

**“We are never afraid to show the farm customer the best goods in the store”**

So writes Thomas N. Witten, hardware merchant, of Trenton, Missouri.

“Though our store is in a town of 7000 population, over half my trade is with farmers. It would be larger yet if manufacturers realized how much of the purchasing power of America is in the rural districts and advertised to reach it.

“The largest field for sales of home conveniences is in the country. The rural mail route has changed farm reading and thinking and the farm family wants better things than a few years ago.

“Missouri has just voted 60 million dollars for good roads. Crops are fine. The farming business, the first to feel the depression, is also the first in recovering. I anticipate a profitable future for agriculture, which means a constantly growing opportunity for the sale of standard goods.



THOMAS N. WITTEN  
Past President Western Retail Implement and Hardware Association

*“It seems to me THE COUNTRY GENTLEMAN opens up a field in advertising high grade merchandise that has a wonderful possibility in sales making. We find it responsible for many of the inquiries for our goods.”*

## *The* COUNTRY GENTLEMAN

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