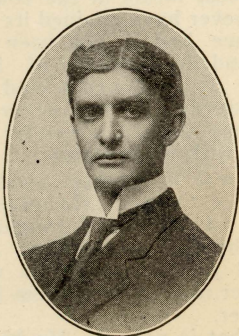


ON

FROM

C. D. Reimers,
Publisher



**TEXAS FARM JOURNAL (National
Co-Operator).**

Fort Worth, Tex., May 21, 1909.
Dear Carpenter,
Boyce Bldg., Chicago, Ill.

I expect to have our new building ready for occupancy about July 1st. The Texas Farm Journal will then have its own home completely equipped with modern machinery. Two freight cars are bringing down our fine rotary magazine press and new electrotyping outfit. First press of this kind in Texas. With the railroads and land companies locating between 300,000 and 500,000 new farmers here every year we must be prepared to grow fast.

Have rolled up over four thousand new names since we took the paper the first of March. By the way, I went over into Arkansas the other day and purchased the "Arkansas Farm Tribune" list and have merged it with the Texas Farm Journal, giving us over 7,000 new names in Arkansas with no duplication.

Our advertising manager, C. G. Smith, has just been taking a whirl around Houston, Galveston, New Orleans, Memphis and Atlanta; then ran up to Kansas City and St. Louis for a few days. He has lined up some splendid accounts and found advertisers very cordial, interested and pleased to realize that the "Texas Farm Journal" is in the hands of men who will make it produce results.

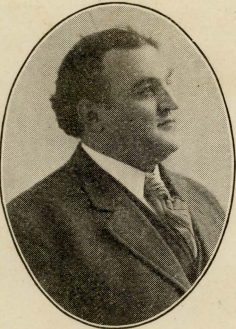
Shall soon have a large soliciting force among new arrivals—farmers who have come here, bought land after selling their farms in Iowa, Illinois, Minnesota, Wisconsin, Michigan and Indiana. They sold everything to build new homes, buy new farm implements, etc. They must have a farm paper that tells them what and how to farm in Texas. I am after them—some half million of these newcomers. They must have the "Texas Farm Journal" and I am going to see that they get it.

I am mighty glad to see those page reservations for fall and winter. The Fuller & Johnson page came in at a good time. Gas engines and wind mills are in big demand. One Midland concern sold 1,500 windmills last year.

Be sure and keep after the advertisers. Let them know what we are doing. There is a market in Texas for everything a farmer needs. Out of 125,000,000 acres in Texas only 25,000,000 have been occupied, so you see we have a big job ahead of us.

Yours,
C. D. REIMERS,
Publisher.

TO



Willard Carpenter, Associate Publisher