



Farming Secrets!

- the most approved methods of fertilizing soil
- the soundest principles for improving the dairy herd
- the greatest discoveries for growing record crops
- the most practical methods of increasing livestock profits
- the most profitable marketing plans

Told by More Than 100 of America's Greatest Farming Authorities

A thousand and one new farming discoveries have been made by men who are revolutionizing crop and live stock results.

These new ideas are producing record-breaking yields of corn; are quickly reclaiming soils thought hopeless; are securing startling butter fat production; are forcing hogs to market earlier, on less feed; are doubling and trebling profits in practically every farming operation, in every climate and locality.

These new methods are cutting down labor needs by saving work in a hundred ways. They are chopping out waste in every farming operation. They are perfecting new kinds of crops which outrank the old. And now these secrets have been made public.

The Discoveries of Specialists

Just as we have the physician who specializes on one particular branch of medicine, so we have the farmer who specializes on one particular branch of farming. Some have made a lifetime study of corn. Others have confined their study to soils. Still others have specialized on growing of wheat. And so on — farming has its specialists on live stock, poultry, veterinary matters, cotton, hay, dairy and all other branches.

These specialists are continually conducting experiments to discover methods that will produce better results. When an experiment is proved successful, again and again, it is used on a large scale, in a practical way. No one farmer can hope to learn, through his own experience, as much about all branches of farming as all these specialists together have learned, each specializing in one thing. The road to quick success in farming is to take full advantage of what all these specialists have discovered. Learn their secrets!

A \$50,000 Work

At an expense of over \$50,000 for editorial material alone, the successful farming experiences of recognized authorities in all parts of the country have been collected and placed within the covers of FARM KNOWLEDGE — a com-

plete manual of Successful Farming; based on sound principles and the actual experiences of real farmers — the Farmer's Own Cyclopaedia. Never before has a work of this scope and value been produced. There is nothing else like it. It is the most complete and the most practical work ever prepared for the farmer. It helps to eliminate costly personal experimenting. It is a clearing house of answers to the problems you must solve every year.

Above all, FARM KNOWLEDGE is practical. It is not a collection of theories; it does not present plans and methods which are out of reach of the average farmer. Instead, FARM KNOWLEDGE contains the results of actual experience in improving methods and increasing profits. It is up to the minute in every way, yet it upholds every old time method that has proved its merit; it contains the help you want, instantly available when you want it.

100 Experts on Your Farm

Just think of having at your finger tips the help of Hugh G. Van Pelt, one of the foremost authorities in the country on Dairy Matters; of having the help of Prof. F. C. Minkler on Hog Raising, the advice of Prof. C. H. Hutchison on Corn, organizer of the Corn Growers' Association of Missouri and former head of the department of Farm Crops at Missouri College of Agriculture; think of having, in your own home, the boiled-down knowledge of men like Dr. A. S. Alexander on the diseases of live stock, of Prof. Eckles on the handling of milk, of Alva Agee on Soil Fertilization, of J. K. Wright on the Silo, of J. S. Hackelman on Small Grains, of Raymond Olney on the Farm Tractor, of H. H. Neimann on Barn Construction, of over a hundred others of equal prominence on subjects on which they have specialized.

These men have won their places as great farmers — they not only know how to secure unusual results, but they have the ability to tell YOU how to do it. Surely, help like this must be of benefit to every farmer, no matter how long he has been farming, or how much money he is making, or how extensively he has studied.

Free Booklet Explains All

FARM KNOWLEDGE contains over 2,000 pages in all, 128 full page photographic repro-

ductions, frontispiece in each volume in colors and over 3,000 other illustrations. The volumes are 9 1/4 inches high by 7 1/4 inches wide and each book is nearly 2 inches thick. The green buckram binding is both handsome and durable.

It is impossible to describe so important a work in the space of one page. But we have prepared a special booklet which shows the complete list of contents, names of authors, with brief descriptions of each, and shows sample pages to give you an idea of how the subjects are treated, size of type and the kind of illustrations. In addition, we have prepared a large folder illustrating the four volumes in actual colors, so you can see how beautiful they are.

Mail Coupon

We want every farmer who is interested in increasing his production and profits — and every man planning to own a farm, to send for a copy of the free booklet and folder. Read what FARM KNOWLEDGE means to you. Read about the new farming secrets which have revolutionized old methods, doubling and trebling profits. We will also quote you our low price, easy terms of payment and free examination offer. Write NOW. Just say "Send me your FARM KNOWLEDGE Booklet No. 73-C-92 C. Mail coupon, postal or letter."



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