A Southwide cotton-selling organization will handle the cotton crop in just this way. But it is going to take more than talk to accomplish this. To finance cotton growers and sell cotton, the association must have legal contracts for the delivery of the cotton. If the night-riders will supply themselves with contract blanks of the American Cotton Association instead of torches, and have their neighbors sign up to sell and deliver their crop through the organization, they will accomplish what they are attempting to do much more effectively, and would even be welcomed in adjoining communities if they choose to do some missionary work. Contracts for delivery of 75 per cent of the South's cotton should be signed before a seed is planted next spring.