

DIVERSIFICATION

A ONE crop country never can enjoy real prosperity. We have the climate, the soil and the water supply essential to the production of any variety of crops, all of which, have their place in systematic crop rotation. The most desirable cropping program is based upon a consideration of revenue, safety and continued soil fertility. Alfalfa, potatoes, sugar beets and beans leave clean fertile land for the clovers, capable of producing maximum of wheat as a nurse crop on land that has been prepared through DIVERSIFICATION and physically fit to produce the desired results—REVENUE. Speculative prices on the ever uncertain open market direct the conservative producer to the shelter of the guaranteed price crop on a reasonable portion of his land, hence the safety from over production and consequent low prices so disastrous to farm and business prosperity. Reviewing the past and speculating on the future Queen-Alfalfa holds a place all her own.

POTATOES, average yield 150 sacks under ordinary conditions should net a return per acre of

\$60.00

With a \$1.00 market and an overhead of \$90.00 per acre where a holdover is necessary.

The **MONTANA WHITE BEAN** on a 25 bushel average at a speculative price of 5c per pound yields a net return of

\$55.00

Plus bean straw, allowing \$20.00 per acre to cover the cost of seed, hand labor and threshing.

With an average of 17 tons of **SUGAR BEETS** per acre, which has been obtained in Twin Falls County and can always be had in good years, a net return including beet tops of

\$103.00

Is assured after deducting \$33.00 per acre of the contract price of all hand labor and seed.

Alfalfa hay, bean straw, sugar beet tops, pulp and molasses fulfill the requirements of the most exacting feeders and dairymen. These by-products contribute most favorably to additional revenue with more frequent farm paydays and assure a continuation of that main essential—**SOIL FERTILITY**.

After carefully considering all of the elements governing farm revenue and affecting the prosperity of Twin Falls County we urge our friends and customers to adopt a safe systematic diversified crop program including a substantial acreage of Sugar Beets. Agricultural manufacturing industries are essential. Let us support the ones we have and thus be in a better position to interest capital in others. A cash crop, with a guaranteed price on beets on a favorable year should contribute materially to a healthy financial condition.

- | | |
|-----------------------------------|-------------------------------|
| First National Bank of Twin Falls | Farmers National Bank of Buhl |
| Twin Falls Bank & Trust Co. | Twin Falls National Bank |
| Bank of Kimberly | Buhl State Bank |
| First National Bank of Filer | |

