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## **22 community building advertisements : use them to bring your bank greater prestige, increased goodwill, more business. [1930]**

University of Wisconsin. Dept. of Agricultural Journalism  
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# 22 Community Building Advertisements

Use them

*to bring your bank greater  
prestige, increased goodwill,  
more business*



Sponsored by the agricultural committee of the Wisconsin Bankers' Association and prepared by the Department of Agricultural Journalism of the University of Wisconsin.

# 22 Bank Advertisements

To help you build your bank—your town and your farming community



**D**URING the past year Wisconsin bankers used in their regular advertising space a series of advertisements of unusual interest to those in their communities wanting to develop and improve their farms and farming.

These bankers realized that when a bank builds its community along sound, constructive lines, it helps itself and at the same time the town's business groups. They appreciated that the farmers' business in a town is reflected in the assets of the local bank and that the prosperity of the town depends largely upon the standard of living on the surrounding farms.

The series of advertisements was issued by the Agricultural Committee of the Wisconsin Bankers' Association and was prepared by the editorial department of the Wisconsin College of Agriculture.

Because the 1929 campaign was so successful, the committee has voted to supply the bankers of the state a similar service for 1930. The campaign for next year, consisting of twenty-two advertisements promoting more efficient use of Wisconsin pasture lands, more profitable feeding of dairy herds, a state-wide program of soil building, and an active campaign for weed control, is planned to start *March 3, 1930*.

## *Each Subject Important*

Each of the subjects is of vital importance to Wisconsin banks as well as to Wisconsin farmers. Our pastures can be made to produce more and cheaper protein, the feeding of more economical rations will pay dairymen increased profits, weeds are levying heavy taxes about every farming community in the state, and greater farm prosperity will depend to a very large extent upon an attainable program of soil improvement. Everyone of the advertisements is signed by a specialist at the Wisconsin College of Agriculture.

Direct, simple, concise copy has been prepared for the entire campaign. The layouts provide for an effective use of white space. Such layouts attract the attention of the reader, add a crisp, business-like spirit to the bank's advertising, and help to insure reading.

For the greatest possible effectiveness it is suggested that the campaign be used in its entirety and that a prominent position in the local newspaper be secured for the series. The advertisements are released at two week intervals on the designated dates.



# Pep For Your Old Pastures

By G. B. Mortimer  
Wisconsin College  
of Agriculture

**G**IVE new life to the old permanent pasture and it produces rich, cheap feed for four or five months of the year. Think of it . . . low feeding costs for five months!

Improved permanent pastures supply protein at a much lower cost than grain. Let's take advantage of the difference.

When there's plenty of plant food in the soil and the turf is worn and thin, reseeding changes your old permanent pasture into a thick green carpet. It's the simplest way to pep up many pastures and put them on a profitable basis.

The following method is a splendid way to reseed your permanent pasture:

1. **Be sure your soil can support the catch. This means phosphate and perhaps lime and potash.**
2. **Reseed only worn and thin old pastures.**
3. **Sow inoculated seed early in March right on top of the pasture. A mixture of 2 pounds of white clover, 5 pounds of alsike, and 4 or 5 pounds of red clover to the acre gives excellent results.**
4. **Keep your cattle off most of the time until the catch has become established, up to mid-summer.**

Where this method of reseeding has been followed, I have seen thin, worn out pastures become regular clover meadows, so successful was the catch. It is responsible for a 57% increase in the yield on some pastures on the Station farm. Try it.

**"For Farm Prosperity"**

**[[Name of Your Bank]]**

# Here's a Safe Sure Way to Alfalfa

By C. J. Chapman  
*Wisconsin College  
of Agriculture*

**M**AKE this greatest of crops safe and sure. With a few simple precautions it is easily grown on almost any Wisconsin farm.

After alfalfa is established it survives severe droughts, yields heavily, helps build up your land, and supplies you with a rich feed carrying lots of costly protein. Hundreds of farms throughout the state have been turned into fertile, productive fields with the aid of this crop. Here's the way Wisconsin farmers get a good stand:

1. **Lime the land.**
2. **Use phosphorus.**
3. **Apply potash.**
4. **Inoculate the seed.**
5. **In the early spring sow about 18 pounds to the acre with a light seeding of barley or oats (it can also be successfully sown with early canning peas.)**

Some soils grow alfalfa without any treatment at all, other soils only need a little lime, and still others require plenty of lime, phosphorus, and potash. The easiest and simplest way to find out precisely what your land needs for a profitable crop of this splendid high protein feed, is to write the **State Soils Laboratory**, Wisconsin College of Agriculture, Madison . . . They will analyze your soil, save you money on many expensive fertilizer bills, and help you build your farm up to a high state of production . . . Drop them a line today.

**"For Farm Prosperity"**

**{Name of Your Bank}**

# Now the Cows Go to Grass Another Month

By G. B. Mortimer  
*Wisconsin College  
of Agriculture*

I KNOW of no cheaper and easier way to lower feed costs than by building an improved permanent pasture that gives us another month of grazing. Pound for pound, an improved pasture is worth almost as much as linseed meal, supplies costly protein at a much lower cost than grain, and gives the cows plenty of rich, green feed.

Fertilizers, lime, and reseeded change many worn-out permanent pastures, into rich, profitable meadows of grass and clover. But the management of our improved permanent pastures is also of great importance. Let's give them a square deal from start to finish and use the following plan of management.

1. **Keep your stock out of the pasture until at least May 20. Give the pasture a chance.**
2. **Cut weeds before they go to seed. They take both moisture and plant food from the pasture.**
3. **Drag your pasture early in the spring to scatter the season's droppings.**
4. **Keep your stock off the pasture during the open winter and early spring when the ground is spongy and plants are easily pulled out.**

Here at the experiment station, this system of managing pastures has given us very good returns. It will help you to cheaper feed.

***"For Farm Prosperity"***

**[[Name of Your Bank]]**

# Test Your Cows and Keep the Best—

By Roy T. Harris  
*State Supervisor  
of Dairy Tests*

**S**ELL your culls and feed the rest. Loafing cows often eat as much feed and take as much time to care for as hard working cows. We pay for them at every milking and feeding time, yet they produce nothing but empty pails.

Thousands of Wisconsin farmers are paying for the privilege of keeping loafing cows and do not know it. But by joining the local Herd Improvement Association they could easily prevent this costly loss and make the old herd produce more.

I know one farmer in Southern Wisconsin, and there are many others, who joined his local Herd Improvement Association rather reluctantly because he thought his was the worst herd in the county. At the time he joined he was making a very small profit from his herd. Today, his income over feed costs per cow is equal to the income from three cows kept six years ago when he first became a member!

Just as the Herd Improvement Associations have helped thousands of farmers to make more money, so your Association helps you . . . Join it.

*Another article by Mr. Harris on herd improvement will appear in an early issue*

**“For Farm Prosperity”**

**[[Name of Your Bank]]**

## When One Cow Is Worth Two

By Roy T. Harris  
State Supervisor  
of Dairy Tests

I KNOW a Wisconsin farmer who had a \$6000 mortgage on his farm. His herd was one of the poorest in the neighborhood and only produced an annual return over feed costs of \$43.87 per cow.

In the spring of 1921 he joined the local Herd Improvement Association a little reluctantly, for he had but little money and a heavy mortgage hanging over his head. At the end of that first year he knew which of his 23 cows were producing profits, which did not pay for their board, and which feed gave him the best results.

By 1927 he had sold his boarders and reduced his herd to seventeen good cows. And although he had seven less cows he raised his returns over feed costs from \$1000 in 1921 to \$1932 in 1927.

The other day a neighbor asked him why he did not fill his seven empty stalls and his reply was "I'd rather feed seven empty stalls than the seven poor cows I had in those stalls." It pays to keep only the best cows.

Today he is making almost twice as much money as formerly and has paid off his \$6000 mortgage. The Herd Improvement Association has helped him to greater profits just as it has helped thousands of other Wisconsin farmers . . . It will help you too.

**"For Farm Prosperity"**

**{Name of Your Bank}**



# You Wouldn't Throw \$200 to the Birds

By A. L. Stone  
*State Weed  
Commissioner*

**Y**OU wouldn't throw \$200.00 to the birds . . . Of course not! Yet the average Wisconsin farmer tosses away about \$200.00 every year by letting weeds grow on his farm. This needless weed loss totals here in Wisconsin to the terrific annual burden of about \$40,000,000.

You and I help pay the enormous \$40,000,000 weed tax. Think of it! Weeds cost us about \$2,000,000 more than we realize from all the alfalfa, wheat and potatoes grown in Wisconsin. The state weed bill would build several state capitals such as we have in Madison, or would let us give every county \$548,000, or would buy each and every one of us a cream separator, a riding cultivator, and a washing machine.

Weeds, of course, make hard work harder, run down the land, and increase the cost of planting, cultivating, and harvesting: What are we going to do about our annual loss from weeds?

As weeds multiply with great speed, one plant sometimes producing as many as 1,250,000 seeds in a single season, eradication is the only way out. Now is the time to get busy . . . delay means more of your money—my money—and lots more. Don't sow weeds on your farm, but fight them today by buying only tested, weedless seeds.

*Another article on weeds by Mr.  
Stone will appear in an early issue.*

**"For Farm Prosperity"**

**[[Name of Your Bank]]**

# An Easy Way to Avoid this Tax

By A. L. Stone  
*State Weed  
Commissioner*

**W**OULD you like to get out of paying one tax that on the average amounts to \$200.00 . . . I know you would!

Figures show that weeds take about this amount each year from the pockets of the average Wisconsin farmer. The weed tax for the entire state totals to the tremendous sum of \$40,000,000 a year. But this is one tax we really don't have to have to pay. We can lower and even stop paying most of it.

Now's the time to get after Canada thistle, quack grass, and other weeds. Soon they'll go to seed and reproduce thousands, yes millions, of other weeds which will spread on the farm and cut down your yields, make hard work harder, raise your cost of planting, cultivating, and harvesting. Let's get the weeds before they get us.

Men who have been studying weeds for years all agree that the best time to cut them is at blossom time. At that time the seeds have not been formed and the roots are in their weakest condition. So get out today with the mower or old bramble scythe and stage a slaughter.

*Another article on weeds by Mr. Stone will appear in an early issue.*

**"For Farm Prosperity"**

**[Name of Your Bank]**

# Why Did Canada Do It?

By A. L. Stone  
State Weed  
Commissioner

**C**ANADA thistles are about our most expensive crop. The weed lowers profits terrifically by increasing the cost of planting, cultivating, and harvesting, and by cutting down yields and prices.

Our yearly waste from weeds, amounting to about \$40,000,000 in Wisconsin alone, can be greatly reduced and each farmer pay but a very small part of the total cost. At present each of us on the average needlessly pays an annual bill of approximately \$200.00 for the privilege of growing weeds . . . Canada thistles costs us a lot of money. Eradicate it!

Here's a good way to rid your farm of the pest!

- (1) **Plant a grain crop.**
- (2) **As soon as the grain crop is harvested, cultivate the field with a spring tooth harrow or a weed digger at short intervals until winter.**
- (3) **Continue cultivating in the spring and sow to alfalfa the first week in June without a nurse crop. Then thistles will have completely disappeared from your farm by the next spring.**

I wouldn't clear a large area the first year. Start today with a small plot and do the job well.

*Another article on weeds by Mr. Stone will appear in an early issue.*

**"For Farm Prosperity"**

**[[Name of Your Bank]]**

# When Quack Wins You Lose!

By A. L. Stone  
State Weed  
Commissioner

**I**F quack grass wins, the good old farm is sure to lose. There's no fifty-fifty about quack grass.

Quack costs Wisconsin farmers a tremendous sum and accounts for a large part of our annual \$40,000,000 weed loss. Of all noxious seeds, quack is the most costly. It's to blame for hundreds of abandoned farms, heavy crop losses, and worthless land.

Wipe it out, eradicate it now, before it piles higher and higher the cost of planting, cultivating, harvesting. Here's a good way to rid your farm of the dangerous weed pest.

- (1) **Select a piece of quack infested ground as large as you can easily work and prepare it thoroughly for the crop.**
- (2) **Sow it to grain.**
- (3) **Get the grain off quickly and cultivate with a spring tooth harrow or a weed digger often enough to keep down all green shoots.**
- (4) **Early in the spring plow again.**
- (5) **Cultivate and sow to buckwheat, millet or Sudan grass.**

This last crop smothers any quack grass that may be alive and the weed will be completely eradicated.

Kill the weed by this method and the farm income increases. You have a clean, easily worked farm the rest of your life.

*Another article on weeds by Mr. Stone will appear in an early issue.*

**"For Farm Prosperity"**

**[[Name of Your Bank]]**

# He Downed Quack Grass In a Year

By A. L. Stone  
*State Weed  
Commissioner*

I KNOW a farmer in Polk county whom the neighbors laughed at and called foolish, for he had purchased 60 acres of quack grass and actually believed he could make money farming that weed infested land.

Although the dreaded weed had formed a thick mat, he set to work clearing his fields and, in spite of the doom predicted by "old timers" and the smiles and laughter of neighbors, in just one year he succeeded in carving a clean, productive farm out of his quack wilderness.

This is how he turned the tables on our most costly weed: Early in the spring he worked his land four or five times with a weed eradicator at few day intervals. He then planted corn and small grain. That fall he got the crops out quickly and cultivated again until late fall. Inside of a year his land has become completely free of quack. Your farm can also be freed of the pest.

When you think of your future savings in labor, the increased value of your land, your higher crop yields, and the better prices you will get, you too can profitably use his method of eradicating quack.

***"For Farm Prosperity"***

**{Name of Your Bank}**

# Worth More in the Paddock Than in Bologna

By A. J. Cramer  
*Supervisor of  
Cow Testing  
Associations*

**W**E wouldn't sell a cow without knowing something about her value . . . then why do we beef young bulls when they may be worth many times that for breeding?

Yet that is exactly how thousands sell young bulls. In Wisconsin, only one out of every ten pure bred bulls is living when his value is known from his daughters' records.

Harvest Matador Douglas No. 381257 is just one of the bulls saved from the butcher. This seven year old sire's ten daughters averaged 3,379 pounds more milk a year and 114 more pounds of butterfat than their dams. Think of the loss his owner would have suffered by sending him to the block!

It's easy to keep the bull until his daughter's records are available, if you have safe, suitable quarters for him on your farm.

One of the best and simplest ways to keep the bull safe is to build a strong bull paddock to keep him in until he is 5 years old. At the end of that time his value will have been demonstrated by the production of his daughters.

A practical circular on building the bull paddock has recently been issued by the Wisconsin College of Agriculture, Madison. It's called "Build a Paddock and Save the Bull." Send in for it today. . . . It helps you get the fullest value from your bulls.

***"For Farm Prosperity"***

**[[Name of Your Bank]]**

# You Would "Fire" a Loafer

By G. B. Mortimer  
*Wisconsin College  
of Agriculture*

**S**O would I, but many of us keep a loafing pasture and lose money by it every year.

It's easy to change the loafing pasture into one of the most valuable fields on the farm. Think of it—pound for pound—the grass from a good improved pasture is worth almost as much as linseed meal, and when properly cared for, will give your cows lots of rich, green feed for four months or more at less cost than you ever thought possible!

Applications of fertilizers do much to improve our permanent pastures. At least that has been our experience at the state experiment station.

That the use of fertilizers on permanent pastures pays profits over costs is shown by the returns obtained from applying 20 per cent superphosphate, potash, and lime. Since 1927 an old permanent pasture on the Station Farm has been improved 350 percent by this means.

By applying fertilizers on permanent pastures we have obtained splendid results. Just write today to the College of Agriculture, Madison, for more details on this inexpensive way to cheap protein.

*Another article by Mr. Mortimer on permanent pastures will appear in an early issue.*

**"For Farm Prosperity"**

**[[Name of Your Bank]]**

# They're Hungry For Phosphate

By G. B. Mortimer  
Wisconsin College  
of Agriculture

**A** GOOD improved pasture will supply a ton of costly protein to your herd at much less cost than does grain. Here's a real saving in feed brought about by just a little attention to the old permanent pasture.

As cows remove lots of phosphorus from the land, most of our pastures are hungry for it. This is easily understood when we realize that during the grazing season a herd of 20 average cows will rob the soil of at least 800 pounds of 20% acid phosphate. No wonder our permanent pastures are hungry for phosphate and no wonder grass yields increase three and four times when it is applied!

Here at the experiment station we get excellent results by using about 400 pounds of 20 percent superphosphate to the acre, about 150 pounds of potash, if needed, and enough lime to correct any acid condition of the soil.

Try this plan of letting a fertilized permanent pasture make substantial savings on your feed. It has given unusually splendid results and has more than paid for itself in increased yields and lower feed costs.

Write in today to the College of Agriculture, Madison, for more details on this inexpensive way to cheap protein.

*Another article by Mr. Mortimer on permanent pastures will appear in an early issue.*

**"For Farm Prosperity"**

**{Name of Your Bank}**



# Even Farms Have to Be Fed

By C. J. Chapman  
Wisconsin College  
of Agriculture

**W**E all know that crops the same as live stock need food to produce worth while returns.

Yet some of us try to grow crops on land exhausted of all plant food, such as nitrogen, phosphorus, potash, and lime. Attempting to make profits on such soil I have found, is much like putting green glasses on a cow, feeding her sawdust, and expecting 10,000 pounds of milk. It can't be done.

Although we return stable manure to the land, there is a constant drain on the mineral resources of the soil. Many soils contain practically no available plant food—poor yields and immature crops result.

By knowing the vital plant foods your soil needs, you know how to grow bigger crops and get plenty of rich home grown feed. It's really very simple to know the needs of your land. Just drop a line to the **State Soils Laboratory**, Wisconsin College of Agriculture, Madison, and ask for detailed information on an individual farm soil survey. Write today and know their way of restoring life and richness to your fields.

*Another article by Mr. Chapman on improving the soil will appear in an early issue.*

**“For Farm Prosperity”**

**[[Name of Your Bank]]**

# Most Clay Loam Farms Are Starving for Phosphorous

By C. J. Chapman  
*Wisconsin College  
of Agriculture*

**M**OST Wisconsin farms are suffering great losses from lack of phosphorus. Pastures flourish on phosphorus, often producing three times as much forage with applications of 400 pounds of 20 per cent phosphate.

I know one farmer in La Crosse county who raised his oat yield from 27 to 48 bushels an acre by applying 500 pounds of 20 per cent superphosphate to the acre. Another farmer in Jefferson county cut only 750 pounds of alfalfa from an acre, but when he used 400 pounds of 20 per cent superphosphate per acre he raised his yield to 1400 pounds. He also tried growing alfalfa on land treated with three tons of lime and 400 pounds of phosphate and made 3600 pounds of alfalfa per acre. These are just two of thousands of Wisconsin farmers who have obtained excellent results through phosphate.

To know how much phosphate it's best to use on your farm and whether or not it would pay you to lime, write the **State Soils Laboratory**, Wisconsin College of Agriculture, Madison. The service saves you many dollars in expensive fertilizer bills . . . drop them a line now.

*Another article by Mr. Chapman on improving the soil will appear in an early issue.*

**"For Farm Prosperity"**

**{Name of Your Bank}**

# Are Your Crops Hungry for Lime?

By C. J. Chapman  
Wisconsin College  
of Agriculture

**L**IME is so useful in building up barren, worn-out farms that it's often called "white gold". I have seen sandy farms with hardly a blade of grass growing on them changed within a few years to a high state of fertility. Such transformations are many times the result of lime and legumes.

Lime serves us best when we use it to grow legumes, such as alfalfa, clovers, and peas. With plenty of lime and other essential plant foods all crops, of course, flourish.

Use lime on sour land and you build up your farm. Lime is a plant food vital to growth. Also with plenty of lime it's easy to enrich the soil and grow high mineral-protein feeds.

In addition to lime, your farm may benefit by using phosphorous or potash. The simplest and easiest way to know whether your farm will profit by applying lime, or phosphorous or potash, is to drop a card to the **State Soils Laboratory**, Wisconsin College of Agriculture, Madison. The service tells you exactly what your soil needs for the greatest yields. . . . Why not write now?

*Another article by Mr. Chapman on improving the soil will appear in an early issue.*

**"For Farm Prosperity"**

**[[Name of Your Bank]]**

# Add Lime and Shake Well

By C. J. Chapman  
Wisconsin College  
of Agriculture

I KNOW a farmer in Waupaca county who two years ago bought a 220 acre worn-out, abandoned farm for about \$20.00 an acre. He invested \$6.00 an acre for fertilizer and \$12.00 for lime, and now one of the most beautiful alfalfa crops in the county covers 132 acres on his farm. Today, his land is easily worth \$75.00 an acre. His experience can readily be duplicated on thousands of acres of now almost barren wastes.

In applying the lime mix it thoroughly with the land so that it becomes evenly distributed for the roots, acts more quickly, and is of most use to the crop. It's best to spread lime over plowed land, disk it in thoroughly, and follow it with a cultivated crop, such as corn, which will derive some benefit from the lime. Next year follow the cultivated crop with some legume.

The amount of lime to apply varies with the kind of soil. Some soils require about four tons to the acre and on others two tons will suffice. Still other soils, of course, do not need lime at all.

A simple, easy way to know just how much lime your soil needs for the best possible returns is to write the **State Soils Laboratory**, Wisconsin College of Agriculture, Madison. The service tells you precisely what your land needs for larger crops. . . . Write them now.

**"For Farm Prosperity"**

**[[Name of Your Bank]]**

# It Takes Cloth to Make a Coat

By Roy T. Harris  
State Supervisor  
of Dairy Tests

**J**UST as it takes cloth to make a coat, so it takes feed to make milk.

The experiences of the owners of the highest producing herds in the state all point to a liberal grain ration for the best results. In some cases they have made \$233.40 per cow over the cost of feed which has often amounted to as much as \$134.00. The following rations have given splendid results with alfalfa hay. Try them.

<b>Ration No. 1</b>	<b>Ration No. 2</b>
200 Ground Oats	300 Ground Oats
200 Ground Corn	300 Ground Barley
100 Ground Barley	200 Wheat Bran
100 Wheat Bran	100 Gluten Feed
100 Oilmeal Oil	100 Oilmeal

Much depends, of course, on the price of feed. However, these rations have proved exceptionally profitable under the usual conditions.

In addition to feeding lots of grain, it's also a good idea to feed your cows a home made mineral ration consisting of 80 pounds of steamed bone meal, and 20 pounds of Iodized salt. Just feed 4 pounds of the mineral mixture with every 100 pounds of grain.

And in feeding your grain be sure to feed liberally at the rate of 7 pounds of grain for each pound of butter fat produced.

*Another article by Mr. Harris on feeding will appear in an early issue.*

**"For Farm Prosperity"**

**[[Name of Your Bank]]**

# Just As a Gas Engine Must Have Gas

By Roy T. Harris  
State Supervisor  
of Dairy Tests

**C**OWS won't produce milk profitably without a balanced ration any more than a gas engine will run without gas. Good cows, balanced rations, and efficient management mean the greatest returns from the herd.

One of the recent highest herds in Wisconsin was fed an excellent grain ration of about:

1000 pounds of corn,  
1000 pounds of oats,  
2000 pounds of 24 per cent protein commercial  
mixed feed.

With this ration the herd, consisting of five registered Holsteins, average 15,754 pounds of milk with 612 pounds of butterfat having an average test of 3.88 plus. These cows also received clover hay and good corn silage and were milked three or four times daily. The average cost of feed was:

Cost of roughage including pasture.....	\$ 52.42
Cost of grain per cow.....	81.98
<b>Total cost of feed per cow.....</b>	<b>\$134.40</b>
<b>Value of product per cow above feed cost</b>	<b>\$233.40</b>

Without feed even the most efficient cow is unable to show profit. For the greatest returns, keep a few high producing tested cows and feed them liberally. Feed your cows about as many pounds of grain per day as there are pounds of butterfat produced in a week.

**“For Farm Prosperity”**

**{Name of Your Bank}**

# We Have 5,650,000 Acres in Wood Lots

By F. G. Wilson  
*Wisconsin College  
of Agriculture*

ONE fourth of Wisconsin's farm acreage, or 5,650,000 acres, is in wood land. A tremendous acreage, yet because of its poor care it produces only one half of the total value of lumber, fence posts, and firewood, used on Wisconsin farms.

Here's a most profitable crop most of us neglect. It requires very little labor, is not perishable, and is easily grown on almost worthless land such as, swamps, stony hillsides, steep, rough slopes, and small tracts left in squaring up fields or cut off by a railroad or stream. Usually it's a question of growing timber on such land or letting it lie idle and unproductive.

It's easy to produce timber and provide an emergency income. A few simple rules to follow in making the wood lot pay a real income are included in an exceptionally helpful bulletin on the care of the farm woodlot. It's issued by the College of Agriculture, Madison, and tells you what trees to grow on your particular soil and suggests ways to make the most money out of this neglected crop. For the simple steps to follow in developing your farm woodlot into a steady source of income, write in for bulletin 407 today.

***"For Farm Prosperity"***

**{Name of Your Bank}**

# Profits Disappear in the Runways

By C. J. Chapman  
*Wisconsin College  
of Agriculture*

**S**AVE on your fertilizer bills by getting all the high fertilizing value out of farm manure. It is valuable, for many millions of dollars worth is produced yearly on Wisconsin farms.

Most of us waste too much of the rich fertilizing materials in manure by letting rains leach them away and by letting the manure pile burn. When piled in the usual way, manure loses about half its value within six months. Every year many dollars, sometimes hundreds of dollars, are wasted in this way on the average Wisconsin farm.

To get the fullest fertilizing value from manure, it's best to soak up all the liquid with plenty of straw and to haul it directly from the barn out on the fields. Lots of straw conserves the liquid, which is especially rich in readily available plant food, such as, nitrogen and potash.

When you spread fresh manure on the fields, you lose but little. And as you load it fresh on the spreader directly from the stalls, you also save labor by not handling it twice. Lots of straw in the stall and spreading manure while fresh saves you money.

***“For Farm Prosperity”***

**[Name of Your Bank]**