

THE SOUTH TURNING from the ONE-CROP SYSTEM

THE SOUTH Will Diversify Crops, Feed Herself, Have Something to Sell Every Week in the Year and Keep More Than One Billion Dollars at Home—Diversification Means More Cotton on Less Acreage.

By Charles M. Carroll

Every Crop May Fail One Year; One Crop May Fail Every Year; But Every Crop Will Not Fail Every Year.



PORK PRODUCTION CHEAP IN THE SOUTH



LONG PASTURE AND CHEAP FEED MAKE CATTLE GROWING PROFITABLE

"The South Will Feed Herself." These significant words, full of action and determination, have been chosen as a motto by many of the cotton-growing states which have come to realize the warning spoken by the far-seeing humanitarian and statesman, Henry W. Grady, nearly forty years ago, that:

"To mortgage our farms in New York for money with which to buy meat and bread from outside sources is not good business.

When every farmer in the South bread from his own field, meat from his own pasture, vegetables from his own garden, fruit from his own orchard, and butter and milk from his own dairy; caring for his crops in his own wisdom and growing them in independence; making cotton a surplus crop and selling it in his chosen market; in his own time, for cash and not for a receipted mortgage—then the South will begin to realize the fullness of her opportunities."

other words, raising a living at home instead of buying it from outside markets. In fact the South is undergoing an agricultural revolution. It took insect enemies and crop failures to make the people of the North realize the errors of a one-crop system; it has taken the boll weevil and a war of nations to impress this fact upon the people of the South—that a one-crop system will impoverish any country and will impoverish as well, the people who are living on its farms.

It is only through diversification of crops and the using of our energies every day in the year that we can make a great, rich country and a strong, prosperous people. It is hard to change old established methods, but the people of the South are changing rapidly from the one-crop system to that of diversified farming—the growing of legume crops to enrich the soil and give it life and humus; the growing of live stock, grains, and other crops, and cotton as well. The production of cotton in the South will be increased under a system of diversified farming.

Advantages of the South.

The South has many advantages as an Agricultural and Live Stock Country. There is a ready market with high prices for beef, dairy and poultry products, and grain; land is cheap; the climate is mild; the South has a long growing season—two and sometimes three crops can be produced on the same soil during the same year; the South is adapted to the growing of a variety of hay and storage crops, root crops, corn, oats, and other grains. Beef can be produced at a less cost than in the northern states.

In the South the rainfall is abundant; everywhere there are streams and springs, which are of great benefit to the stockman.

The people of the South are awakening to the opportunities offered by these natural advantages.

The Great Forward Movement.

This great forward movement in agricultural development is forcibly emphasized by activities of all interests in the South. Many states have effected permanent organizations to conduct educational campaigns for the improvement of agriculture and commerce. Oklahoma, Arkansas, Alabama, Louisiana, Mississippi, and Texas have been unusually active. Mississippi realized the great need of real constructive work along agricultural lines, more than a year ago, and a "Grown in Mississippi" campaign, covering the whole state, was the result. A "Grown in Mississippi" week was set aside in 8,000 schools of the state, and for one week during last November, 750,000 school children studied grown in Mississippi products. Louisiana was covered with a "Billion Bushel" Corn Train; with thirty agricultural lecturers, Oklahoma covered seventeen counties in the eastern portion of the state, reaching 28,000 farmers and business men; Alabama is now conducting a state-wide crop diversification campaign which will continue for thirty-five days, reaching a hundred thousand people. All of these activities have been great cooperative movements directed by P. G. Holden, of the Agricultural Extension Department of the International Harvester Company. These educational campaigns have revealed an impressive lesson.

South Developing Rapidly.

Farmers, bankers, and merchants are actively engaged in organizing plans to meet the problems which are confronting them. The cattle tick, the enemy of diversified farming, is being successfully controlled by effective campaigns conducted over the entire South by the United States Department of Animal Industry in cooperation with the people. The boll weevil is giving way to the introduction of practical systems of crop rotation. Millions of acres of hill land are being seeded to Bermuda and other grasses which serve the double purpose of providing pasture for live stock and preventing the soil from washing. Lespedeza, Bur Clover, Japan Clover, Soy Beans, Cowpeas, Sweet Clover, Alfalfa, and Velvet Beans are grown in abundance for hay. Recent demonstrations show that Sudan grass is an abundant crop in nearly every section of the South.

The Turning of the Worm.

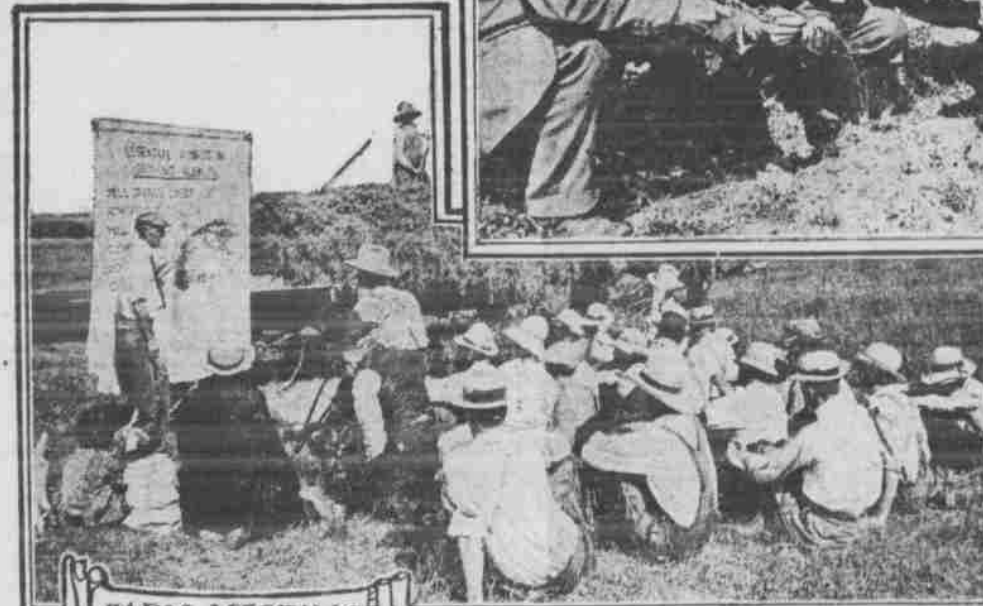
The "turning of the worm" in Arkansas brought the people of that state face to face with a most astonishing economic problem.

Early in November, 1914, Governor Hays of Arkansas, the Little Rock Chamber of Commerce, U. S. Department of Agriculture, State Bankers' Association, Railroads, State Department of Agriculture and many other prominent interests of the state invited Perry G. Holden to come to Arkansas, and direct a state-wide educational campaign there. Investigation proved that Arkansas was sending annually \$75,000,000 out of the state for the purchase of food products in the way of packing house products—corn, flour, cereals, canned vegetables, and fruit, feed for stock, and other home necessities, which could be more cheaply produced at home. Just \$11,000,000 more than the Arkansas Cotton Crop brought in 1913.

Bringing in Breeding Stock.

As the quarantined live stock of the South, scrub and tick-infested cattle are replaced by thoroughbred breeding stock. The people have begun to realize the great economic saving in the production of foodstuffs at home; in

people to carry them out into the country to hold meetings on the farms. The campaign was carried to the people, the people did not come to the campaign. It was the Holden Plan of going to the farm homes, making a study of the conditions as they existed on each individual farm, discussing the problems, and assisting each individual according to his needs. 135,000 people heard the gospel of diversified farming. During this campaign Professor Holden said: "I do not know of any one thing that will do more to make Arkansas a greater state than for the business men to finance every boy and girl in the state to buy a pig, a calf, and some chickens.



FARM MEETING SHOWING PLAN of GOING TO the FARMER.



PROF HOLDEN GIVING A PRACTICAL DEMONSTRATION of the ENRICHING VALUE of LEGUME CROPS ON THE SOIL.



EXCELLENT TYPE OF BARN WITH SILOS.

Conduct Educational Campaigns.

Professor Holden with a staff of thirty competent, practical lecturers, began the organization work in this great movement early in November. The campaign was inaugurated and carried on for a period of 25 days; 1,700 meetings were held in 42 different counties, covering the entire cotton belt of the state. It was the greatest agricultural campaign ever inaugurated in a state. The business men did not ask the farmers to come to town to hear the lectures, but in 500 different communities throughout the territory covered, campaign committees were organized and automobiles and buggies were donated to the speakers by the

soon raised and today hundreds of boys and girls have been financed by the business men of Arkansas, and are purchasing pigs, calves, and chickens as fast as the transactions can be made. It is the first step into a practical system of diversified farming, and it is being put into practice by the school children of the state.

The activities of Arkansas spread rapidly into Texas, where a fifteen-day campaign was put on covering nearly all of the black belt from Fort Worth, Dallas, and Waco, to Houston and San Antonio. Fifteen counties were covered and 520 meetings were held. In a single county, 86 meetings were put on in one day by Professor Holden's corps of agricultural workers augmented by local speakers furnished by the University of Texas, Baylor College, Texas Industrial Congress, U. S.

Department of Agriculture, and other co-operative agencies.

The campaign was inaugurated in Temple, Texas, under the direction of the Temple Chamber of Commerce. 49 speakers were engaged in active field work. These men were divided into twenty crews. In each crew was a school man who handled the rural schools, and educational institutions, and one practical agriculturist who spoke to the farmers. Two thousand people laid aside all other plans and took active part, serving on committees and otherwise devoting their time, money, and energy to the work.

Lecturers Ride Mule-back.

Rain and bad roads did not discourage these determined educators. Mules were saddled and pressed into service when vehicles could not be pulled through the mud. 48,700 people at-

DIVERSIFICATION MEANS MORE COTTON ON LESS ACREAGE.

tended the meetings. 200,000 pieces of literature were distributed. A careful analysis of the statistics shows that Texas was sending over \$20,000,000 annually to Northern and Eastern markets for feed and food products. It was plain to the business men that such an enormous drain on the wealth creating resources of the state greatly retarded its development. It was found that if every farmer in Texas had a few chickens on his farm and marketed 10 dozen of eggs every week in the year, the amount of money received annually in the combined sale, at 20 cents a dozen, would amount to over \$60,000,000—nearly half as much money as the whole South asked in its appeal for federal aid to finance distressed cotton growers.

Investigation proved that to require nearly 15 bales of cotton at 9 cents a pound to purchase one hundred bushels of sweet potatoes put up in tin cans, and the potatoes could be produced on one acre of land, while it required from 20 to 25 acres of land to produce the cotton, yet thousands of dollars were sent to northern markets every year for canned sweet potatoes. People began to wonder if Texas could not raise sweet potatoes.

Will Abandon One-Crop System.

When these facts were put squarely before the farmers and business men, they quickly saw the folly of raising nothing but cotton and buying all of their feed and foodstuffs from foreign markets. Bankers began to offer credit to those who wished to go into the live stock business and Texas following the plan of Arkansas began the organization of Pig and Poultry clubs.

Money is loaned at the rate of 6 per cent interest per year and the boys and girls are to be directed in their work of raising pigs and poultry by the United States Government Agent and the bankers and business men will be repaid from the net earning coming from the investment.

The result of these campaigns proves that the agricultural and commercial possibilities of the South are almost beyond conception; that the states south of the Mason & Dixon line can produce enough foodstuffs to meet all home needs with a surplus sufficient to feed a large part of the world; that Texas is sending over \$300,000,000 annually to northern markets for the purchase of food products which can be produced more abundantly and more cheaply at home; that for the same purpose Arkansas is sending away \$75,000,000 annually; Alabama, \$50,000,000; Oklahoma, \$60,000,000; and that the same facts obtain in the other states. The South is sending over one billion dollars of hard cash away from the South annually, every dollar of which should be placed in its own banks. And this is why the South is determined to feed herself.