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Why Not Buy Your Fertilizer At Home?

Right here in Shelby, at the Southern Cotton Oil Company, you can buy just as good, and better fertilizer than you can purchase elsewhere, and in many brands use your own product—Cotton Seed Meal.

Why not buy at home, make more per acre, help yourself, help a home industry, and at the same time build Cleveland county into the greatest in the South.

FEED MORE COTTON SEED MEAL AND HULLS AND RAISE THE PRICE OF COTTON SEED

Do you know that considering the feed value, you pay twice as much for your feed when you buy Western feeds instead of Cotton Seed Meal and Hulls?

MAKE MONEY—USE YOUR OWN PRODUCT

Why worry about the corn famine when the farmers and cotton oil mills of the South produce two and one half tons of Cotton Seed Meal, which as a feed supply IS BETTER than corn, in many respects, and MUCH CHEAPER. By this use of the surplus meal you raise the price of your seed. Farmers of the South do not appreciate the feed value of Cotton Seed Meal. The state of Connecticut consumes more Cotton Seed Meal than Mississippi. There must be a reason—There is. Even just one pound of Cotton Seed Meal fed daily to your horses and mules adds to the working value, and at the same time makes away with the surplus cotton seed meal and by so doing raises the price for seed. Kill two birds with one stone: Feed your stock better by using Cotton Seed Meal, and by so doing get more for your seed.

When You Buy Fertilizer | When You're Looking For
See The | the Best in Feed Visit

RECEIVERS OF

The Southern Cotton Oil Company

Buying Headquarters for the Farmer.

J. FRANK JENKINS, Mgr.

TIME TO QUIT TRADING DOLLARS

HASTINGS DECLARES THAT PRESENT SOUTHERN FARM SYSTEM GETS US NOWHERE

Atlanta, Ga.—(Special.)—“It's time for every Southern farmer who clings to the old, or nearly all, cotton idea to do a lot of straight thinking before he pitches his 1925 crop. Most of our cotton farmers are trading dollars and losing at that three years out of four,” said H. C. Hastings, leading agricultural authority and Chairman of the Farm and Marketing Bureau of the Atlanta Chamber of Commerce.

“For the past two years Providence has stepped in and saved us from the results of our own folly. In 1923 we planted thirty-nine million acres of cotton; in 1924 forty million acres. In each of these years there was acreage enough to have made, with even fair season conditions, sixteen to eight, ten million bales and a ten-cent price or less with the inevitable farm smash that such price would bring.”

“I am no alarmist, but the present tendency, the intent to plant the whole face of the earth in cotton this spring that is so evident gives me grave concern. If the boll weevil or drought don't cut the 1925 crop, starvation low prices will get the cotton grower. The situation looks just as hazardous to me as in 1920, unless the craze for increased cotton acreage can be headed off somehow.

Growing cotton and buying bread, meat and grain is simply trading dollars, or worse. It never is profitable. Most years it's a losing game. There is only one way to safeguard 1925. Plan for and plant enough food, grain and forage acres to insure your family and live stock full food supply without buying from store or feed dealer. In this don't forget that a good big home garden is a wonderful food source. With food and live stock amply provided for, a good living is insured, regardless of cotton prices.”

IMPORTANCE OF THE COTTON INDUSTRY

(Continued from first page.)

India's production has increased during the last decade, but home consumption has also increased. For these reasons India may not be expected to increase her production of export cotton for some time to come.

United States is the greatest cotton producing country in the world and it is to this country that the world looks for a supply of commercial cotton. Southern United States produces from sixty to sixty-five per cent of the world's production, thus, it will be seen that the cotton farmer of the South produces a very large percentage of one of the world's most essential and useful commodities. Truly, the Southern planter has rendered the world a notable service in being able to supply the ever-increasing demand for cotton. It has not been easy to perform this task. He has been able to render this service only by the toil of his hand, the sweat of his brow and the application of scientific cultural methods to his soil. Every crop of cotton planted he risks the hazards of an unknown season, which are never the same from year to year; he risks the hazards of insect depredation and last but not the least, he risks the bear raids on a speculative market. He should not have to endure the hazards of a speculative market. He shares the wealth created by cotton with thousands of unnecessary agents and speculators that intervene between the field and factory, but none of them share with him the hazards of production.

The speculative system of marketing cotton, as we know it today, has been developed out of a hundred and twenty-seven years of practical experience, and to the buyers of all descriptions, such as scabbers, merchants, exporters and speculators, it is a very satisfactory system. But to the producer it is a very complex and expensive one that has never yielded an adequate compensation for the toil required, hazards risked and service rendered.

Marketing. If the speculative system of marketing cotton is satisfactory and profitable as it has been to the buyers and speculators, who own and control the system, it stands to reason that it will never be changed except by the growers to whom this method has never been satisfactory or profitable. Therefore, the task of establishing a better marketing system devolves upon the grower and many thousands of them over the South have heartily accepted this task and are seriously engaged in building up what is known as the Co-operative Marketing system, which in the opinion of some of the best minds in the whole country, is the most hopeful movement ever evolved for the financial protection of the grower against the hazards of speculation.

These two systems, the speculative and the co-operative, are now in the throes of the greatest struggle for the control of the marketing phase of the cotton industry that has ever been experienced. Every grower should make a serious effort to inform himself and lend his support to the system dictated by his best interest.

Weak Nervous

“I was weak and nervous and run-down,” writes Mrs. Edith Sellers, of 466 N. 21st St., East St. Louis, Ill. “I couldn't sleep nights, I was so restless. I felt tired and not in condition to do my work. I would have such pains in my stomach that I was afraid I would get down in bed. . . My mother came to see me and suggested that I use

CARDUI

The Woman's Tonic

I felt better after my first bottle. I had a better appetite. It seemed to strengthen and build me up. I am so glad to recommend Cardui for what it did for me. I haven't needed any medicine since I took Cardui, and I am feeling fine.”

Nervousness, restlessness, sleeplessness—these symptoms so often are the result of a weak, run-down condition, and may develop more seriously if not treated in time.

If you are nervous and run-down, or suffering from some womanly weakness, take Cardui.

Sold everywhere. E-105

Time to Plant

and the best varieties for each purpose is told in the 1925 Catalog Wood's Seeds

EVERY DAY—

SOME GRIEF STRICKEN WOMAN COMES IN OUR PLANT WITH A DRESS THAT SHE HAS USED SOME SO-CALLED SPOT REMOVER ON.

EVERY TIME A STAIN OR SPOT IS TAMPERED WITH, IT MAKES IT THAT MUCH HARDER FOR THE CLEANER TO REMOVE.

“DON'T EXPERIMENT.”

LET US DO THE WORRYING FOR YOU.

Whiteway Dry Cleaning Co., PHONE 105, N. LaFayette Street.

CO-OP MARKET OF FARM PRODUCTS FORWARD STEP

(Continued from first page.)

and other essential features. It is evident that they must be binding contracts. This fundamental principle is not confined to cooperative selling associations. It applies to all modern business undertakings. If men entering into agreement to do or not to do a certain particular thing, which is all that a contract is, were permitted to violate their solemn promises, at will, orderly conduct of ordinary business affairs would be impossible. Confidence would be broken down, and without confidence there could be no stability. Destroy confidence and stability, and you destroy all business.

Contracts become mere scraps of paper if they are not enforced. Checks on a bank would be worth nothing unless there are funds to meet them when they are presented for payment and they are accepted. In ordinary business relations, checks are treated in the same way as money, but it is because of the reasonable assurance that those signing them will keep their solemn obligation.

Sacredness of contract, then, is not peculiar to cooperative marketing associations. It holds for all business. It is to the everlasting credit of the farmers that they have given the lie once for all to the slanderous charge that they will not keep their obligations.

The courts of every state, wherever the validity of the contract has been brought before a judge, have held, without exception, that the agreements made by growers to market their own products are fair, reasonable, just and legal. It has been uniformly held that farmers have the same right to make contracts that anybody else has, and that it is not special privilege to permit him to organize for the orderly sale of his cotton.

Compliance with the contract by members of the cooperative associations, however, is the negative side of the proposition. There ought never to be any question about it. There will not be in the future. It will be taken for granted that when a grower of cotton signs a contract of membership, he is going to live up to that contract. But that is not enough.

In order to grow and prosper, the cooperative associations must have the active, positive, loyal support of the members. They must do more than keep their contracts. They must put their shoulder to the wheel and make the associations live, living, breathing organizations. They must meet with other members and thrash out with them the many problems that must be solved before the cooperative associations can achieve their highest and best success.

Pooling is one of the most important features of the operation of cooperative marketing. Pooling is on the basis of determined periods of time for products of continuous production type and for a year on annual crops. Pooling means that the cotton of each member of identical grade and class of cotton of other members is pooled or mingled for the purpose of sale, and payment is made on the basis of the quantity and quality delivered. Thus each producer receives the average price secured by the association for the grade or quality of cotton he delivered, his share of the proceeds of each pool being determined by the proportion his product in that pool bears to the total amount of that pool. This system automatically pays a premium for the production of a superior quality. Under the old individual system the producer was unable to secure a premium for producing a superior quality for the reason that the amount of his production was too small to command attention. Under the pooling system of the cooperative marketing association a small amount of high grade products from other members, thus forming a large enough lot of the same quality to command attention and to secure its actual value.

Cotton after being delivered to the association is stored in government licensed and bonded warehouses. It is then graded and classed by expert graders according to the government standards. One of the outstanding features of the North Carolina Association is its grading and classing department.

There are some definite advantages of the cooperative marketing system to the producer of cotton. The farmer secures fair and accurate grading of his cotton by experts. Very few farmers are able to grade for themselves, and this is one of the greatest leakages of the farm profits. His product is sold for him by experts employed to serve him, and these experts know just as much about the value of the product as the men who buy. His cotton is properly stored and insured to avoid damage of any character in the period between production and sale. His income is put on a year-round basis, and last, but not least, he is conducting his own business in a business-like manner.

In the beginning of the cooperative marketing movement the question of finance was possibly the biggest problem. The associations have no capital stock and money has to be secured to make advances to farmer-members. Now, after a fair trial, and with results already achieved, the problem is not so hard to solve. Bankers in the north as well as bankers in the south have given their endorsement to the cooperative market-

CLEVELAND COUNTY FAIR SCENE



BOOTH OF COTTON GROWERS ASS'N.

ing plan in all of the cotton states. Efficient management goes far towards demonstrating to lending institutions the stability of the organization. This efficient management is an absolute necessity. The banks realize that their interests are protected, and they are seeing in the movement an opportunity to render a great and much needed public service. They further know that the fact that all cotton handled by the association is properly warehoused adds to the protection of the crop mortgage. Government figures show that the country damage on non-warehoused cotton amounts to oftentimes more than \$5 a bale throughout the south. This waste is stopped when a farmer joins the cotton marketing association, and it means the saving of millions of dollars. Business men believe in the cooperative marketing of cotton, because the volume of business will be constant. The distribution of the cotton crop money will be more complete and more cash business and less long-time credit results. There are fewer bad accounts and the business man can sell his goods for less. The cooperative marketing of cotton creates greater buying power on the part of the farmer, and this means greater prosperity to the community. By putting more money into the hands of the cotton farmer and over-seeing the buying power of more than one half of the people in the south is enlarged and a greater demand thus created for the service and products for the rest of the people.

The North Carolina Cotton Growers Association makes a set advance to its members upon delivery of the cotton. This advance is made by draft, and the amount depends upon the market value of the product at the time of delivery. As rapidly as possible sales are made and additional distributions go to the membership. At the end of the season when the entire crop has been sold a final settlement is made, in which all of the money remaining to the credit of the pool in which the cotton has been put, less the proportionate amount necessary to pay operating expenses and deduction for reserve, is paid to the members.

The first cotton growers cooperative association was organized in Oklahoma in the spring of 1921. The Arizona Pima cotton growers organized a few months later, as did also the Texas farmers. At the present time—1924—twelve Southern States sell cotton cooperatively. These states are North Carolina, South Carolina, Georgia, Alabama, Arkansas, Arizona, Texas, Oklahoma, Mississippi, Missouri, Tennessee and Louisiana. The combined membership in these twelve associations is approximately 300,000.

All these state associations work in complete harmony with North Carolina through the American Cotton Growers Exchange. Through this means of organization all state associations are placed on an equal footing and can present a solid front to those interests that might be disposed to play one state against another to their disadvantage. The American Cotton Growers Exchange has sales offices in all the leading European markets and in Japan.

These 300,000 American cotton farmers, through organization, were able last season, for the first time in history, to have a nominating place on the market.

The North Carolina Cotton Growers Cooperative Association is a North Carolina corporation, composed of over 35,000 Tar Heel cotton farmers from 47 cotton growing counties in the state. Its purpose is to market the cotton produced by its members in a business-like manner, securing, as far as possible, a fair return for honest labor in the cotton fields. The Association is purely cooperative, being a non-capital, a non-profit organization, in which each and every member has one, and only one, vote.

The association dates its beginning to January, 1921, when a mass meeting was held and an organization determined upon. The proper committees appointed and the movement was gotten under way. One year later the necessary number of contracts had been secured and the organization had been perfected. Not in time to handle the crop of 1921-22, but in time to begin business with the crop in the fall of 1922. The North Carolina Cot-

ton Growers Cooperative Association is now at the beginning of its third year's actual service, and its membership has passed the 35,000 mark. The central office of the North Carolina Cotton Growers Cooperative Association is located at Raleigh. The direct executive head of the association office is the general manager who is selected by the Board of Directors. Under his supervision comes, of course, all of the business headquarters and especially does he give his personal attention to the Field Service Department, the Sales Department, Grading and Classing Department, and the Publicity Department. Each of these departments or divisions is under a department head who reports direct to the General Manager. The general office, including the accounting, shipping, financing and mailing, comes directly under the supervision of the Secretary-Treasurer, elected by the board of directors and the assistant secretary is directly in charge of the accounting, shipping and mailing. The financing of the crop is a very important feature and arrangements for securing the necessary funds must be made by the Secretary-Treasurer.

The Accounting Department keeps the records of every bale shipped by every member with the weight and grade and the amounts advanced and at the end of the season makes a final statement on all cotton for each member. The Field Service Department aids the grower in increasing the membership, supervises the organization of local and county units, looks after the deliveries, keeps the general office informed as to the needs and desires of its grower, and in many other ways helps the growers to improve their products and make farming pay in every way.

Co-Op Association Given A Big Boost

News and Observer. Four score county farm agents got first hand information about cooperative marketing from its most prominent exponents in North Carolina at a banquet sponsored by the North Carolina Cotton Growers Cooperative Association at the Raleigh cafeteria Tuesday evening.

U. B. Blalock, general manager of the cotton association, marched a distinguished array of speakers before the agents beginning with I. O. Schaub, director of the agricultural extension service and winding up with Dr. Carl Taylor, professor of economics at State College and dean of its grammar department. It was in the nature of an old time love feast of leaders in the co-operative marketing movements in North Carolina.

High spots in the evening were reached by speeches by President E. C. Brooks, of State College; Dr. Clarence Poe, editor of the Progressive Farmer; Commissioner of agriculture William A. Graham; Dr. B. W. Kilgore, dean of the department of agriculture at State College; Mrs. Jane McKimmon, State home demonstration agent; Miss Susan Landon, in charge of community work for the cotton co-operatives; and Ashley E. Bink, secretary and treasurer of the Cotton Growers' association. Collectively and singly they extended the right hand of fellowship to the co-operatives and bade them Godspeed.

General Manager Blalock presented a report of the work of the association, introduced members of its board of directors, who were in Raleigh for their monthly meeting, and also introduced members of his official staff. He scored heavily with the gathering with a choice collection of the best jokes of the season.

The importance of improved distribution and better marketing of farm products was emphasized by the various speakers, all of whom praised the splendid work that is being done by the North Carolina cotton co-operatives, who have so far led the South in the development of cooperative marketing of cotton. The development of community units as a means of making possible improved distribution was stressed and the social benefits to be derived from such cooperation pointed out.

A retired British barber claims to have attended to the ex-kaiser. But it's of no use regretting lost opportunities now.—Punch.