

**—to the serious, earnest, conscientious farmer
who would fain draw greater riches from the soil
this advertisement is respectfully addressed**

MOST people work primarily to make money. The love of the game is usually a secondary consideration. This advertisement is addressed to farmers who want to make more money. You have in your land a splendid heritage, because every year you can draw from it enormous riches without in the slightest degree impairing its original resources—if you know how. You know this to be true. You know that of two farms equally favored in richness of soil, and enjoying the same climatic conditions, one under different methods of treatment will produce far more than the other. You know that one will run out while the fertility of the other remains unimpaired.

These different results do not arise from chance or luck, they come from obedience to, or disobedience of, the great natural laws governing the conservation of the soil.

Few men are fully acquainted with these laws. Some farmers achieve success because they follow many of these laws as a result of experience and advice, but without knowing why or wherefore. Other farmers fail because they are not so observant or because they have not had the benefit of the experience of other successful farmers.

The study of these laws of soil conservation is one of the most interesting as well as one of the most practical in which men have engaged. As a result we find men of the highest character and attainments in every part of the world devoting their entire lives to a study of these laws as they relate to particular territories and as they operate under peculiar conditions.

Nowhere in the world perhaps has as much attention been given to this subject as in Canada and the United States. The need for conservation is especially in evidence in the United States, where the most fruitful lands have become depleted through extravagant and unscientific methods of tillage. Canadians have been

quick to take warning from the older country, and the best brains in the Dominion are being devoted to the problems of preserving the Canadian farm lands, the richest in the world, from suffering from the problems of preserving the Canadian farm lands, the richest in the world, from suffering

NAME _____
ADDRESS _____

G.G.G. _____

the fate of the farm lands in the United States.

Back of the Correspondence School of Scientific Farming stand fifteen men, every one of whom is devoting his life to some phase of agricultural work. Every one of these men has made an outstanding success of his particular line.

Perhaps nowhere in the world could be gathered together another group of fifteen men whose store of knowledge on this subject is so widespread and so exhaustive.

The School of Scientific Farming was able to secure these world renowned authorities, not through the expenditure of huge sums of money, but because these men realized that through the agency of the School they might spread broadcast the precious information which they are spending their lives to produce.

Surely you must admit that you can learn something from the experience of these fifteen men, every one of them a master in his particular line, and you must agree with us that the knowledge you could secure from them would be worth not merely a few paltry dollars but hundreds and even thousands of dollars to you during the course of your lifetime.

The information compiled by these men, while exhaustive, original and practical, is not presented to you in language technical and difficult to understand and to employ. The result of their labors is given to you in language as simple and intelligible as the advice you might give your fellow farmer in the course of an evening chat.

Our educational and consultation department which is in charge

of trained graduates of agricultural colleges, stands ready and anxious to promptly explain any difficulties which may arise in connection with the work of these experts.

Better still, once a student always a student. You pay the amount of your enrollment, only a small sum, and you become immediately, and remain as long as you live a student of our school. You are entitled free of charge to an unlimited number of questions regarding your difficulties and problems. These questions are carried if necessary to the very highest authorities in order to obtain authoritative information upon which you can absolutely rely. Through our little paper "Better Farming" you are invited to contribute articles based on your own experience and receive the benefits of the experiences of your fellow students.

At the present time we have several hundred farmers engaged in an earnest and enthusiastic study of our course of instruction. We have not made a single request for a testimonial, but nevertheless hundreds of farmers have voluntarily written us expressing their appreciation of the valuable service which we are rendering. We will gladly furnish you with copies of letters from delighted farmers in all parts of Western Canada, and we invite you to write to them yourself and learn their opinion of the value of the service they are receiving. You can ask no stronger proof that the school is a safe and satisfactory concern for you to deal with.

Let us put the whole situation in a nutshell. You are farming to

make more money. We can place in your hands the results of years of work on the part of men who have devoted their lives to increasing yields and conserving the fertility of the soil. Our institution is a reliable one, financially responsible, and prepared to carry out what we undertake. The cost of our service is only nominal and if you can learn anything at all from these experts, the information you secure must in a single year be worth to you many times the cost of our course.

If you are really interested in making more money you must be interested in our service. You must at least be interested enough to cut out and mail to us the attached coupon, because it does not place you under any obligation to take our course or pay us a cent of money. Clip the coupon and mail it to us today.

Fifteen of the greatest agricultural authorities in North America

On the knowledge of these men is founded the service rendered by the School of Scientific Farming.

- Professor S. A. Bedford, Manitoba Agricultural College.
Professor Thomas Shaw, Minnesota Experimental Station.
Professor H. L. Bolley, North Dakota Agricultural College.
Norman M. Ross, Chief of Forestry Division, Indian Head, Sask.
James Murray, Wheatlands Ltd., Suffield, Alta.
R. E. Drennan, Pioneer Stock Farm, Canora, Sask.
W. H. Fairfield, Lethbridge Experimental Farm.
Professor C. H. Lee, Manitoba Agricultural College.
Professor W. H. Day, Guelph Agricultural College.
Arch. Mitchell, Weed Expert, Coaldale, Alta.
Professor E. C. Elford, Macdonald Agricultural College.
Professor E. M. Dolve, North Dakota Agricultural College.
Professor C. I. Guinness, North Dakota Agricultural College.

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of Western Canada Limited
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