

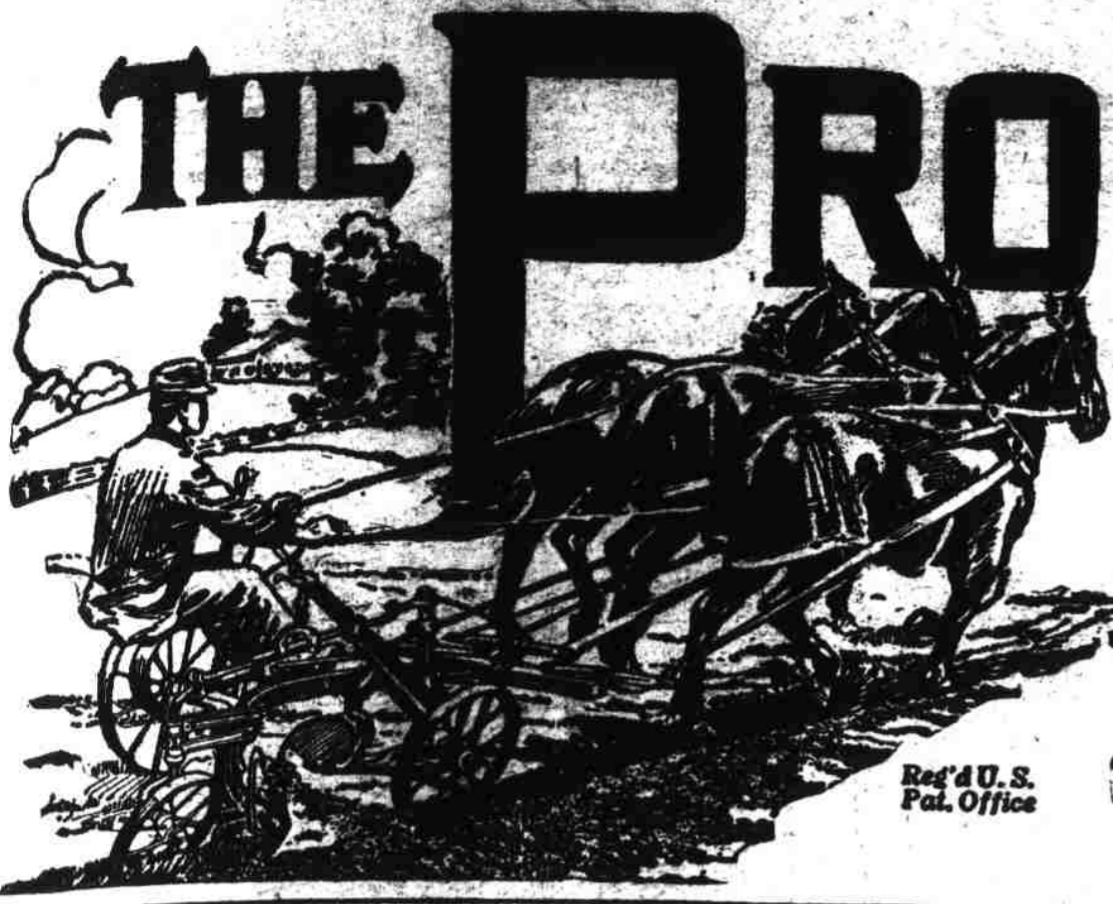
THE PROGRESSIVE FARMER

EASTERN EDITION

A Farm and Home Weekly for

The Carolinas, Virginia, Georgia, and Florida.

FOUNDED 1886, AT RALEIGH, N. C.



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Another Progressive Step by The Progressive Farmer



"OLD OCTOBER'S PURT NIGH GONE"

To the Members of The Progressive Farmer Family:

The Progressive Farmer was founded on the idea of service. The men who make it regard their work as a profession rather than a business. Their highest ambition is not to achieve the outstanding financial success in the field of Southern farm journalism, but to establish the outstanding paper in downright, alert, persistent, untiring, unyielding, keeping-everlastingly-at-it service to the farm men, farm women, and farm boys and girls of each section of the South—service not only in making crops and enriching soils but also in helping get fair prices and fair profits and in so spending such profits as to enrich and sweeten life and develop a worthier rural civilization in the South.

Moreover, it is our constant aim to give service especially and definitely adapted to our readers in each particular section of the South. To this end, we have for years gone to the enormous expense of maintaining separate but cooperating editorial, subscription and advertising offices at Raleigh, N. C., Birmingham, Ala., Memphis, Tenn., and Dallas, Texas.

We are now taking another forward step for the specific purpose of rendering a yet greater service to our friends and readers of "The Progressive Farmer Family," as we like to term our subscribers. We have just established a new office at Atlanta, Ga., and after November 1 will issue a special "GEORGIA-ALABAMA EDITION" of The Progressive Farmer.

To edit this new edition we have had the rare good fortune to secure the services of Prof. Wm. C. Lassetter, himself born and bred on a Georgia farm, and who has since won fame and honor in the agricultural world, having resigned as Director of Extension for the State of Arkansas in order to accept this new work for The Progressive Farmer in his old home state.

Our Georgia readers, we know, will welcome the greatly improved service that awaits them from their new Atlanta office.

And our readers in North Carolina, South Carolina and Virginia will be just as definitely helped because this Raleigh edition of The Progressive Farmer will hereafter devote all its thought and energies to the problems of these three states. After November 1 this now Eastern Edition will be known as the "CAROLINAS-VIRGINIA EDITION" of The Progressive Farmer, and will strive even more definitely than ever before to look after every great interest of our farmer friends of the good Old North State, of progressive South Carolina, and of the historic Old Dominion.