

READ LETTER ON PAGE 5 AND GIVE THIS PAPER TO A NEIGHBOR

THE PROGRESSIVE FARMER

AND SOUTHERN FARM GAZETTE

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THE BIG AND JOYOUS JOB WE MUST ALL GET TO WORK AT

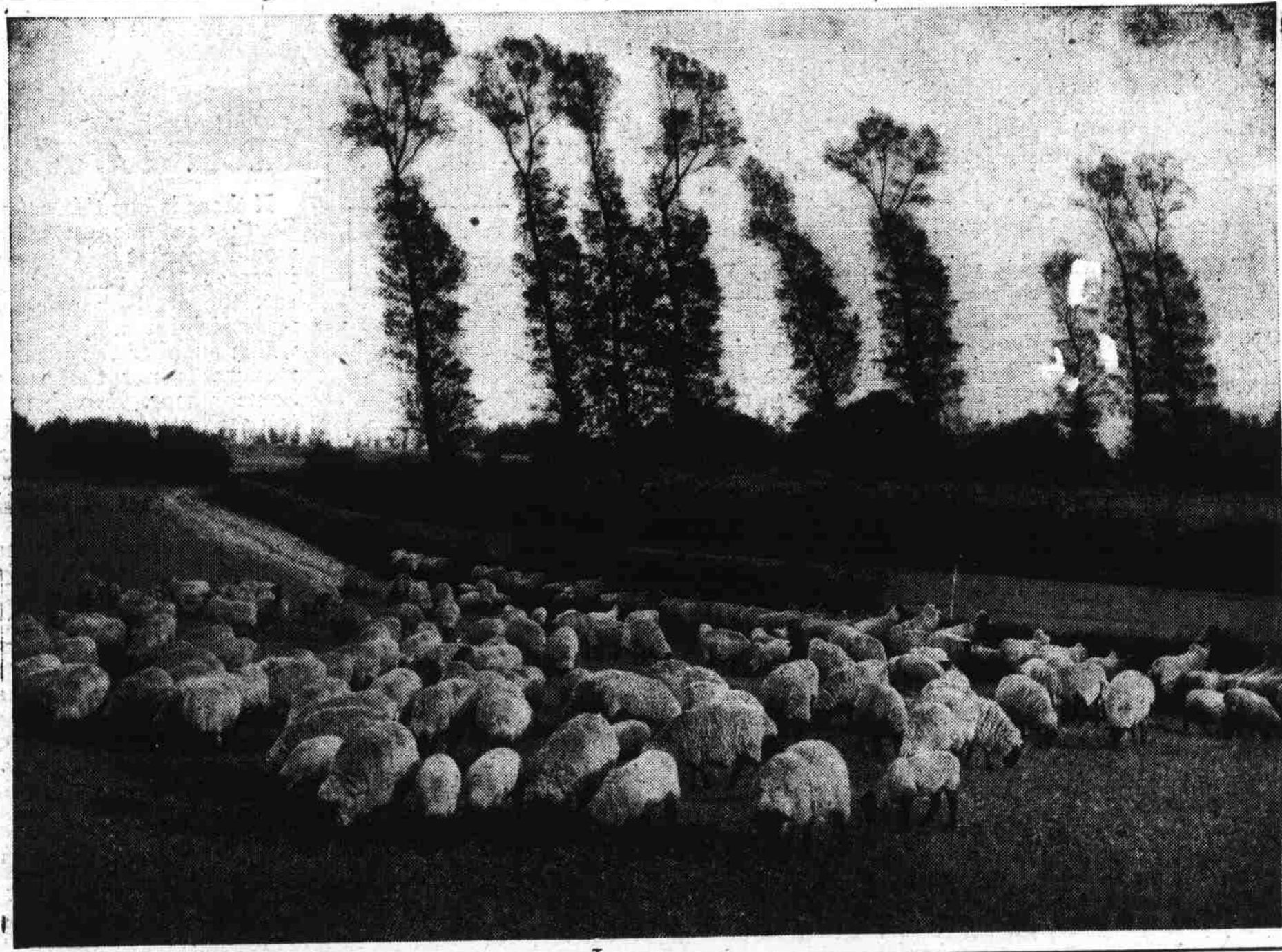
"WHAT'S the use of getting old and dying here in the South before making it the fruitful Land of Plenty it ought to be, before making it the beautiful land it ought to be, before making it the joyous land of comrade farmers and farmer-folks it ought to be?"

today must aim at is to make it a *beautiful South*—no ramshackle buildings, barge yards, gullied fields or fire-swept woodlands, but fair homes set beside inviting roads and encircled by noble trees, ample lawns and flowering gardens with the ever-present background of

well-kept fields and well-nurtured livestock.

And then, in the third place, we must strive to make it a *land of abounding neighborliness, comradeship and community spirit*—where every man is anxious not only to do the best he can for himself, but to help his neighbors and his neighborhood; to cooperate with others in making and marketing crops, feeling the elbow-touch of his fellows alike in farm production and farm

That is the question, as our regular subscribers will remember, that we put to them a few weeks ago. And the question now presents itself with added emphasis and urgency when we recall that in the few short weeks since then, another year has ended and another year begun. Swiftly, so swiftly the days fly by—"swifter than a weaver's shuttle" indeed are they; and with it all there rings in our ears the imperious admonition of Holy



BEAUTIFUL, WELL KEPT FIELDS AND ROADS ARE A JOYOUS INSPIRATION

Writ itself: "Whatsoever thy hand findeth to do, do it with thy might; for there is no work, nor device, nor knowledge, nor wisdom, in the grave whither thou goest." The great Taskmaster gives us our work to do in this life and on this earth and bids us be about it quickly and earnestly. We must leave the world a little better for our having lived in it. We must leave some message and some achievement to testify after us that "we have lived and loved and labored here."

Especially is there a great opportunity for all of us Southerners of this generation in the mighty work of building a greater South—a greater rural South.

We must, of course, make it a *rich South*—a South where every farmer's hand is directed by a trained and active brain; a land of good farming and increasingly fertile soil; a land feeding its people, its horses, flocks and herds, and leaving its billion-dollar cotton and tobacco crops to go back each year as surplus profits to the men who labor in its fields; the richest of all farming lands, as right management of its Heaven-given resources should quickly and permanently make it.

Another thing that we men and women of

business; anxious to help the community schools and churches and social life and intellectual life, and to do everything to help make his neighborhood the happiest and worthiest in the land.

That, good friends, is the ideal that should inspire all of us, and it is the ideal to which The Progressive Farmer wishes to consecrate itself

and all its powers. And in this, Brother Subscriber, we ask your support. We ask it because we believe you realize that The Progressive Farmer is a paper with a mission; that we are running it not simply to make money or make a living, but also to carry on a great campaign for the upbuilding of the South we love.

Pass on this paper to some one not now a subscriber, get him interested in the tasks we all have at heart, and before our thirtieth birthday next month let us roll up under The Progressive Farmer's standard 200,000 subscribers joining together each week in gathering inspiration for the great work of making the whole South "a Land of Plenty, a Land of Beauty, a Land of Rural Comradeship."

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