

THE PROGRESSIVE FARMER

AND SOUTHERN FARM GAZETTE

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What Kind of Mind-Food Are You Giving Your Family?

ONE big fact our Southern farmers are waking up to, but they are not waking up to it half as fast as they ought. This fact is that if there is anything in the world you can't afford to be "cheap" about, it is your intellectual food.

Every sensible man knows nowadays that the mind counts for more than the body, the brain more than the belly; and yet ninety farmers in every hundred who wouldn't think of starving themselves of body-food, stomach-food, muscle-food, are nevertheless starving themselves of brain-food, mind-food, intellectual food.

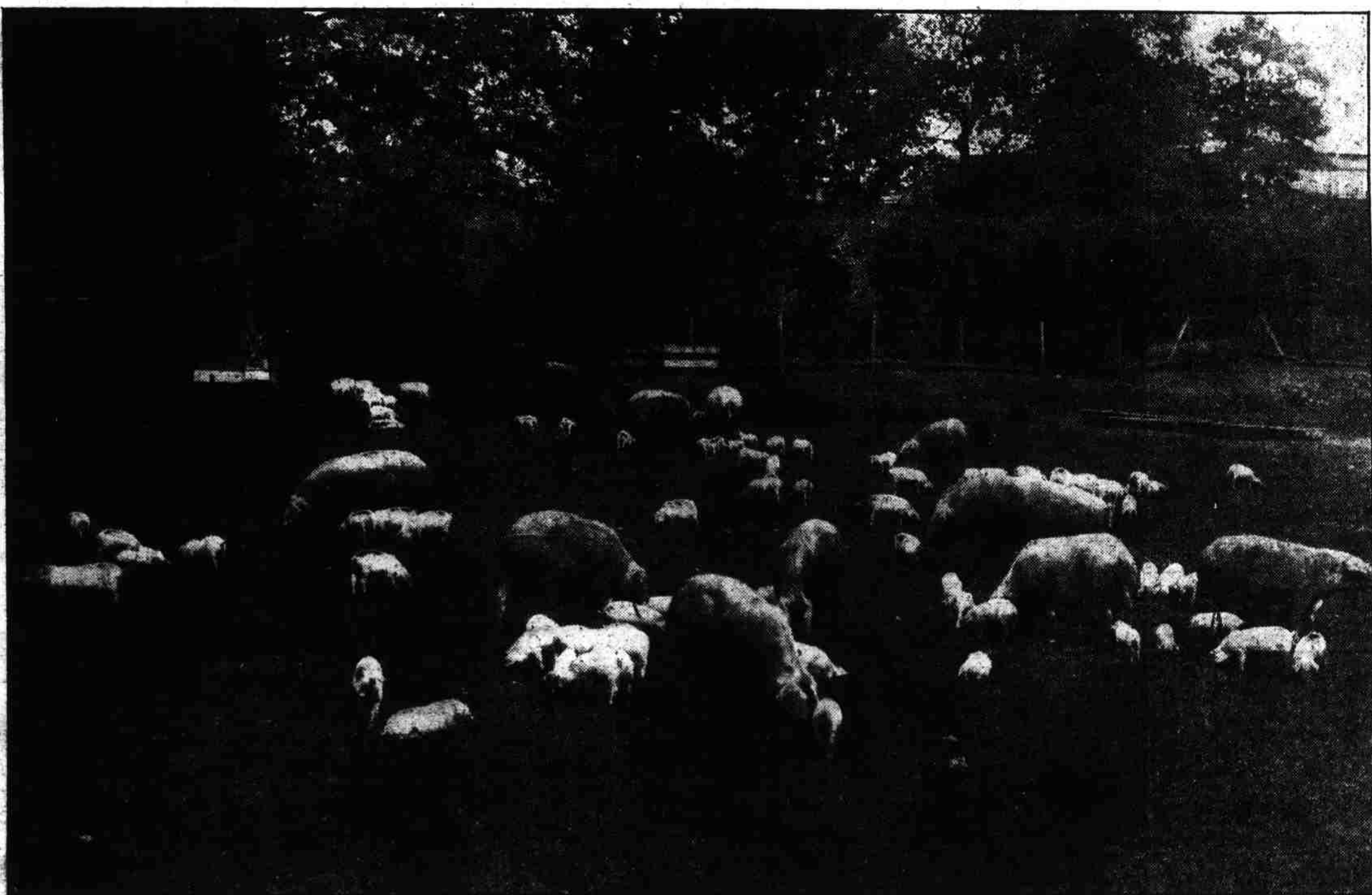
Many a fond father and mother who would work their finger-nails off rather than see their boy feed his body on bones and crumbs and scraps, will nevertheless feed that same boy's mind on the mustiest, rankest, rottenest bran-and-chaff sort of mind-food that they can find in the shape of a newspaper.

"But I got this paper so cheap!" they will tell you. "Three whole years for a dollar and a fountain pen free!" How can a man so slander his own brain, his own mind! How can he insinuate that it is worth so little as to deserve no better food than some cheap journal thrown in with a free fountain pen or buggy whip!

Suppose some agent should come to you and say, "I understand you have been eating good wheat flour costing \$5 a barrel, and feeding your children the same high-priced stuff. Why, sir, that's too expensive. You can't afford it. Why here's a mixture of bran and spoiled corn meal, and I'll sell you three barrels for \$5 and throw in a fountain pen free!" You wouldn't take two minutes, we suspect, to show that man the door.

And yet, altho food for the mind is just as important as food for the body, there are farmers in every neighborhood in the South who refuse to use their own heads in selecting their reading matter but let some slick-tongued agent palm off on them whatever cheap, spoiled, unwholesome, unhelpful bran-and-chaff mixture of intellectual food he chooses to throw in with some fake premium that, in most cases, isn't much better than the paper it goes with.

Here is what we need to say to farmer all over the South: You are



SOWS AND PIGS IN A DANISH PASTURE—GROWING INTO LOW-COST PORK OF GOOD QUALITY.

not a pauper in dealing with your body; don't be a pauper in dealing with your mind. You don't buy the cheapest stuff you can find to feed your body with; then don't buy the cheapest stuff you can find to feed your mind with. If you are buying mind-food for yourself, you insult your own brain by intimating that it deserves no better food; while in the case of one's boys and girls doesn't a man deserve prison stripes just as much if he deliberately starves his children's minds as he would if he deliberately starved their bodies?

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