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THE PROGRESSIVE FARMER

EASTERN EDITION

A Farm and Home Weekly for

The Carolinas, Virginia, Georgia, and Florida.

FOUNDED 1886, AT RALEIGH, N. C.

Vol. XXXIII. No. 15.

SATURDAY, APRIL 13, 1918

\$1 a Year; 5c a Copy

Sweep Out the Cobwebs of Farm Inefficiency

IN Europe a war-mad autoeracy, armed with every known instrument of efficiency in production and destruction, is seeking to conquer the world. The democratic ideals that our forefathers fought for are being swept away. It is no time to "learn by experience" or to deride "book farming" and scientific methods. There are certain principles that are known to be good—tried and



HELPING TO BEAT THE KAISER

Had you resolved to plant plenty of stuff to can this summer—and to order plenty of canning material in time—and to enlist your daughters in canning club work? Whether you had or not, we know you can't help doing all these things after looking at this entrancing picture. Whether it should be called "Canning Peaches" or "Peaches Canning" we are not sure. But anyhow, it's a sight we should like to see, duplicated in every Southern country neighborhood this summer. And now is the time to get every girl in the canning club and to make sure that she will lack for nothing in her efforts to help feed the family and the nation.

for are imperilled; human liberty is at stake.

The only way to win this war is for us to make ourselves more efficient than the enemy. If the Hun soldier is efficient, ours must be made more efficient. He must be led by better officers; he must have better, bigger guns and more of them; he must be better fed and better clothed. If the German submarine is efficient in murder, our Navy must be even more efficient in destroying the murderers; if our merchant ships are sunk rapidly, we must build them even more rapidly. If the German farmer is efficient in feeding and clothing the German army, the American farmer must prove himself even more efficient.

Old ideas and old methods have in the past four years gone into the scrap-heap as never before; still more of them must go if we are to do our level best toward winning this war. The Southern farmer, if he is to do his full share in this struggle, must also make himself as efficient as it is humanly possible to do.

He must, in the first place, seek knowledge wherever it may be had, and then

proved by our experiment stations and the best farmers everywhere, and it is our business to apply these wherever and whenever we can.

No man must be content with being merely an average farmer; no man should be satisfied at just an average farm, making average yields. Our average of fifteen to eighteen bushels of corn and oats and one-third of a bale of cotton per acre has been responsible for our having a section of relatively low incomes and lack of progress. Such yields, even at the present abnormal prices, cannot mean much more than a bare living for the producer. Not only this, but such yields mean that the farmer and his farm are falling short of their duty in this time of National need.

So let every farmer and every farm worker aim this year at the greatest possible production—greatest per man and greatest per acre. To do this, the farm and everything pertaining to it must be put on a scientific business basis. The cobwebs of inefficiency must be swept out if every farmer and every farm are to do their level best.

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