

OHIO'S MILLION-DOLLAR FARM DEMONSTRATES OWNER'S IDEAS

Success Crowns Efforts of Ohio C. Barber to Show to World That Agriculture Is Highly Profitable Industry. Some Wonderful Results Achieved on Great Plantation Near Akron, in Three Years.

STRIKING FACTS ABOUT OHIO C. BARBER

Ohio C. Barber, one of the money giants of America, has bought 2200 acres of land and has been spending \$1000 a day for three years in order to prove that agriculture is a highly profitable business. Here are some of the striking facts concerning his great experiment: Will have invested \$1,500,000 in his unique and striking experiment. Four hundred acres, owned by the largest herd of Guernsey cattle in the world; his record-breaking cow is worth \$7500 and his bulls is valued at \$10,000.

Predicts that the revenues of his dairy will amount to \$150,000 a year.

Will butcher 1000 swine annually and says he will sell his hams for 50 cents a pound.

Means to send 10,000 squabs to market annually and is raising 20,000 chickens and 18,000 ducks.

Sold his eggs last winter for 60 cents a dozen. His poultry department is now paying him \$3500 a month.

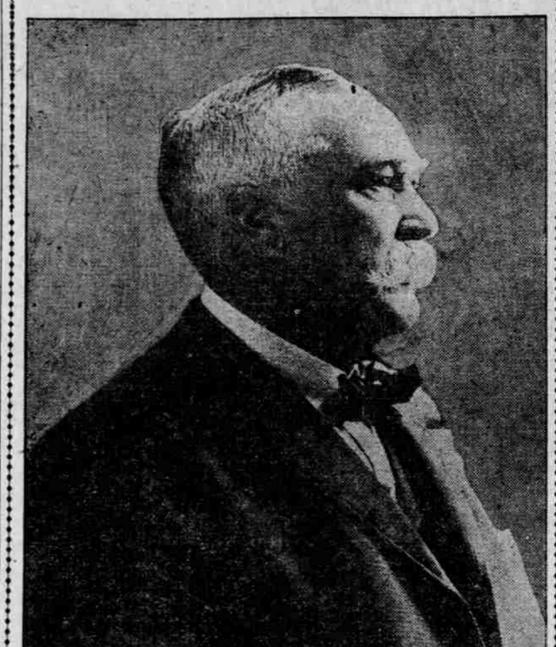
Has set out 15,000 currant bushes and makes specialty of bar-leduc apples. Also will have muscatel grapes for sale every month in the year.

Sold \$1000 worth of tomatoes a week this Spring and Summer and grew great quantities of lettuce.

Will have ten acres under glass. Plans to pick and preserve the things he cannot sell at high prices. Is likewise testing the profitability of bees.

Purpose is to show big farmers and little farmers how to make money.

Will give young men and women a course of instruction in agriculture, horticulture and domestic science.



OHIO C. BARBER.

BY JAMES B. MORROW.

AKRON, Ohio, Aug. 10.—(Special.)—Eight miles from this city, which is the greatest rubber center in the world, on a plantation containing 2200 acres of ordinary up and down land, Ohio C. Barber is attempting to prove that agriculture is a highly profitable business.

By the end of 1912 he will have invested \$1,500,000 in his unique and striking experiment. Four hundred acres, valued by \$800,000, are making his roads, digging his ditches, planting his trees, building his new barns, cultivating his crops and caring for his livestock.

"My object is to show that large corporations can buy land, put it to the plow and make as much money on their investment as ought to be made in any business," Mr. Barber said to me as we stood looking at his 100-acre field of growing alfalfa.

"Then I mean to show the little man what can be done with vegetables, fruits, berries, flowers, poultry, pigs, sheep and milk cows. Yes, and with hams and butter and eggs. I intend to come here, talk to my experts, and return to his home filled with knowledge and inspiration."

"This land," Barber went on to say, "circled the horizon with its arm. It was owned until three years ago by nine farmers. They were glad to sell their property and were glad to see a man or a young woman on any one of the farms. Nor a child. Old age, rheumatism, enfeebled and discouraged, dwelt in the decaying houses and dragged the neglected soil a hard and barren livelihood. Oh, it is so almost everywhere. And yet the earth is man's most fruitful. For air and water, it and it will respond gladly and abundantly. Human beings are often faithless, ungrateful or unkind. But never like the earth, it seems to love mankind, and to want to help mankind, though it is being overworked and overplanted."

Barber Made His Fortune.

Up to three years ago Mr. Barber was one of the most active and potential manufacturers of "big business" in the United States. He had made his money in the rubber business, made in his father's factory, away back in 1856, and was a partner in the firm at the age of 20. Since then until the present, he has been a pioneer in the rubber business, and has made a fortune of \$10,000,000.

Women, too, shall be invited to come and learn domestic science, and how to make the best use of the products of fruits and vegetables. They are well qualified to achieve success in horticulture and with bees and poultry. A woman is in charge of my pigeon department. In seven years previous to accepting employment with us. We started with 2000 pigeons, mostly Homers, Royal Whites, Buff Emperors and imported White Pouter. I mean to send 10,000 squabs to market every year, principally to Chicago and New York. Pigeons, raised for food must be contented, and flying keeps them poor, hardens their muscles and makes them tough. I have sold enough squabs to know that there is money in the business if it is there in money on the commercial basis.

About 20,000 chickens are now coming on. They are White Leghorns, to produce eggs, and Barred Plymouth Rocks, to be used for broilers and roasters. I am developing both ends of the chicken industry—the meat end and the egg end. I have a lot of eggs for 50 cents a dozen. Eggs laid one day were shipped by express in the evening and reached Chicago the next morning. There is always a ready sale for eggs if the supply is fresh and regular. We estimate that our revenue now amounts to \$3500 a month from the chicken yards, counting in the value of the guano, which is spread upon the land, and is as good to us as the cash in hand. We shall also annually raise about 18,000 ducks.

Guernsey Herd Best in World.

"I was talking about poultry," Mr. Barber went on to say, "because it came into the conversation naturally, but I began my first experiments with cattle. I have, so I am assured, the largest and finest herd of Guernseys in the world—108 head were imported; the others were bought in this country. I now have 400 cows and calves—all imported from England. Spotwood Daisy Pearl, valued at \$7000, who broke the records by producing 18,602 pounds of milk last year, or 8 1/2 gallons a day, which was the average for about 1125 pounds of butter. A young bull of my own breeding is said to be worth \$10,000. I would not sell him, however, until he has produced a calf."

"I celebrated Guernsey expert came down from Canada to see my herd. You must have been engaged for a very long time, he said to me, 'in getting your cattle together.'"

"Let's see, what month is this?" I replied. "Oh, yes, June. Well, on September 1 I shall have been at the work for one year exactly."

"My cows are curried each day, their tails are combed, and they are washed whenever they get dirty. They are affectionate and intelligent. I feel sorry when I think of the neglected cows in all parts of the country, kicked by men, chased by dogs and tormented by flies. They have put the manure back on his fields. Manure is a very valuable by-product. It was the humble by-product that helped John D. Rockefeller to be-

come the wealthiest man in the world. By-products have turned the Western beef packers into millionaires.

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Five additional acres are going under glass in which to grow melons and vegetables. There are to be four houses, each 500 feet long and 34 feet wide, for flowers. Shipments will be made to Pittsburgh, Cleveland, Cincinnati and Chicago. Five additional houses, each 155 feet wide and 800 feet long, are being built for cucumbers, lettuce and tomatoes. Grapes will be grown in eight houses, each 30 by 15 feet, and will pay the interest on the ten acres to be under glass finally. In the meanwhile the outside orchards are rapidly developing. Doubtless at times, at the fall end of seasons and when prices fall, we shall have more fruits and vegetables than can be disposed of at a good profit. I mean, therefore, to have a canning department. And the products will be so fine that everyone will want them. Currant jelly and bar-leduc are to be two of our specialties. Fifteen thousand currant bushes are now growing on the plantation. We are to be manufacturers, you understand, as well as producers. Nothing is to go to waste. The surplus of cucumbers will be pickled. Apples left over from market will be canned and dried and made into butter and vinegar. Each department is to be run on modern scientific principles and every dollar possible is to be obtained on the investment."

Hint Given on Selling Hay.

"If merchants and manufacturers were as unintelligent as farmers they would quickly become bankrupts. That is the one great lesson I hope to teach eight miles from Akron. A farmer, for example, hauls a load of hay to town through the dust. He loses his own time and the time of his team and wagon. Maybe there is rain. Along toward evening he sells his wet hay for what the purchaser pleases to offer. In the first place, the farmer should have fed his hay to horses or cattle, made a profit on those animals, which are his finished product, and then have put the manure back on his fields. Manure is a very valuable by-product. It was the humble by-product that helped John D. Rockefeller to be-

come the wealthiest man in the world. By-products have turned the Western beef packers into millionaires.

"Leaving grapes and flowers," Mr. Barber continued, "let me tell you that we shall raise 500 swine this year—Berkshire swine, originally out of imported stock. I mean to butcher 1000 hogs annually, feeding them on corn, alfalfa and skim milk, all produced on the plantation. It has been found that skim milk is a certain price can be profitably used to fatten swine. Therefore, we make butter in our creamery in order to get the milk. We shall manufacture bacon, hams, shoulders, lard, salt pork and sausage. Specialists in Virginia cure hams by putting them away for two years to ripen. The hams are sold for 50 cents a pound. We intend to prepare our product in the same manner, and to make everything else we have to sell so attractive and palatable that customers will come to us and thereby save us the trouble and expense of going to them."

"But the pig will attack your poultry and the cholera will break out among your pigs and—"

"You are wrong," Mr. Barber said, "not waiting to hear the whole sentence. 'There has never been even the first symptom of disease among the livestock on the plantation. Our animals are the finest in the world, and are properly cared for by experts who know their business. Order and cleanliness will keep nothing from us. Our management, alfalfa, it is said, would not grow in this latitude. You have seen for yourself that the prophets were in error. An almost temptingly good thing is nothing in the country. Why, take that field over yonder." Mr. Barber said, pointing out of the window. "It contains 40 acres and is a good part of the crop for years but briars and mullein. I laid four-inch drain pipes three feet below the surface at a distance of two rods apart, and a good part of the crop is alfalfa. The alfalfa is now in the field and is doing well. It is a good thing to have a good part of the crop in alfalfa. The price at one time went as high as \$10 a bushel. The tomato, made of light steel framework, with glass for its sides and roof, is 14 feet wide and 500 feet long. I took off the top soil and mixed it with fertilizer and put down nine miles of 4-inch glass pipe, one foot apart, at the bottom of the excavation. The soil was then carried back and steam was turned into the pipes. Every insect, every egg and every seed were destroyed by the heat."

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