December 15, 1916

To the Farmers of the South Concerning Fertilizers, More Particularly the Fertilizers Manufactured by the Old Buck Guano Co.:

To begin: The manufacture of fertilizers, and their distribution to the farmers, either direct or through dealers and agents, merely involves two very common, very old-fashioned virtues, namely—Honesty and Intelligence.

Honesty is one of the most common, as it is one of the most admirable of the virtues. It is our own belief that nine out of every ten men are fundamentally honest, which rule applies to cityman and countryman, to rich man and poor man alike. So, we believe that every fertilizer manufacturer honestly makes the very best fertilizer he knows how to make, and undoubtedly the average manufacturer is sufficiently intelligent to know thoroughly what he is about. But we KNOW that Old Buck Guano is honestly, carefully and intelligently made, with a view to producing certain wanted results.

All Fertilizers ought to be good, and worth every dollar paid for them; because the manufacture of fertilizers is a comparatively simple process. There are no such things as secret formulas and never were. For generations agricultural chemists have known all the sources of plant food, have known what ingredients are suitable to certain soils and certain crops—and the result of their researches is public property. And, broadly speaking, all fertilizers are good, though, of course, some are better than others. Indeed, it would be strange if this differentiation between good and bad, which applies to men and to all material things, did not apply to this business. It seems to us to follow that the manufacture of a proper fertilizer is, therefore, almost entirely a matter of never-failing honesty and constantly-applied, never-slaughering intelligence. But let us never forget the important truth that while it may be possible to make a poor fertilizer out of good materials, it never has been, never will be possible to make GOOD fertilizer out of POOR materials.

And now let us compress the real argument for Old Buck into as few words as possible.

The three main forms of plant food, nitrogen (or ammonia), phosphoric acid and potash, are contained in many substances, which vary in quality almost from utter worthlessness to perfection. But these various substances—good and bad—are not sold by the pound; their price is based upon the units of plant food they contain; and hence the inferior forms cost almost as much per unit of plant food as the superior forms. We could cheapest the factory cost of Old Buck by using the inferior materials, but we don’t think we could cheapest it sufficiently to make it worth while. From the business standpoint alone, we believe that it pays us to disregard the cheaper and inferior sources of plant food, and put into our goods nothing but the best forms available. We don’t profess to be philanthropists; we are just plain, simple business men. We know we could make a slight additional profit if we used cheap materials, but we don’t think the additional profit is sufficient to make it worth our while. That is the explanation of the well and widely-known fact that Old Buck Guano is the best guano on the market—not merely one of the best, but THE BEST—always thoroughly disintegrated; always as dry as is possible under an inexorable law of Nature, which puts some moisture into everything (even human beings are over 70% moisture); always carefully, intimately mixed, so that the plant food is evenly distributed throughout the entire mass; always bagged in new, strong, well-made bags. Old Buck Guano, in short, simply represents ordinary, common Honesty, and ordinary, common Intelligence, unfailingly and unstintingly applied.

And that’s all the story!

OLD BUCK GUANO CO.
WM. E. BARRET, President
RICHMOND IS BUSINESS CENTER OF THE SOUTH

RICHMOND STRATEGIC POSITION IS UTILIZED BY MEN OF RICHMOND

Has Always Figured Prominently In the Business and Political History of the Country—Was Birthplace of New World.

HAS MADE GREAT FIGHTS AGAINST MANY HANDICAPS

Richmond Today Is One of the Strongest Financial, Commercial and Industrial Cities of the Country—Has Bright Future—Population 215,000.

RICHMOND CITY HALL

RICHMOND IS CENTER RICHMOND HAS EVER OF BUSY ENTERPRISE TAKEN A LEAD IN FOR LARGE SECTION COUNTRY'S PROGRESS

Its Business Territory Extends From Potomac River to Mountains and Gulf.

NO SECTION HAS MORE SATISFACTORY GROWTH

Diversified Industries and Improved Methods of Agriculture Bringing Unprecedented Prosperity.

Richmond is the ruling center of a large territory and has been a great commercial and financial city. The city is well situated and has many advantages for manufacturing. Richmond is the home of some of the largest and most successful banks in the country.

COMPARATIVE FINANCIAL STATEMENT

By W. M. Hariston.

<table>
<thead>
<tr>
<th>Year</th>
<th>Capital</th>
<th>Surplus</th>
<th>Loans and Discounts</th>
<th>United States and Other Bonds and Stocks</th>
<th>Deposits</th>
<th>Total Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1900</td>
<td>$2,347,347</td>
<td>$4,955,969</td>
<td>$2,582,770</td>
<td>$2,926,589</td>
<td>$65,103,000</td>
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The increase in deposits and assets of the financial institutions of Richmond has been remarkable and shows the growth and solid prosperity of the city. A few years ago the city seemed to be in a period of depression, but the past ten years has seen a steady and rapid growth.

STATEMENT IS PLEASEING

The recent report of the Federal Reserve Bank shows the growth and prosperity of the city. The deposits and assets of the banks have increased steadily and the city is well on its way to becoming one of the leading financial centers of the South.
All Old Dominion State Officials Are Able and Courteous

IMPROVEMENTS OUTLINED BY
CHAMBER OF COMMERCE

GROUP OF VIRGINIA SENATORS

GOVERNOR HENRY CARTER STUART

HARRY R. HOUSTON

R. A. DAVIS

HON. W. E. HENNING

W. A. GARRETT

J. E. WEST

E. LEE TRINCKLE

GEO. V. CONRAD

W. H. JEFFREYS

S. HENNING

S. H. WATERS, D. A.

S. H. WATERS, D. A.

S. H. WATERS, D. A.

S. H. WATERS, D. A.

S. H. WATERS, D. A.

S. H. WATERS, D. A.

S. H. WATERS, D. A.

S. H. WATERS, D. A.
The Call to Fellowship
Wherein a Man Really Comes to Himself

The deepest joy, the highest privilege and the broadest opportunity of life is personal fellowship with God.

Sixth Seventh Christian Church

Jesus seeks to open wide her doors and heart to all men, inviting them into this fellowship with a welcome as comprehensive as the love of God.

Come! Here you will find the true, practical spirit of good fellowship; members know and are interested in each other; a common faith binds them together in the spirit of worship and social service; and spiritual inspiration for true social service.

The Church Services
Social Service Circle
The Sunday School
Kindergarten Classes

A meeting place with the purpose of giving instruction through entertainment.

As an evidence of the spirit of good fellowship and cooperation in this church, 90% of the men members are active, enthusiastic co-workers.

Whatever touches the life of the People is the Concern of The Seventh Seventh Christian Church

Sixth and Grove Streets, Richmond, Va.

Come—experience the warmth and exhilaration of this spirit of true fellowship. “Come unto Me!”
All Richmond Extends Hearty Welcome To Homeseekers

SEVEN HUNDRED MILES OF ROAD CONSTRUCTED

New York City to Richmond is seven hundred miles.

Appropriation of $3,000,000 by the
district, for the construction of 1,000 miles of road, was
passed by the legislature last week. The work is to be done
by the State, and is expected to be completed by the end of
1888.

HIGH CLASS FARM LANDS

(On P. H. BEALE.

An important enterprise has been

The Farmers' Cooperative Society, under

established in Richmond, for the purpose of

supervising the raising of potatoes and other

farm products. The society will be under the

direction of a committee of five, and will

have a capital of $50,000.

GOVERNOR ELLYSON

The governor of the State of

Virginia has been in Richmond,

in the interest of the

farmers' cooperative society.

He has been shown around the city,

and has been entertained by

the members of the society.

VIRGINIA IS JUST FAR ENOUGH SOUTH

The climate of Virginia is

just right for the production

of the finest tobacco in the

world. In the south, the

heat is too great, and in the

north, it is too cold. Virgin
c Contrast.

Plain and Ornamental

PLASTERING

Estimates Furnished

M. W. Garrett

Phone, Randolph 3101

RICHMOND, VIRGINIA

E. T. D. MYERS, JR.,
CIVIL ENGINEER

Member Am. Soc. C. E.

MEDICAL BUILDING - RICHMOND, VIRGINIA.

Feast specialities and estimates for rock and corn, where and
wherever.

Large Structures a Specialty.

The Realty Company of Va.

Incorporated.

Blackstone, Virginia

Real Estate in All Its Branches

Farm and Timber Lands a Speciality

Write for Catalogue and Literature
THE MARKETING OF VIRGINIA PRODUCTS

NORFOLK IS AMONG GREATEST PORT TOWNS

Sydnor Pump and Well Company, Inc.
Pumping Machinery of Every Description
Deep Well Drilling
Complete Pumping Plants Installed
General Agts Lane Saw Mills and Hoe Saws
Richmond, Virginia

OLD DOMINION BRUSH COMPANY

Manufacturers of
Brooms and Brushes
242 East Franklin Street
Machine Brushes a Specialty
Street Sweepers and Machine Brush Blocks Refielded.
BROOMS—Rattan, Bamboo, Bass and Steel Push Brooms, Street Sweepers
BRUSHES—Floor, Wall, Car, Window, Toilet, Horse, Scrub, Dusting Brushes, Maps, Etc.

A L. ADAMSON
A. L. ADAMSON
Richmond, Virginia

FARMS
Ashland Property
Between Richmond and Washington

C. E. TAYLOR
MANUFACTURER
1315 Ross Street
RICHMOND, VA.

ROBERT C. SCOTT
UNDERTAKER & LIVERY
2250 E. Main Street
Richmond, Virginia

Sydnor Pump and Well Company, Inc.
Pumping Machinery of Every Description
Deep Well Drilling
Complete Pumping Plants Installed
General Agts Lane Saw Mills and Hoe Saws
Richmond, Virginia

Standard Paper Mfg. Company
Largest Manufacturers of Blotting and Absorbent Papers
Richmond, Va.

H. M. DELANEY
Contractor For
PLUMBING AND STEAM HEATING
Repairing Given Prompt Attention
Richmond, Virginia

Have You Seen the Twentieth Century Story?
With 10,000,000 copies in 64 languages, translated into 150 different tongues,

Charles H. Cossey

FRANK H. COX
ASHLAND, VA.
Landing on $240 Per Acre Yr.

"On the Grounds and Know the Values"
Richmond Real Estate Dealers Are Very Progressive

STATE OF VIRGINIA IS BUILDING GOOD ROADS

The sum of $80,043 was appropriated by the state in 1914 to aid the counties in the construction of improved highways.

VIRGINIA WHEAT CROP INCREASES

The wheat crop in Virginia is expected to be slightly larger than that of last year, according to reports from various counties.

FARMERS, MILLERS, AND LANDOWNERS SHOULD CONSIDER THE FUTURE WHEN MAKING PLANS FOR THE WHEAT CROP.

B. T. WATKINS & CO.
INCORPORATED

Farms, Mills and Timber Lands
23 North Ninth Street, Richmond, Va.

TO PROSPECTIVE BUYERS

We can show you every farm, farm house, quality farm, farm lands, and farm properties, farming and home farms, and you will be surprised at the prices. We have a wide variety of farms for sale, from small farms to large estates. We will show you every farm, and you will be surprised at the prices.

We have farms in all the counties of Virginia.

B. T. WATKINS & CO.
Richmond, Virginia.

A. M. Walkup, President.
C. J. Watkins, Vice-President.

A. M. WALKUP COMPANY
General Contractors

In brick, stone, concrete
We specialize in foundations, masonry, and manufacturing plants.

Office: 760 North Seventeenth Street, RICHMOND, VA.

FARMS OF KNOWN VALUE

Farms for sale: All sizes, locations, and prices from $500 to $500,000.

POLLARD & BAGBY
J. B. BARKER, Manager Farm Department,
1105 East Main St.

B. T. WATKINS & CO.
Richmond, Virginia.

Colonial Estates—James River Farms

Large and Small Properties Along the Line of the Chesapeake and Ohio Railway

No. 1—One Thousand Acres. Situated between the James River and the Ohio, this property is in a most desirable location.

No. 2—Seven Hundred Acres. Situated between the James River and the Ohio, this property is in a most desirable location.

No. 3—Nine Hundred Acres. Situated between the James River and the Ohio, this property is in a most desirable location.

W. E. HARRIS, 420 Mutual Building, Richmond, Virginia

WRITE US AND TELL US YOUR NEEDS. SEND FOR LIST OF SPECIAL BARGAINS, PRICES AND TERMS.
The Real Estate Men Help Richmond To Grow

RICHMOND STREET IMPROVEMENTS FROM 1913 TO 1916

A Full Discussion of the Subject by City Commissioner

Henry F. DeGraffenreid

MAST THICKNESSES GET FIRST ATTENTION

First Aim of Administration Board Is To Answer Demand of Greater Majority. Plans Are Systematized.

Virginia, the Land of Beautiful Homes
The Best State to Live In

Good soil, producing abundant crops of corn, wheat, alfalfa, cotton, oats, tobacco, potatoes, vegetables, fruits and berries.

Good schools, healthy mild climate, freshwater, excellent transportation facilities by rail and water, placing this healthy home to markets of National and State Capitals and the great Cities of Baltimore, Philadelphia, New York, Pittsburg and others.

For list of farms, alfalfa lands, colonial estates, tile and well-water properties, fruit and timber lands, or any information you may desire regarding area, write to H. J. HATTEN, Local Industrial Agent, R. & F. Railroad Co., Fredericksburg, Va.

President Richmond Real Estate Agency.

MONUMENTS

MONUMENTS

MAUSOLEUMS, HEADSTONES

Two and a half years of every description

All orders carefully and promptly executed. Satisfaction guaranteed. Designs furnished.

Call or write

CHAS. C. TIMMONS

At Riverview Cemetery Gates

Phone Madison 7760

2050 Randolph Street, RICHMOND, VA.

John B. Helfert & Co.
STONE CONTRACTORS

Glue and Yards

Marquis Street and Homestead Road

Phone, Boulevard 330.

Furnished

MADISON SCHOOL, FULTON SCHOOL, BACON SCHOOL, FAIRMONT SCHOOL, MURRAY SCHOOL, BINFORD SCHOOL.

H. H. PRICE

Appraiser and Bank Examiner

925 East Clay Street, Richmond, Va.

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Fire Insurances Solicited.

JOHN H. BRAXTON

REAL ESTATE AGENT

Rents Collected

112 W. Leigh St.

Loans Negotiated

Richmond, Va.

Wm. M. Miller & Co.
Real Estate

123 N. Eighth St., Richmond, Va.

We Make a Specialty of River, Grain and Stock Farms.

For Full Information, Terms, etc., Address

W. A. DAVIS, Manager

Farm Department

Richmond, Va.

E. F. ROPER & CO.

Real Estate

City, Suburban and Farm Properties

VIRGINIA FARMS ESPECIALLY

922 East Main Street

Second Floor

RICHMOND, VA.
Richmond Hotels Are Among the Finest in the Country

WORK OF EDUCATION IN THE STATE OF VIRGINIA

J. A. C. CHANDLER

J. O. YAY, Manager.

Richmond Tile and Mosaic Company Contractors

MOSAIC, TERRAZZO, MARBLE, FLOOR AND WALL TILE

Richmond, Va.
Office: 14 & North Rowland St. Phone Boulevard 29.

Some of the work we have done:

MURPHY'S HOTEL RICHMOND, VIRGINIA.

The largest hotel in the city—the most centrally located—Only Hotel on Broad Street—the only Hotel with garage attached. Modern in every detail.

RATES $1.00 UP

Special attention is called to our handsome grill and Luncheonette rooms for Ladies and Gentlemen.

JOHN MURPHY, Proprietor
JAMES T. DISNEY, Manager

CUTS & DESIGNS THAT MAKE BUSINESS

WE MAKE

cuts, designs, and illustrations

FOR YOUR ADVERTISERS, MANUFACTURERS, PRINTERS

CHRISTOPHER TURKING CO.
RICHMOND, VIRGINIA.
Richmond Is Fast Growing Business And Financial Center

RICHMOND CLAIMS TO BE FINANCIAL CENTER OF SOUTH

CHEAPER HOUSES TO BE PROVIDED FOR EMPLOYEES OF PLANTS

Manufacturing Facts in State of Virginia

Manufacturing Facts in State of Virginia

Problem of Housing Workingmen and Families Owning Chamber of Commerce

PHILADELPHIA PLAN IS BEING CONSIDERED

Comfortable Homes at Moderate Prices Would Reduce the Location Plan for Employing Many Skilled Men

Virginia Trust Co.
Capital One Million Dollars
RICHMOND, VA.

Old Homestead Manufacturing Co.,
Incorporated
Manufacturers of
Pickles, Vinegars, Mustards, Catsups,
Sauces, Fine Table Condiments

405 North 17th Street
RICHMOND, VA.

V-C Fertilizers

V-C FARMERS

are a Power in the World of Agriculture. Every one of them has become a disciple of Greater Prosperity on the Farm through the proper and abundant application of V-C Fertilizers, thereby they are

MAKING THEIR SOIL AND CROPS PAY MORE

These thousands of Progressive and Prosperous Farmers represent an ever increasing Army of Permanant Soil Builders, hence enabling them to be constantly prepared by any demands made upon their Soil in the way of Better and Bumper Crops, thereby

getting the most out of their acreage in Increased Profits. You can do the same. Therefore,

Why not V-C Now?

With a view of still further increasing the Army of Prosperity Builders we have issued

For Free distribution to the Farmers of the land, a series of valuable and profusely illustrated Crop Books, wherein is clearly pointed out the V-C Way to Greater Prosperity on all Farms, no matter what Crop you grow. Simply indicate what Crop you are interested in on a Postal and we will send you Books Free. Address—

Crop Book Dept.—V-C Fertilizers—Box S.A. 1616, Richmond, Va.
GOOD RESULTS OF EXTENSION WORK IN VIRGINIA

Farmers Are Encouraged to Diversification and Improved Methods of Agriculture.

The Virginia Cooperative Extension Service has been working hard to encourage farmers to diversify their crops and improve their farming methods. Extensive research and training programs have been conducted to help farmers make more efficient use of their land and resources. The results have been impressive, with increased crop yields and improved soil health.

THOROUGHBRED CATTLE IS COMING TO SOUTH

The demand for high-quality beef continues to grow, and Virginia is well positioned to meet this demand. Thoroughbred cattle, known for their superior quality, are being imported into the state, and farmers are responding with enthusiasm. The introduction of these cattle is expected to boost the state's beef industry and create new opportunities for farmers.

Kingan & Company, Ltd.
PORK AND BEEF PACKERS
Richmond, Virginia

Curers of the Famous "RELIABLE" AND F. F. V. BRANDS
Hams and Bacon

Carry a Complete Line of Packing House Products Specially Suited for Southern Trade

BUYERS OF LIVE HOGS

Packing Houses
Indianapolis, Indiana - - - Richmond, Virginia

MAXWELL HOUSE COFFEE
"Good to the Last Drop"

100% PURE

Roasted and Packed by the South's Largest Coffee Roasters
PLANTS AT:
Nashville, Tenn.
Houston, Tex.
Jacksonville, Fla.
Richmond, Va.
Catholic Institutions of Richmond Are Very Influential

THE CATHOLIC CHURCH IN VIRGINIA

By Rev. F. Joseph Higley, M. A. D. D.

The history of the Catholic church in Virginia is a story of endurance and progress. The first Catholic mission in Virginia was established by Father François-Joseph de Lery in 1683. The church has since grown and flourished, playing a significant role in the cultural and social life of the state.

ST. PETERS CHURCH

The old church building (1847) remains a testament to the church's rich history. It has been a place of worship for generations, witness to the faith and devotion of countless souls.

VIRGINIA HOLDS MOST STRATEGIC POSITION

Wide Range of Soil and Climatic Conditions Give Favorable Advantages—Some Interesting Figures

The soil and climatic conditions of Virginia have provided a fertile ground for the growth of the Catholic Church. The state's strategic location on the Atlantic coast has also been advantageous.

BISHOP D. J. O'CONNELL

A portrait of Bishop O'Connell, who served as the Bishop of Richmond from 1889 to 1927. His leadership was instrumental in shaping the Catholic Church in Virginia.

SACRED HEART CATHEDRAL

Sacred Heart Cathedral, the current seat of the Bishop of Richmond, is a beautiful example of Gothic Revival architecture. It stands as a symbol of faith and devotion.

THOMAS R. DAVIS

General Contractor

BRICK WORK A SPECIALTY

Richmond, Virginia

CAROLINE COUNTY BANK

Richmond, Virginia

Capital and Surplus, $34,500
Assets, $375,000
Established September 19, 1892

Richmond Makes Great Progress

Bowling Green, Virginia

Save Deposit Dates for Post - 4 Per Cent Paid on Time
Certificate of Deposit.
SCHOOLS OF VIRGINIA ARE AMONG THE MOST ADVANCED

CONSOLIDATION OF THE SMALL SCHOOLS ADVISED

VIRGINIA COLLEGE

One hundred and sixty-five thousand children in Virginia attend one and two-room schools. Better grading of schools must be provided. The old and smallhouses must be replaced.

On the New State List

For Elementary Schools

Webster's Shorter School Dictionary
Webster's Elementary School Dictionary
Webster's Secondary School Dictionary

For High Schools

Brooks's English Composition, Books I and II
Edgeworth's Business Spelling (optional)
Forbes's Essentials in Civil Government
Robbins's Plane Trigonometry, with Tables
Andrews's Practical Course in Roadway,
Cook's General Science

For Supplementary Use

Morris's Household Science and Arts
Pitts and Shedd's English Typewriting

For Optional Use in Junior High Schools

Nothing's Latin Primer
Nothing's Latin Reader, with English-Latin Glossary

AMERICAN BOOK COMPANY
New York - Cincinnati - Chicago - Boston - Atlanta
Many Negroes of Richmond Are Succeeding in Business

Z. D. LEWIS, Jr. FUNERAL DIRECTOR
302 East Leigh Street Phone, Madison 9631 OPEN DAY AND NIGHT

ST VIRGINIA RICH IN MINING RESOURCES

Colored Industrial Schools

The industrial work of the schools of Hampton was inaugurated by Virginia Randolph twenty-five years ago, when she opened a little one room school on the Mountain Road near Ashland. She worked faithfully, and in 1886 Mr. James E. Davis, then president of the school, returned her work and went to work in 1887. The school was named after a local school in the rural schools, who agreed to take the teachers from that school and give her the name of the twenty-three schools, with a small salary. Since that time, her work has spread as far south as Texas and in many Northern States, until her work is known all over the United States.

D. J. FARRAR
General Contractor and Builder.

Grand Lodge of St. John Watchmen
A Fraternal Beneficial Association.

Right Worthy Grand Council

Independent Order of St. Luke
A Progressive Fraternal Society, duly incorporated under the laws of Virginia, operating in twenty-four States, with a financial membership of 41,250.

The Cheapest and Most Reliable of All Fraternal Associations

Mme. Eunice M. King HAIR AND SCALP SPECIALIST
306 North Second Street, RICHMOND, VA.

Write MAGGIE L. WALKER
Grand Secretary 
Richmond, Va.
December 15, 1916

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