

The Money Belt and The Capper Farm Press



Capper's Farmer, the Mid-west section, renders a distinct service to that type of farmer who considers his farm an industrial plant, with himself the boss. The head of it circulates generally through the 16 Capper states.



Nebraska Farm Journal is edited by Albert G. Kitchin "From the Nebraska Viewpoint." It tells the farmer just what to do to succeed in Nebraska.



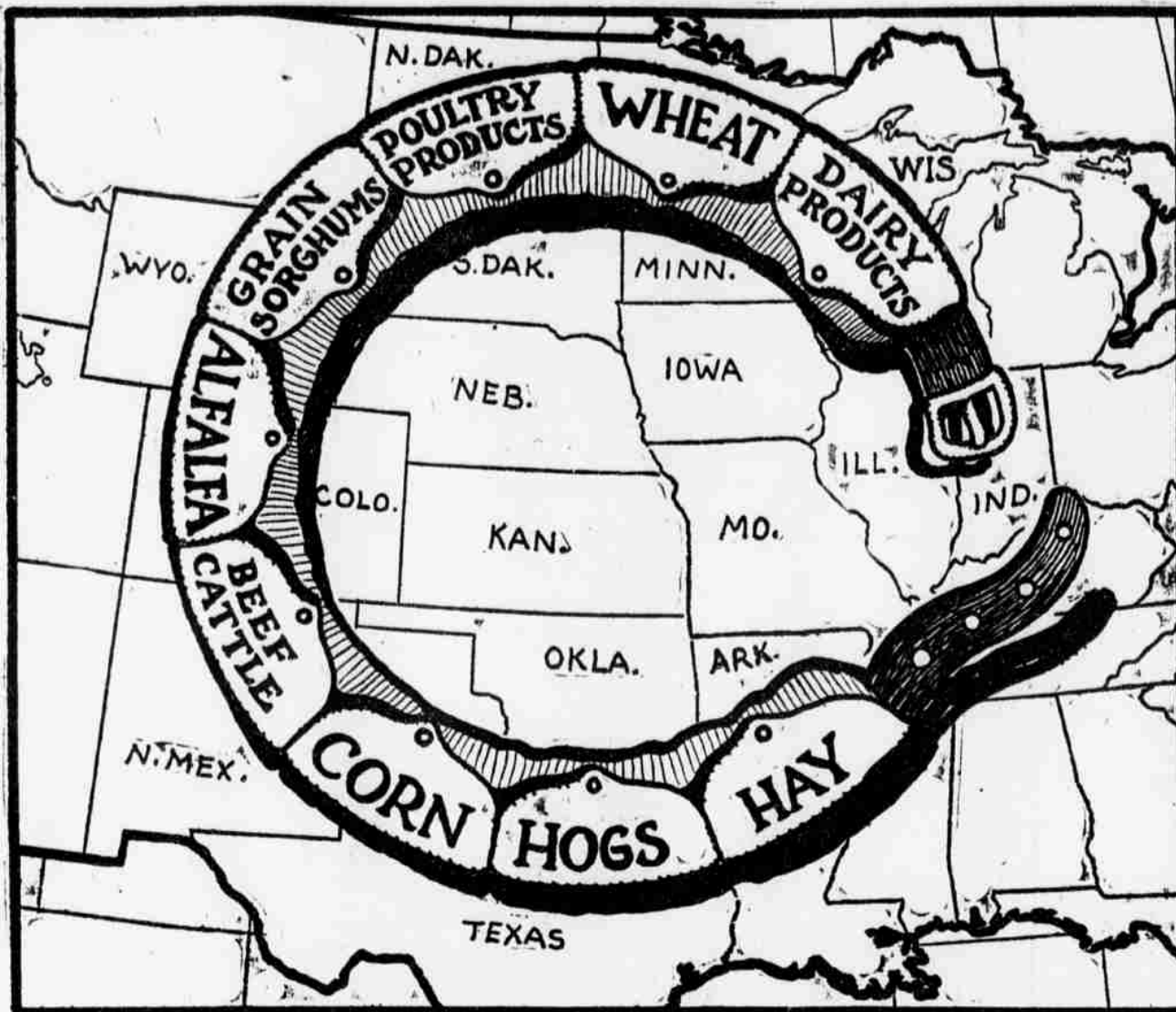
No state is more thoroughly covered by its leading farm paper than Kansas by Farmers Mail & Breeder. It is edited by T. H. Kitchin, and its circulation is concentrated in Kansas.



Oklahoma Farmer is edited by John Fields, the man who introduced a new kind of terrace in the Southwest and who has made millions of dollars for the farmers in the territory so thoroughly covered by Oklahoma Farmer.



Missouri Ruralist, edited by John F. Case, is the leading farm paper of its state, both in circulation and in advertising. Its worth can be judged by the fact that the greater number of its readers are in the profitable district in agricultural lands.



Here is the world's richest agricultural section, comprising only a third of the United States, yet representing more than half of its total agricultural wealth.

Out of the money belt of a nation comes its buying power. Into the money belt go the majority of its manufactured products.

Sixteen Mid-West states — The Capper Territory — comprise only a **third** of the states, yet represent **MORE THAN HALF** the total agricultural wealth of the entire United States.

Here is the **MONEY BELT**—the world's greatest immediate market for worthy merchandise. In this belt is the money that comes from the bulk of the wheat, hogs, corn, alfalfa, beef cattle, grain sorghums, dairy products and purebred livestock of the country.

Here is the market for **YOUR** goods—a responsive market that can be most intensively and most economically developed by using the one medium that thoroly covers this rich territory. Here you can get quick distribution for your goods thru advertising in The Capper Farm Press, backed by our merchandising service.

The Capper Farm Press is strongest, both in circulation and in influence of any medium in these sixteen states. This is true because it is a unit of **REAL** farm papers—not merely entertaining rural magazines.

Each section of the Capper Farm Press

has its own distinct editorial staff. Each is edited by men on the ground—men who live in and work for the section they write about—men who are farmers first of all and who are a part of and know the farming business. That is why The Capper Farm Press has brought better farming to the Mid-West—why it exerts an influence among Mid-West farmers that accounts for its supremacy in "The Money Belt."

The Capper Farm Press is read in 1,040,000 farm homes, of which 92% are in the 16 Capper states. Four sections are localized, each covering its own territory thoroughly. The fifth, Capper's Farmer, is the Mid-West section covering the entire 16 states. Combined they have a concentrated circulation in "The Money Belt" that is greater and more influential than that of any other medium.

With The Capper Farm Press—occupying a dominant position in the richest agricultural states—you have the basis of an advertising campaign that will cover the Mid-West effectively and economically.

Our Research Bureau will supply any advertiser or advertising agency with detailed information regarding sales possibilities in "The Money Belt." It will give practical assistance to your sales organization. Put your sales problems up to us.

MEMBER A. B. C.

1,040,000 Subscribers

The CAPPER FARM PRESS

Arthur Capper, Publisher
Marco Morrow, Assistant Publisher
Topeka, Kansas

CHICAGO
Mallers Bldg.
J. C. Fooley, Manager

NEW YORK
501 Fifth Ave.
Joseph Himmelman, Manager

KANSAS CITY
Graphic Arts Bldg.
E. W. Mitchell, Manager

ST. LOUIS
Chemical Bldg.
C. H. Eldredge, Manager

OMAHA
Farnam Bldg.
W. M. Temple, Manager

OKLAHOMA CITY
Farmers National Bank Bldg.
M. L. Crowther, Manager