

COTTON AT LOW PRICES
AND
SOLUBLE PACIFIC GUANO.

It has been said that planters cannot afford to use Guano when Cotton is at present low prices. We propose to show that its use can be dispensed with better when Cotton is 25 cents per lb. than when it brings 12½ cents.

The profit realized by the planter is exactly the difference between what his Cotton costs per lb. to raise it, and what it nets him in the market. The cost to the planter is governed entirely by the quantity of Cotton realized from the labor employed and paid for. In other words the cost is governed by the quantity produced per acre. The LABOR employed to cultivate one hundred acres in Cotton, that yields 25 bales, costs the planter precisely the same as though the 100 acres cultivated yielded 50 or 75 bales. If in one case the product be 25 bales and in another 50, the cost of the Cotton per pound is just double in the former to that of the latter. This is manifestly true.

It can be readily perceived, that while at a LOW price for Cotton, a profit could not be made with a product of only 25 bales from 100 acres, the same would be profitable at 25 to 30 cents per lb. It is equally plain, that, if 25 bales from 100 acres would pay a profit at 25 to 30 cents per lb., 50 bales from 100 acres would pay a profit at 12½ to 15 cents per lb. Hence if it be true that Soluble Pacific Guano, applied at the rate of 200 lbs. per acre, only doubles the crop, (it is shown by incontestible evidence that in average seasons 100 lbs. doubles the crop, and 200 lbs. increases it three-fold,) a planter can better dispense with its use when Cotton is 25 cents per lb. than when it is 12 to 15 cents.

Let us suppose a case illustrating the profit arising from the use of the Guano at say 12½ cents per lb. A and B are neighboring planters, each employ labor to plant and cultivate 100 acres, the labor in both cases costing the same:

A makes, without the use of Soluble Pacific Guano.....	25 bales, 500 lbs.	25 bales cotton, 500 lbs. each @ 12½c. 7½ lb.	\$1,562 50
B, with use of 200 lbs. Soluble Pacific Guano, per acre, makes.....	50 bales, 500 lbs.	50 bal's cotton, 500 lbs. each @ 12½c. 7½ lb.	\$3,125 00
Deduct cost of Guano, say 10 tons @ \$70.			700 00
			\$2,425 00

It will be seen that B realizes, at the low price of Cotton, \$3 dollars more from the labor employed than A, who did not apply Guano.

We have assumed in this calculation that 200 lb. only doubled the crop, while it will be seen by reference to numerous letters from planters, published in another column, that the actual increase resulting from this application the past season, which has been highly adverse to the favorable action of the Guano, has largely exceeded the above estimated result, in all cases where figures are given of exact results.

It is true, if Cotton were 20 cents per lb., the profit arising from the use of the Guano would be very much greater, and it cannot be assumed prices will continue so low as at present.

It is generally conceded that the present low price of Cotton is caused by the Franco-Prussian war. If this be true, the cause is temporary, and cannot, in the nature of things, continue to affect prices for another crop.

It is the policy of every planter to realize the largest products from the labor employed and the number of acres cultivated, hence, can he afford to dispense with an agency which, at a small comparative outlay, per acre, will render the labor employed and paid for, yield double and triple the results that would be obtained by the same labor without its use?

JOHN S. REESE & CO.

The Price of Soluble Pacific Guano FOR 1871.

In response to importunities from all parts of the Southern States for a reduction in the price of this Guano, caused by the prevailing low price of Cotton, the Pacific Guano Company has authorized as large a reduction on last year's price as can be afforded. It must be remembered by planters that the market price of Cotton in no way affects the cost of this Guano. This reduction can only be made by reason of increased facilities for production, and the general policy of the Company to be content with small profits, and look to large sales for a fair return upon capital invested.

We trust the reduction in price will prove satisfactory to planters. We cannot make competition in price with many fertilizers put upon the market, and planters should keep in mind, that, that which is low priced is not always cheap, but often dearest. It is the policy and interest of the Pacific Guano Company to furnish the South with the best concentrated fertilizer that can be produced by the combination and use of large cash capital, aided by the best scientific ability, perfected by long experience in the business. With these facilities, the Company is able to bring into market a fertilizer possessing the highest excellence at the lowest price.

The Pacific Guano Company has more than

\$1,000,000 capital employed in this business, more than one-half of which is invested in works and other appliances, which, if not made available in this trade, would prove a total loss, hence the Company cannot afford to jeopardize so large an interest, by bringing into market any other than the best articles that can be produced by their unusual facilities. The Company has a much larger interest in the continued excellence of its Guano than any number of consumers can have.

We know that less concentrated fertilizers can be sold at less prices, but when the quantity required per acre to produce good results is considered, they are found to cost more. For example, a fertilizer at \$65 to \$70 per ton, requiring 150 to 200 lbs. to be applied, is really cheaper and much more desirable than one at half that price requiring from 300 to 400 lbs. per acre to produce like results.

We have shown in another column, from figures given by planters as the results of last year's experience, that the money invested in Soluble Pacific Guano paid from 150 to 700 per cent. profit on the amount invested, and it is worthy of notice, that in the instances where planters have stated exact figures as to increase produced by the use of the Guano, and the quantity applied per acre, the per centum of profit exceeds by far those instances in which only the increase is stated in per cent., giving reason for the assumption that the reports are at least not overstated.

If the Pacific Guano Company could make as large a per cent. of profit on its capital in 15 years, as planters themselves show they make on their investment in this Guano in one year, we would be abundantly satisfied.

JOHN S. REESE & CO.

Improvement in the Condition and Quality OF Soluble Pacific Guano. DRYNESS, &c.

The large quantity of fermentable animal matter, which enters into the composition of this Guano, with other causes attending its preparation for market, has rendered it a matter of great difficulty to bring it into market in a condition sufficiently dry. We are glad to be able to state that all these difficulties have been successfully overcome, and that all Soluble Pacific Guano, now and henceforth offered for sale by the agents of the Company, is, and will be in a condition unexceptionable as to dryness. It comes into market now with fully 10 per cent. less moisture than heretofore, which adds just 10 per cent. to its value in money.

JOHN S. REESE & CO.

Correspondence Continued.

Increased Yield 100 per cent. from 200 lbs. per acre. Net Profit 178 per cent. on Investment.
GREENSBORO, Ga., Oct. 15, 1870.

J. O. MATHEWSON, Esq.,
Agent Pacific Guano Co., Augusta, Ga.:
Yours of 22d ult., wishing to hear from me in reference to my success in the use of Soluble Pacific Guano came duly to hand. I am gratified, very much, to state that my crop has been increased fully 100 per cent., by use of Soluble Pacific Guano at the rate of 200 lbs. per acre. I am so much pleased shall use the same another year.
(Signed) N. A. WILLIS.

Increased Yield 100 per cent. Net Profit 178 per cent. on Investment.
GREENSBORO, Ga., Oct. 5, 1870.

J. O. MATHEWSON, Esq.,
Agent Pacific Guano Co., Augusta, Ga.:
Your letter of the 22d of September is to hand. In reply to your inquiry as to the value of your Soluble Pacific Guano, I have to say that I consider it a first-class manure. I think it doubled the yield over the natural soil. I used 100 lbs. of bone dust (un-stemmed) and 100 lbs. Guano, per acre. It paid well at the price of cotton. None will be dissatisfied with it who once try it.
(Signed) R. M. SMITH.

Increased Yield 120 per cent. from 100 lbs. per acre. Net Profit 534 per cent. on Investment.
BUTLER CO., Ala., Nov. 22, 1870.

HON. JOHN K. HENRY,
Agent Pacific Guano Co., Greenville, Ala.:
I purchased of you Soluble Pacific Guano and applied 100 pounds to a little less than one acre, which would have made, perhaps, 800 lbs. without, and I have gathered already 1635 lbs., and have 200 or 300 lbs. yet to pick. On my other lands, which were very poor and old, I applied two hundred pounds of Guano. I have at least doubled the yield of cotton. I regard the Soluble Pacific Guano as a great fertilizer, and hope to use it freely in future.
(Signed) DANIEL CHEATHAM.

Increased Yield, on Experimental Rows, 1900 per cent. If Guano was used at the rate of 200 lbs. per acre, the Profit would be over 2500 per cent. on Investment.
PROVIDENCE, Mecklenburg Co., N. C., }
October 2, 1870. }

MESSRS. BURROUGHS & SPRINGS,
Agents Pacific Guano Co., Charlotte, N. C.:
I am pleased to inform you that the Pacific Guano bought from you last spring has given entire satisfaction. I am confident that it is the interest of every farmer to use it on each acre of cotton he

plants. As an experiment I applied the Pacific to a row in my poor land and left one row without Guano. I gathered 5 pounds from the row which had Guano on it and ¼ lb. from the other.
(Signed) S. W. REA.

CABARRUS COUNTY, N. C., Oct. 29, 1870.
MESSRS. BURROUGHS & SPRINGS,
Agents Pacific Guano Co., Charlotte, N. C.:
The Soluble Pacific Guano that I purchased from you last spring has proved a good investment. Without particularizing, I consider my crop has been more than doubled by the use of it.
(Signed) J. L. JAMISON.

SHARON, Mecklenburg Co., N. C., Oct. 1870.
MESSRS. BURROUGHS & SPRINGS,
Agents Pacific Guano Co., Charlotte, N. C.:
Notwithstanding the reverses we have had to contend with in the shape of excessive rains and droughts, my application of the Pacific Guano on cotton has paid me well. I expect to use it next year.
(Signed) W. S. FLANKEN.

Increased Yield 300 per cent. Net Profit 457 per cent. on Investment.
CABARRUS COUNTY, N. C., Oct. 29, 1870.

MESSRS. BURROUGHS & SPRINGS,
Agents Pacific Guano Co., Charlotte, N. C.:
I purchased of you, last spring, Soluble Pacific Guano. This is my first experiment with fertilizers, and the result is entirely satisfactory. I consider my yield is three times larger than it would have been without the use of it.
(Signed) C. ALEXANDER.

Net Profit 300 per cent. on Investment.
SUGAR CREEK, Mecklenburg Co., N. C., }
November 9, 1870. }

MESSRS. BURROUGHS & SPRINGS,
Agents Pacific Guano Co., Charlotte, N. C.:
The ton of Soluble Pacific Guano, that I purchased of you last spring, I applied to cotton on an old field that had grown up in pines. From experiments made I consider that my yield of cotton has paid me 200 per cent. I expect to use it next spring.
(Signed) S. C. HUNTER.

MORNING STAR, Mecklenburg Co., N. C., }
November 14, 1870. }

MESSRS. BURROUGHS & SPRINGS,
Agents Pacific Guano Co., Charlotte, N. C.:
I am pleased to inform you that the Soluble Pacific Guano has given me entire satisfaction, notwithstanding the very wet spring that we had to contend with.
(Signed) S. H. BIGGERS.

SHARON, Mecklenburg Co., N. C., }
November 16, 1870. }

MESSRS. BURROUGHS & SPRINGS,
Agents Pacific Guano Co., Charlotte, N. C.:
I have now used the Soluble Pacific Guano two years, as a fertilizer. I recommend it highly. This year I applied it to worn-out red land and the result is satisfactory. I am also well satisfied that I can see good results from it the second year. Another recommendation is that my cotton, where the Guano is used, matures much earlier and the bolls are much larger. I expect to continue using it.
(Signed) W. N. ALEXANDER.

Increased Yield 683 per cent. from 100 pounds per acre. Net Profit 850 per cent. on Investment.
SHARON, Mecklenburg Co., N. C., }
October 21, 1870. }

MESSRS. BURROUGHS & SPRINGS,
Agents Pacific Guano Co., Charlotte, N. C.:
From the reputation of the Soluble Pacific Guano I was induced to try it last year on my cotton land, and cheerfully give you the result of the experiment I made. I left one row without Guano in the middle of the field. My first picking from this ½ lb. and my second 1½ lbs. From one guanoed row by the side of it my first picking was 2½ lbs. and my second was 9 lbs. This fully satisfied me that my investment was a good one. My yield of cotton where the Guano was applied is entirely satisfactory. I expect to use it next year.
(Signed) W. J. CHERRY.

SHARON, Mecklenburg Co., N. C., }
October 11, 1870. }

MESSRS. BURROUGHS & SPRINGS,
Agents Pacific Guano Co., Charlotte, N. C.:
I used Soluble Pacific Guano, bought of you last spring, and applied a portion on my poor land. In order to satisfy myself of the investment I applied Guano to several rows and left the same number of rows without any. The result satisfied me that every farmer ought to use it.
(Signed) S. H. KIRKPATRICK.

STEEL CREEK, Mecklenburg Co., N. C., }
October 18, 1870. }

MESSRS. BURROUGHS & SPRINGS,
Agents Pacific Guano Co., Charlotte, N. C.:
I have used the Soluble Pacific Guano four years on cotton and wheat. I still recommend it and use nothing else. My crop of cotton this year is entirely satisfactory.
(Signed) A. H. BROWN.

Increased Yield 200 per cent. from 200 lbs. per acre. Net Profit 455 per cent. on Investment.
BELTON, S. C., Dec. 10, 1870.

J. N. ROBSON, Esq.,
Agent Pacific Guano Co., Charleston, S. C.:
I reply as follows to your letter:
What quantity was used per acre? 200 lbs.
How applied, by drills on hills or broadcast? In drills.

On what crop? Cotton.
On what kind of land? Gray sand land.
What is the average, per acre? 1,000 lbs.
How has the crop increased by its use, and to what extent? Double; yes, triple.
Has it matured the crop earlier, and to what extent? Matured the crop early enough not to have any stained cotton.
Has it given satisfaction? Yes, more than I had any idea it could do.
(Signed) B. D. DEAN.

one row seventy yards long without Guano, and then the next row to that containing Soluble Pacific Guano, we find about eight times as many bolls on the guanoed row as there are on the row with no Guano, and add to that the increased size of the bolls, it is our opinion that the increased yield of the Soluble Pacific Guano, over the natural soil is fully ten (10) to one.

* Given under our hands this October 31st, 1870.
(Signed) S. J. FLYNT,
W. P. NANCE.

Increased Yield 200 per cent. Net Profit 397 per cent. on Investment.
MONROE COUNTY, Ala., Sept. 20, 1870.

MESSRS. MARSHALL & CONLEY,
Agents Pacific Guano Co., Mobile, Ala.:
I purchased last year your Soluble Pacific Guano and found it so profitable that I purchased again this year, and think the increased production will be about the same, making pine land that would probably produce 400 lbs. seed cotton produce 1200 lbs. to the acre. The deep breaking of the land and deep application of the fertilizer for cotton, on pine land, last year, would seem to exert an economic influence on corn planted on the same land this, as the crop is of the best kind, after encountering two severe droughts.
(Signed) R. MAIBEN.

Increased Yield 100 per cent. from 80 lbs. per acre. Net Gain 500 per cent. on Investment.
GASTON, Ala., Oct. 3, 1870.

MESSRS. MARSHALL & CONLEY,
Agents Pacific Guano Co., Mobile, Ala.:
Your letter of the 22d of August came to hand the 1st of October. The Soluble Pacific Guano that you sent me I like very well. I put about 75 to 80 lbs. to the acre on deep sandy land. The yield is double. I like this well enough not to farm without it.
(Signed) H. BRAUN.

Increased Yield 100 per cent. from 200 pounds Guano. Net Profit 143 per cent. on Investment.
BUTLER CO., Ala., Nov. 28, 1870.

HON. JOHN K. HENRY,
Agent Pacific Guano Co., Greenville, Ala.:
I have tried the Soluble Pacific Guano, sold by you, and am highly pleased. I have, by the use of 200 lbs. per acre, increased the yield of my land 100 per cent. at least, and had the seasons been good should have far exceeded this result.
(Signed) J. D. PRICE.

Increased Yield 150 per cent. Net Profit 266 per cent. on Investment.
GREENEVILLE, Ala., Nov. 1, 1870.

HON. JOHN K. HENRY,
Agent Pacific Guano Company:
I applied the Guano, purchased of you, to cotton the present year. On twelve acres, which would not have made more than 400 lbs. cotton seed per acre, eight bales have been gathered. This shows the Soluble Pacific Guano to be a great fertilizer, and I am highly pleased with it.
(Signed) SETH MERCER.

Increased Yield 150 per cent. from 53 lbs. Pacific and 7 lbs. Peruvian per acre. Net Profit per cent. on Investment.
MUSCOGEE COUNTY, Ga., Oct. 20, 1870.

W. H. YOUNG, Esq.,
Agent Pacific Guano Co., Columbus, Ga.:
Last spring I purchased from you a ton of Soluble Pacific Guano and one sack Peruvian, which I applied on 36 acres of land in the proportion of 50½ lbs. per acre. On the 20th July the rust appeared on my land, and notwithstanding that calamity, made from the 36 acres, 10 bales of cotton, averaging 500 pounds each. I feel confident that the application of the Guano has materially benefited the yield of the 36 acres, and that without its use I should not have made over 4 bales, as by the 20th July, the Guano had so far developed my crop that by that date, when the rust struck it, the bolls were matured.
(Signed) WM. E. COLETRREE.

A Party who Used 40 Tons.
WAYBERRY HALL, Harris Co., Ga., }
October 28, 1870. }

W. H. YOUNG, Esq.,
Agent Pacific Guano Co., Columbus, Ga.:
I have this year used the Soluble Pacific Guano on my cotton crop at the rate of about 150 lbs. per acre. It is proper to state that the latter part of July, and most of August, was unusually dry in my immediate neighborhood, thereby materially injuring the yield of cotton. I have used the Soluble Pacific Guano for three years, with most gratifying results each year. I have used it on wheat also with very satisfactory results, and I can recommend it as a valuable and reliable fertilizer.
(Signed) H. K. STANFORD.

From Judge Biggers.
Increased Yield 100 per cent.
MULBERRY GROVE, Ga., Oct. 24, 1870.

W. H. YOUNG, Esq.,
Agent Pacific Guano Co., Columbus, Ga.:
After using Soluble Pacific Guano, bought of you, for two years, I am fully satisfied of its beneficial results both in fruiting and preserving the cotton plant, for I think I can safely say that without the use of Guano I would not have retained more than half a stand. I expect to continue using the Soluble Pacific, and hope you will keep a good supply on hand, as I expect to buy of you, as I have not found a single sack that I supposed to be the least adulterated.
(Signed) J. J. W. BIGGERS.

Increased Yield 900 per cent. from 200 lbs. of acre. Net Profit 2407 per cent. on Investment.
TALIAFERRO COUNTY, Georgia.

J. O. MATHEWSON, Esq.,
Agent Pacific Guano Co., Augusta, Ga.:
This is to certify that we, citizens of the 172d District G. M., have been called on by W. C. Wright at Dr. J. W. Barrett, our neighbors, to examine a sixteen acre field of very thin land, cultivated by the latter in cotton; and the following is the result. Our investigation by actual measurement and count: By the use of two hundred pounds of Soluble Pacific Guano applied, per acre, on said field, we find sample rows left in the middle of the field, by counting