



**Safe from Storms!** Good protection, lasting service and splendid satisfaction belong to the farmer and property owner whose buildings are covered with our well known



# APOLLO

Galvanized  
Roofing and Siding Products

*Highest Quality—Sold by Weight.*  
These products afford the best possible protection from rain, snow, wind and storm. Lightning cannot set them on fire, and they resist every condition of weather. APOLLO products are economical in first cost, easy to apply, save cost in sheathing, and are neat, strong, durable and sanitary. Look for the trade-mark. Accept no substitute. Sold by leading dealers everywhere. Demand APOLLO Best Bloom Galvanized Sheets for your Tanks, Culverts, Cisterns and Silos, as well as for your Roofing, Siding, and general sheet metal work.

**AMERICAN SHEET AND TIN PLATE COMPANY**

General Offices: Frick Building, Pittsburgh, Pa.

Write to-day for booklet "BETTER BUILDINGS." A postal will bring it.

# Genasco

THE TRINIDAD-LAKE-ASPHALT  
**Ready Roofing**

Armed with "Nature's everlasting waterproofer" Genasco is ready to combat rain, snow, hail, wind, sun, heat, cold, and fire and to defend your roof with its resisting, lasting life, and keep it weather-tight.

Genasco smooth-surface roofing is supplied with patented **Kant-leak Kleets**, which make seams waterproof without cement, and prevent nail leaks.

Ask your dealer for Genasco. Guaranteed. Smooth or mineral surface. Write us for samples and the Good Roof Guide Book.

**The Barber Asphalt Paving Company**  
Largest producers in the world of asphalt and ready roofing  
**Philadelphia**  
New York Chicago  
San Francisco

## THE SHINGLE THAT LASTS

Costs No More—Gives Better Service

**WHY** spend your money for the ordinary kind of roofing when for the same price, you can secure "Carolina" Metal Shingles—they are artistic, sanitary, fire-proof, weather-proof, and inexpensive.

☐ No soldering is necessary as one sheet fits into the other securely by means of our own perfect fitting locking device. Any carpenter can erect our shingles.

**THE CAROLINA**  
☐ Furnished in galvanized and painted steel or painted tin. Packed 126 shingles (enough for 100 sq. ft.) in each crate.  
☐ Write for our catalogue and give a sketch or tell us size of your roof.

**WE WILL SAVE YOU MONEY AND PROVIDE A BETTER ROOFING**

**THE CAROLINA METAL PRODUCTS CO.**  
WILMINGTON, N. C. 6th and Martin Sts.

# THE PROGRESSIVE FARMER

OFFICES:  
Birmingham, Ala., Raleigh, N. C., Memphis, Tenn., and Dallas, Tex.

COMMUNICATIONS REGARDING ADVERTISING OR SUBSCRIPTIONS MAY BE ADDRESSED TO EITHER OFFICE. ENTERED AS SECOND-CLASS MATTER AT THE POSTOFFICE AT BIRMINGHAM, ALA., UNDER THE ACT OF CONGRESS OF MARCH, 3, 1879.

**SUBSCRIPTION RATES:**

One year	\$1.00	Two years	\$1.60
Six months	.50	Three years	2.00
Three months	.25	Five years	3.00

(Two, three and five year rates applicable only on subscriptions paid wholly in advance.)

**10 Weeks Trial, 10 cents.**  
To new subscribers only. The Progressive Farmer will be sent ten weeks on trial for ten cents. Sample copy free. Tell your friends who need it but do not read it.

## Our Greatest Subscription Offer

### "BLOCK OF THREE"

### Yearly Subscriptions for \$2.00

**WE** HAVE got to make things over in the Southern States these next ten years, men and brethren.

We have the chance to make the South the leading farming section of America, and we must do it.

It must be made a land of "better farming," a land of flocks and herds, of richer soils, and of alert, progressive Farmers.

It must be made a land of "better business," a land of better marketing, of business organization and co-operation, the country abreast of the city.

It must be made a land of "better living," a land where a richer social life prevails, where race relations are better adjusted, a land of better schools and better churches, and where all life is richer and fairer.

We must get all our farm population waked up and lined up as one united army fighting for those things.

**AND** the easiest and quickest way to get the farmers waked up, as we see it, is to get them to reading a paper interested not only in teaching them better farming but in getting them organized for all-round progress.

That's the sort of paper we are trying to make The Progressive Farmer; and it goes to the family 52 times in every year, carrying this Gospel of Progress.

**NOW** if you know any better plan to get your neighborhood waked up and lined up, go ahead and push that plan.

But if you don't know a better plan, then we want to enlist your interest in boosting The Progressive Farmer.

It will take 200,000 farmers inspired by a common purpose and lined up in our Progressive Farmer Family to get the results we want—and we want your help in climbing straight toward this 200,000 mark.

**TO HASTEN** this result, we have now decided to offer The Progressive Farmer from now till December 15th in "Blocks of Three" for \$2—

blocks of three yearly subscriptions, new or renewal, for \$2.

That is to say, the regular cash price of The Progressive Farmer is, as you know, \$1 a year, but in order to enable you to go out and get your whole neighborhood interested in the same sort of things you are, we will renew your own subscription one year and accept two other yearly subscriptions all for \$2.

Thus each subscriber in the "Block of Three" saves 33 1-3 cents a year.

Mind you, we cannot under any conditions accept one or two subscriptions at this rate. It must be a "BLOCK OF THREE." Of course, you may send as many over three as you wish, if all are sent at one time, but there must be at least three in the same order to entitle you to this rate.

**MOREOVER**, while the offer is made for the purpose of getting new readers into The Progressive Farmer Family, we shall make no distinction in this proposition.

The "Block of Three" may be all new or all renewal, or part new and part renewal.

But what we want you to do is to try to get us some NEW subscriptions.

Please go over to your neighbor who hasn't been taking the paper, and say: "See here, neighbor, I want you to take The Progressive Farmer next year. They are offering it for a short time in Blocks of Three for \$2. That is to say, three of us joining together can get it for 66 2-3 cents apiece, or say 70 cents, including postage. Give me 70 cents and let me send it to you in a Block of Three."

**MIND** you, you must make it plain to him that it's a "Block of Three," and that the offer is made only for a limited time.

We have never before made so liberal an offer and may never do so again.

Now is the time to make a clean sweep of your neighborhood.

Take the blank herewith, get up your names, and pile in the "BLOCKS OF THREE."

1913.

The Progressive Farmer,

I enclose herewith two dollars in payment of a "Block of Three" subscriptions to your paper as follows:

NAME	New or Renewal	TOWN	State

Sent in by (Name)

Town

State

**CO-OPERATION PAYS. YOU SAVE A DOLLAR ON A "BLOCK OF THREE"**