The University Press has a runaway BEST SELLER

“One of the most revolutionary ideas in agricultural history.”—Time Magazine

“Faulkner’s statement is one which American agricultural scientists will neglect at their peril. He has offered them a challenge which cannot be evaded.”—New York Herald Tribune Weekly Book Review.

“It is our opinion that Faulkner has touched off something like an agricultural revolution.”—Walter Morrow in the Columbus (Ohio) Citizen.

“If Faulkner is right, the moldboard plow is a more dangerous revolutionary than the Bolsheviks, Japanese beetles, or submarines and airplanes. Its two-hundred-year history is responsible for the leaching of our soils and the consequent erosion.”—Lewis Gannett in New York Herald Tribune.

“If you pick it up you won’t lay it down until the last page is reached.”—Tulsa World.

Cited by the Trade Book Clinic of the American Institute of Graphic Arts as an outstanding example of fine book making.

TWO OTHER BOOKS OF SPECIAL INTEREST TO SOUTHWESTERNERS

Dr. E. E. Dale's COW COUNTRY
His newest book, which tells the story of the great days of the cattle industry. It contains many of the author’s best anecdotes.

265 pages, $2.75

Gerald Forbes’ FLUSH PRODUCTION
The Epic of Oil in the Gulf-Southwest
A vigorous and readable history of petroleum in the six states of the Southwest which have produced more oil than all foreign oil areas of the world together.

253 pages, illustrated, $2.75

GARDENERS! FARMERS!

THE PLOW IS YOUR WORST ENEMY!

Read how one soil expert grew better crops — and more of them — without plowing.

plowman’s folly

by EDWARD H. FAULKNER

Have you ever seen crops in plowed fields become parched and yellow while the fence rows that the plow couldn’t reach grew lush and green? Edward H. Faulkner noticed this phenomenon and tried planting vegetables without first plowing his ground. The neighbors laughed at him, but they envied his tomato crop that year. He got five harvests of beans instead of the usual one or two, and grew sweet potatoes in two months instead of four.

BETTER CROPS FOR LESS WORK

PLOWMAN’S FOLLY is the story of his experiences, and what his discovery means to gardeners and farmers everywhere. He began in his own backyard, then tried out what he had learned on a regular farm. The only machinery he used was a disk harrow and a home made “marker” for lining and spacing the rows. He used no commercial fertilizer, yet almost unbelievable yields made his experiments commercially successful.

THE NATURAL WAY TO IMPROVE LAND

The author, a soil expert, says: “The plow has sabotaged nature’s design for growth.” The proof is that farming without a plow means not only better crops and more of them, but the end of soil erosion, no more artificial fertilizers and drainage systems, less damages from drought and bad weather, and easier control of weeds, and insect pests. Plowless farming is a way of soil conservation borrowed straight from nature. Time Magazine quotes Soil Conservation Director Hugh Bennett: “The moldboard plow is doomed, except for some special crops and uses.”

If you plow your land you’re working too hard and ruining your soil. PLOWMAN’S FOLLY tells why, and what to do about it. Tear out the coupon below and be among the first to farm without plowing—for food or for profit.

University Book Exchange
Norman, Oklahoma

Send me the following books. I enclose payment with this order.

E. H. Faulkner’s Plowman’s Folly.
Gerald Forbes’ Flush Production.

Name
Address
City and State