

WHERE TO BUY THE BEST IN FARM IMPLEMENTS AND SUPPLIES

Of course every reader should go through our advertising columns each week. You never know what kind of bargain you are missing when you fail to do so. Just now, for example, you are interested in getting labor-saving Implements and Machinery for all your 1914 farm work. You cannot afford to use hired hands who must be clothed, housed, and fed three times a day, when you can get work done by improved implements that require neither food nor clothing.

The greatest single force in this country today is PUBLICITY. Before it, criminals shrink into the shadows and honest men come out to see and be seen. Only that which is good can live in the white light of publicity. That which is bad will spoil.

The advertisers in The Progressive Farmer are the livest, best manufacturers in the country—men who have come out into the white light of publicity and who have stood its scorching heat without wilting. In good times and in bad they have made products that have stood the test and they have had the courage to spend their hard-earned money to tell the people that their products are good. And what is better still, they have KEPT THEIR WORD to the people and given them value received.

THE PROGRESSIVE FARMER will not accept a fake advertisement for man or beast or fowl, and we KNOW that each and every manufacturer advertising in our paper will do exactly what he claims.

We bespeak for these good people your liberal patronage and unhesitatingly commend them to you as reliable. What's more, we GUARANTEE you against fraud if you deal with them as advertisers in The Progressive Farmer, and so state when making your trades.

We want our readers to have FAITH in the advertising in The Progressive Farmer and go through our advertising columns and select what they need and want, knowing that they will get a "square deal."

In this, our Farm Machinery Special, we would like to list every advertiser who uses The Progressive Farmer, but the list is too long and our space is limited.

It often occurs that what a reader wants is not advertised just when he wants it and so we have prepared a little booklet "Where to Buy Farm Supplies," which we will gladly send free to those of our readers who ask us for it. Most everything for the home and farm is listed in this booklet, but if what you want is not listed, let us know. Our advertising department is as anxious to serve the readers of the paper as the editorial department is and we are prepared to tell you where to get anything—from a canary bird to a threshing machine. Therefore, command us.

THE PROGRESSIVE FARMER

OFFICES:

Birmingham, Ala., Raleigh, N. C., Memphis, Tenn., and Dallas, Tex.
New York Office, 41 Park Row; Chicago Office, 508 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:

In United States, Mexico, Cuba, Porto Rico, Panama, Hawaiian and Philippine Islands, \$1 per year; 50 cents, 6 months; 25 cents, 3 months.
Canada, \$1.50 per year; all other foreign countries, \$2 per year.

YOUR LABEL IS YOUR RECEIPT.

The date to which your subscription is paid is given on the little red or yellow slip on page 1 opposite your name, printed thus: "John Doe, 31 Dec. 14." means that Mr. Doe is paid up to December 31, 1914, etc. After you send in your renewal, it requires about ten days to have this date changed and properly corrected on your label. Please advise us promptly if the label date does not properly show when your subscription expires.

Each Advertiser's Reliability Guaranteed

WE WILL positively make good the loss sustained by any subscriber as a result of fraudulent misrepresentations made in The Progressive Farmer on the part of any advertiser who proves to be a deliberate swindler. This does not mean that we will try to adjust trifling disputes between reliable business houses and their patrons, but in any case of actually fraudulent dealings, we will make good to the subscriber as we have just indicated. The conditions of this guarantee are, that the claim for loss shall be reported to us within one month after the advertisement appears in our paper and after the transaction complained of; that our liability shall cover only the purchase price of the article in question, nor aggregate over \$250 on any one advertiser, and that the subscriber must say when writing each advertiser: "I am writing you as an advertiser in The Progressive Farmer, which guarantees the reliability of all advertising it carries."

Readers in the Carolinas, Virginia, Georgia and Florida should always address their letters to

THE PROGRESSIVE FARMER, Raleigh, N. C.

BIG REFERENCE SPECIAL NEXT WEEK

This issue will positively contain the greatest assemblage of agricultural facts and figures ever put together in one number of any farm paper. You can't afford to miss it.

BUSINESS TALKS

For Farmers and Farmers' Wives

DON'T WAIT—ORDER EGGS AND POULTRY NOW

OUR Poultry Special last week should have convinced the most sceptical that there is money in poultry and that the only way to get this money is by raising pure-bred fowls.

It is no longer the goose that lays the golden egg, but at the present prices of eggs and poultry the plain barnyard hen is also laying golden eggs—that is, if she has quality blood in her.

Don't depend on scrub hens, but resolve this year to select one good breed and bring out all its best qualities, take good care of the fowls, and reap the reward.

If you have not already done so, sit down right now with our Poultry Special of last week and order a pure-bred cock and hen, or a sitting of eggs. Don't wait too late to make the start, but order today.

MAKE USE OF OUR ADVERTISERS

IT'S a frequent remark among our readers that The Progressive Farmer would be worth the price to any wide-awake farmer if we gave him nothing but our advertising, and the supervision and guarantee that go along with it.

We believe this is true. But an advertiser can give only a hint of what he has in an ordinary sized advertisement, and to get the full benefit of our advertising columns, a subscriber must send for catalogs and price lists.

A seed catalog, for example, will contain excellent gardening hints. An implement catalog will probably tell you just what you have wanted to know about that improved harrow or riding cultivator or sulky plow. A catalog of spraying outfits may not only tell how to manipulate the sprayer but how to mix spraying material and when to spray. A catalog of a stump puller or manure spreader or traction plow or an incubator, will perhaps supply just the information you have wanted as to cost and

method of operation. By getting four or five automobile catalogs and learning their relative merits for yourself instead of depending solely on what some agent tells you, you may save enough to pay your Progressive Farmer subscription for a hundred years.

In a hundred other ways, our advertisers stand ready to help you if you will only make use of them. If every subscriber would keep a quarter's worth of postal cards always on hand ready to ask for information whenever he wished it, he could almost double the value of The Progressive Farmer to him.

NOTICE

WE LACK three (3) copies January 25, 1913, issue and three (3) copies September 13, 1913, issue for our office files. We shall be glad to give a six-months subscription or credit on old subscription, for the first three of each of these issues reaching us. Address File Clerk, care Progressive Farmer.

A WORD OF CAUTION

The Progressive Farmer has a large force of traveling and local subscription solicitors and we always appreciate any courtesies shown them.

Our regular agents, however, are always provided with our official printed and numbered receipt blanks and cards of authority.

DO NOT PAY MONEY to agents that are not provided with our regular printed receipts and proper credentials, as they are invariably frauds.

This rule holds good with persons claiming to represent any publication. We know of no reputable publishing company that does not supply its authorized agents with regular receipts, with the name of the publication printed on them and also with credentials—or letters of authority—and no honest agent will be offended if you ask him to show you his credentials.

NEVER PAY MONEY to an agent that is using plain receipt blanks that anyone can buy at a store.

NEVER PAY MONEY to agents that offer clubs with daily papers or high-priced magazines for a nominal amount—they are invariably frauds, and you will probably never receive anything.