

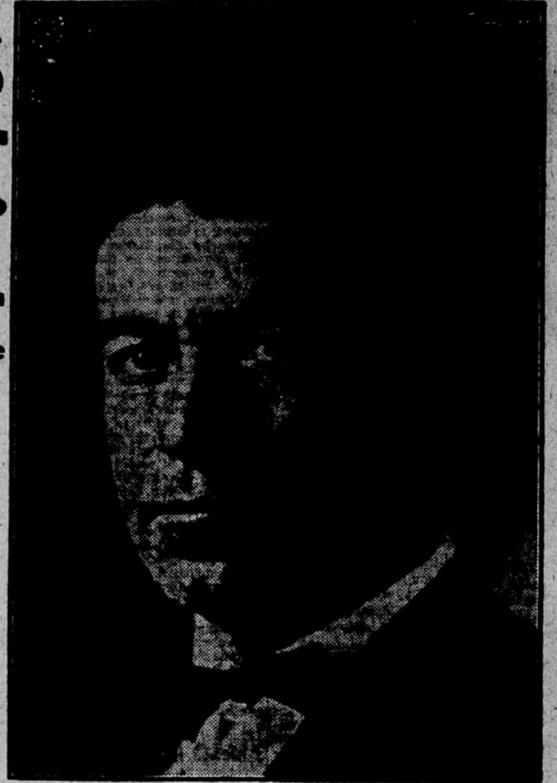
A Change That is of Vital Interest to the Entire Advertising World

# Orange Judd Company Buys Minnesota and Dakota Farmer

Published at Brookings, South Dakota, for the states pictured below, to be known hereafter as



To Be Published as a Weekly After January 1, 1911



**OUR CHANGE** CONSOLIDATING WITH THE MINNESOTA AND DAKOTA FARMER, NOW THE ORANGE JUDD NORTHWEST FARMSTEAD, THE NORTHWESTERN CIRCULATION OF AMERICAN AGRICULTURIST, ESTABLISHED IN 1842, AND THE NORTHWESTERN CIRCULATION OF ORANGE JUDD FARMER OF CHICAGO, ESTABLISHED IN 1885.

**OUR PURPOSE** TO PROMOTE THE PROFITS AND PROGRESS, PROSPERITY AND HAPPINESS OF EVERY FARM AND RANCH, HOME AND FAMILY, IN THE NORTHWEST, FROM THE LAKES TO THE COAST. OUR TREMENDOUS ORGANIZATION WILL ALSO FOSTER THE DEVELOPMENT OF ALL THE VARIED INDUSTRIES, AND RESOURCES OF THE GROWING NORTHWEST, IN TOWNS AND CITIES, SHOPS AND FACTORIES, FORESTS AND MINES, AS WELL AS IN AGRICULTURE.

**OUR EDITOR** This is the portrait of Professor Chas. Willis, editor of The Northwest Farmstead—organizer, executive, orator, expert in agricultural genetics and science. Dr. Willis is in Northwestern agriculture what James J. Hill is in railway circles. At the South Dakota agricultural college and experiment station, Professor Willis has been a tower of strength. He knows the Northwest as intimately as it knows him. Professor Bopp and Burison resigned from that institution to be Editor Willis' right-hand men.

## To Get the Northwest's Trade Advertise in The Orange Judd Northwest Farmstead

THAT IS THE ONLY WAY TO MOST EFFICIENTLY GET YOUR SHARE OF THE VAST TRADE OF THE GROWING NORTHWEST. THE FUTURE OF THAT MARVELOUS SECTION IS GRASPED BY BUT FEW. ITS FUTURE CAN BEST BE JUDGED BY ITS PAST. EVEN GREATER WILL BE ITS DEVELOPMENT DURING THE PRESENT DECADE. SUCH IS THE

CONCLUSION OF OUR PRESIDENT AND EDITOR-IN-CHIEF, MR. HERBERT MYRICK, AFTER ELABORATE INVESTIGATION THROUGH THE ORANGE JUDD CENSUS BUREAU AND CROP-REPORTING SERVICE. HIS UNERRING JUDGMENT OF AGRICULTURAL ECONOMICS HAS BEEN CONCLUSIVELY VERIFIED FOR YEARS. PRESIDENT MYRICK LAYS DOWN

### Three Overwhelming Facts About the Northwest

1. THE NUMBER OF FARMS IN THESE EIGHT NORTHWESTERN STATES INCREASED NEARLY SEVENTY PER CENT DURING THE PAST TEN YEARS. THIS TEN YEARS' INCREASE IN THE NUMBER OF NORTHWESTERN FARMS EQUALS THE TOTAL NUMBER OF FARMS IN THE EMPIRE STATE OF NEW YORK AT THE END OF ITS 300 YEARS!

2. THE VALUE OF NORTHWESTERN FARMS HAS ALMOST DOUBLED DURING THE DECADE. BY 1920 FARM VALUES IN THESE EIGHT STATES WILL AGGREGATE CLOSE TO \$6,000,000,000.

3. THE FARM PRODUCTS OF THE NORTHWEST FOR THIS YEAR ARE WORTH \$1,325,000,000, OR THREE TIMES AS MUCH AS TEN YEARS AGO. PRESIDENT MYRICK SAYS THAT THE PRODUCE OF NORTHWESTERN FARMS IN 1920 WILL AGGREGATE CLOSE TO \$2,000,000,000 IN VALUE.

### What This Means To Manufacturers and Dealers

HERE IS AN EMPIRE OF WEALTH TO BE EXPLOITED IN THE NORTHWEST. MOST OF ITS NEARLY 600,000 FARMS AND RURAL HOMES STILL REQUIRE QUANTITIES OF MACHINERY, APPARATUS, FARM AND FAMILY SUPPLIES TO FULLY EQUIP THEM UP TO THE PRESENT STANDARD OF FARMING AND OF LIVING. HERE IS A MARKET RIGHT AT YOUR DOOR.

STILL MORE: NORTHWESTERN FARMERS WANT THE BEST OF EVERYTHING. THEY HAVE THE MONEY TO PAY FOR IT. THEY ARE LOGICAL CUSTOMERS FOR YOUR GOODS, AND IF YOU GO TO THEM IN THE RIGHT WAY YOU'LL GET THEIR TRADE.

THE 200,000 FARMS WHICH ARE TO BE NEWLY CREATED DURING THE NEXT FEW YEARS WILL EACH CONSTITUTE AN ENTIRELY NEW MARKET FOR EVERYTHING USED ON FARMS AND IN RURAL FAMILIES.

THE ONLY WAY TO REACH THEM MOST EFFECTIVELY IS THROUGH THE ORANGE JUDD NORTHWEST FARMSTEAD.

4—ORANGE JUDD WEEKLIES—4  
425,000 Circulation Every Week



THE STANDARD FARM PAPER OF THE NORTHWEST  
Covers Minnesota, North Dakota, South Dakota, Wyoming, Montana, Idaho, Washington, Oregon.



THE STANDARD FARM WEEKLY OF THE CENTRAL WEST AND SOUTHWEST.  
Covers Wisconsin, Michigan, Indiana, Illinois, Iowa, Nebraska, Kansas, Missouri and the Southwest.



THE STANDARD FARM WEEKLY OF THE MIDDLE AND SOUTHEASTERN STATES.  
Covers Ohio, Pennsylvania, New York, New Jersey, Delaware, Maryland, and the Southeast.



THE STANDARD FARM WEEKLY OF THE NEW ENGLAND STATES.  
Covers Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut.

Until January 1, 1911

THE Minnesota and Dakota Farmer, now known as the Northwest Farmstead, will be continued as a semi-monthly, issued on the 10th and 25th of the month, until the last issue of December, which will be the December 25th number. The size of the paper will remain for the present as it is. Column length 14 inches, four columns to a page, each page containing 736 agate lines.  
Advertisers will be allowed to use space at the old and nominal rate of only 20 cents per line flat up to and including the December 25th issue. No contracts will be accepted for advertising at this rate after the issue of December 25th. Copy for October 25th issue must be in Brookings October 20th at latest.

After January 1, 1911

ON January 1, 1911, the Minnesota and Dakota Farmer (now Northwest Farmstead), will become a weekly. It will have a guaranteed circulation of 100,000 copies confined to the Northwest. It will then become one of the Orange Judd Weeklies, and its space will be sold in combination with these weeklies. Its advertising rate alone will be 45 cents a line flat.

Advertisers using space in two or more of the same week will be entitled to a discount from the individual rate of each edition. Detailed advertising rates and circulation maps will be issued as of December 1st.

Advertising Policy

THE same square deal advertising policy which has been so important a factor in the upbuilding of the advertising patronage of the Orange Judd Weeklies will likewise continue in force on the Northwest Farmstead from now on. Our ownership of advertising in the Northwest Farmstead will be as rigid as at present in the Orange Judd Weeklies, thus insuring advertisers clean columns, permitting the entire confidence of our readers. In fact, the entire resources and facilities of the mammoth organization of Orange Judd Company will be behind the Northwest Farmstead. Advertisers know full well what this means.

# ORANGE JUDD COMPANY, Publishers

Brookings, South Dakota    Minneapolis, Minnesota    1209 People's Gas Building, Chicago, Illinois    439 Lafayette Street, New York City