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"We must adopt new methods of farming and pursue them with eagerness and intelligent enterprise"---President William H. Taft at Syracuse, N. Y., Sept. 16, 1911.

This was the keynote of the president's plea for more intensive farming. He sounded a note of warning to the country-a warning that there must be less thought of extension of area and more thought of scientific methods that will bring greater yields from land now under cultivation.

The almost virgin states of the west, he said, must be developed so they can support a population that will be doubled within the next fifty years. "The development must come if this country is to be self-sustaining." There has been a movement from the farm to the city; now we must have a movement from the city to the farm. It is now on. The embryo farmer in the sons of the present farmer must be impressed with the conditions and must be taught how to increase the crops and keep the land fertile.

## Action in line with that which the President urges is being taken by the

## Omaha Land Show

Experts here will demonstrate how to make western farms pay better-produce bigger crops and yet conserve the productivity for later years. Men will show farm-
ers how to do just the things that President Taft urges should be accomplished. Come to the Big Show and Learn How to Make Your Land Produce Better Crops

