

A Real Farm Paper

Is read by farmers and stockmen. It is a class publication. It carries live stock advertising. And the volume of this advertising indicates its circulation and standing among farmers.

This test is unerring. The average farmer is conservative. He is not a speculator and he is not easily stampeded. When he spends his money to advertise his pure-bred cattle, horses, sheep, or swine, he demands results. He selects a farm paper that is read by farmers.

There are many fake farm papers. They may fool advertisers, but they do not fool the farmers. They have plenty of fake advertising, but no live stock advertising placed by real farmers.

By This Test

THE TWENTIETH CENTURY FARMER makes good. Nearly two hundred farmers and stockmen are advertising in each issue. Their business shows an increase of more than 50% over last year.

In the months of October, November, December, January February and March the live stock advertising in this paper ran up to nearly 500 inches in each issue. It filled nearly eight pages of space. Most of this farmers advertising stays in the paper the year 'round.

This means something. It means a great circulation among the best class of farmers and stockmen in the west. It means that THE TWENTIETH CENTURY FARMER is a real farm paper, read by real farmers.

65,000 Paid Subscribers

The subscription list of THE TWENTIETH CENTURY FARMER is a paid list, and 65,000 farmers are paying one dollar a year each for the paper. There is no free list except to advertisers. Thirty subscription solicitors are now at work in Nebraska, Iowa, Missouri and Kansas. They work at all the big fairs and live stock shows in the central west, during the fall. At other seasons they work through the country, in small towns and at stock yard points. Each new name added to the list means a dollar paid for one year, or 50 cents for six months. We do not get subscribers through guessing contests, or fake schemes. The list is growing at such a rate that we can safely guarantee from 70,000 to 75,000 by January 1st, 1908, but there will be no advance in rates. Write for sample copy and advertising rates.

SEND WORD

TO

THE FARMERS OF THE CENTRAL WEST THROUGH THE ADVERTISING COLUMNS OF

THE TWENTIETH CENTURY FARMER

It is today the greatest selling agent in the Trans-Mississippi country for the manufacturers of farm machinery, for real estate, for mail order goods of any description, for anything, in fact, sold to farmers and stockmen, or to the women folks in the country home. There never was a time in the history of the west when our farmers were so prosperous. They all have money in the bank and they are enjoying not only the comforts but the luxuries of life. They buy pianos, automobiles and diamonds, to say nothing of the thousand-and-one necessities of life. And they are peculiarly susceptible to advertising for many of them live remote from cities and towns. They buy largely by mail and only a few people in the cities realize what a large volume of business is handled for farmers through the post offices and the express companies. Especial attention is called to the demand for cheap land in the west, southwest and in Canada. Thousands of farmers are selling high priced land in the Mississippi and Missouri valleys and are buying cheaper land farther west.

REAL ESTATE DEALERS

Should not overlook this opportunity to send word to the 65,000 farmers who read The Twentieth Century Farmer. Why not tell them what you have to sell? Why not send in an order for a combination ad. for The Farmer and The Daily Bee? One will reach the people on the farms of the west; the other covers the cities and towns of Nebraska and western Iowa like a blanket. The rates are low. Write for full information. We will co-operate with you in every practical way to secure results.

The Twentieth Century Farmer OMAHA, NEBRASKA.

Letters From Our Advertisers

You cover a very desirable section most thoroughly, and our clients are universally satisfied with results; in fact, we do not know of a single instance last year when your paper did not "make good" for us. It is a pleasure to send your advertising, because you make it a profitable investment for our clients.

White's Class Advertising Co. Chicago, Ill., Jan. 23, 1907.

Greater results have been obtained from the advertising given you than from any other paper we have used. Shields-Beggs Land Co. Ft. Morgan, Colo., Nov. 2, 1906.

Your paper has always paid me and you will get as much of our advertising as any western farm paper.

M. M. Johnson, Incubator. Clay Center, Neb., Dec. 12, 1906.

Your paper is certainly O. K. Our copy appeared in over 200 agricultural papers and inquiries averaged in cost a trifle over 3 cents each.

St. Louis Seed Co. St. Louis, Mo., Oct. 24, 1906.

I consider your paper the greatest selling agent I have ever tried. Orders are coming in as fast as I can fill them.

A. J. Kennedy, Washing Machines. Omaha, Neb., Aug. 1, 1906.

We are having very good business this winter and have had many inquiries from your paper.

A. B. Holbert, Horse Importer, Greener, Ia.

Please stop our ad and send us the bill. We are well satisfied with results and will send you more soon, undoubtedly.

Phillips & Wheeler, Land, Cottage Grove, Ore.

Enclosed you will find draft for advertisement. It is doing the business.

M. M. Johnson, Incubator, Clay Center, Neb.

Here is what the Monitor Drill Company of Minneapolis, Minn., wrote us last winter:

"We have received nineteen replies to our first advertisement of January 2d, at a cost of 29 cents each, which is not bad."

Here is what the Lininger Implement company of Omaha, one of the largest wholesale implement dealers in the west, said in a recent letter:

"After a thorough experience in advertising to reach the trade in the vicinity of Omaha, we have come to the conclusion that the best returns come from The Twentieth Century Farmer. We have decided to drop our outside advertising and make a year's contract with you for space. We have had big sales in the vicinity of Omaha, but also have inquiries from Maine to Texas and recently sold quite a bill of goods, through a Twentieth Century ad, to a party in Kentucky."

ODD CAUSES OF DESERTIONS

Some Times They Are Epidemic at Army Posts.

OLD OFFICER TELLS ABOUT IT

Deaths, Unscheduled Things, Return of Veterans as Prosperous Civilian, and Women Often Take Men Out.

"A lot of them are bulging forward, I see, with replies to that question, 'What's the matter with the army?'" said an officer. "The reasons given for desertions are pretty close to the mark, too. But there are some other reasons."

"Pretty often desertions become epidemic in a military post. Any number of things can start an epidemic of desertions, and nothing can stop it short of switching the whole layout to another post, and even that doesn't always work."

"I recall the epidemic that broke out in Fort Sheridan, near Chicago, a few years ago. Inside of three months only the skeleton of the command was left. The thing was started by an outfit of unpopular officers, who feel to quarreling among themselves."

"One desertion or unjust officer in a post can cause more desertions than had rations or anything else or practice march duty. Once I knew a little runt of a shavelit kid out from West Point to cause twenty-eight men from one cavalry troop to jump the outfit within two months after he'd joined down in Arizona."

Death Often Starts It.

"The death of a well liked officer or even of a very popular enlisted man will often start an epidemic of desertions. Once at a little two battery post in the far northwest where I was stationed, there died a first lieutenant, who was immensely popular with the enlisted men, and that in spite of the fact that the drink had got him. He was a fine man and he sure was square in his treatment of us bucks in barracks. He wouldn't stand for anybody imposing on the boys, and—well, as near as you can get to loving a man, I guess he was."

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Keep Arbuckles' Ariosa Coffee in the original package, and grind it at home as you use it. Warming it slightly develops the flavor, and makes the grinding easy.

That delicious appetizing aroma is too good to lose in a grocery store.

Coffee loses its identity as coffee after it is ground.

If you know and want a good coffee buy

Arbuckles' Ariosa Coffee

and grind it at home. The cheapest good coffee in the world.

us fellows loved that fine chap and square officer.

"It was a pretty gully layout when we scraped out a hole in the ground for that one, tossed him into it, fired a volley over him and listened to the hissing kid of a windjammer sounding 'taps.'"

"The desertions began the next day. The post was not only lonesome, it seemed almost uncanny without him. When, a month or so later, the outfit was shifted to the seaboard, we were not much more than one battery of heavy artillery instead of two, and there isn't any doubt that the cashing in of that officer with the heart and the gizzard of a sure enough man was the cause of it."

When Civilians Shows Up.

"Little unscheduled things will start desertions. The reappearance at a post of a former member of the outfit tugged out in poverty muffled and showing other evidences of prosperity always has the effect of getting the gang a-go."

"Once I belonged to an outfit that was stationed at the Presidio of San Francisco. One of our men caught on as a furo bank dealer of a big San Francisco gambling house at the windup of his second enlistment. It wasn't long before he had an interest in the bank itself and he got the money fast."

"Well, all diked out in expensive clothes and wearing the spurs and blingones, he used to drive out to the Presidio behind a stylish pair in a trip trap with yellow running gear. After a few months of that the commanding officer of the Presidio had to request that ex-swagger as a special favor to him to cease his visits at the post. A large number of desertions were ascribed to his visits."

"The gang would look their ex-mate over and become ambitious all of a sudden. If he had made such a fine thing of it in civil life why couldn't they do the same, or make some kind of a stab at it, anyhow?"

"They hopped out of the Presidio gate, not to come back any more, just because they had seen all of those signs of prosperity on a man who had once bunked under the same roof with them."

"Rumors about the transferring of outfits, too, is another cause; and in the aggregate a big contributing cause to the desertion business. Men who enlist in a certain part of the country for service in

that section don't like to make a long shift to another part with a different climate. More desertions result from the shifting about of regiments than ever appear in the figures.

Women Mixup Often. "Soldiers who get mixed up with women outside the post gates are particularly liable to jump when their outfits are ordered away. The soldier rarely has the price to pay the woman's way to the new station and he doesn't feel like leaving her behind, and there's only one thing—so he imagines—left, and that is to quit."

"Queer, too, the distance some soldiers will go when they get mixed up with women. The most extravagant case of that kind I ever saw was when I was in the Philippines the first time."

"With my outfit was a snappy, hustling youngster from Tennessee, a boy not much past his majority, who got the corporals' chevrons very soon after hitting the islands for 'nervy work' in campaigning. The kid had all the makings of a fine soldier, and as he was well educated a commission wasn't any too high for him to look if he'd been of that mind and had kept out of trouble."

"But he got all wrapped up with a Filipino girl, the daughter of a Filipino president down Miranda way, and when we were ordered to Manila to take the transport for the United States he couldn't see the thing of leaving the girl. I believe they'd been married. Anyhow, when we went to Manila, this judgment lacking specimen of a boy stayed behind with the Filipino woman."

"But he did something even more idiotic than that. When the old man sent a non-com and some bucks back for the kid, he was insane enough to join the enemy—the war was still going on down there—instead of just taking to the undergrowth and staying there for a spell until the search for him was over. They got him by the time our transport reached the states."

State Inspector Reed's Suggestions to Nebraska High Schools.

ST. LOUIS AS FINE ART CENTER

SECURITY OF TEACHERS AND THE CAUSE—QUESTION OF PAY AN IMPORTANT FACTOR.

In a "greeting" to Nebraska high schools in the University Journal, State Inspector A. A. Reed says:

"There has been no serious opposition to the new free high school law. In some places there is a slight irritation because of the tax, but in most localities the justness of the measure is recognized. Nothing of value comes without cost. The cities have been making heavy levies for secondary education for years, and recognize the need. It will not take the sensible part of the rural communities long to see the matter in its true light, and to demand for the boys and girls on the farm the same opportunities enjoyed by their city cousins."

"One of the immediate effects of the increased interest in high school affairs is the demand for accreditation on the part of a large number of new schools. So many applications have been made that it will call for considerable patience on the part of high school authorities. It will be necessary to plan the visits for inspection so as to economize both time and traveling expenses. In most cases two visits are necessary before final accreditation."

"High schools now accredited that desire any change in the basis reported to the class of 1907 should make application early. Credit can be given for agriculture and normal training, one point each, but a careful inspection will be necessary before it will be granted. Agriculture is on the same basis as the other principal sciences. Normal training is among the group of electives, not more than three of which can be counted for entrance."

"There are a few schools that have not as yet made the report of graduates, or that have not made the detailed report. Hereafter no school will be reported to the committee for consideration that has not made the proper reports. Every year a handup is worked in the case of some students because no record can be found upon which to base their claim for entrance. The relation of accreditation is purely voluntary. One of the conditions assumed by all schools entering into such relation is that they will make annually a detailed report of work done, and will file a list of all graduates. If any school feels that the benefit is not worth the trouble involved, it should not undertake the obligation."

"Any school that is depending upon accreditation as a basis for making claim under the laws of 1907, should call attention to the fact, and they will be inspected in time to meet the requirements of the state department of education."

St. Louis as a Fine Art Center. The St. Louis Museum and School of Fine Arts has had a long period of success as a training school for the younger people of artist's bent, and that it has been the alma mater of a number of those who have attained fame as painters, designers, illustrators and sculptors. The Museum of Fine Arts now occupies its new home—the Palace of Fine Arts—the perpetuating feature of the greatest World's fair. Located on

SCHOOL AND COLLEGE WORK

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an ideal height in the center of St. Louis' great Forest park, its walls hung with original canvases of the greatest artists of modern schools, filled with sculpture, rich tapestry, rare laces, wood carving, antiquities, Phoenician glass, the best examples of applied arts and other art treasures, the Museum of Fine Arts is the pride of all St. Louisans and a source of valuable information to all who visit the galleries.

That St. Louis is the art center of the southwest is largely due to the tireless energy, indomitable courage and faith of one man, who shaped the beginning and is still at the front directing and planning to make St. Louis the art center of America—Prof. Halsey C. Ives, director of the museum and school. Prof. Ives has devoted the last thirty-three years of his life to the museum and the school. Most of the art treasures were purchased under his immediate supervision, or with his assistance and advice, and it was through his influence that the museum received its present magnificent home, and many of the valuable gifts which are now the pride of the people of the city and surrounding country.

SECURITY OF TEACHERS

A business woman, writing to the Chicago News on the scarcity of teachers prevailing in various parts of the country, declares, with the force of fact, that the primary cause is inadequate pay. She says:

"In this connection it is well to note that the supply of high-class stenographers is not equal to the demand, and it only exists in the week. She could have earned over \$30 a month as a stenographer in a neat office, hours 9 to 5, with no janitor work to do, and would not feel obliged to take summer normal courses and special studies to gain a possible advance in pay for a ten months' position. Young women are learning this fact and fewer are preparing to teach school as a vocation. Another factor in favor of stenography is that teachers have less opportunity to meet marriageable men; hence the percentage of weddings among office assistants is far higher than with teachers. You can find some women part of the time, but you cannot hookwink all of them. Better raise salaries for all teachers if you do not want to close the schools."

The Imperial University of China, which is under the direct supervision of that government, employs native instructors with the exception of six Anglo-Saxon educators, whose work the Chinese professors are unable to perform. Dr. P. F. Read, professor of mining and metallurgy of Colorado College, as Colorado Springs, Colo., has just resigned to accept one of the professorships at the Imperial University at Pien-Tsin.

The Indian School Journal reports that the Cherokee Indians are most eager for education and are spending \$20,000 a year on their schools and colleges. The Chickasaw have five colleges with 400 students, maintained at a yearly cost of \$47,000. They also have thirteen district schools, costing \$15,000. The Choctaws have 140 schools, in some of which the higher branches are

taught. The Seminoles, one of the smaller tribes, have ten colleges and sixty-five common schools, with a total attendance of 7,500.

A CARD.

This is to certify that all druggists are authorized to refund your money if Foley's Honey and Tar fails to cure your cough or cold. It stops the cough, heals the lungs and prevents serious results from a cold. Cures the grippe, cough and prevents pneumonia and consumption. Contains no opiates. The genuine is in a yellow package. Beware substitutes. For sale by all druggists.

Physician's Wit.

Every doctor has had unpleasant experiences with the economical minded person who takes advantage of a casual meeting at the dinner table or elsewhere to importune him for counsel as to his ailments. It is not always easy to get rid of these pests.

Abernethy was, as we know, equal to the occasion when a wealthy alderman whom he met at a friend's house recited his catalogue of woes, ending up with the question: "What should I take?" The reply was: "Take advice."

A French doctor recently rid himself in an equally ingenious manner of a patient who sought to impose on his good nature. He was accosted one afternoon on a crowded boulevard by a jolly notorious fellow for this practice. She at once began to tell of her afflictions, making particular complaint of pain in her hypogastric region. To which the doctor gravely replied:

"My dear madam, I must examine you. Be good enough to take off your things." British Medical Journal.

Don't forget those Red Cross Cough Drops. 5c per box.

Schools and Colleges

BROWN'S BUSINESS COLLEGE

LINCOLN BUSINESS COLLEGE

WAYNE NORMAL SCHOOL

BELLEVUE COLLEGE