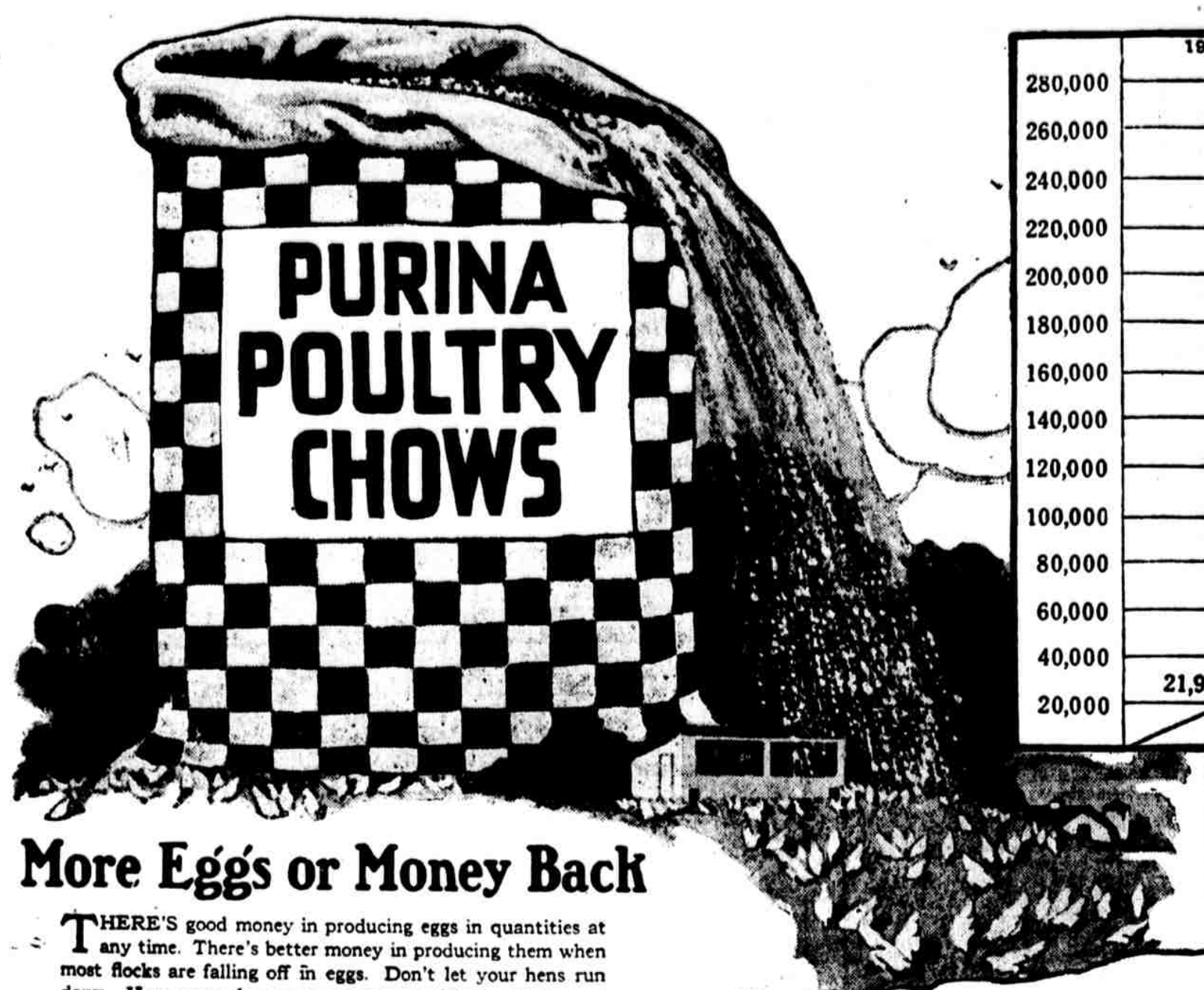


THE COUNTRY GENTLEMAN

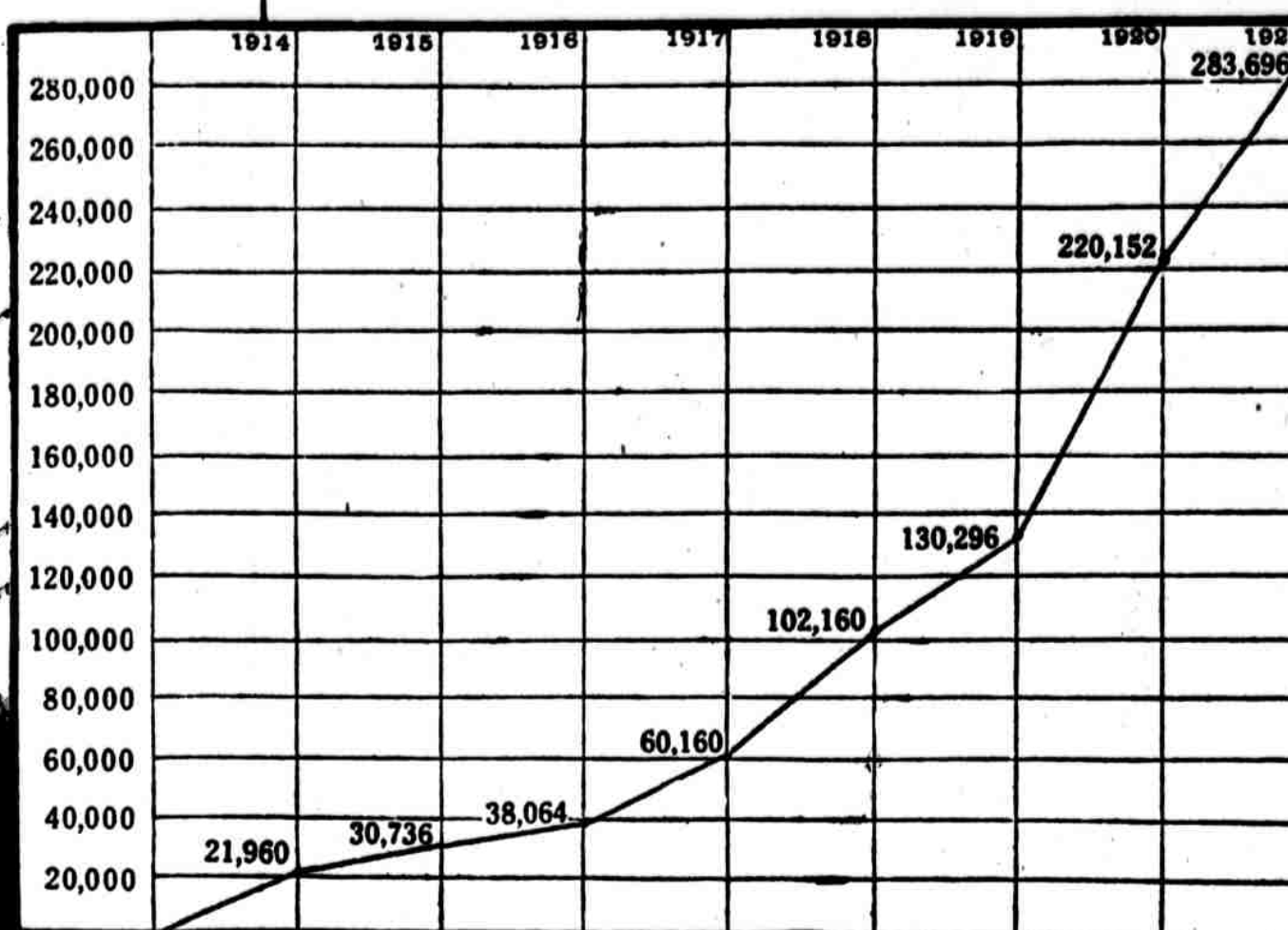
July 30, 1921



**PURINA  
POULTRY  
CHOWS**

**More Eggs or Money Back**

THERE'S good money in producing eggs in quantities at any time. There's better money in producing them when most flocks are falling off in eggs. Don't let your hens run down. Have eggs when eggs are scarce and high. Right now it is impossible to get sufficient...



The above chart shows the remarkable growth in sales units of this product since its advertising was concentrated in THE COUNTRY GENTLEMAN.

# “A Sales Increase of 1192% In Eight Years

is the record of our Poultry Chow business,” writes the Ralston Purina Company of St. Louis, feed manufacturers. “Each year, even during the depression, has shown a substantial gain.

“This steady advance has been maintained largely through consistent advertising in the farm market.

“THE COUNTRY GENTLEMAN has carried seventy-seven per cent of all the farm paper advertising of this product since 1914. We regard the results as a striking demonstration of its producing power.”

## The COUNTRY GENTLEMAN

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