

Let's Help Hoover and the Boys "Over there" Lick the Kaiser



MR. HERBERT HOOVER

TAKEN as a class, we believe the farmers of America have felt the high cost of living less than any other class of people. While it is true that implements, fertilizers, labor, etc., have advanced materially (and are sure to advance even more) the farmer has not felt the big advances in food products like city people have.

The farmer that is farming right has his own corn, wheat, oats, vegetables, butter, milk, eggs, poultry, and meat, while it is for these things city people are clamoring and paying enormous prices.

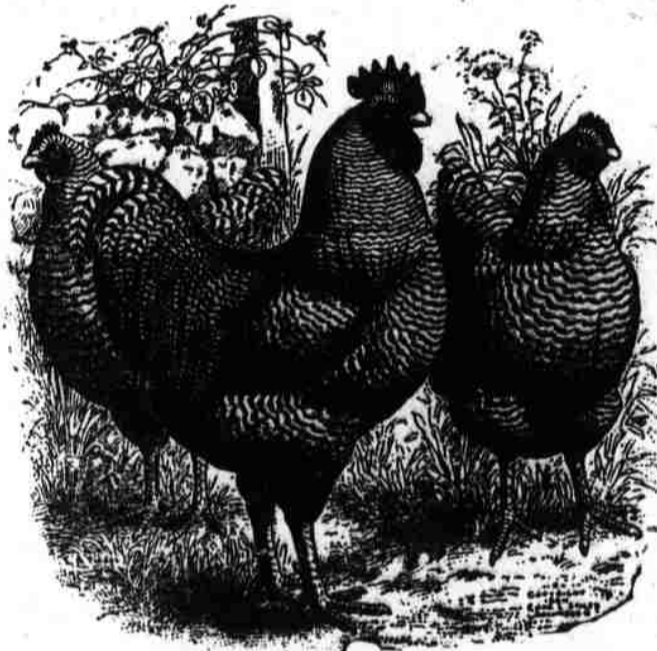
City people, moreover, in addition to paying enormous prices for things to eat, must pay for fuel.

Make 1918 a Banner Poultry Year

Farmers, we believe, are so used to having all the eggs, chickens, ducks, turkeys, geese and guineas they want for their own needs that they have not realized what a wonderful market has arisen in the past few months for such food. When one dives down into statistics about "poultry" as a source of money and food, however, the figures are staggering.

Hogs Have Gone to \$18 per Hundredweight

The enormous demand for pork for "our boys" and allies in Europe has sent hogs to \$18 per hundredweight and the prospect is they will go higher. These prices (with the failure of corn in the Middle West) are resulting in the farmers rushing even their brood sows to the packers and our visible crop of hogs is now 10 per cent below the normal.



Make Money on Poultry and Eggs Annual Poultry Special, Jan. 5, '18.

Indications All Over the South Point to a Big Poultry Season

This is the season of the year when the breeders of pure-bred poultry are making their "matings" and getting ready for the egg trade. It is, too, the season when farmers of the South begin to realize that "mongrels"

don't pay for their keep and they are resolving to buy pure-breds for the coming year. A greater interest is going to be shown in the poultry industry this year than ever before and good stock will be in demand.

There will be a perfect stream of gold flowing into the pockets of the breeders of pure-bred poultry. Decide now to get your share. Tell the people what you have; tell them twice if it is necessary, and don't wait until the season is over and the demand supplied by your more progressive competitors. When our readers see your ad in The Progressive Farmer they will not hesitate to buy from you. For they know we guarantee our advertisers and have faith in us—and will have faith in you.

The Time to Advertise Is When You Want More Business

The Poultry Special of January 5 will be brimful of valuable articles on the breeding, feeding, care and management of poultry and will be kept for reference by thousands of our readers. It will, too, go into the homes of a great many "City Lot" poultrymen and you will find it a great issue in which to sell your surplus eggs and even "baby chicks."

For the convenience of those who want to advertise in that or other issues of our paper we print below our rates which will enable you to determine the cost of any kind of an ad you wish to place in one or all three of our editions. These are special low rates to breeders of poultry and livestock only and nobody else can get space at these low rates.

This big Poultry Number goes to press on December 27, so mail your order and copy today. Anything received after December 27th cannot catch issue of January 5th.



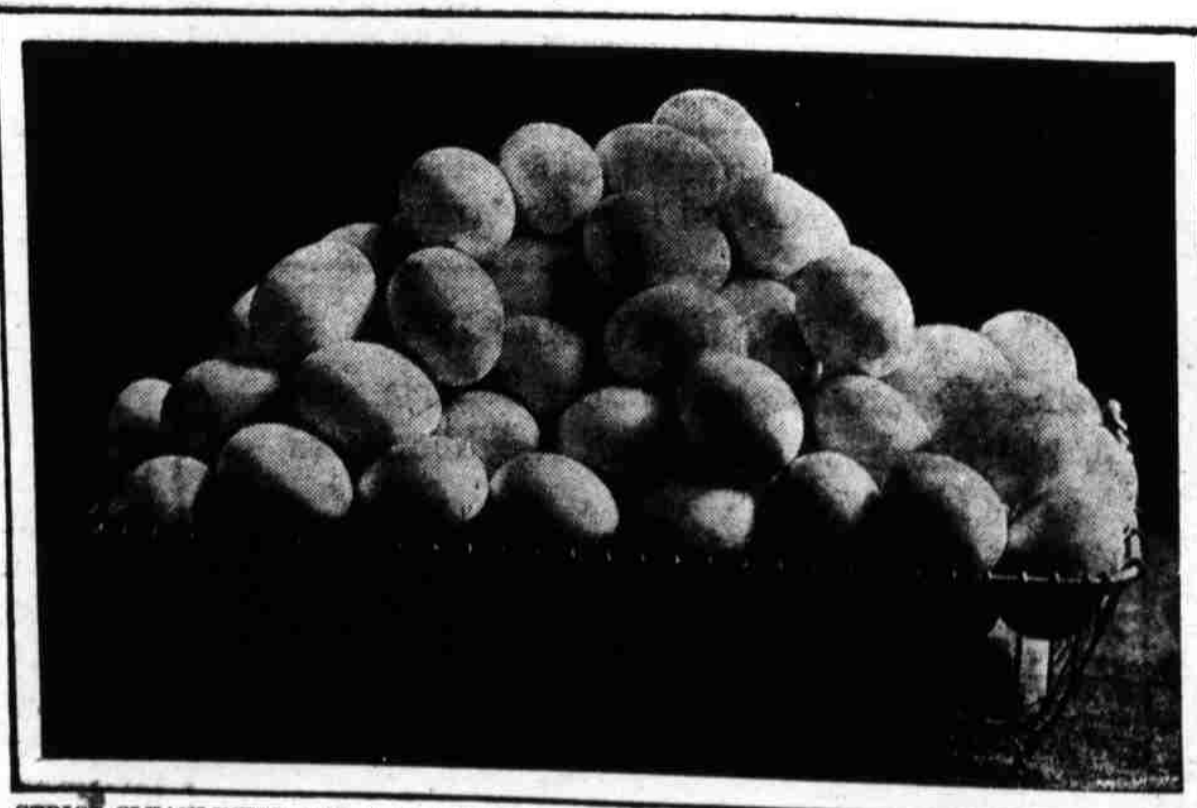
From These Rates You Can Figure What Your Ad. Will Cost

EASTERN EDITION (covering Virginia, Carolinas, Georgia and Florida) Display, \$2.50 per inch; Classified, 5 cents per word
 CENTRAL EDITION (covering Mississippi, Alabama, Tennessee and East Arkansas) Display, \$2.50 per inch; Classified, 5 cents per word
 WESTERN EDITION (covering Louisiana, Texas, Oklahoma and West Arkansas) Display, \$1.25 per inch; Classified, 3 cents per word
 COMBINED RATE FOR ALL EDITIONS. Display, \$6.00 per inch; Classified, 12 cents per word

Cash Must Accompany All Orders for Classified Ads.

Illustrations Without Extra Cost

To those who send their reservations at once we can furnish some attractive cuts to illustrate their advertisements, without extra cost. Remember, however, it does not pay to crowd an advertisement and if you want to use a cut you must word your advertisement as briefly as possible. No use to list your "winnings" etc. Our readers know we won't take a fake advertisement and a simple statement of what you have for sale is sufficient. Classified advertising is set perfectly solid; in display we permit the use of cuts and large type.



STRICT CLEANLINESS AND A GUARANTEE OF QUALITY ARE ESSENTIAL IN MARKETING EGGS TO BEST ADVANTAGE

There's No Time To Lose

To prepare an advertisement takes time. Don't, therefore, put off writing us. Those coming first will get best attention and the use of what illustrations we have. If you feel you can't write an advertisement, tell us what you have for sale, what you want to spend in advertising, leave it to us and we will do our utmost to make it pay you. Results are what you are after and The Progressive Farmer is a proved result producer. Every mail brings in expressions from satisfied advertisers. Don't you want to be one of them?

SEND IN YOUR ORDER AND COPY TODAY, BEING SURE IT REACHES US BY DECEMBER 27TH.

The Progressive Farmer Co.

The Only Standard Farm Paper in the South

RALEIGH, N. C.
 BIRMINGHAM, ALA.
 MEMPHIS, TENN.
 DALLAS, TEXAS.