A Magnificent Silver Cup

WILL BE GIVEN

FOR 10 BOXES M'INTOSH REDS

AT THE

Western Montana Apple Show

This Is Only One of the Specials That Are Offered at the Apple Show Display. There Are Others That Are Attractive. Bring in Your Exhibits and Draw Down the Prizes

The Apple Show Is Backed by Boosters

The Date, October 18 to 22; the Place, Missoula; the Premiums $3,000

$2,000

In cash premiums makes a total that will attract exhibitors. The premium list is now ready for distribution and may be had by application to the president or the secretary or at The Missoulian office. This premium list has been carefully prepared to meet the conditions which prevail in Montana. The varieties which are best in the local field have been given prominence in the assignment of prizes, and there are special inducements offered for the display of large quantities of apples, as well as for the plate exhibits. Every farmer and fruitgrower in the state should secure a premium list this week and prepare his exhibit for this apple show, which is to be attended by more people than have ever seen a display of this sort in western Montana. There is enough monetary inducement to make it worth while for farmers and orchard men to make careful preparation; the prizes are large enough to make it worth their while. Added to this fact is the consideration of the advertising which the exhibitor will receive There will be thousands of people visiting the show; a display that will attract their attention will interest some of them in the man who makes the display. The management of the show has arranged sufficient display room for all who wish to exhibit. It will be possible for every farmer to show what he has raised this year; the more exhibitors, the better the display. The better the display, the greater the benefit of the show to the farmer, to the orchardist and to the merchant. The prizes are to be paid in cash; there will be no delay in their payment after the award has been made by the judges. A fair competition is assured, and the man with one plate of apples or one sheaf of wheat will be on an even footing with the man who shows a carload of apples or a stack of grain. The amount of premiums is greater than any offer ever made before for a show of this sort in Montana. The offer is worth the consideration of every man who has anything to exhibit.

$2,000

BOOST

For your home locality by a generous participation in the exhibit at this apple show. The show is held under the auspices of the Montana State Horticultural Society, aided by the Missoula Chamber of Commerce. The Horticultural Society at its annual meeting arranged for a show of this kind to be held in Missoula this fall; the chamber of commerce has taken up the active management of the affair under the direction of the fruitgrowers, and the county commissioners have made a liberal appropriation for premiums. Here is offered an opportunity for every fruitgrowing district in the state to advertise the excellence of its fruit and to measure merit with other districts. The show is to be held in the central part of the city of Missoula; it will be open day and night; there will be thousands of visitors who will see Montana fruit on exhibition for the first time. The ready accessibility of the show and the convenience of seeing it will attract more people than have ever attended a show of this sort. There will be no long drive to a fair ground, and the man who has a half hour at his disposal can drop into the exhibition hall and see part of the show, making another trip when he has more leisure time. The fruit will be arranged to the best advantage and the exhibits will be carefully attended to while they are on display. It is to the benefit of the merchant to have the show in the city; it is to the benefit of the fruitgrower, because more people will see his exhibit; it is to the benefit of the visitor, because he can see the show more handily than if it were held in the suburban districts. All conditions are for the success of the show; it will be a great chance for the advertisement of the agricultural resources of the valleys of the state, especially those of western Montana. The management urges all sections to arrange for a good boosting exhibit, each from his own district. In this way the Western Montana Apple Show will fulfill its purpose completely. That purpose is to

BOOST

$1,000

In special premiums adds to the interest which is felt in the show. These special premiums have been offered by nurserymen, fruit experts, land companies and by others who are interested in the promotion of the interests of the horticulture of Montana. In the list of these special premiums will be found some that are specially attractive; those that appeal to some will not, perhaps, be so attractive to others, but there is something in the list which will interest everybody, and it is worth the while of every exhibitor to study carefully the specials and to prepare exhibits that will comply with the conditions under which these liberal prizes are offered. There is something for every fruitgrower; there is something which will appeal to each section of western Montana. In this list there are fruit trees and other nursery stock, orchard machinery and cash prizes. It is specially liberal and supplements the general premium list admirably. The Red Apple is the basis of most of these special awards; those that appeal to some will not, perhaps, be so attractive to others, but there is something in the list which will interest everybody, and it is worth the while of every exhibitor to study carefully the specials and to prepare exhibits that will comply with the conditions under which these liberal prizes are offered. The Western Montana Apple Show is designed for the purpose of giving the greatest possible publicity to the horticultural and agricultural resources of the state; its plan calls for the hearty co-operation of everybody who is interested in this boosting campaign; publicity is the best thing for western Montana, and this is the best way to get it. The men who have offered these special prizes are men who are deeply interested in the success of the apple show. Their example is a good one for others to follow; there are other ways in which the show can be assisted, and just now the best way lies in the preparation of exhibits for the show in such measure that it will be the biggest as well as the best ever held in the state. There is inducement in this

$1,000

The Best Exhibition of Farm Products Ever Held in Montana

SEND FOR A PREMIUM LIST

C. F. DORMAN,
PRESIDENT

F. J. ERFERT,
SECRETARY