

This "Family Talk" is for Folks Already Subscribers

But Friends Who Are Not Subscribers Can Stop a Minute, Listen
And See What Our Big "Progressive Farmer Family" Is Like.

Dear Bro. Progressive Farmer Subscriber:

This letter is a personal letter, a very personal letter to YOU--to you whose name appears on that little yellow label on page 1

It's "family talk," for we really count every Progressive Farmer subscriber a sort of member of a big Family; and we are glad that so many readers feel that way about The Progressive Farmer. Here's a letter from Mrs. J. B. Smith now before us, for example, saying: "The paper is like one of our family almost"; and a renewal from Percy L. Gunn saying, "The Progressive Farmer has become a member of our family"; and one from D. F. Owens saying: "I have been a subscriber 28 years and love the very name Progressive Farmer," etc., etc.

It's things like these that make it a pure joy to work and drive and keep straining every nerve and muscle to make every Progressive Farmer better than the one the week before--simply because all the subscribers seem like a big family of brothers working together as Mr. H. B. Sutton, with the "strength and power that will eventually pull this great old South to better things."

But we need more help--we need more recruits for the army. And right there, Brother Subscriber, is where we want your help. We have been talking a long time about "making your neighborhood a Progressive Farmer neighborhood" and we believe you believe it would help the neighborhood to have everybody in it read "our paper", as our subscribers call it; and that once a man gets to reading it, he will thank you ever after for bringing it to his attention.

Well, there's no use taking years to do a job that needs doing now, and we have decided that right now is the time to "make a clean-sweep of your ~~of your~~ neighborhood." The Progressive Farmer is 30 years old next month, and we want every subscriber to make it a birthday present of one, two, three or four new readers from his neighborhood. And to this end we are making a 30TH BIRTHDAY JUBILEE OFFER that "never can happen again" and that nobody can resist.

Moreover, we are sending you an extra copy of this week's paper. Please take it with you when you go to see those neighbors--and don't forget to point out how The Progressive Farmer not only helps the farmer but helps the farm woman also, and is trying especially to help every farm boy and girl to a better chance in life. A farmer-father who says he doesn't need the paper himself ought to take it anyhow for the sake of our big 1916 features for the boys and girls.

"Do it now" is the motto of this Age of Hustle; and it's the motto we want to adopt for this 30th Birthday Jubilee Campaign. Please "pass on" this very copy of The Progressive Farmer and hurry up that club of new subscribers we shan't be happy till you send us.

Yours for "every friend win a friend",

The Progressive Farmer Co.

Look Out For That "30th Birthday Jubilee" Letter We Are Sending You!