

Reaching the World's Greatest Market thru The Capper Farm Press

The World's Greatest Market lies in the 16 states of the Middle West, which make up the natural and logical territory covered by The Capper Farm Press.

These 16 states produce in crops and livestock, more than half of our total agricultural wealth. The annual farm products of these 16 states alone are worth TWELVE BILLION DOLLARS, while the total for the other 32 states is Eleven Billion Dollars.

The average value per farm in these 16 states is \$10,247 compared with a general average of \$6,444 for the entire United States.

Naturally then, these states, with their nearly three million prosperous farms, offer a wonderfully rich market for manufactured goods. A study of sales records shows that for most kinds of merchandise they offer greater marketing possibilities than all the rest of the country combined. The farmers of these states buy more motor cars, more tractors, more farm machinery, than do the other thirty-two states. In fact they buy more of everything else that goes to make life worth living.

And they are buying more liberally every year.

The Capper Farm Press Idea

The Capper Farm Press is the one medium that specializes in this rich territory. With its more than a million circulation it reaches more than one farm family in every three.

The Capper Farm Press not only gives you a larger circulation in this great market than does any other medium, but it is undoubtedly closer to its subscribers than it could possibly be if it endeavored to cover the entire United States.

The service of The Capper Farm Press differs from that offered by other agricultural papers of general circulation in that it recognizes the infinite variety of agriculture and knows that in farm work a method



This is the World's Greatest Market in Immediate Buying Power

THE 16 CAPPER STATES			
Kansas	Iowa	Minnesota	Arkansas
Nebraska	Illinois	Wisconsin	Colorado
Missouri	Indiana	South Dakota	Wyoming
Oklahoma	Texas	North Dakota	New Mexico

QUALITY FARMERS—These 16 states have 72.5% of all pure-bred registered livestock in the U. S.

GREAT MARKETS—In the Heart of the Grain and Livestock belt, with the most completely equipped marketing facilities in the world.

VALUE OF ALL FARM PROPERTY—In the 16 Capper States at the Census of 1910 was over NINE BILLION DOLLARS MORE than that of all the other 32 states combined.

MOTOR CARS—One motor car to every 12.9 persons in the 16 Capper States; while in the rest of the United States there is one car to every 15.9 persons.

BUSINESS BY TELEPHONE—64% of the farmers in these 16 states have telephones as compared with 32% of the farmers in the 32 other states.

that may be ideal in one section of the country is all wrong in another.

So instead of attempting to serve the farmers of these 16 states—or the entire country—with glittering generalities and entertaining miscellany, The Capper Farm Press is divided into five distinct sections with five distinct editorial staffs, the members of which live among and work with the people they serve, going to their meetings, co-operating with

their county agents and even doing actual work on farms of their own. When these men and women write they may truthfully say "All of this I saw; part of this I was." They are "home folks," called by their first names, in more than a million farm homes.

Hence they are in position to treat the local, technical problems of the farmers in different sections of the territory, as well as to deal with the many broad business, economic, political and social problems of farm life. The result is a distinctive group of very different farm publications with an unusual appeal to thinking, successful farmers.

These 16 states are producing, or can be made to produce, the lion's share of your business. You can adequately cover them, most economically, most effectively thru The Capper Farm Press.

Co-Operative Service That Creates Dealer Interest

The Capper Farm Press is of big service to any advertiser, not only in telling his message to the farmer, but in actually assisting him in his merchandising campaigns.

Intimate knowledge of the territory—constant research work—help in routing salesmen—DEFINITE MERCHANDISING PLANS—these and many other kinds of service are offered to the advertiser in The

Capper Farm Press. Many leading advertisers avail themselves of this help.

We are prepared to co-operate with you in securing dealers and adequate distribution of your goods. And the plan works in such a way that you see RESULTS before a campaign is fairly under way.

Our Research Bureau will furnish surveys, maps and analyses to any advertiser or advertising agent. Put your farm market problems up to us.

1,040,000 SUBSCRIBERS



Member A.B.C.

The Capper Farm Press

Arthur Capper, Publisher Topeka, Kansas

CHICAGO
Mallory Bldg.
E. C. Foster, Manager

NEW YORK
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Joseph Kutzmann, Manager

KANSAS CITY
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