

# THE PROGRESSIVE FARMER

AND SOUTHERN FARM GAZETTE

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## A Message to Southern Merchants, Bankers, and Town Farm-owners

FIRST of all, we should like for every town merchant, banker, and city-dweller of any sort to read the letter about the Morrilton, Arkansas, Chamber of Commerce on page 7. Its seventeen committees illustrate the range of interest a town organization should show in country development. If you want town and country coöperation, the first thing to do is to try to get a chamber of commerce as rural-minded and progressive as that of Morrilton. It's a model worth copying!

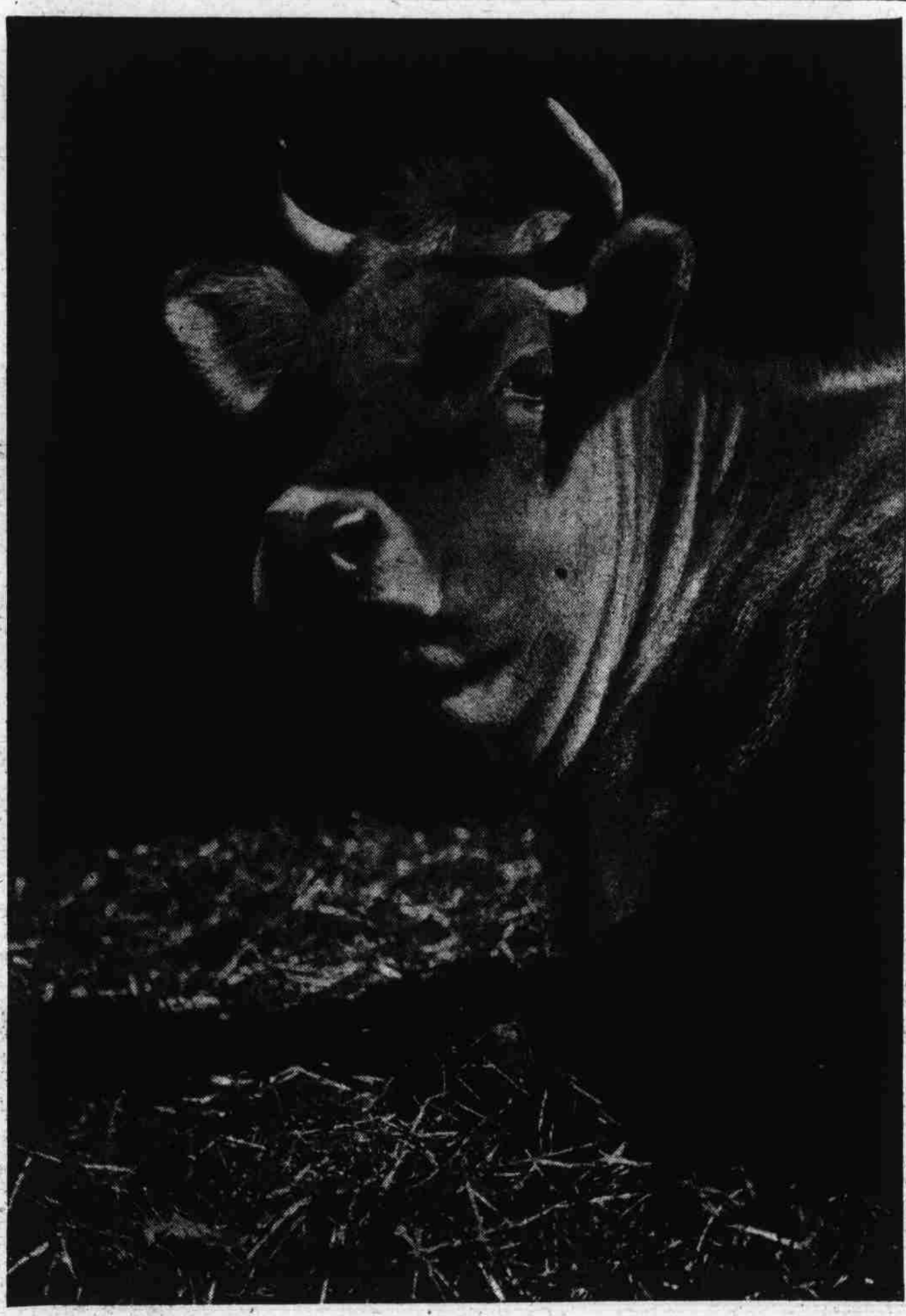
Then there is J. Z. Green's appeal on page 24 for your help in getting rid of crop lien slavery in the South. You ought to help about this. It isn't fair for a state to say a man shan't charge over 6 to 8 per cent a year on a loan, but may charge at the rate of 60 to 80 per cent per annum in the form of "time prices." And our merchants would be far safer by getting on a cash basis.

For the merchant there are just two emphatic appeals from farm folks in this issue. The farm men say: "Provide a cash market for our products. If you say we should 'buy at home' when it comes to shoes, clothes, and groceries, you should 'buy at home' when we have hay, corn and meat." And the farm women say: "Join together and fix up a woman's rest room in each town." Mrs. Edna Teas Smith on page 22 also suggests that

merchants in each town issue coöperative price lists so that the women may figure at home on their wants and order as intelligently as they do in ordering from a foreign firm. Then Mr. French points out how merchants may coöperate to keep down expenses so that they need not fear mail-order competition. And Prof. McKee urges merchants to coöperate with farmers' organizations. If a farmers' club brings you a big order with the cash, saving you all the expense of handling and all the risk of charging, don't alienate these farmer friends, but place the order for them on a small margin of profit.

We hope our banker friends will also give this number a careful

reading. And if Mr. Banker has time to read only one thing, we hope it will be the article by Mr. P. W. Goebel, President of the American Bankers' Association, on *productive vs. consumptive credit*



"WHO ARE YOU?"

The failure to grade cotton properly is another often-heard complaint against towns—a complaint voiced in this issue by Mr. D. W. Boyce, of Pine Bluff, Ark. Every town seeking the farmer's trade should protect him at this point.

And, finally, read on pages 6 and 23 the appeals to city farm-owners to show more consideration for the social life of country neighborhoods. If there is a group of struggling white farmers trying to keep together so as to have satisfactory schools, churches, and social life, don't displace a white tenant there and put a Negro into this little community of white neighbors. In your city home, you would probably get fighting mad if some absentee landlord should put Negroes into the houses on each side of you. Very well; try to show the same consideration for the white farmer and his wife and his daughters out in the country.

And these articles, Friend Townsman, are only a few in this "Town and Country Coöperation Special" deserving your attention. Better read all of them.

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