



Downing The Last Argument For Fertilizers That Leech Away

"The waste—the utter waste of fertilizers that leech away and revert to insoluble forms, is stupendous.

It should *impel* you to change to the fertilizer that is *wasteless*.

It is natural for you to cling to the brand you have been using.

We are all apt to be deaf to the advantages of the new, because of the association of the old.

Habit holds us stronger than we realize.

But, consider for a moment, a ton of ordinary 8-2-2 fertilizer!

Only 12½ per cent. has *value*.

The remaining 87½ per cent. is worthless.

Then, the rains *wash away* a portion of the plant foods provided.

Some revert to insoluble compounds that the plant *cannot* use.

Thus, the crop receives only a *part*, and a *pitiable* part, of the fertilizer.

This shows the urgent need of a fertilizer that is available as needed, yet which will *not* wash away after being applied.

There is *one* that *cannot* be washed away—that will *never* revert.

That fertilizer is genuine Key Tree Brand Thomas Phosphate."

The Availability of Key-Tree Brand Thomas Phosphate, The Fertilizer That Cannot Be Washed Away

The plants excrete a fluid thru their roots as they require nourishment, taking up in a solution the plant food provided.

The phosphoric acid in Thomas Phosphate is not all soluble in water—but it is all soluble in this secretion of the roots of the plant.

It cannot be washed away—yet its 16% to 20% Phosphoric Acid is always available as growth unfolds want.

At any time of the year Thomas Phosphate can be applied without waste.

The Secret of Successful Farming

The secret of successful farming is not only to put *back* into the soil the elements that the crop takes *out*, but to sweeten soils and keep them sweet.

The phosphoric acid in Thomas Phosphate exists in the alkaline state—a four lime Phosphate.

It *sweetens* instead of *sours*. It actually makes *acid* lands *productive*.

Increasing The Plant Foods

Not only is Thomas Phosphate proof against waste, but it actually increases the amount of plant foods in your soil.

This, because of a number of elements, utterly lacking in any other fertilizer.

Thomas Phosphate contains 35% to 50% of lime, which sweetens acid soils—restores their former fertility. It binds together light, sandy lands—breaks up heavy clays.

It assists in the decomposition of humus.

The Magnesia in Thomas Phosphate has often been called a "chemical plow," so powerful is its action in making available the crude plant foods in the soil.

The Iron (13% to 14%) in Thomas Phosphate gives greenness to the foliage—evidence of an even, healthy growth.

The Manganese acts as a wonderful tonic upon your soil—gives vitality to the plant.

These elements that compose Thomas Phosphate are the reasons for its unequalled record. Thus Thomas Phosphate complies with the laws of successful farming.

Every *pound* in a ton has its value!

Genuine Key Tree Brand Thomas Phosphate Contains No Filler.

That is why in the past years Thomas Phosphate has given such splendid results in tests at experiment stations—why it has produced the biggest crops at least expense, both to the land's fertility and to the farmer's pocket book.

That is why Thomas Phosphate is largely supplanting other sources of phosphoric acid.

Thomas Phosphate preaches the new gospel of "efficiency in farming."

Compared with other fertilizers, **Thomas Phosphate** is *certainly* against *guess work*.

Is money so plentiful or crops so sure, as to warrant your throwing away part of the fertilizer you buy?

If you want to know more about this—the fertilizer that is wasteless—endorsed by the ablest agriculturists of the day, write for full particulars.

Total Phosphoric Acid, - -	17% to 19%
Lime, - - - - -	35% to 50%
Magnesia, - - - - -	5% to 6%
Iron, - - - - -	13% to 14%
Manganese, - - - - -	7% to 9%

The Coe-Mortimer Company

Charleston, South Carolina ∴ Look for this tag on the bag —the mark of the genuine

