

Farm Demonstration Agent's Column

Contributed by EARLE BRINTNALL

The address which Dr. Poe, Editor of the Progressive Farmer, delivered at the Farmers' Picnic at Marshall, N. C., on October 30, was printed in full in the issue of the Progressive Farmer for November 10th. This address was one that every farmer in Madison County should have heard; it was one that every farmer could have heard with benefit to himself and to his community and his county if he would put its advice into practice. Because of the value of this to the farmers and because we believe that even those who listened to Dr. Poe can read it with even greater profit because of having heard the address we are asking that the Editor publish Dr. Poe's address in full.

The address follows:

I am glad to be here today in response to your call. It is not for the unusual nature of your meeting, I should not have felt that I could afford to leave much urgent business to attend this meeting. But whenever I find that a group of farmers have worked out definite plans for some form of business cooperation and then call for my assistance, I shall respond whenever it is humanly possible to do so.

No higher duty rests on our agricultural leadership today than that of discovering where farmers are willing to take the lead in various forms of business cooperation and then giving these groups all the encouragement and aid which such an endeavor so well justifies.

In your case, you have come together to consider the wisdom of subscribing stock to build a warehouse for handling fertilizer, seeds, and feedstuffs under the general direction

of your county agent. I assume that you have carefully worked out the problems of cost of land, cost of building, and annual expenses (including interest, depreciation, and taxes), and have found that there is enough business in prospect to justify the expenditure. We need a sentiment and spirit of cooperation among farmers, but when this sentiment is translated into the field of business, it needs to have due regard for sound business principles. Any venture in agricultural cooperation that is not fundamentally sound in an economic sense does not help the cooperative movement; it only discourages and retards that movement.

In your case, however, I know that much preliminary work has already been done. You have already been doing considerable business in the cooperative purchase and distribution of fertilizers, seeds, and feeds, and the business gives promise of sufficient growth to justify the building you are considering. After my trips to Europe, studying agricultural cooperation in Denmark, Ireland, etc., some years ago, I often stressed the fact that farmers should grow into agricultural cooperation rather than go into agricultural cooperation, and this is still sound doctrine. The fact that our cotton and tobacco cooperatives have not been more successful is largely due to the fact that it was a case of going into cooperation rather than of growing into it. I have always been tremendously impressed by what a thoughtful English authority said some years ago about the failure of the leaders of the moderate or Kernsky revolution in Russia in the years just between the fall of the Czar and the Bolshevik uprising. This was the explanation:—

"They failed because they disregarded the primary truth that no large political or social reconstruction can be successful unless it is established on some prior preparation in the hearts and minds of men."

You are fortunate in that your enterprise represents a growth—"a prior preparation in the hearts and minds of men"—and that having been faithful over a few things you are now ready to undertake somewhat

larger things and from these go forward to still more important tasks. You are also wise, I think, in that you are not undertaking to establish a general store but you are simply proposing to buy cooperatively fertilizers, seeds, and feedstuffs.

The commercial world realizes that a manufacturer who is buying raw material to manufacture in his plant is entitled to dealers' prices on that raw material, and that is the position you are now taking. It is, in fact, a position that farmers everywhere ought to take. When you buy food or clothing, you buy something that you merely consume, as do other patrons of your merchants. But when you buy fertilizers, seeds, and feeds, you buy raw material that you are to manufacture into crops and livestock, and you are entitled to come together and buy these cooperatively at dealers' prices. Then the more profitable you make your farm business as a result of this policy, the more money you have for buying everything else your merchant has to sell. Hence, our Southern merchants themselves should recognize the fact that in the case of these three lines of goods—fertilizers, seeds, and feeds—farmers are not buying ordinary mercantile articles but are really buying raw materials for manufacture, and hence are entitled to buy on dealers' terms—that is to say, at wholesale prices.

There are, in short, two compelling reasons why farmers should cooperatively buy the fertilizers, seeds, and feeds that they need, as follows:—

1. You can select your material more intelligently.
2. You can buy whatever you select more economically.

Let us consider the first point first. If each of you individually attempts to select his own fertilizers, his own seeds, his own feeds, you will in the aggregate make a lot of mistakes. On the other hand, if you come together early in the year to select your fertilizers for the year, the county agent will be there and he will review with you the needs of the various crops and the various soil types of your county. He knows the results of tests and experiments running through a long series of years. In these tests the land itself speaks out and says as clearly as if it had a human voice, "Feed me 300 pounds of 8-2-2 and I will give you an average yield of so-and-so. Feed me 500 pounds of 12-2-4 and I will give you an increase of so-and-so," etc. It is no "whispering campaign" that old Mother Nature has conducted in the case of these experiments. On the contrary, she has spoken out with great clearness. And while you have been busy making crops and growing livestock, your county agent has been studying experiments for you and accumulating information for you.

So when a group of you come together to discuss the purchase of fertilizer for a particular crop, he knows just what the land says it wants and about what relative yields it will offer you for certain applications of fertilizer. This knowledge in itself may save you several dollars a ton. Let us consider, for example, how many millions of dollars have been wasted by using as much potash per acre on red Piedmont and mountain soils as is needed in the sandy loams of our Coastal Plains. And this is only an extreme illustration of the losses we are likely to suffer when we fail to make our fertilizer fit the needs of a particular soil and crop.

In the matter of buying feeds, there will be perhaps even larger percentages of gain as a result of coming together, discussing feeding problems in an open meeting, and getting the combination of general scientific knowledge and local experience in feeding. There is hardly a farmer anywhere who hasn't a pretty definite idea about the right proportions for plant growth. Few farmers would put a lot of muriate of sulphate in the soil without considering whether they were not over-balancing the other elements. In the case of feedstuffs, however, many rations are shockingly out of balance and money is wasted in consequence. When you come together to buy feed-stuffs, you will not only buy whatever you need more economically, but you will avoid buying a lot of stuff you do not need.

And then seeds: I can imagine your coming up to order these and considering together the results of variety tests at your nearest branch experiment station. I can also imagine your taking time to consider the advantage of having all the farmers in a community or county grow just one variety of the standard crops. I can imagine the county agent getting you to make variety tests on your own farms that will be illuminating and informing.

All in all, it is plain, first, that the cooperative purchase of fertilizers, seeds, and feeds is justified by the general policies of the commercial world; these are the really "raw" materials that should be treated as such. And there are always marked savings when

ever any commodities are bought by the carload or in other large quantities. A third great advantage is that if farmers come together to buy fertilizer, seeds, and feeds, they will get the combined intelligence of the entire group, including the special guidance of the county agent or agricultural teacher and this will mean saving much money that might otherwise be spent for wrong formulas or varieties.

And yet another marked advantage that I do not now have time to discuss is found in the fact that cooperation in buying fertilizers, seeds, and feeds will give farmers training in business methods as well as in agricultural science and that out of such activities the farmers will develop business acumen and class leaders who will help them in yet greater endeavors in the year to come.

WINTER QUARTER TO OPEN AT CULLOWHEE STATE NORMAL WITH REGISTRATION DEC. 13.

Registration for the winter quarter will be held at Cullowhee State Normal on December 13th. Several students have sent in their reservation for this quarter and it is believed that at least thirty new students will enter. A few will leave at the close of the fall quarter, most of those completing their work for graduation at that time. Last winter quarter there were 171 students enrolled in the Normal while this winter an increase of at least twenty-five per cent is the outlook. At the present time 195 students are registered in the Cullowhee State Normal, being an increase of a little more than twenty-one per cent over the enrollment of the fall quarter last year.

FROM HOT SPRINGS

Mr. and Mrs. Buquo and son Morris of Black Mountain were in Hot Springs Tuesday.

Mr. and Mrs. J. D. Hensley of Belmont, N. C., spent several days in town last week.

Mr. M. M. Kirkpatrick, of Crabtree, N. C., was in town Friday.

Mr. and Mrs. I. H. Garenfio and sons, Frank and Hal, and grandson J. R. Jr., left Sunday morning for a motor trip to Mississippi to visit several of the former's children.

Mrs. Gordon Conley went to Knoxville, Tenn., Saturday and spent the week end with her grandparents.

Miss Louise Beard spent the week end with her parents in Tennessee.

Messrs W. T. Davis and Chas. G. Parris attended the Shriners meeting in Knoxville, Tenn., Monday.

Mrs. Lottie Coward of Marshall was in town Monday.

Miss Margaret Lippard returned to school at Montreat, N. C., Monday after spending several days with her homefolks.

Mr. Jack Roberson and daughter, Mrs. Rice and her son all motored to Hot Springs Sunday afternoon and spent several hours with Miss Mary Roberson.

Mr. and Mrs. Lon Brooks attended the funeral Sunday of Mrs. Brooks' mother, Mrs. Landers, of near White Rock.

Mr. and Mrs. Chas. Smith and son, of Fonde, Ky., spent the week end with his sister, Mrs. Chas. Parris.

Mesdames Husley and Grubbs spent Thursday in Asheville shopping.

The Ladies Aid met Tuesday afternoon with Mrs. N. J. Lance. A very interesting meeting was held and nice refreshments were served by the hostess.

The Ladies Aid wish to thank every one that helped to make their supper a success on the night of the 6th. Quite a nice sum was realized.

Twenty-six students and one teacher of Dorland Bell school had their tonsils removed last week.

Miss Nola Gentry of Spring Creek who was operated on last week for appendicitis in Asheville is getting along very nicely.

Mr. Grover Long of Greenville, Tenn., was in town Tuesday.

Mr. Church and Mr. O. W. Grubbs are in Bristol, Va.-Tenn., on business for a few days.

Mrs. Ira Plemons and Mr. and Mrs. Sumsell motored to Newport, Tenn. Tuesday.

Mrs. Jared and Mrs. Kimberly went to Asheville Tuesday.

Mr. and Mrs. Gaby of Erwin, Tenn., motored to Hot Springs Tuesday and spent the day with her parents, Mr. and Mrs. T. B. Ruffy.

GRAPE VINE

Last Saturday and Sunday were our regular meeting days. Our pastor, Rev. Thomas J. Easton, filled his regular appointment and preached a wonderful sermon both Saturday and Sunday.

We were glad to have Rev. S. M. Ballard with us again Saturday and Sunday.

Rev. Mr. Hicks was with us again Sunday afternoon and preached a wonderful sermon on the subject of second Mile living. He will be back again the second Sunday in December.

There will be a special call meeting of the church of Grape Vine on Saturday, November 23 at 2:30 P. M. Every member is urged to lay down your work and come out to this meeting regardless of where you live or what you are doing. There is some very important business to transact in this meeting. Rev. Sherman Ballard will be with us and will preach for us. Don't forget the date—Saturday, November 23, at 2:30 P. M., and don't forget to COME.

A girl isn't necessarily third because she jumps at conclusions. Confidence is seldom lost, but it is often easily regained.



Storms Come HAVE MONEY!

Life's storms break without WARNING! Are YOU prepared?

Start Saving Regularly NOW. We invite YOUR Banking Business.

NORTH CAROLINA STATE DEPOSITORY THE BANK OF FRENCH BROAD "Home of The Thrifty" Marshall, North Carolina

DID YOU EVER STOP TO THINK?

By Edson R. Waite, Shawnee, Oklahoma.

That business concerns who in sales of well advertised products prove their worth. Anything worth selling is interesting fact by advertising. Worth advertising. Truthful advertising is an honest service to the public.

AT YOUR WORK

Handle the hardest jobs first each day. Easy ones are child's play. Do not be afraid of criticism—criticize yourself often. Be glad and rejoice in the other fellow's success—study his methods. Do not be misled by dials. Acid ruins the finest fabrics. Be enthusiastic—it is contagious. Do not have the notion that success means simple money-making. Be fair, and do at least one decent act every day in the year. Have the confidence in yourself, and make yourself fit. Harmonize your work. Let sunshine radiate and penetrate.

That advertising tells the story of a business. It is the service by which the public can judge a business.

That advertising is a presentation of what a business concern has to sell.

That persistent advertising means quicker, easier and larger sales.

That well advertised products are always of superior quality.

That persistent advertising is a guarantee of quality.

That the wonderful growth

To the first half-million new Ford owners



TO THE half-million men and women who have received new Fords in the last eleven months, there is no need to dwell on the performance of the car.

You have tested its speed on the open road. In traffic you have noted its quick acceleration and the safety of its brakes. You know how it climbs the hills. On long trips and over rough stretches you have come to appreciate its easy-riding comfort. Continuous driving has proved its economy of operation and low cost of up-keep.

This is an invitation to you to take full advantage of the service facilities of the Ford dealer organization so that you may continue to enjoy many thousands of miles of carefree, economical motoring.

The point is this. You have a great car in the new Ford. It is simple in design, constructed of the best materials and machined with unusual accuracy. It is so well made, in fact, that it requires only a minimum of trouble and expense. That is the true meaning of Ford Service.

attention. Yet that doesn't mean it should be neglected. Like every other fine piece of machinery, it will serve you better and longer if given proper care.

One of the best ways to do this is to take your car to the Ford dealer every 500 miles for oiling and greasing and a checking-up of the little things that have such a great bearing on long life and continuously good performance.

Such an inspection may mean a great deal to your car. To you it means thousands upon thousands of miles of motoring without a care—without ever lifting the hood.

Ford dealers everywhere have been specially trained and equipped to service the new Ford. You will find them prompt and reliable in their work, fair in their charges, and sincerely eager to help you get the greatest possible use from your car for the longest period at a minimum of trouble and expense. That is the true meaning of Ford Service.

FORD MOTOR COMPANY



Everywhere they say "the New Buick is unrivaled in performance"

Motorists everywhere are turning to the Silver Anniversary Buick with an enthusiasm never before accorded any automobile. Why? ... Superlative beauty and style, matchless comfort, and utterly new and unequalled performance.

The Silver Anniversary Buick

Webb Motor Company, Asheville, N. C.