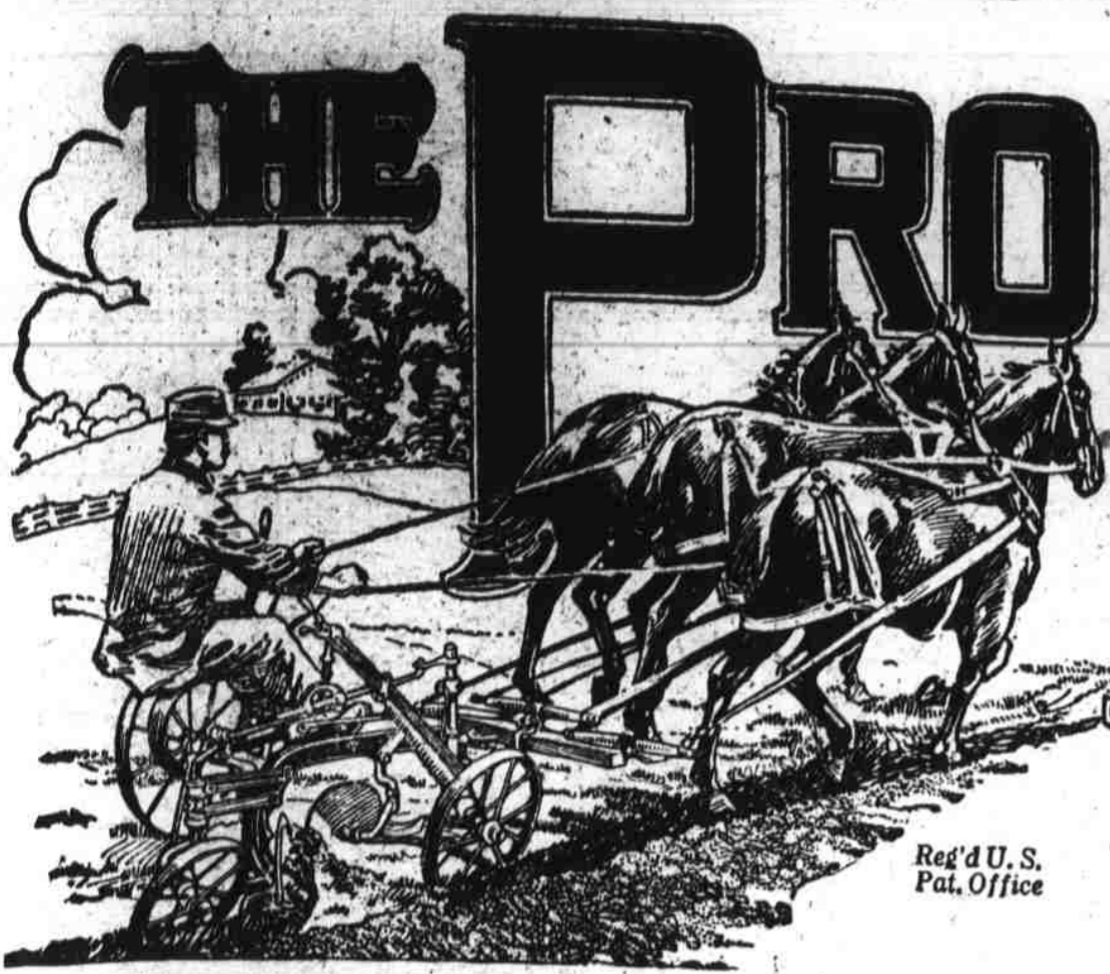


THE PROGRESSIVE FARMER

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AIM AT ABOVE-THE-AVERAGE YIELDS IN 1919

FOR the average Southern farmer, we cannot think of a better resolution for the New Year than one calling for better-than-average yields. Average yields, whatever the crop, mean, over a period of years, little more than a living wage. But as the individual farmer rises above the average, his net profits, nine times in ten, correspondingly rise. The man who raises cotton must see that our average of about one-third of a bale per acre can only mean poverty to the grower; the man who grows corn and oats at our average rate of 15 to 20 bushels per acre must see that there can be no profit in such yields; our peanut and tobacco farmers, our dairy and general livestock farmers must see that so long as



A BEAUTIFUL FARM HOME

Farm Homes Like This Are Possible Only on Farms Where Better-than-average Yields Are the Rule

they are content with a merely average yield per acre or per animal, just so long will they find the farming game unprofitable and unsatisfactory.

cost of this increased yield, if the matter be gone about judiciously, will practically never be as much as \$50. More often than not, in fact, it will be \$25 or less, leaving a net profit of \$25 or more per

acre. And the same rule will hold with other crops and livestock as well. The higher the yield per acre or per animal, within certain limits, the greater the net return.

Good land, planted to good seeds and well fertilized and well tilled is the key to successful farming; for good land, plus good seed, fertilization and tillage, means high yields and good profits. In the new year, every farmer should aim at these; and in getting them, it should be remembered that rather liberal expenditures are justifiable. For instance, when a bale of cotton with the seed is worth \$150, our average-per-acre yield of one-third of a bale is worth \$50; but when we increase this to two-thirds of a bale, worth \$100, we have a gross profit of \$50 with which to pay for the cost of the increase. Of course the

The new year and the years to come hold great things for the thinking, progressive, business-like farmer. Prices promise to remain good for a long time, and fair profits seem certain for the man who farms right

Let us, as our first New Year resolution, aim at putting our farms on a big-yielding, money-making basis. There is no surer way for making farm life more attractive and desirable and for keeping the boys and girls on the farms.

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