



A scene at the Van Wert County (Ohio) Fair, typical of the part the automobile plays in farm life today.

## “Farmers Buy 75% of the Goods We Handle”

writes George N. Lockridge, president of the Kansas City Automobile Supply Company, distributors of automotive equipment.

“Dealers in agricultural towns are our chief market. The best sales argument we can make to them is that an article is nationally advertised. This means its quality is established.

“What we need most is advertising to the farmer. Every progressive farmer in our trade territory has an automobile. In fact, sixty-two per cent of Kansas farmers own cars.

“Replacement parts especially should be strongly advertised right now. A big new business in these lines has opened up to accessory jobbers.

*“Manufacturers of our lines can reach the farm trade through THE COUNTRY GENTLEMAN. We find that advertising in a Curtis Publication is both a certificate of quality and an assurance of demand.”*

# *The* COUNTRY GENTLEMAN

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