

# AGRICULTURAL NEWS

## INTEREST TO POLK COUNTY FARMERS

### Gathered Here and There Which Has a Local Angle That Makes it Worth the Progressive Farmers Attention

Edited By "A Dirt Farmer"

see the visions which I caught sixty years ago and have practiced ever since; Polk County agriculture today would have been advanced many years beyond where we are. I am happy to know that a few have caught a real vision and I believe will follow the light until there will be a new earth and a new heaven in Polk County.

One of our best farmers came in to the office today, and frankly said "Mr. Sams, I once thought I was a good farmer, but I have just learned that I know nothing about farming." When a good farmer (?) comes to that conclusion, and opens his or her mind and heart for information, it will not be long until something in the way of real sure enough farming will be going on in that community. So let us all open up to the fact that none of us know any too much, and strive in every way possible to adopt the best methods we can find out and pass every thing worth while we learn on to our neighbor.

Respectfully,  
J. R. Sams,  
County Agent.

#### A Hint To Polk County Farmers

Last week I passed through every township in Polk County. I have been asked often which is the best township in the county, and invariably answer that one township is best for one thing and another township would be better for something else. Any one of them is good enough for any one to live in, if properly treated. None of them will be a good place for coming generations to live in if not treated better than some parts of the county is now being treated.

It is actually painful to drive along the highways and look across beautiful fields of waving grain, corn and cotton and see just as beautiful sections of land all marred with bare gullies, washed out to such a depth that a horse could not cross them. There are some mighty good men in Polk County who are doing some real good "tractor farming" who are still keeping a lot of these miserable scars caused by bad treatment in days that are passed and gone forever and I for one am glad they are gone.

It is not a question who is to

blame that these gullies were made, but the question now is, who is to be blamed that modern methods are not used to rid all farms of them at the earliest possible moment. These gullies can be stopped so easily and so quickly when one decides to do so, that it will make any farmer ashamed of himself when he does get rid of them that he had not done so long years before. When a farmer becomes convinced in his own mind that washed away, worn out lands on his farm is a kind of agricultural scandal, it won't be long till he or she will get busy and heal them. Just apply a little brush and sow a little Japan Clover and Redtop grass seed in them and see what will happen.

Farmers of Polk County! Let's get busy and reclaim every hillside that has gullies on them, and make our county a garden spot as it was when God created the earth and gave it to man. Now I have a little farm in Polk County. It had some gullies when I bought it. Two years ago I had them filled. Two years from this time it shall not have a single gully on it. Now who will join my No Gully Club?

Respectfully,  
J. R. Sams,  
County Agent.

#### COSTS 53 CENTS TO LEAVE TOM MANURE IN BARNYARD

The farmer who allows stable manure to accumulate in his barnyard gets taxed 53 cents for every ton according to figures of the University of Ohio, which has just completed a 21-year test. Measured by the average value of crop increase, the Ohio investigators found one ton of yard manure worth \$2.92; a ton of stall manure \$3.45. Whether your farm is located in the South of cotton and tobacco fame, on northern dairy farms, in the commercial vegetable or fruit areas, or the Corn Belt, the same rule holds true. Install a litter carrier to carry out the stable manure and dump it on a spreader, which can be hauled to the field at any time of the year. It will pay big returns.

#### CASTOR OIL CAKE SOMETHING "NICE"

From candy, cake and other "goodies" to that cloying stuff called castor oil, is the usual route which Little Johnny and Mary take when their "tummies" have been on a spree of too rich foods.

Everybody knows what Johnny and Mary think of castor oil. Nice folks don't repeat their thoughts, even.

Here's a method however, that takes the curse from castor oil. It is a recipe for health bread, received by the North and South Carolina Public Utility Information Bureau, from the American Gas Association. And although each loaf contains a half cup of castor oil the originator of the recipe challenges anyone to detect the taste of the oil. Here is the recipe.

1 pt. white or common bread flour  
1 pt. graham flour

- 1 tsp. baking powder
- 1 tsp. baking soda,
- 2 tsp. ground ginger
- 1 tsp. ground cinnamon,
- 2 tsp salt

Mix the foregoing ingredients together and put through a sieve.  
1-2 cup dark brown sugar.  
2 eggs,  
1-2 cup castor oil

Mix the above ingredients together. Then add the sifted ingredients, and with them a large cup of seeded raisins that have been floured.

Stir in gradually one cup of water. Make a stiff batter. Bake in a slow oven 40 to 45 minutes. This recipe makes a ten-inch square loaf.

#### CLEAN-UP CALLS FOR WATER SUPPLY

A farm home without a pure water supply of abundance and accessibility to both home and farm stock is out of date and so seriously handicapped that it needs immediate attention.

Only one farm in each ten has running water in the home, and in many states the proportion is far higher. There is no mystery about a drilled well, a spring or the wind-

mill, gas engine or motor to furnish running water. Your state college will gladly assist you in getting the kind of system you need, bulletins and blue prints being available for free distribution. Your local dealer well digger or plumber will then put in quickly and efficiently the system wanted.

#### A SUGGESTION

Old newspapers are always interesting. Kept in order of issue, they make a history book. They record markets and the events of a community.

The home paper is a good neighbor. Gives service at low cost. Hands bouquets to you when you die, even though your subscription is past due.

Why not make a rule of filing your home paper. Keep it in your family. From sire to son let the rule run. It will be handy reference. Value will increase with age. After while your heirs will fight for it.

Also keep a diary. It is a private history of your own home, family, money matters, weather, sales, reunions, trips, meetings attended, etc. A diary is a mighty handy refer-

ence. Takes but little time. Special diary books are sold. They are arranged to make the work easy. Appoint one of the children each week or month to make the record. When did you plant corn, potatoes, etc., last year? Why did you wheat, oats or barley? When did you harvest? Good business farmers make wages keeping a diary. Why not you?

#### Home Economics Department Co-ored Schools

Since publishing the report last week furnished by E. J. Hayes, Principal of Tryon Colored School, the following contributions have been made: Dr. Earle Grady, \$5.00; Supt. E. W. S. Cobb, \$7.50; This sum added to \$36.75 previously reported, makes the total raised, \$44.25. The total expenses, \$451.07, leaves a deficit of \$6.82.

## The BULL'S EYE

Editor and General Manager WILL ROGERS



Another "Bull" Durham advertisement by Will Rogers, Ziegfeld Folies and screen star, and leading American humorist. More coming. Watch for them.

### What Good Does It Do You to Know Something?

Advertisements in all Papers and Magazines are all trying to appeal to the intelligent. Now this one is for the great majority. Reliable authority, in fact it was the Draft Boards during the War, figured out that the intelligence of the average Adult of this Country was that of a 13 year old Child. (Now that is giving us the best—because a 13 year old Child is about the smartest thing we have in this Country), but the 13 year old Child they referred to was one who had been raised on the milk of human Kindness (which is mostly Water) and weaned on a Hard Boiled Egg. You know the smarter the Man the more dissatisfied he is, so cheer up, let us be happy in our ignorance. What do we care how little we know if we get what we want? "Bull" Durham needs no Literacy Test, it is with minority in quality, and with the majority in usage.

Will Rogers

P. S. This last sentence is all that saved the last.

P. P. S. There will be another piece here two weeks from now. Look for it.

**SIXTY-FIVE YEARS AGO!**  
In 1860 a blend of tobacco was born—"Bull" Durham. On quality alone it has won recognition wherever tobacco is known. It still offers the public this—more flavor, more enjoyment and a lot more money left at the end of a week's smoking.

**TWO BAGS for 15 cents 100 cigarettes for 15 cents**



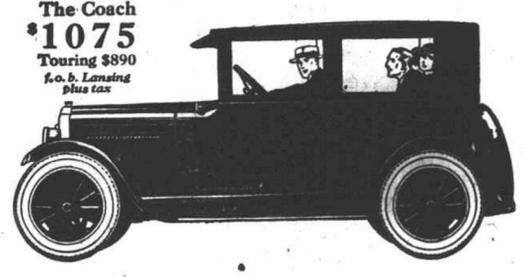
## "BULL" DURHAM

Guaranteed by The American Tobacco Co. 111 Fifth Avenue, New York City

## Buyers Everywhere Are Sold On The Oldsmobile Coach

As one buyer said:—"this coach is an aristocrat in looks, a thoroughbred in performance, and the price—well, the price is certainly a pleasant surprise."

You see more and more of your friends driving this beautiful car every day. Buy yours now!



The Coach  
\$1075  
Touring \$890  
f.o.b. Lansing  
plus tax

G. R. LITTLE, Agent  
Savannah, N. C.

## OLDSMOBILE Six

PRODUCT OF GENERAL MOTORS

### Engineering Service



"We don't do it All, but we do the Best"

**Garrett & Son**  
Plumbing and Heating  
Telephone 707 Spartanburg, S. C. 124 S. Church St

## You Can Enjoy This Purse Protection

**SHAKESPEARE** wrote the greatest of all advertising truths when through his character of Cassio he said: "Good name in man or woman, dear my lord, is the immediate jewel of the soul."

The greatest properties in the world have been built on the foundation of good name. Reputation and honor bring more interest than any capital that can be invested in business. More important still, they form an absolute guarantee for the Buyer.

There are single words, single names, that today are worth untold millions of dollars. Sheffield suggests cutlery of quality. Dresden brings chinaware to mind. Venice visualizes glassware, Nottingham pictures laces, and Paris—well, Paris fashions have become an international by-word.

These are the names of cities whose workmen have built character by living up to reputation.

Does any man question Gobelin tapestry, the Damascus blade, the violin of Cremona, or of more recent times, the product of Tiffany?

Business men and private individuals interested in the value to them of the art of advertising will do well to remember these facts. They were brought out forcefully in a speech delivered recently in Atlantic City by Earl D. Babst. Mr. Babst explained that reputations of value attach to localities as much as to individuals and corporations.

"The greatest asset in the world is good will," said Mr. Babst.

"Good will, in the simple terms of American business, is 'good reputation.'"

The average citizen who buys, but does not manufacture or advertise, may say: "Advertising is all very well for the SELLER. It makes HIM known, it makes HIM rich, it increases HIS business. But what good does advertising do ME?"

Advertising is more valuable even to the buyer than to the seller. For in a business established by advertising that has cost millions a business has established a NAME worth more than all its factories, machinery and money, and it MUST PROTECT THAT NAME.

The only way to protect a NAME is to protect the PROD-

UCT, by keeping up its QUALITY, by making good THE PROMISES of the ADVERTISING, by doing nothing to injure the chief asset, which is GOOD REPUTATION, GOOD WILL.

A man owning factories or other buildings will not set fire to them and burn them down if he can help it—especially if they are not insured.

The good will, the reputation back of a name, is a property that CANNOT BE INSURED. The good will of the public is the only insurance.

Having built up such a name, it must be KEPT UP. To let it fall, to deceive the public, to diminish quality for the sake of extra temporary profit, is as foolish and destructive as it would be to set fire to uninsured buildings.

ONCE TORN DOWN, A NAME CANNOT BE BUILT AGAIN.

Buyers protect themselves when they learn to test the promises and the fulfillments of advertisers, the value of a NAME ON A PACKAGE or a product of any kind.

A buyer has in his power constantly the standing, the life or death of any advertised product. Once the BUYER abandons it, it is gone.

Buyers should know, and many manufacturers, business men of good character with good products should know, more than they do know about advertising power, its meaning, its value to the producer AND MUCH GREATER VALUE TO THE CONSUMER.

There are advertised articles in which amounts as great as fifty millions and more have been invested, MERELY TO BUILD UP THE NAME. It is not likely that the owner of such a name, with his millions invested in it, would for the sake of temporary profit jeopardize the great capital that the name represents.

The business man who has not learned what advertising can do for him, locally and nationally, might write to Earl D. Babst, No. 117 Wall Street, New York City, for a copy of his speech.

### THE SOUTHERN SERVES THE SOUTH

## Whose interest in the Southern is greatest?

We who are devoting our lives in the service of this railroad like to call it ours.

The investors who have put their faith and money into it to make it an efficient transportation machine—they speak of it as theirs.

And you who travel on it, whose goods it carries, and whose business depends on its regular service day in and day out—are you not entitled to call it yours?

We all have a feeling of pride and proprietorship in the Southern, and it is through the cooperative efforts of all of us that it has come to be the great railway system that it is.

This spirit will build a greater Southern to serve a greater South.



SOUTHERN RAILWAY SYSTEM