

Anniversary Number: See Our Great Club Offers Announced on This Page.

# THE PROGRESSIVE FARMER

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## FROM THE EDITOR TO THE READER: A BIRTHDAY GREETING.

The Progressive Farmer is twenty-two years old this week. And it happens that as it has been twenty-two years this year since the paper was started, so it has been eleven years since the present Editor-in-chief began work on it. In other words I have been on the paper half its lifetime. Beginning with it as a boy in my teens in 1897, but a few months passed before I set about getting the paper out of politics and back to its original mission as a genuine farm paper. Becoming Editor in 1899, while still in my teens, I was able to set its face squarely in this direction and through all the years since we have worked steadily toward one aim; and still work, not as having already attained, but reaching forward unto those things that are before, we press toward the mark that we have set as our ideal.

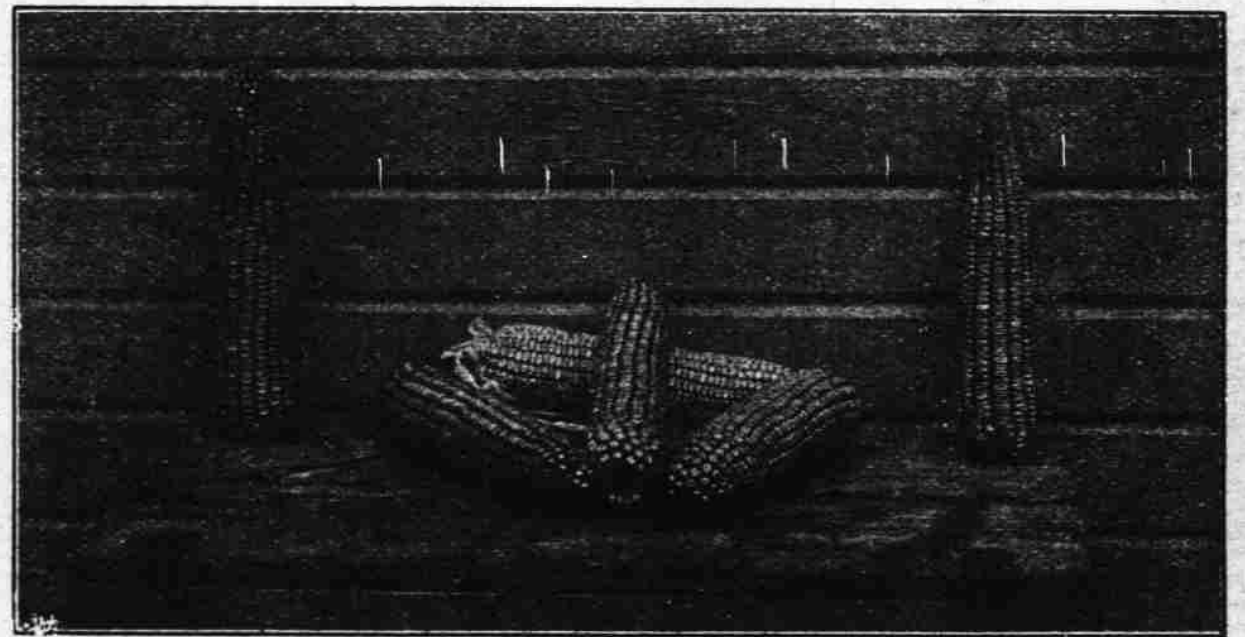
And with every passing year the work grows more inspiring, our vision larger, the call to service through this method clearer and more trumpet-tongued. What son of Southern sire, what man of us whose father fought with Lee and Jackson four decades ago, does not feel the call to help and serve the Southland in time of peace as did our fathers in time of war? Our duty is not less imperative than theirs, and we shall be shirkers now not less unworthy than were shirkers then, if we fail to do our part in bringing our loved section back to its old-time prestige in the affairs of the Nation and the world. And every man who is really a good farmer, every man who is tilling an acre of land with thought and skill and profit-making methods, every man who is making two ears of corn grow where only one grew before, is doing a soldier's part in the building of this greater South that is to combine the virtues of the Old with the enterprise of the New. It was a generation ago that Sidney Lanier declared—and yet it is as true to-day as then—that "a vital revolution in the farming economy of the South, if it is really occurring, is necessarily carrying with it all future Southern politics and Southern relations, and Southern art, and such an agricultural change is the one substantial fact upon which any really New South can be predicated."

It is this vision of the larger significance of our task, and the loyal and enthusiastic support of our great army of readers, that inspire us to work from year's end to year's end—always perhaps with smaller financial remuneration than similar effort in any ordinary business would bring us, but with the rich assurance that The Progressive Farmer is playing its part in the rebuilding of the South, the waste places made glad and the deserts made to rejoice

through its constantly widening influence.

The credit for all this work is by no means to be attributed to the Editor-in-chief. My greatest virtue, as I have often said is that, as Andrew Carnegie said of his own case, "I know how to get the services of men smarter than myself." To our splendid lot of correspondents—men like Mr. French and Mr. Parker, who are hosts in themselves—and especially to our editorial staff, the two W. F. M.'s, Prof. W. F. Massey, the most potent voice in Southern agriculture, and to Mr. W. F. Marshall, as faithful and as worthy a co-laborer as it is ever a man's good fortune to have, let credit be given more than to me—but may I not say that most credit of all is due to our subscribers themselves, the men behind the paper, who have helped us with counsel and criticism and praise—praise more than we have deserved—and have held up our hands and lent their aid in every worthy movement we have started. May God bless them all: they are the pioneers of a new day not only for Southern agriculture, but for the South as a section, and to serve them is no less a duty than a pleasure. Thanks to them the paper has grown by leaps and bounds and with their aid it will grow far beyond our present dreams. Coming under the writer's management, and largely under his ownership, in December, 1903, its average weekly circulation has grown from 5,504 in 1903, 10,509 in 1904, 13,583 in 1905, 18,853 in 1906, to 22,401 in 1907—and may we not now make it 30,000 in 1908?

Thirty thousand—that at least is our aim and object: and the definite point of this article is just here. We want every reader of ours, every member of our big and rapidly growing Progressive Farmer Family, to try to send us at least one new subscription during the present year—not for our sake, nor yet for your own sake alone, but because The Progressive Farmer is helping build the State and the South and because a hundred thousand readers of such a paper scattered throughout the Southern States may bring about "that vital revolution in the farming economy of the South" which Sidney Lanier and all our wise men have recognized as the one indispensable thing in the recovery of Southern prestige. That then is the resolution I ask you to make: that you will try to get at least one new subscriber for The Progressive Farmer this year. Of course, we want all North Carolina friends to work for us: it is their home State paper and it should be in every North Carolina farm home, but may we not ask that our friends in South Carolina and Virginia and Georgia and Tennessee will also work more actively in our



100 Per Cent Corn

60 Per Cent Corn

### Which Kind of Corn are You Planting?

Don't waste 40 per cent of your labor this year by growing corn that will make only 60 per cent of what it really ought to make. If you use your own corn, select the best ears—but it will pay you to order seed of some improved and highly productive variety, and in doing this, buy only in the ear. There is no other sure way of getting satisfactory seed.

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behalf? As yet these States are by no means doing their best by us.

And to encourage our readers everywhere—in North Carolina or anywhere else—we have decided with the beginning of this new volume to make these special club rate offers—and may I not now close this notice with the appeal, kind reader, that you will personally take advantage of one or more of these offers during the year? They make it easy to get new subscribers—and this is the best testimonial and the best help you can give us. Hear then the offers:

First, for \$1.50 we will send The Progressive Farmer one year to one old subscriber and one new subscriber. Regular price, \$2.

Second, for \$2 we will send The Progressive Farmer one year to one old subscriber and two new subscribers. Regular price, \$3.

Third, for \$2.50 we will send The Progressive Farmer one year to one old subscriber and three new subscribers. Regular price, \$4.

Or, fourthly, for \$3 we will send The Progressive Farmer one year to one old subscriber and four new subscribers. Regular price, \$5.

If you like the paper, send in a club.

#### Has Read It Twenty Years.

Messrs. Editors: Enclosed find \$1 (one dollar) for which please renew my subscription to your paper. I have been taking it at least twenty years, ever since Col. Polk started it, and I can truthfully say that I have been benefited by it. I think you are fortunate in having Prof. Massey on your staff. His writings are always good and instructive and I enjoy them as much as, if not more, than any department of your paper. The Progressive Farmer is well worth its cost, and I think not only the farmers should take it, but everybody. It will do good in any home, if well read. Each week the paper improves. What will it be twenty years from now?

M. G. FISHER.

Hyde Co., N. C.