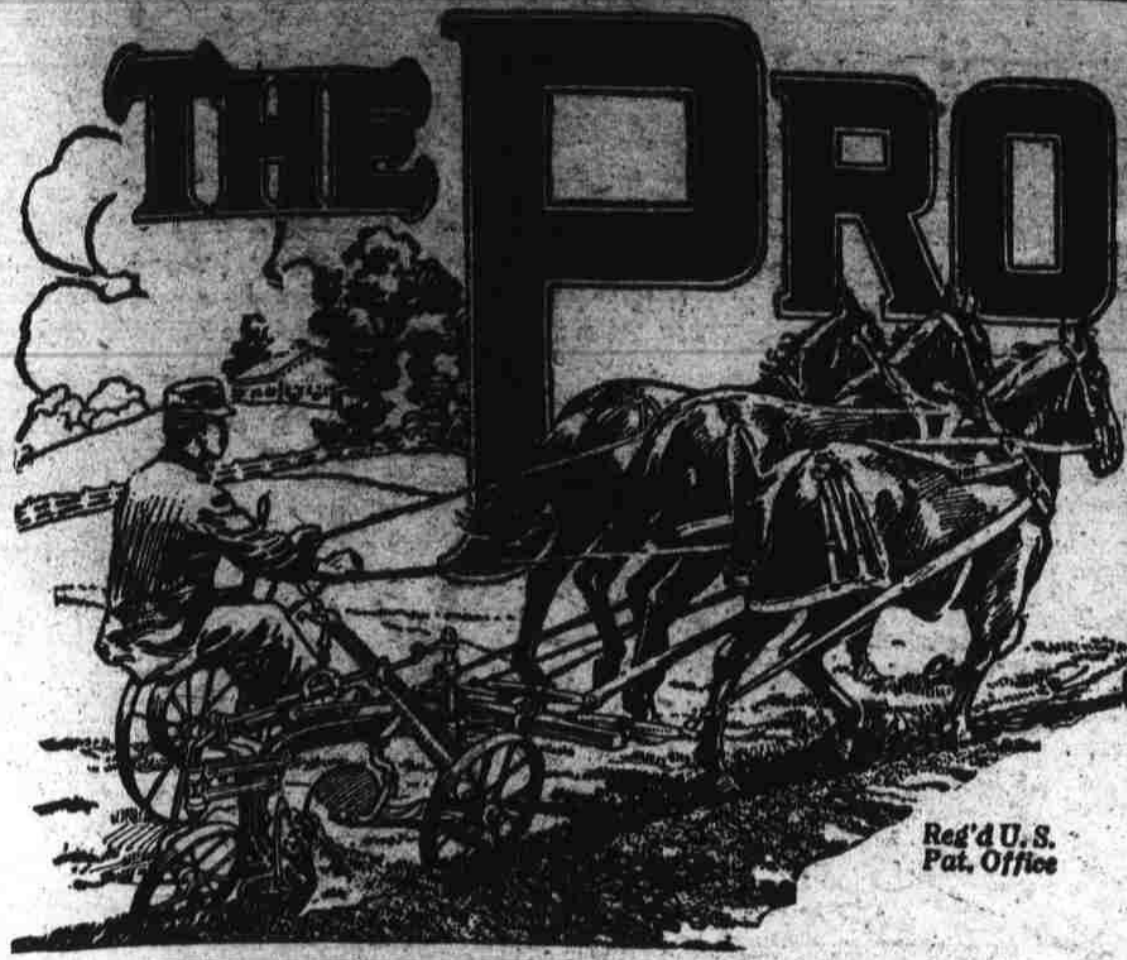


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Tenants and Landowners Should Be Business Partners

ANY attempt to put landowners and tenants in separate classes and contend that the interests of the one are opposed to the interests of the other is vicious and dangerous. Landowners are only human beings, with all the virtues and frailties of humankind, and the

and he resents it and the landowner's interest invariably suffers. The landowner, by virtue of his superior business position, should set the tenant an example of unquestioned business rectitude. His profits should come out of the land, not out of the man. It will pay him



SOME PROMISING HEREFORDS

same is absolutely true of tenants. Moreover, the tenant of today is often the landowner of tomorrow, and, nine times in ten, the honest, painstaking, industrious and thrifty tenant graduates into a landowner who is successful in his relations with tenants.

Put plainly, the primary object of any business, farming included, is to make money or its equivalent; but the very first lesson any man, landowner or tenant, should learn is that making money dishonestly is the worst kind of business—bad not only because it is wrong, but bad also because in the long run it never pays. Too many landowners and tenants have yet to learn this lesson. There are landowners, we regret to say, who have no scruples against "skinning" a tenant, and there are also tenants who gloat over "getting the best" of the landowner.

To the landowner, we say that the surest way to make a dishonest tenant is to be dishonest in your relations with him. Even the most ignorant tenant senses it when he does not get justice,

handsomely to cut out iniquitous time prices and high interest rates and advance cash at the legal rate of interest. The profits from a cheerful worker, a tenant who knows he is getting a square deal, will far outweigh those that come from time prices and excessive interest charges.

To the tenant, let us say that your whole business future depends upon your reputation for honesty and square dealing. These mean trust and confidence on the part of men who can help you, and these, coupled with industry and economy, lead straight to home ownership and independence. However dishonest your landlord may be, it will be a fatal mistake for you to follow his example. A better plan will be to leave him, and leave him as quickly as you can.

The only right relation between landowner and tenant is as business partners, each working for the good of the firm. Such a relation means satisfied landowners, prosperous, contented tenants, and farm lands increasing in fertility and value. It is simply another case where the Golden Rule is not only good morals, but good business as well.

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