

BETTER CROPS ... IPNI'S FLAGSHIP PUBLICATION

A flagship is the first, largest, fastest, most heavily armed, or best-known ship in the fleet. In our fleet of publications—and we have a large fleet—*Better Crops With Plant Food* is our flagship. When I was first introduced to the magazine as a graduate student, it was celebrating its 60th birthday. Today, *Better Crops With Plant Food* is finishing its 90th year and while it has undergone a few face-lifts over the years, it is as popular now as it ever has been.

Better Crops, a.k.a., the pocket book of agriculture, was founded in 1923. *Plant Food*, a contemporary founded in 1926, merged with *Better Crops* and *Better Crops With Plant Food* was born. We acquired the publishing rights in 1935 and have been publishing *Better Crops With Plant Food* ever since.

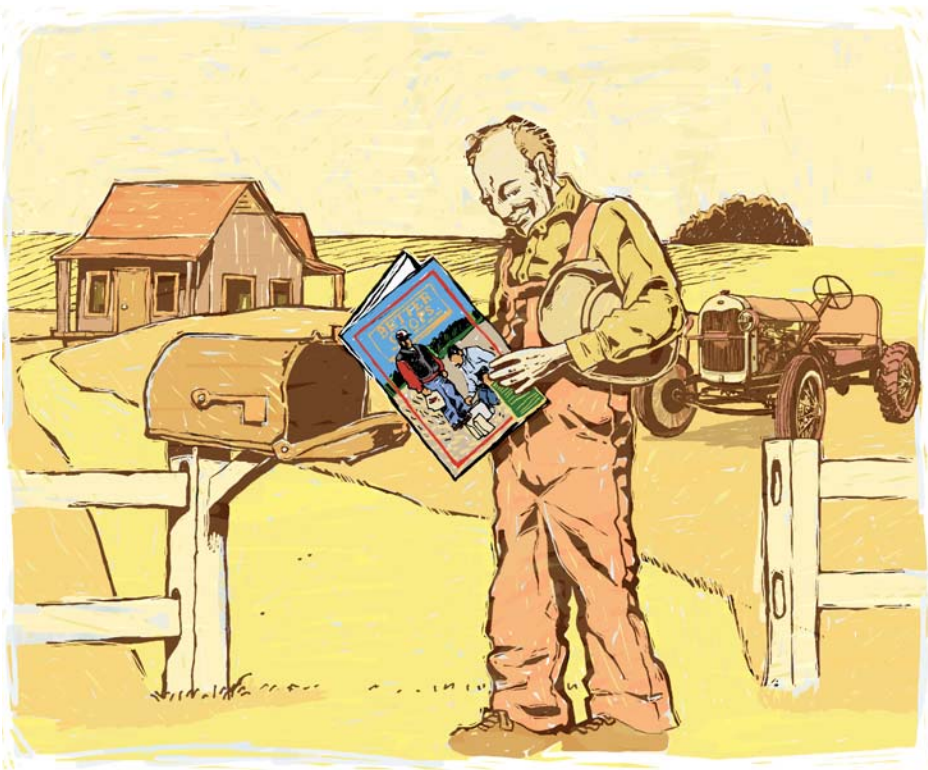
The new magazines' editorial guidelines stated "The policy of *Better Crops With Plant Food* is to stimulate interest in all factors pertaining to more efficient crop production and to give accurate information on such subjects. In developing more efficient agriculture ... one of the most important factors is sound research and experimental work. We believe such research work is of greatest value when translated into more efficient production." That policy statement has served the magazine well for over 75 years and its just as applicable today as it was in 1935.

Some 3,800 articles written by more than 3,600 authors have been published. Many authors contributed more than once; some up to a dozen or more articles. Topics have included soils, crops, fertilizers, economics, diagnostics, and much more. And the back cover always provides food for thought.

Better Crops is a forum for agriculture and is our flagship publication.

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