

# THE PROGRESSIVE FARMER

## AND SOUTHERN FARM GAZETTE

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### Make Your Neighborhood a Reading Neighborhood.

**T**HE great need of our Southern farmers today is co-operation, united effort—co-operation for better schools, better roads, better farming, more economical marketing, more economical purchase of fertilizers and feedstuffs, co-operation in securing better breeding stock, etc., etc.

Now, you can't co-operate by yourself. No matter how big a man you are, you can't get the right sort of progress in your neighborhood pulling alone. You must have team work. You must have the whole neighborhood interested in the same sort of thing.

And here the words of the old Apostle come to mind, "How can they hear without a preacher?" And for a preacher of everything that makes for a better rural life, what else is there equal to a really reliable, wide-awake farm paper whose first aim is not to make advertising money but to help the farmers forward?

Take any neighborhood where all the farmers read The Progressive Farmer, for example, and you will find the most determined, hearty, thorough-going pulling-together for every form of progress—for better schools, better roads, better marketing methods, co-operative buying, rural telephones, rural free delivery, better health conditions and everything else that goes to help the individual or the community. In short, you find a neighborhood where united effort is at high tide.

In every such neighborhood, too, you find individual effort at high tide—the keenest rivalry as to who shall have the finest crops, the best kept fields, the prettiest homes, the most up-to-date farming equipment and machinery, and the most labor-saving conveniences for farm women. Every wide-awake, enterprising, reading farmer helps every other enterprising, wide-awake farmer in the community, and the more of them there are in a neighborhood the better it is for everybody. You can't get good work out of any team if half the mules pull and half don't. So you can't get good results out of any scheme of co-operation in your neighborhood if half the farmers are waked up and pulling together and the other half are not. We are hoping to print the coming year a thorough-going study of agricultural co-operation, but you can't get the good out of it for your neighborhood unless everybody reads it.

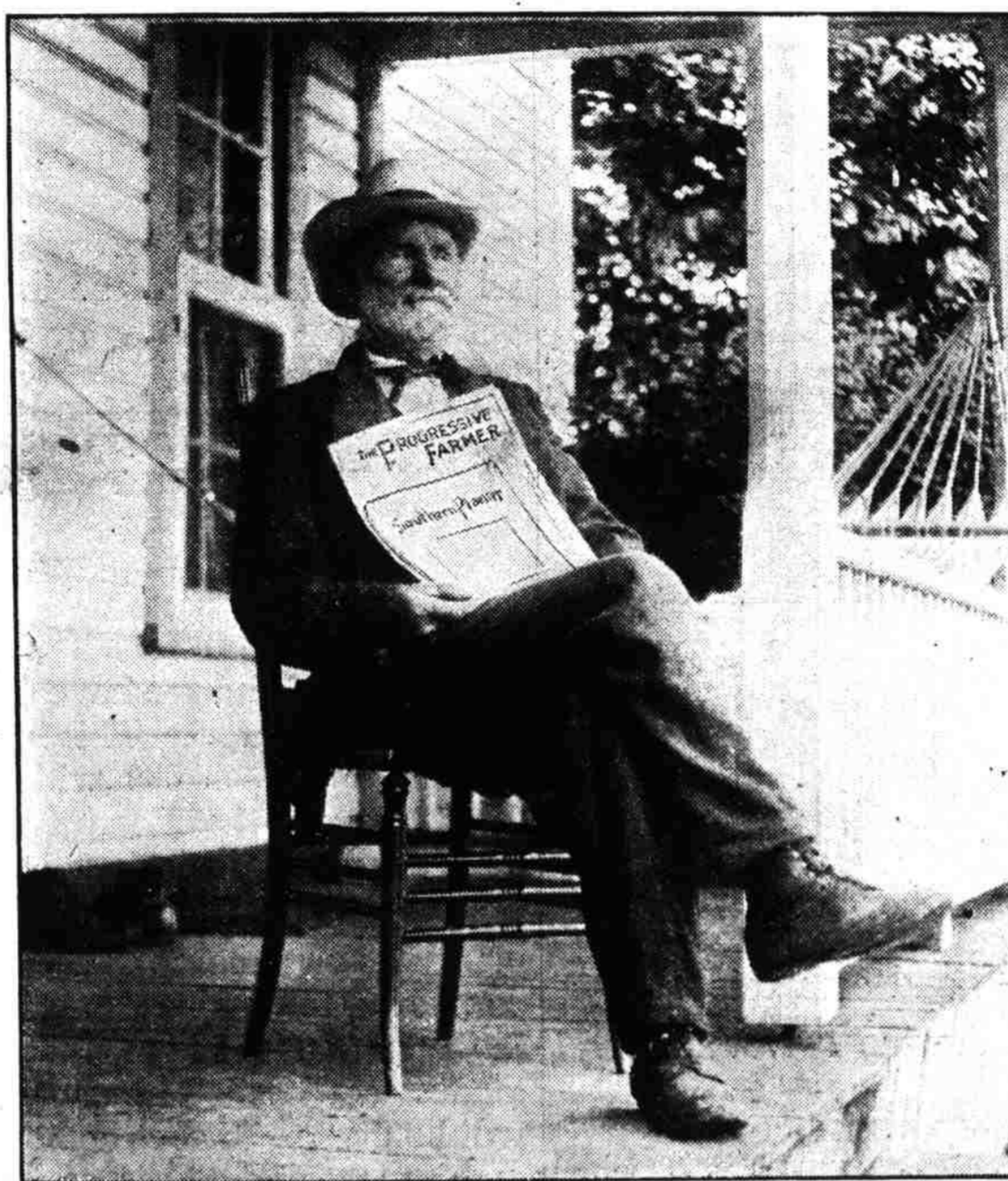
It is the same way with everything else. If everybody in your neighborhood is interested in better stock, it is easy to join together and get it. If everybody in your neighborhood is using better tools,

your local merchant will keep a better supply on hand. If everybody gets interested in painting farmhouses, it will be easy to club together and buy paints cheaper. If everybody gets interested in farmers' institutes, you can have bigger meetings and more enthusiasm. If everybody is interested in doing better farming, you will get greater advantages in talking with one another and exchanging experiences and ideas. In short, if everybody is trying to do his best, you simply get more fire, enthusiasm, "git-up-and git"—just as two horses have a wild, keen joy in racing with each other that they could never feel in running alone.

Now, the best way to get every last farmer in your neighborhood working together along all these lines is to get everyone of them reading the best farm paper you know. We don't say The Progressive Farmer. If you know a paper that will wake them up better, get them to reading that paper.

But get them to reading the best there is, and get them at it this fall. What's the use of our getting old and dying here in the South before getting it waked up as it ought to be, before getting it lined up for progress as it ought to be; before making it the great, rich, progressive farming land it ought to be in our own day and time?

And the very first step is to get everybody to reading the best sort of farm papers, books, and bulletins—and the time to do it is now.



OLD AND YOUNG ALIKE MUST BE AWAKENED BY GOOD READING.  
This fine old farmer, now in his seventy-second year, is a regular reader of The Progressive Farmer. To make the South what it ought to be, all our farmer folk, from the oldest to the youngest, must catch the enthusiasm that comes only from study of the best farm literature.

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