



“Our retail merchandise sales totaled \$970,348 last year in a town of 2640 population.”

So writes the Hand Trading Company of Pelham, Georgia. Seventy-five per cent of this was with farmers.

“One has only to take a trip through South Georgia to see how the farmer is advancing. He is improving his farm and building a better home, with modern comforts and conveniences. He owns an automobile, has a telephone and often electric lighting and

water systems. The rural free delivery brings him the daily newspaper and his own business publication.

“As a result we now must carry the nationally advertised goods to hold the farmers’ trade. Last spring we missed the sale of some talking machines because we did not have a certain make, widely known because of its advertising.”

THE COUNTRY GENTLEMAN fosters those things which make for farm progress—crop diversification, power machinery, better marketing and a viewpoint proportionate to the importance of farming, the world’s largest and most essential industry. It is the business publication of over 800,000 families interested in farming. It offers the advertiser the most favorable introduction to a great and growing trade.

The COUNTRY GENTLEMAN

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA, PENNA.
The Country Gentleman The Saturday Evening Post The Ladies’ Home Journal