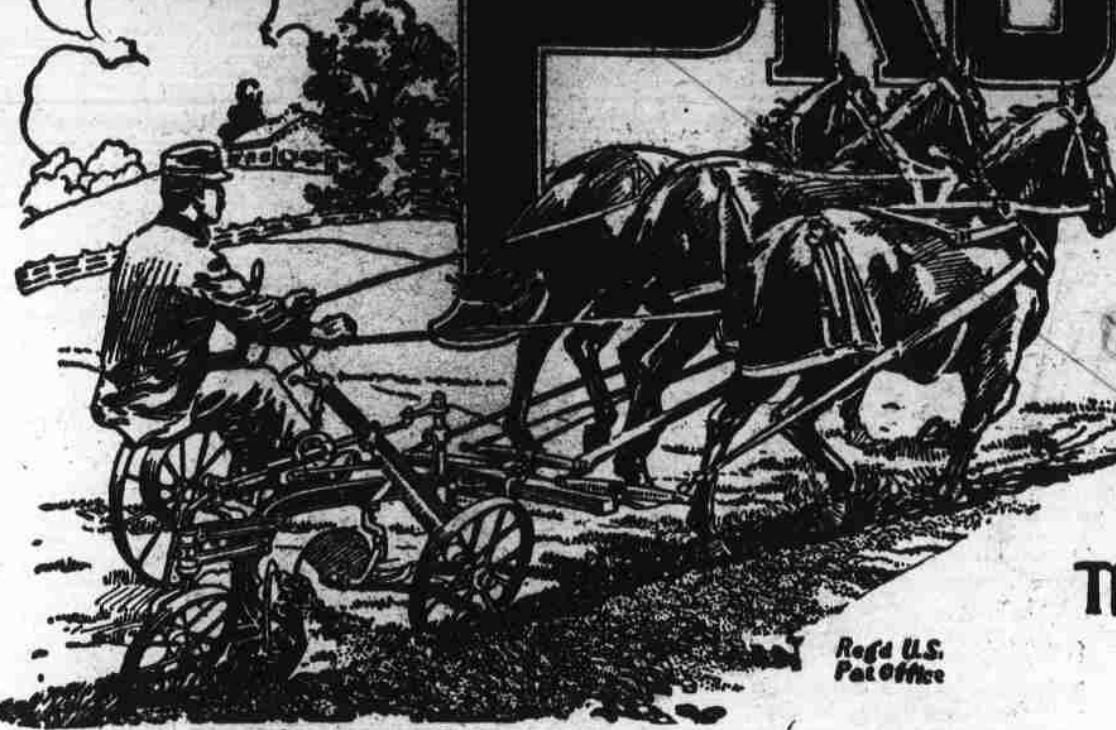


THE PROGRESSIVE FARMER

AND SOUTHERN FARM GAZETTE

A Farm and Home Weekly for
The Carolinas, Virginia, Georgia, and Florida.

FOUNDED 1886, AT RALEIGH, N. C.



Vol. XXXI. No. 45.

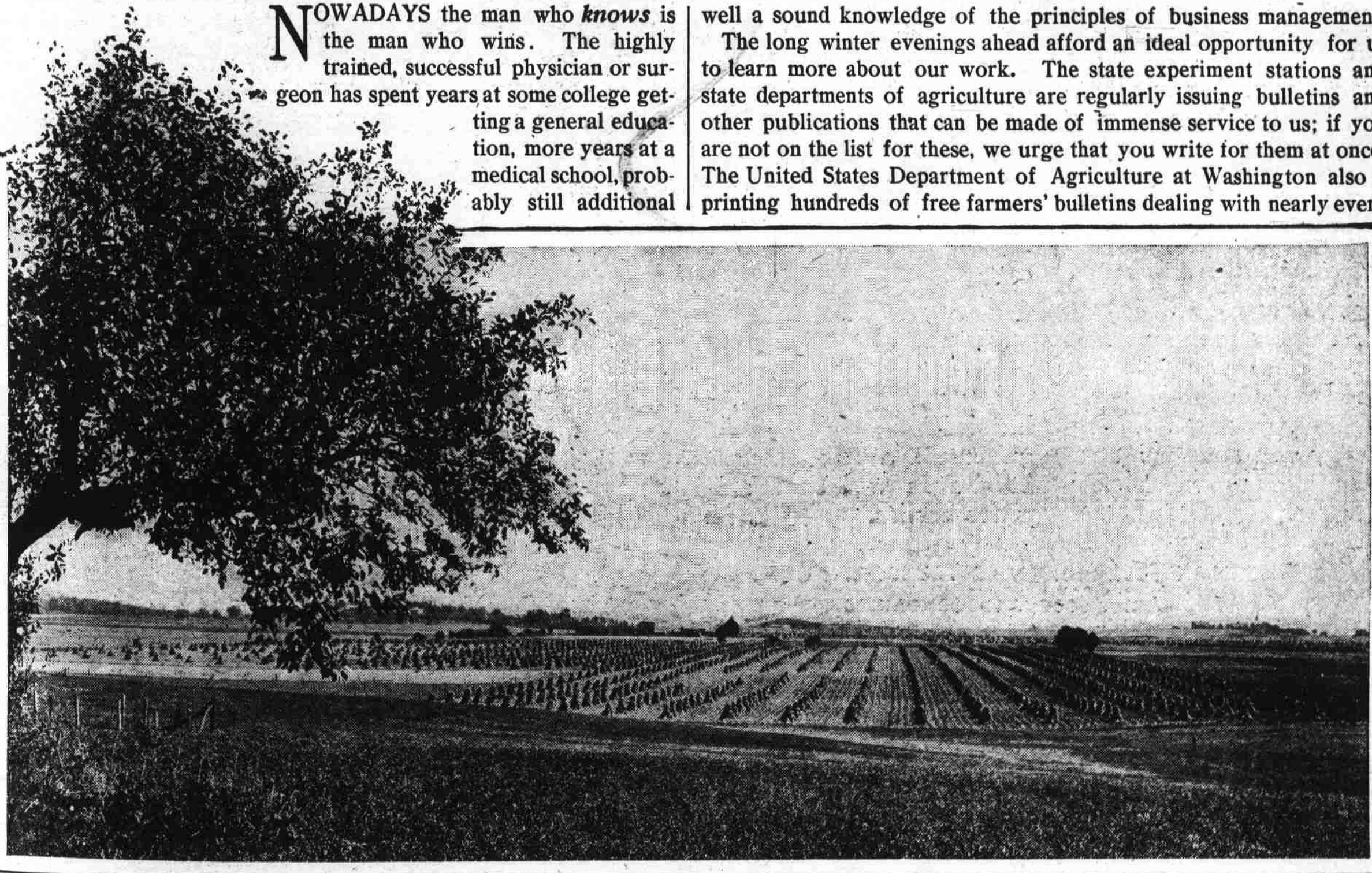
SATURDAY, NOVEMBER 4, 1916.

\$1 a Year; 5c. a Copy

Success Is For the Man Who Knows His Job

NOWADAYS the man who *knows* is the man who wins. The highly trained, successful physician or surgeon has spent years at some college getting a general education, more years at a medical school, probably still additional

well a sound knowledge of the principles of business management. The long winter evenings ahead afford an ideal opportunity for us to learn more about our work. The state experiment stations and state departments of agriculture are regularly issuing bulletins and other publications that can be made of immense service to us; if you are not on the list for these, we urge that you write for them at once. The United States Department of Agriculture at Washington also is printing hundreds of free farmers' bulletins dealing with nearly every



HARVEST TIME

years in special work in some great hospital, and, even with all this, he is a close and constant student of all the current literature dealing with his profession. The successful lawyer, the engineer, the chemist—all these professional men who are successful have made it their first business to know their jobs. They know that every day new facts about their professions are being discovered, and that not to keep in touch with the most advanced thought means being left behind.

Perhaps the time was when farming could be successfully done without study; but that time has gone forever. The new, cheap lands are gone, and with their passing have come problems in soil-building and farm management that are no less difficult of solution than are the problems of the professional man. In fact, a well rounded knowledge of agricultural practice demands a very considerable knowledge of chemistry, bacteriology and engineering; the modern successful farmer must know something of all these and couple with them as

conceivable farm problem; write for the free list of these and then ask for those that you are most interested in. Then there are excel-

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lent books dealing with such problems as feeds and feeding, dairying, hog-raising, farm management, and so on, that are of great help. And, finally, select three or four good clean farm papers and have them come as regular visitors to your home. Then, with the best thought of a progressive agricultural age before you, it is a fine thing these long evenings to gather the family round the fire and study and discuss these problems in detail.

In the days ahead, as never before, "the leading farmer will be the reading farmer." There is much, very much, to learn, it is true; but as we learn, as the great vision of what applied science will mean to the farmer of the future unfolds before us, the task will be one of joy, and to the thinking, reading, studying, working farmer, no other calling, profession or business offers greater or surer rewards. Let's be up and at our splendid jobs!