



FOR THE WHOLE COUNTRY

The second of four advertisements descriptive of The Country Gentleman

The advertiser's method of developing a national market has changed in recent years.

The old method was to scatter publicity broadcast. The modern method is:

- (1) Decide how large the market is, and where located.
- (2) Select a few publications of large circulations, well distributed so as to reach a maximum of the actual market.
- (3) Concentrate all the force of the advertising in big, powerful blows in these few mediums.

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The use of this intensive, economical and productive method to reach the national farm market has been made more practical by the rise of The Country Gentleman — combining the two strengths of (a) national scope and (b) frequency of publication.

A weekly national farm paper was not only unknown but was believed to be impossible until The Country Gentleman proved otherwise. It was said that only a sectional paper, or one specializing on some one phase of agriculture, could succeed.

That dictum has been refuted by the success of The Country Gentleman during the past four years on the platform of—

A country publication for the whole country.

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The Country Gentleman systematically searches out the most up-to-date methods wherever they may happen to be in operation, and carries the news to farmers in other localities who have similar problems.

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Jones, of Oregon, grows Hood River apples, and is making large profits yearly.

He must watch the pests, the problems and the probabilities of apple-growers everywhere. For, though they may differ from his own, they will surely affect him in some way—this year, or next, or perhaps even more remotely.

He is investing his profits—and some borrowed money besides—in larger orchards and better equipment.

Banking on the future as he thus does, he must know about the vast acreage being planted in the East, must be able to estimate the quantity and quality of Eastern apples a few years hence, and their influence on his markets.

The potato-grower of Aroostook needs to know about the methods of potato men in the South. The ranchman of Texas must follow the activities of breeders in the North. The diversified farmer of the Middle West wants to watch what is being done by specialists in each crop in many sections. Progressive farmers

everywhere have this same need for a wide outlook upon the particular branch of agriculture in which they are engaged.

So, too, all of these men have dozens of problems which are not specialized, but general. They have the same need for ideas on marketing, farm finance, bookkeeping, insurance—for the news of public affairs which affect the farm, for suggestions about community life, good roads movements, the rural school and church. Their wives have the same need for recipes and sensible clothes and housekeeping hints.

All of these people, wherever they live, whatever their crops, can profit by the experience of people elsewhere. They need a national farm paper.

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Nearly half of the farm land in this country is controlled by men not actually living on the land. The absent owner needs a national farm paper.

Every year more than 500,000 farmers move on to some other farm. The man who is in Iowa this year may be in Missouri next year, raising an entirely different crop. This man needs a national farm paper.

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The Country Gentleman works on the same principle as the United States Department of Agriculture. It sends men to every section to study local conditions, and passes the information on to the rest of the country.

An editor of The Country Gentleman in the past two and a half years has traveled 60,000 miles, and has visited every State in the Union, hundreds of farms and every center of agricultural activity, has talked with every kind of farmer, absorbed the ideas of the men that are doing big things in agriculture.

Another editor was raised in the Middle West, another in the East. The contributors are farmers who are on the job in the East, North, South and West.

The paper has a Washington correspondent, constantly writing or telegraphing the latest results of Government research. Nothing there that affects the modern farmer escapes immediate attention.

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By such a policy, The Country Gentleman has obtained a circulation of 350,000 in every part of the United States.

To the manufacturer who wants a national market it offers an opportunity to reach in each agricultural center the most prosperous and progressive farmers.

It makes possible an attack upon the entire national market by concentrating first upon the most responsive centers and upon the most influential group of agricultural leaders in each of those centers.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman