

From 1/5 to 1 Bale of Cotton Per Acre in One Year

The Worn Out Land That Responded to Modern Methods, and the Lesson We Can Learn from Payson Matthews' Experience

PAYSON MATTHEWS owned a store in Tennessee. He knew nothing about scientific farming but land was cheap and he purchased some as low as \$8 per acre. The land had been "cottoned to death"—three generations of cotton-growing had sapped the soils' vitality. The land was typical of the country around Oakland, Tennessee—hilly, full of gullies, barren. At first the yield was about a bale of cotton to each five acres. Some parts of the lowland, where fertile soil had been

washed down, produced fairly well, but the hills were almost bare.

Mr. Matthews felt that the only way to make his investment profitable was to get the help of someone who was experienced in reclaiming worn-out land. He did not try to do it all himself. He secured the help of men who, through years of experience, knew just what to do. And the result was that in one year, instead of getting a bale to each five acres, the soil yielded a *bale per acre*, with only two-thirds of a stand! The land has increased in value *over 10 times!*

What Mr. Matthews has done is only typical of results secured by applying the experience of men who

have made good. In whatever branch of agriculture you are interested, you, too, can profitably follow the lead of those who have been most successful. There is no reason why you should pay, in money and time, to learn what someone else has found out. There is no reason why you need make the costly mistakes which others have paid for. Take advantage of the methods, the plans, the suggestions which have been proved the most successful.

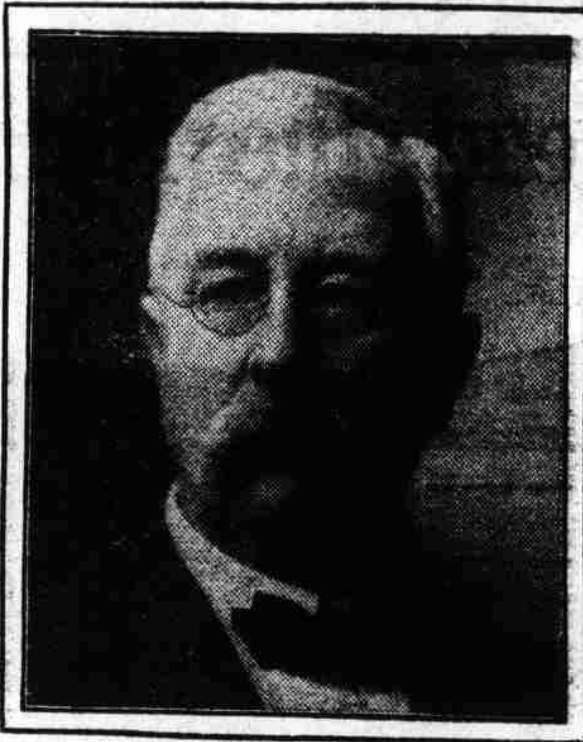
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But you ask, "How can I find out what the country's most successful farmers are doing, and how can I learn these things without going to a great expense, and without taking a prohibitive amount of time?"

That is the question Sears, Roebuck and Co. has answered for the farmers of America. At an expense of over \$50,000 for the editorial material alone, the successful farming experience of recognized authorities in all parts of the country has been collected and placed within the covers of **FARM KNOWLEDGE**. Never before has a work of this scope and value been produced. There is nothing else like it. It is the most complete and the most practical work ever prepared for the farmer. It helps to eliminate the costly personal experimenting. It is a clearing house of answers to the problems you must solve every year. Instead of improving your methods through the experience of your neighbors, a little at a time you can improve your methods and increase your profits through the experience of the most successful farmers

in the country, in a fraction of the time.

Suppose Hugh G. Van Pelt, the eminent dairy authority came to your farm for a week and told you what he knows about breeding and selecting cows—suppose F. C. Minkler, one of the great national authorities on cattle and swine feeding, spent a month on your place showing you what methods have brought the greatest success to him and to others—suppose Dr. A. S. Alexander, the most prominent Veterinarian in the country,



Payson Matthews

was right on your place when there was danger of your losing a horse, a hog, or a cow and told you what to do to save it—suppose a super-farmer or a recognized authority on corn, cotton, soil culture, wheat, oats, poultry; in fact, every branch of farming, could be with you *when you needed their help most*—couldn't you materially increase your production and profits? Well, that is what **FARM KNOWLEDGE** means to you. It contains the best thought, the best methods, the most practical plans of *over 100 men who have made good in a big way*. An entire volume is devoted to soils and their treatment.

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Above all, **FARM KNOWLEDGE** is practical. It is not a collection of theories; it is not an idle treatise on "why you should farm better;" it is not technical; it is not made up of extracts; it does not present plans and methods which are out of reach of the average farmer. Instead, **FARM KNOWLEDGE** contains the results of actual experience in improving methods and increasing profits; it was specially written in interesting and easy-to-understand language. It is up-to-the-minute in every way, yet it upholds every

old-time method that has proved its merit; it was written for farmers and their families; it contains the help you want, instantly available when you want it. Glance at the partial list of contributors and the partial list of contents, and see how ably this work must meet your needs.

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In order that every farmer in the country may have the helpful information contained in **FARM KNOWLEDGE**, we have made the price so low and the terms so easy that all can afford it. You need send a deposit of only \$1 with the coupon below and the complete set will be shipped at once. Then, if for any reason you are not more than pleased, return the set and your deposit of \$1 will be refunded promptly, together with transportation charges you have paid. If you are pleased, as we feel confident you will be, you can pay the balance on terms of only \$2 a month, an average of less than seven cents a day. Our guarantee is your assurance of satisfaction or your money back.

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The four volumes of **FARM KNOWLEDGE** are now on the press and will be ready shortly. Only a limited number of sets will be printed in the first complete edition and we can promise early shipment only on orders which are mailed during the next 15 days. We suggest, therefore, that you write us now.

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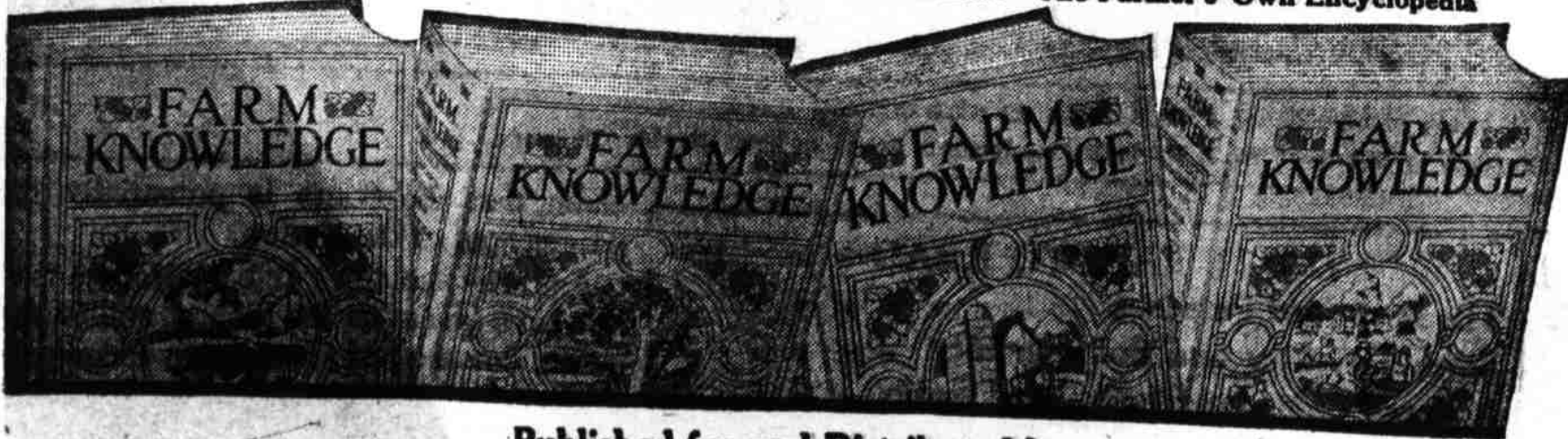
D. A. S. ALEXANDER, Director of Horse Breeding and Professor of Veterinary Science in the University of Wisconsin.

RUSSELL V. HICKS, formerly President of the American Poultry Association.

Only the lack of space prevents us from giving similar details of nearly 100 other well-known authorities who are contributors to **FARM KNOWLEDGE**.

FARM KNOWLEDGE

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