

# THE PROGRESSIVE FARMER AND SOUTHERN FARM GAZETTE



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## SOME THINGS THAT YOU CAN NOT AFFORD TO MISS.

OF COURSE, YOU READ Mr. Poe's "Word in Parting," in our last issue, and now that he is safely out on the Pacific, we feel free to make a few more comments on his journey. As Mr. Poe said, never before has any such journey been taken for the readers of a Southern farm paper, and we may add, never has any man started on a similar quest who was better qualified to observe accurately, to draw correct conclusions, and to apply the lessons taught by other lands and other races of men to the problems we have to solve here in our own Southland.

Of Mr. Poe's ability as a writer and of his soundness as a thinker, it is unnecessary for us to tell you. Not yet thirty years old, he is already recognized as one of the ablest men in all the South. Only the other day the Atlanta Constitution spoke of him as "one of the foremost and soundest thinkers of the South," and his "Southerner in Europe," replete as it was with the very spirit of the countries through which he traveled, was so full of practical information and every-day instruction, not only to Southern farmers, but to Southerners of all occupations, as to make it entirely different from the regulation book of travels and to charge it with a personal message to every reader. But it is not alone because of Mr. Poe's talents as a writer and his clearness as a thinker that he has won the high place he now holds in the esteem of Southern farmers and of thinking men all over the country. He is a man in whom the desire to serve his fellow men, to build up the waste places of the land, and to bring into the homes and the hearts of Southern people all the beauty and richness that our civilization has to offer, has grown and developed into a passion. Ambitious as he is, longing—as all strong men long—for power, his first thought seems always of the land he so truly loves, his desire for wider fields of effort, chiefly that he may do more for the men and women of the South.

No Southern farmer can afford to miss one of his letters, for every one of them will be full of information and inspiration. We know no regular subscriber will, but we want these subscribers to go out into the highways and hedges and compel those they find there to come into the Family Circle. Mr. Poe is spending \$2,000 to take this trip. Surely no progressive Southern farmer will miss following him, when he can do so for so little.

Besides, without these letters—which will begin next week—we are going to give you in the next twelve months the best farm paper ever published in the South. If you doubt it, look over the following list of new features we have prepared for you:

"Conservation"—A series of articles by experts on the various phases of this great subject. Hon. Gifford Pinchot has written on "The Farmer's Interest in Water Powers," Prof. J. S. Holmes on "The Prevention of Forest Fires," and so on.

"Breeds of Cattle"—A series of articles descriptive of all the principal breeds, authoritative, up-to-date, well illustrated. Just what most Southern farmers need in their beginning of live stock husbandry.

"Drainage"—Plain, concise letters from Mr. French, telling just how to do it, supplemented by articles from Prof. C. L. Newman, Prof. D. N. Barrow, our regular editorial staff, and farmers all over the South.

"Marketing"—We shall give more attention than ever before to this subject, both to preparation of goods for market and to co-operative buying and selling.

"What Farmers Want to Know"—A new department, by Professor Massey.

"The Farmer Boy's Problems"—A series of short talks directly to the boys, and not about them.

Of course, all the old features will be continued, and we shall try not only to be a practical help in the farm work of each particular week, but also to preach without ceasing the gospel of good farming, and to lay constant stress upon the improvement of the soil, without which profitable farming in any country is impossible.

No Southern farm paper has ever had such a corps of competent and enthusiastic workers on its staff, or made such firm friends of its readers. Do you think you can afford to let your neighbors stay outside the Family? "No?" Then go and bring them in.



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