



## The Farmer who owns a Silo is a Prospect you want to reach

**T**HAT silo marks him as a big live-stock owner, and live-stock farms the country over have the largest income.

In the FARM AND HOME family of 650,000 there are over 156,000 such men—24 in every hundred subscribers own silos. The average the country over is less than 10 in every hundred farmers.

Further, the great bulk (over 86%) of FARM AND HOME'S circulation is concentrated in the 28 states which, according to the United States Census, contain 68% of the total farm value, and 67% of the dairy cattle.

Here is a great and willing market

for everything you have to sell, not only the bare necessities of farm life, but also the luxuries of city life.

Trained investigators in a country-wide canvass have found that the farm homes are buying on a scale that is leading the city market. The significance of this is emphasized in the fact that the American farmer produces 52% of the country's wealth, though constituting but one-third of our total population.

And the percentage of FARM AND HOME readers who are silo-owners proves conclusively that FARM AND HOME is read by a very large portion of the more prosperous element in this vast rural market.

This is only a small part of FARM AND HOME'S story—get the rest. Let one of our representatives give you all the facts. Write!

### A Few Pertinent Facts

Present circulation, 650,000; 86% of which is concentrated in the States of greatest buying power.

The average number of acres per farm owned by FARM AND HOME subscribers is 200. This is 50% more than the average acreage of all farms in the country, according to the United States Census.

78% of the subscribers to FARM AND HOME own their own farms; while the average over the whole country is only 62%.

Consider these figures—they alone show big sales possibilities for your product.

Take it up with your advertising agency.

Member of the National Farm Power



Member of A. B. C.

# FARM AND HOME

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