



The Obligations of

LEADERSHIP

★ Leadership has its rewards. But it has its obligations and its responsibilities too. Whether you are a Captain leading your men or a fertilizer manufacturer in the first rank of your industry, you will not keep your position for long unless you are ready and willing to assume the obligations that your position entails.

No one is more conscious of these facts than Smith-Douglass. In the making of tobacco fertilizers, Smith-Douglass has attained a reputation and position second to none. That reputation and that position were NOT attained by making fertilizers "just like" or merely "just as good as" the other fellow, but by making fertilizers that were BETTER. You'll never make anything BETTER if you make it just as everyone else does.

★ Smith-Douglass fertilizers are DIFFERENT. They always have been DIFFERENT.

And we expect to keep on making them DIFFERENT.

★ Smith-Douglass has blazed a trail in the making of tobacco fertilizers that produce more pounds to the acre and mean more dollars when the crop is sold.

★ We are convinced that tobacco farmers want that kind of fertilizer for their tobacco crops. We feel that is one of the obligations of leadership to continue making that kind of tobacco fertilizer for you.

★ Yes, Smith-Douglass fertilizers are DIFFERENT. They could never have attained their reputation in any other way.



Smith-Douglass Company, Inc.

S-D Stands for Smith-Douglass and a Square Deal