

BASIC NEEDS OF THE SOUTHEAST

By GUY A. CARDWELL

In a commercial survey of the Southeast made a few years ago by the United States Department of Commerce a great deal of information was developed that should be kept in mind by those in control of the destiny of this splendid region of opportunity.

The following excerpts should vitally interest us, and should constantly guide us in our work to develop a self-consciousness that will lead to action in connection with the advancement of ideas that are so readily accepted as truths and about which so little is done:

"Throughout the Cotton Belt bankers and agricultural specialists brot attention to the lack of diversification, the dependence on one crop, the consequent uncertainty as to financial results and deterioration of the soil, and to the planting of low quality cotton. These disadvantages are recognized and many efforts are being made to improve the agricultural position of the farmers. The Department of Agriculture has summed up their recommendations after calling attention to the steady drift toward greater production of cotton at the sacrifice of diversified crops and of diminishing swine and dairy cattle raising. W. M. Jardine, Secretary of Agriculture said on October 22nd, 1926:

The South needs a permanent program of safe farming. Such a program is not a difficult one. Here are some elements in it.

1. Grow all the feed necessary for the livestock on the farm and ample food to keep the family. Have dependable grain crops. Have dependable grain crops. Have a summer and a winter garden. Keep enough cows, hogs, and poultry to supply the home needs and to furnish some products for sale.

2. Keep up the fertility of the soil. Cowpeas, vetch and soybeans should be grown for plowing under. Rye should be planted in the corn and cotton field to prevent winter washing and leaching.

These practices will take care of the land left available through the reduced cotton acreage. As to cotton itself, the need is fewer acres of cotton but more cotton to the acre. High-yielding quality cotton should be planted and cared for well. Many farmers today are producing two and three times the average yield of cotton by following approved methods of production and using varieties of high quality. This indicates the possibilities.

We can make southern farming safe and profitable by such a program of sound production, coupled with adequate marketing practices. The two necessarily go together.

It was strongly and generally held that the accomplishment of this change in the rural structure of the Southeast is difficult under the exist-

ing tenancy system, large scale holdings, and absentee ownership. Thus, in order to raise the entire per capita productivity and well-being of this region the consensus of opinion urged the necessity for schemes enabling ownership of the land by small, independent, progressive farmers.

It is further recognized that this step is difficult to achieve without making possible the discontinuance of long-time consumption credit, based on the mortgaging of crops and labor, which so long has operated to limit the accumulation of wealth by individuals working the soil, and, on the other hand, without establishing an adequate credit machinery to facilitate capital investment and the ownership of farms and homes. This goes to the root of the problem of every business group in the Southeast. They desire to see the region placed on a relatively cash basis from the standpoint of consumption, and a readjustment brought about that will permit general capital accumulation. Co-operative marketing, which presents many difficulties under the prevailing system of agriculture and tenancy, is emphasized as a step in the direction of such a readjustment."

NOTICE OF SALE

Under and by virtue of the Decree of his Honor, E. C. Dennis, Presiding Judge, dated the 8th day of March, 1930, in the case of Emma V. Bryant, Plaintiff, vs. Albert W. Bryant, et al., Defendants, I, J. O. Norton, Master of Horry County, will resell, at the risk of the former bidder, at public auction to the highest bidder before the Courthouse door, at Conway, S. C., during legal hours of sale, on sales-day in July, 1930, that being the 7th day of said month, those certain lands and premises described as follows, to wit:

All and singular that certain piece, parcel or tract of land lying, being and situate in the County of Horry and State of South Carolina and in Floyd's Township, and containing 50 acres, more or less, bounded as follows: On the North, by lands of J. L. Lewis, and lands known as "Jernigan Old Field" formerly owned by H. D. Elliott; on the East, by lands of M. B. Graham and J. W. Hill; on the South, by lands of I. P. Stroud; and on the West, by lands of J. T. Stroud. The same included in the "residue" of the estate of said S. D. Bryant, deceased, referred to in Item SIXTH of his Last Will and Testament and therein ordered to be sold for division.

Terms of sale cash; purchaser to pay for papers and revenue stamps. Conway, S. C., March 19, 1930.

J. O. NORTON,
Master for Horry County.
E. S. C. BAKER,
Plaintiff's Attorney.
6-19-30.

CHAPLIN TALKS ON POULTRY

Other Good Speakers for Poultry Short Course

Clemson College, June 14.—For the poultry short course to be held at Clemson College June 23 to 27, A. S. Chapin of Greenville, Tennessee, has been secured to lecture on standard breeds. Mr. Chapin is a licensed American Poultry Association judge and is proprietor of the Greenville Hatcheries. He was formerly extension poultry specialist of the University of Tennessee for several years before going into the hatchery business. He is therefore well qualified to speak on poultry matters from both theoretical and practical standpoints.

Dr. R. O. Feeley head of the Veterinary Division of the College, will discuss parasites. The regular college and extension poultry staff composed of Prof. C. L. Morgan, Miss Juanita Neely, P. H. Gooding, will discuss the various phases of production—feeding, breeding, incubation, brooding, culling, judging, and selection.

A number of persons have already signified their intention to attend this course. Wherever possible notice should be sent in advance to the Poultry Division by those who expect to attend.

ADVERTISING WILL MAKE ANY MERCHANT'S BUSINESS BETTER

Any merchant can increase his business by advertising if his advertising is fair and truthful and is backed by good merchandise, the right kind of service and modern merchandising methods.

Advertising will do wonders these days, but it will not do the impossible. It will not bring people and trade to an unattractive store with poorly arranged merchandise, indifferent clerks and neglected show windows. No amount of advertising will overcome this.

But given half a chance, good advertising, carefully written describing

in an interesting way the merchandise and the service the store has to offer will increase any merchant's business and increase his profits. There are hundreds and thousands

of examples over this country where business have been built up from nothing through the sheer power of advertising. It was not done in a few days or

by spasmodic advertising, but through constant, systematic, persistent, well prepared advertising backed by good goods, the right kind of service and modern merchandising methods.

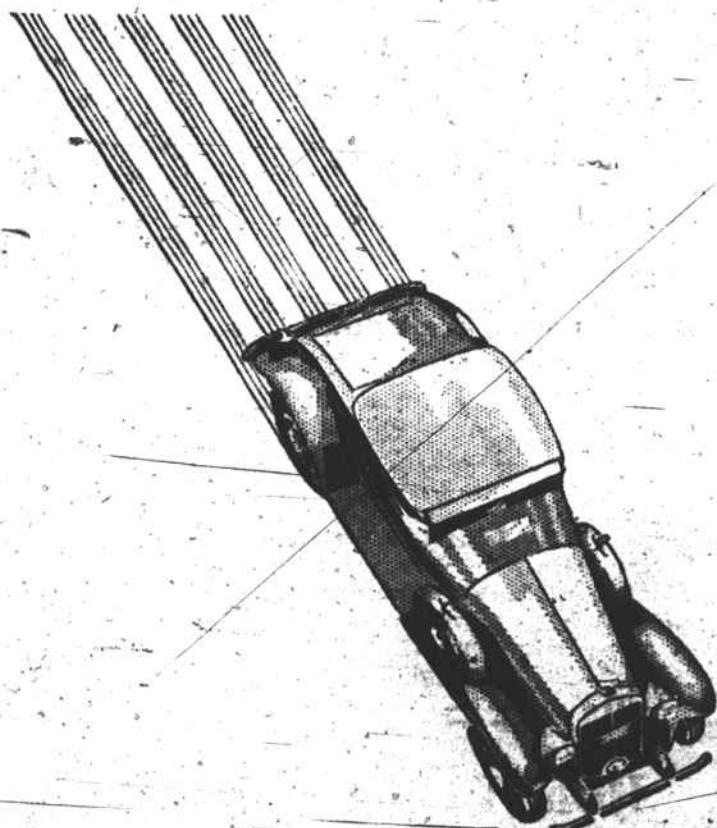
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Frigidaire is sold with a definite guarantee—backed by General Motors.

And still more important to you as a purchaser is the fact that year after year Frigidaire continues to give satisfaction—long after the guarantee has expired.

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PLYMOUTH DOES THAT **NOW**

SOME DAY every low-priced car may fix precision limits comparable with the care that is taken on high-priced cars. Chrysler-built to typical Chrysler-quality standards

PLYMOUTH DOES THAT **NOW**

SOME DAY every low-priced car may offer trouble-proof, self-equalizing, extra-powerful brakes. With its Chrysler-designed weatherproof hydraulics

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