

Our Great 15-Cent Offer Repeated! Send us a Club and Help Your Paper.

# THE PROGRESSIVE FARMER.

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## 15 Cents Till January 1st.

Our Great Half-Price Subscription Offer Again Repeated—Every Subscriber Urged to Get a Club—The Easiest Way to Pay Your Subscription and at the Same Time Get a Cash Prize.

The time has arrived when we make our annual special offer to new subscribers—15 cents till January 1st to any man not now taking the paper—and one month's credit on your label for each new name you send us!

Our regular rate from October 1st till January 1st is 30 cents—so this is virtually a half-price offer, and we lose money on it. We have lost money on it each year and we shall lose more on it this season than heretofore because paper and all other publishing expenses are higher than ever before.

But the offer is made solely to induce people not now reading the paper to give it a few weeks' trial at low cost, and to this end the offer is repeated.

And now, Mr. Subscriber, I hope you will take off your coat and "get busy" in our behalf. Heretofore we have swept in as many as 5,000 subscribers in a single October on this offer—and we must do even better this year. We must make a clean sweep. Our thirty-day whirlwind campaign last winter met serious obstacles—almost unprecedentedly bad weather and the fact that there was no special offer to attract readers—and many of our readers did absolutely nothing for us: failed absolutely to get any new subscribers.

Now in this fall 15-cent campaign everybody must help! And do not let up until every farmer and farm owner in your acquaintance is brought into The Progressive Farmer Family. It will do good. It will help your neighborhood. It will mean better farming, better roads, better schools, better citizens, prettier homes, happier wives—all these things The Progressive Farmer helps to promote, and you can do no better missionary work than to help increase its circulation.

And with an offer like this, it is easy to get subscribers. They come tumbling over one an-

## How Much Are You Losing?



With the growing popularity of warehousing, scenes like this are becoming rarer and rarer. Farmers are beginning to understand that cotton left exposed to the weather loses \$5.00 in grade for every \$1.00 it is supposed to gain in weight. And farmers are beginning, too, to wake up to the importance of many of the other wastes in picking, ginning and selling that have hitherto been ignored—and just here the ideas set forth in our striking articles on pages 2 and 3 of this issue will save our Progressive Farmer cotton growers many thousands of dollars. Read the articles and you will likely reach the same conclusion as that set forth in the leading article: "After doing a hard year's work to make the crop, at least one-third of our cotton growers by poor handling lose more on their cotton after it is ready to pick than they net from the crop, and another third loses five times as much as they should."

How much are YOU losing?

other to get in under this proposition. We do not need to argue its advantages. We only urge each and every reader to try to get at least six of these new trial subscriptions for us during the month of October—and as many more as possible. And here in brief is the proposition:

### I.

To any man not now a subscriber we will send The Progressive Farmer every week from now till January 1, 1908, for 15 cents,—and stop the paper promptly then if the paper is not renewed.

### II.

For every new trial 15-cent subscriber you send us we will credit you a month on your subscription—twelve new trial subscribers will renew you for a year free of cost, six for six months, three trial subscribers credit you three months on label, etc., etc.

### III.

And finally, in addition to this, we are going to give a prize of \$1 every day during the month of October to the man or woman, boy or girl, who sends us the largest list of 15-cent subscribers that day—whether the number sent be three or three dozen.

Understand then: You get credit for one month (8 1-3 cents) on your label for every subscriber

you send anyhow—and in addition to this, if your list is the largest of the day, you get an additional cash prize of \$1.

And now to the field!

Get every farmer, of course, (it's positively unfashionable and out-of-date to try to farm now without The Progressive Farmer); but don't stop here. Get every man who owns a farm, too; no man should be allowed to own land who doesn't take a wide-awake farm paper. Every farmer, farm-owner, farm manager, farm tenant, farmer's wife—everybody who has any relation to a farm needs The Progressive Farmer.

And this year let's get them all. Let's make a clean sweep. We must get the coveted 30,000.

I wish I had time to write each and every reader a personal letter, but I haven't; and so through this printed page, Brother Subscriber and Mrs. Subscriber, I most earnestly ask for your support.

Please do not fail to send us a club of 15-cent subscribers during the next 30 days.

I am counting on you.

Yours cordially and earnestly,

CLARENCE H. POE,

Editor and Manager.

"If You Get Two Papers"—see page 8.