

GOVERNOR URGES MODERN FARMING

Tells Social Service Conference Advantage of Pure Seeds and Breeds

SPEECH WAS HIGH LIGHT

CHARLOTTE, April 15.—Bringing an enlightened discussion of the challenge of the agricultural situation in North Carolina, Governor O. Max Gardner urged upon the annual convention of the North Carolina Conference for Social Service in its meeting here tonight the slogans which describe the two major undertakings of his administration, "pure seeds and pure breeds," and "live at home."

His speech and election of officers were high lights in the final sessions of the conference, which closed tonight.

York New President

Judge W. M. York of Greensboro was elected president in the annual business meeting of the organization. Assisting him will be the following: First vice president, Miss Grace Miller of Asheville; second vice president, Miss Harriet M. Herring of Chapel Hill; secretary, Miss Gertrude Weil of Goldsboro; and treasurer, J. S. Holmes of Raleigh.

Coker Speaks

Governor Gardner was introduced by Mayor George E. Wilson Jr. and followed a speech by David R. Cooker of Hartsville, S. C., who discussed agriculture in its relation to a New South.

Mr. Cooker, described as one who has done more for agriculture than "any other man, living or dead," stressed the possibilities in the two Carolinas for doing away with periods of depression by raising more food and developing the splendid resources that are prevalent right now in the places where there is most need.

Pointing to farming as an occupation which will "provide most of the necessities of life to the thrifty and will grant them more independence than other types of work," Mr. Cooker emphasized the establishment of an intelligent home-coming citizenship as the greatest task of present day democracy.

Governor Gardner was given an ovation and received much applause when, in expressing appreciation of the invitation to address the meeting, he declared he was "just delighted to be here."

Going into the subject of agricultural needs in the State today, he called attention to the grave problem caused by the "discontent that is rising up from the soil," but expressed faith in "the courage and citizenship of North Carolina, which will not bow in defeat."

"I have no sympathy," he declared, "for any school of thought or for any undertaking that proposes to undermine the faith of the people in the strength of North Carolina."

He urged the need for a spirit of intelligence and co-operation among the farmers of the State and those interested in their welfare, declaring

A Breath of the Atmosphere of Spain



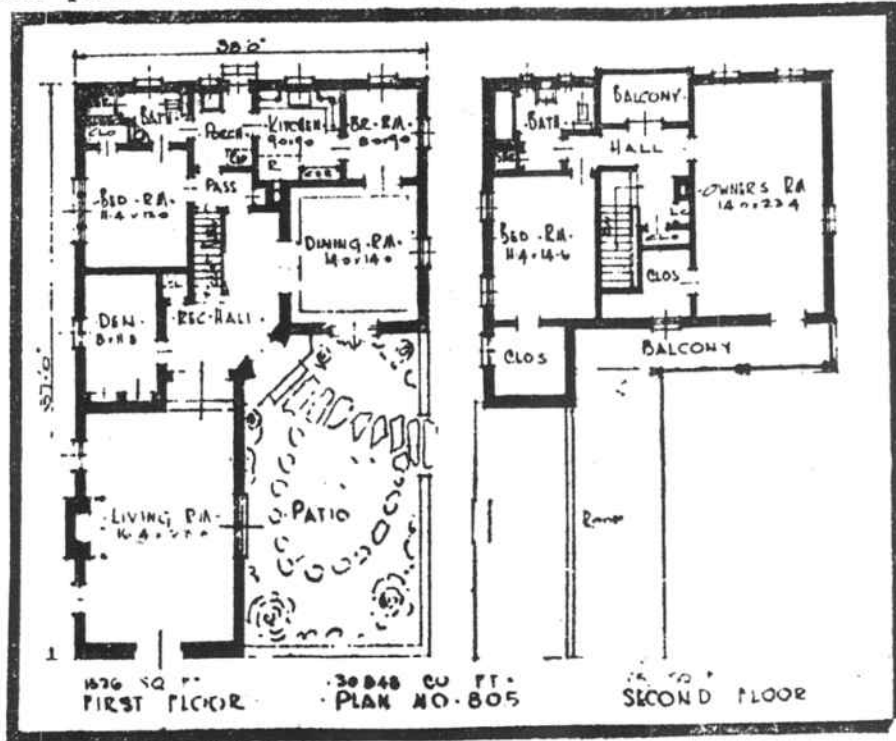
THE PALO ALTO—DESIGN NO. 805

LAZILY basking in the bright California sunshine this quaintly old-fashioned home-stead, with its semi-tropical shrubbery and trees, is like a whiff out of Mexico or Old Spain. It is distinctly Spanish in every line, from the tiled roof to the grilled windows and the wall enclosed patio off the living room. And how eloquently the primitive railed porch on the second floor speaks of the siesta!

This is essentially a Southern type of home. It isn't equipped for the severe temperature of a Northern winter. It lacks a "urnace and all the rest of the necessary heating system. In California the big open fireplace in the living room is sufficient for cool evenings, and winter never comes in the sense we Northerners know it.

But the heating equipment could

be added with no extortionate cost. And after all, when one studies the floor plans and fully appreciates the admirable arrangement there is no denying that it reaches out to you.



that their problem is the major question which faces the people of the country today.

Getting at the heart of the State's industrial problem, and under the leadership of Kemp D. Battle, chairman of the industrial committee, delegates to the conference for social service adopted a legislative plan that over a period of years is expected to iron out the wrinkles on the face of North Carolina's textile industry.

Mr. Battle spoke at the afternoon session of the conference, discussing recent industrial disturbances.

The conference also went on record in favor of elimination of the provision permitting children under 14 years of age, who have finished the fourth grade, to labor in factories.

Night work for women was declared to be the heart of the textile problem and it was decided that the

conference should work toward state adoption of a gradual but ultimate complete elimination of this factor of its industry, and that the efforts be toward securing a legislative step not later than 1933.

Fred Morrison of the State Tax Commission in Raleigh presided over the meeting of the taxation committee this afternoon. An analysis of the proposed constitutional amendment for classification of property, made by Dr. A. S. Kester of Greensboro, brought up the question of intangible personal property.

It was pointed out that the question of classification is broad enough to give Legislature authority to classify all types of taxes. Intangible personal property and cut-over timber land deserve different treatment, he declared.

The conference went on record as approving the statement issued re-

cently by Frank Graham, president of the conference, and signed by 400 North Carolina people. Dealing with the principles of free speech, right of employers and employees to organize, and asking for an industrial survey and the elimination of night work for women, the paper, when read by Mrs. T. W. Bickett of Raleigh, was passed with only one or two dissenting votes.

Full Rows

Vol. II, No. 11 Virginia-Carolina Chemical Corporation Copyright 1936

"This tendency to diffuse good management over more land is in the right direction. While corporation farming will likely prove still more efficient, supervision is far better than hit-or-miss farming."
—Wheeler McMillen.

They Earn Their Pay
Merchants have to get paid for their capital and time, just like other people. Merchants must make their profit if they hope to stay in business. Without profit there couldn't be any business. And if



there weren't any business, any merchants, any stores, any dealers in V-O fertilizer, things would be in a bad way sure enough. The man who lays in a stock of fertilizer and keeps it ready for call is rendering a service everybody ought to be willing to pay him for. Remember the old saying—"You don't get anything for nothing in this world." The man who thinks he can be fooling himself.

The pipe-makers of London became an incorporated body in 1619.

Take Their Word!
Among 48,000 farmers interviewed by the National Fertilizer Association, 5,950 who grow tobacco say their average return in increased yield is \$6.89 on every dollar spent for tobacco fertilizer. They say that their profits on fertilizing tobacco, over and above the cost of fertilizer, range from \$37.53 per acre average for Pennsylvania to \$184.40 average for Connecticut. These profits, the 5,950 growers say, are paid by increases in pounds of tobacco per acre ranging from 283 pounds average increase per acre for Kentucky up to 740 pounds for Georgia; by increases in dollar value per acre from \$47.13 average for Pennsylvania up to \$263.47 for Connecticut.

SURE—THAT'S RIGHT
"Dad, what word is always pronounced wrong?"
"Dunn, Sonny—you tell me."
"Wrong!"—Exchange.

AT YOUR SERVICE
In the head office of Virginia-Carolina Chemical Corporation at Richmond, Va., there is a bureau that stays mighty busy answering questions from farmers and giving advice about soil management. It is the V-C Agricultural Service Bureau. Have you ever needed it? Is any big soil management problem bothering you and your neighbors? The Bureau is there just to be of service to you or your community. Use it freely—it is at your service.

V-C Leads the Way

Full Rows is not much given to bragging, but when the talk turns to these high-analysis concentrated fertilizers that so many authorities say are coming soon, we just can't help cutting loose and doing some tall bragging about good old V-O. Not about ourselves, mind you! About V-O.

V-O was the first fertilizer manufacturer in this country to produce a high-grade fertilizer of concentrated analysis. V-O at the time was making concentrated acid phosphate, 45% to 47%, having been the pioneer fertilizer manufacturer of this material. The Company turned easily and naturally, therefore, to the manufacture of a concentrated complete mixture, and about eight years ago V-O began producing "V-O Super 30," an 18-6-6—the pioneer among super-analyses.

Today V-O is making "V-O Super 60," a 26-12-12, just double the strength of that original 30 unit super. So far as Full Rows is aware, no other manufacturer in this country is formulating a complete fertilizer as high in analysis as this 26-12-12 of the Virginia-Carolina Chemical Corporation.

Leading farmers in the Carolinas and Virginia and Georgia are learning to use "V-O Super 60." The brand has not been introduced yet into other states because freight charges on shipments from Charleston, S. C., the only plant where V-O is making the goods, would be too considerable an item.

50 Years with V-C Brand

"We have been in the seed business 50 years, and since the beginning we have uninterruptedly sold Owl Brand guanos. We have on our books today the names of customers

who have used V-C brands through us for the past 40 years and are still using them. Our sales have steadily increased and we expect them to continue growing. We are pleased our customers as well as ourselves by being 100% loyal to V-O." — F. Crossman & Sons, Inc., Dealer, Petersburg, Va.

THE NEW Ford

Combines

- Beauty
- Style
- Safety
- Comfort
- Speed
- Power
- Economy
- Reliability
- Long Life

The Car For Service

All Models

Call or Phone for Demonstration

BOYD-GILLAM MOTOR CO.

National Lloyd Week

April 17th to 24th



If you want to do your baby a real favor, if you want to save money,—buy a baby carriage or stroller before the end of this week. For this is National Lloyd Week, our big event of the year.



And never will our offerings of the famous Lloyd loom woven carriages be more interesting and attractive.

This year's Lloyd models are truly beauties. They are rich in appearance, well constructed, comfortable and easy to handle—built to safeguard the health of your infant.

THE HOME FURNITURE & SUPPLY CO.
Cash or Credit — Everything for the Home — Warrenton, N. C.

Press Publishing Company

Warrenton — Littleton — Weldon — Enfield