

THE PROGRESSIVE FARMER

OFFICES:

Birmingham, Ala., Raleigh, N. C., Memphis, Tenn., and Dallas, Tex.
New York Office, 41 Park Row; Chicago Office, 600 Advertising Building.

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	\$1.50
Six months50	Three years	2.00
Three months25	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.

NEXT WEEK'S GOOD THINGS.

Essentials in Co-operation Among Farmers—Elements that Make for Success in Working Together; Essentials in Profitable Livestock Production—The Things that Make or Mar the Industry; Essentials in Growing Field Crops—A Consideration of the Most Important Factors; Essentials in Profitable Gardening—Factors that Make for Success; Plowing Under Vegetable Matter—When It Should Be Done and Why; and a heaping measure of good things in our regular departments.

POULTRY SPECIAL ANNOUNCEMENT.

Our edition of January 31 will be a Poultry Special, in which we expect to carry a number of useful and interesting articles and letters on farm poultry, by people who know. Breeders are asked to submit short, pithy letters, telling of their actual experiences, accompanying them, if possible, with good, clear photographs. All letters used will be paid for at regular rates, and in addition three special prizes of \$3, \$2 and \$1 will be awarded the three best. Remember what we want—no preachments about what the other fellow ought to do, but an actual record of your own experience—short, clear, to the point. All letters must be in our hands by Saturday, January 17. Remember the date.

WHAT KIND OF "MIND FOOD" DO YOU GIVE YOUR FAMILY?

You Are, No Doubt, Liberal Enough With Body Food, But Do You Hesitate to Spend Two Cents More a Week for Mind Food?

HAVE you ever thought about it seriously, Mr. Farmer, that just as bread and meat and all the victuals you eat are body-food, food for your physical nature, just so papers and books are mind-food, food for your intellectual nature?

And have you thought further that if there is anything in the world you can't afford to be "cheap" about, it is your intellectual food?

EVERYBODY knows nowadays that the mind counts for more than the body, the brain for more than the belly; and yet is it not true that ninety farmers in a hundred who would not think of starving themselves of body-food, stomach-food, muscle-food, are nevertheless starving themselves of brain-food, mind-food, intellectual food?

Is it not true that many a man who would work his fingernails off rather than see his wife and children feed their bodies on bones and crumbs and scraps, will nevertheless feed their minds on the mustiest, rankest, rottenest bran-and-chaff sort of mind-food that is to be found in the shape of a newspaper—just because it is cheap?

BUT I got this paper so cheap!" they will tell you. "Three whole years for a dollar and a free premium besides!" 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, although 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.

NO, Mr. Reader, you are not a pauper in dealing with your body. For Heaven's sake don't be a pauper in dealing with your mind—and your children's minds. You don't buy the cheapest stuff you can get to feed their bodies with; don't buy the cheapest stuff you can get to feed their minds with. Don't be content with a cheap agricultural paper filled with fake advertising, or a cheap weekly, semi-weekly, or tri-weekly edition of some city daily filled with stories of crime, murders, suicides, scandals, wrecks, and court trials, whiskey and patent medicine advertising.

Get papers, magazines, and books that are clean, wholesome, and uplifting, both in reading and advertising columns. And get plenty of them. You wouldn't force your children's bodies to get along with two meals a day when they need three. Is it right, then, to compel them to get along with only half as many intellectual meals as they need a week?

BUSINESS TALKS

For Farmers and Farmers' Wives.

"The Longest Way 'Round is the Shortest Way Home."

SOMETIMES I think you fellows who read The Progressive Farmer don't half realize the opportunities for making money out of your surplus stock, seed, etc. Let me tell you a little story in this connection.

Not long since, the Country Gentleman of Philadelphia published an article by Mr. E. E. Miller on the growing of Bermuda grass in the South. A Mr. R. G. Stitt—way out in Yuma, Arizona—read the article and wrote Mr. Miller that he had enjoyed it immensely and wanted further information about the South, its resources, etc. He also enclosed a sample of Bermuda seed from his farm and said that he had a lot of it for sale—requesting at the same time that we quote him advertising rates.

As we guarantee the reliability of all our advertisers, I sent the sample of seed to Dr. Butler and asked him if they were good. He replied that they looked unusually good to him and—we accepted Mr. Stitt's little one inch advertisement to appear four times.

We are just in receipt of a letter from Mr. Stitt enclosing his check and saying "I am getting such good results from my advertisement that I have decided to let it stand for quite a while. You certainly have the confidence and good will of the best farmers in the South."

Now, here's a fellow 'way out in Arizona who was wide awake and reading and he grasped opportunity by the forelock and won a victory. He has, by his thrift, energy and foresight found a market for his surplus seed.

When we quoted him our rates he didn't come back and say "they are too high." He simply looked our paper over carefully, judged it by its editorial merit and clean advertising columns and said to himself "If other people can get results from this paper—so can I." And he has.

There are just three classes of men in this world—men who buy, men who sell and advertising men who bring them together.

Before long we will be getting all sorts of inquiries from our readers asking "where can I get so and so" and those of you who have something for sale—seed, eggs, poultry, livestock or even machinery ought to start advertising now—while folks are buying their year's supply?

Who will be the first to take opportunity by the forelock as this Mr. Stitt has done? J. A. MARTIN, Advertising Manager.

"WHAT TIME IS IT?"

THE superintendent of a telephone company told the writer once, "If we could do away with people asking us 'What Time Is It?' we could give everybody better service. It consumes a lot of valuable time.

The man who depends upon such information for the time of day is practicing false economy. The watch manufacturers are making watches now days within the reach of everyone. Mr. Geo. Potter, Salesmanager of the South Bend Watch Company, wrote us the other day. "In days gone by the farmer was supposed to carry a very cheap watch, but it is a fact that today the average farmer carries as good, if not a better watch than the average city man. That's why we advertise our watches in your paper."

We are proud of carrying the advertising of South Bend and Waltham watches and now comes the famous Ingersoll in our paper—"the Watch that made the Dollar famous."

"Big Ben's" smiling face also greets you once a month.

Have you seen these advertisements? Jewelers everywhere sell

them. Don't be taken in by the cheap watches advertised "free." They are dear at any price. Buy good ones.

NOTICE TO FENCE BUYERS.

IT IS with great pleasure that we call the special attention of our readers to the fence advertisers in our paper. These concerns have been among our advertisers for a good many years, which has doubtless been the result of supplying thousands of rods of fence for our readers. We believe our subscribers who have had dealings with these concerns have been fairly treated as we have often heard favorable opinion expressed on their fair, square method, their excellent quality and the low prices they offer. These concerns sell direct from factory to farmer, with all freight prepaid. In addition to farm and poultry fence of every size and style, some of them carry a complete line of farm gates, self-raising gates, lawn fence and lawn gates. Our readers will do well to write for their new catalogs which will be mailed free on request. Do it now, if you are in the market for fence, or if you will shortly require their products.

Don't forget, however, that your local merchant carries the famous "Pittsburg Perfect" and "American"—both of which are advertised in our paper.

They are all good and guarantee satisfaction.

ONE BENEFIT OF THE TARIFF.

THE new tariff has the good effect of reducing the cost of syrup—one step at least in the lowering of the high cost of living. There are a good many ways of using syrup, and there is a place for it on every table at any meal. Breakfast will be tastier and more inviting with plenty of hot biscuits, griddle cakes or muffins with syrup. Syrup can be used on a good many desserts at dinner, and for supper with waffles or hot bread. Syrup is a fine food. It is good for old or young—especially children who continually crave sweets.

Velva is advertised now in our paper. Green Label Velva is pure country-made ribbon cane syrup, without anything added or taken away. Red Label Velva is the pure juice of the cane modified in flavor by corn syrup—both are delicious and full of fine flavor.

"THE TONGUE EVER TURNS TO THE ACHING TOOTH."

AN aching tooth is usually a tooth that has been neglected. Many of our readers will doubtless recall Dr. Geo. Livermore's excellent article in our paper ("Is Your Mouth Clean") in which he stressed the necessity of keeping the mouth and teeth clean.

We are proud to call attention to the advertising of Colgate's Ribbon Dental Cream in this issue. It is a scientifically prepared dentifrice marketed in sanitary, screw-cap, collapsible tubes, and can be bought at any drug store. Try it and see what a delightful sensation it is to have a sweet, clean mouth. Nothing adds more to a person's physical charm than a mouth of pretty white teeth, and nothing disfigures a person more than ugly, ill-cared-for teeth.

We hope that all subscribers will bear in mind that The Progressive Farmer cannot print partisan articles, denominational articles, obituary notices, articles of an abusive nature, or original poetry or stories. We recently had a prize competition offering a prize for the best verse sent in by a child within certain ages, and we have had a Christmas story competition; but we cannot now consider printing any further original verse or fiction.