



## Fooling Himself

**T**HIS skinny critter is busy—trying to make himself believe he is a fat top-grade steer! But neither high-priced feed nor any artifice can do the trick, *for he is a scrub.*

Fooled also are the farmers who feed and the consumers who buy the scrub, for any fat laid on his bones will be expensive to the farmer and unsatisfactory to the consumer.

With all farm livestock, scrub ancestry hangs like a millstone about their necks. *Any excellence a scrub may have is from some pure blood in him.* This is the lesson of the

### Pacific International Livestock Exposition

**I**N PORTLAND this week are many thousands of farmers from all over the Pacific Slope and beyond, who represent the other and happier side of the meat question—the pure-bred side. Thousands of the most valuable animals anywhere—beef, dairy, swine, sheep and other breeds—are now overflowing the new six-acre half-million-dollar stock-show plant.

These farmers are in the *highly constructive* business of breeding animals that produce tender, well-flavored meat with minimum cost of time and feed. The pure-breds serve best the interest of both producer and consumer—especially as long as the public tolerates a marketing system that pays the farmer *so little* and charges the housewife *so much*.

Consumers should know these farmers better and encourage them more. You will find them big, broad, thoughtful, 100% men. You will be interested to attend their Exposition and see their splendid animals, which are the consumer's

hope for good meat and the farmer's hope for good farming. These are not idle opinions on our part. The editors and contributors of THE COUNTRY GENTLEMAN travel 300,000 miles a year to study farming and stock-raising.

Fifty-two times a year THE COUNTRY GENTLEMAN comes to 700,000 progressive families of the United States and Canada with the news of farm progress; the latest of good business methods; many well-tried plans; editorials that give hope and courage; the doings of Congress; lots of good pictures; strong cartoons; interesting and inspiring fiction; a total of some 3000 illustrated pages of hope, help and smiles—all for *only \$1.00 the year by mail.* (Yes, your check is good!) It is the one National Farm Weekly that understands the Far West, the Mid-West, the East, the South.

Thus THE COUNTRY GENTLEMAN presents a national view of farming and renders a national service to farmers and stockmen. This advertisement is one such service.

# The COUNTRY GENTLEMAN

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