

DOLLARS ^A_N^D SENSE

You may have taken infinite pains in the preparation of your land and may have your farm in ideal condition for the raising of a crop. It may be free from weeds, in good tilth, and with a sufficient supply of moisture stored to provide against periods of drought, but until the land is seeded and the crop harvested you will not be in a position to derive any benefit from your labor.

Every furrow turned, every round of the cultivator, every stroke of the harrow represents a certain definite amount of expense that will remain unaltered under any and every succeeding condition.

Assume that you have a two hundred acre field summer fallowed and ready for crop in 1918.

If this 200 acres continues to lie fallow it will produce no revenue.

Seed it with wheat that is capable of reproducing at the rate of 20 bushels per acre and you will be able to harvest 4,000 bushels of wheat which at \$2.00 per bushel would be worth \$8,000.

Seed it with wheat that is capable of reproducing at the rate of 30 bushels per acre and you will be able to harvest 6,000 bushels of wheat which at \$2.00 per bushel would be worth \$12,000.

Seed it with wheat that is capable of reproducing at the rate of 40 bushels per acre and you will be able to harvest 8,000 bushels which at \$2.00 per bushel would be worth \$16,000.

The net cost up until seeding time remains the same—the cost of seeding, harvesting and threshing is practically the same, the heavier yielding grain adding a little additional for twine, threshing and marketing.

Assume that the total cost for tillage, seeding, harvesting, threshing and marketing is \$7,000.

The 20 bushel crop will pay a profit of \$1,000
The 30 bushel crop will pay a profit of \$5,000
The 40 bushel crop will pay a profit of \$9,000

Your profit will vary in a direct proportion based upon the yielding ability of your seed.

If DOLLARS are any incentive—common sense will permit the use of the heaviest yielding strains of seed—only.

YOU can secure the heaviest yielding strains of grain in the world from The Grain Growers' Guide, FREE.

CLIP the coupon on the opposite corner of this page, mail to us and secure YOUR allotment.

The Grain Growers' Guide, Winnipeg, Man.

Yielding Ability in Wheat

Just as surely as you can breed size and quality into horses, beef or milk into cattle, can you develop yielding ability in seed grain.

Seager Wheeler has developed strains of seed that have established world records for yields and quality—under ordinary field conditions his improved Marquis Wheat has yielded as much as 54,395 bushels on a field of 1,000 acres.

These heavy yielding strains have been produced by seeding the grains from individual heads (such as the one illustrated) on special plots and preserving for seed only those heads that reproduced true to the type of the original parent head.

By continuing this process for many generations the type is fixed and a strain developed that has the ability to reproduce at a much higher percentage rate than has the ordinary wheat.

The Grain Growers' Guide has purchased Seager Wheeler's crop and is distributing it free to farmers throughout the West.

The Guide has published a Better Seed Book that tells in detail how the world's heavy-yielding World Prize

Winning grains have been developed, and how they can be secured without cost. The Guide knows that you can add thousands of dollars to your annual income by the use of improved strains of seed. A few hours devoted to helping The Guide in its campaign to increase the yearly production on our Western farms, will secure for you an allotment of the seed that holds the world's record for yielding ability. USE SENSE and place extra dollars in your pocket book—the Seed Book will tell you how.



A typical selected head from Wheeler's plots, 1 and 1-3 natural size. Note the length, the compactness, the many spikelets, and the number of grains in each spikelet—The progeny from such heads brings yields that crowd lean pocketbooks with bank notes of large denominations.

Clip the coupon NOW before you turn this page—fill in your name and address and mail to us. The coupon will bring the "Seed Book."

THE GUIDE'S BETTER SEED BOOK

THE GRAIN GROWERS' GUIDE, WINNIPEG MAN. 2-13
Please send me immediately one copy of your "BETTER SEED BOOK" containing a full description of the seed which you will distribute and the method by which I may secure a portion of it.

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