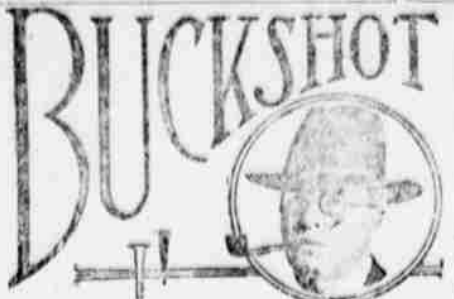


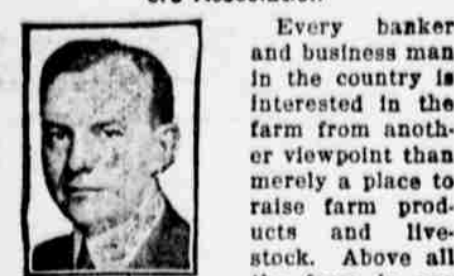
**Cholera Kills Hogs**  
 Many fatal diseases CAUSED BY WORMS are mistaken for Cholera. Kill your hogs of worms with Kamarika. Avoid losses. \$2.50 size will treat 64 hogs weighing 75 pounds each.  
 At Cottings Drug Store  
**Newrock's Kamarika Laboratory**  
 Arapahoe, Nebr.



**BUCKSHOT**  
 If you want all the scraps saved let daughter wash the dishes.

**THE BEST THE FARMS PRODUCE**

By **WALTER W. HEAD**  
 First Vice-President, American Bankers Association



Walter W. Head

Every banker and business man in the country is interested in the farm from another viewpoint than merely a place to raise farm products and live-stock. Above all the farm is one of the places where we can best bring up our boys and girls. Thousands of men and boys each year are flocking to the city. Clerks in the city are barely eking out an existence and they cannot expect to receive much more in the way of compensation.

But back on the farms are men working for a reasonable return, and in addition they have their houses, the wonderful sunshine above in the daytime, the wonderful fresh air and all the things that the soil produces. The boy who is raised on the farm will have an entirely different aspect of life and approach the various problems with which he has to deal in later years in a different way from the boy who is raised in the city.

In this period of unrest we are certainly vitally interested in rearing both on the farms and in the cities boys and girls with the proper outlook for the future, imbued with the belief that the activity in which they are engaged is, after all, something that will provide them both with the necessary things of life and with happiness. For in happiness there is contentment, and in contentment in America there is safety for our institutions.

Every single banker should feel that the problems his farmer customers have to contend with are not only the farmer's problems but his problems as well. He should feel not only that the farmer must be prosperous so that he can deposit more in his bank, giving the banker more to loan and thereby increasing his profits, but that also there is something which cannot be measured in dollars and cents. It is the thought of rendering such service to their customers—regardless of whether they are farmers, or men working in the shops, or big business men of the cities—that will bring not only prosperity but contentment as well. The banker should take as his motto: "Who serves best profits most."

**Thought and Habit.**

Life, in a way, seems to be an accumulation of habits; physical habits and mental habits. We do things one certain way for years and we think certain thoughts for years. We think oftentimes, just because it is a habit, that what we do and what we think is the right way to do and think. We may have contracted a bad habit and never have known it. We may have been wrong for forty years.—Jarvis S. Hicks.

**That's All.**

One day the small son of an executive in our firm made his father a visit. On arriving home he informed his mother, "Mamma, daddy doesn't work down at the office. He just sits there and first a man comes in and sits down and he talks to him a long time and then another man comes in and he talks to him, and that's all he does all day."

**Will Hansen and Will Pegg left Saturday for North Dakota where they will work during the harvest.**

**LUTHERAN**

Regular services every first and third Sunday in the month in the Adventist church at 11 a. m.  
 O. R. Heinitz, Pastor

**The Margin of Safety**

Is represented by the amount of insurance you carry.  
 Don't lull yourself into a fancied security.  
 Because fire has never touched you it doesn't follow that you're immune Tomorrow—no today, if you have time—and you better find time—come to the office and we'll write a policy on your house, furniture, store or merchandise.  
 —LATER MAY BE TOO LATE—

**O. C. TEEL**  
 Reliable Insurance

**THE ONLY "SURE THING" IN THE INVESTMENT FIELD**

The Advice of Honest Men Who Know, and Willingness to Be Content With Reasonable Return, Declared Only Safe Road to Assured Income.

"Success in life depends upon the investments made of talents and time," says an article on investing prepared by the Committee on Public Education of the American Bankers Association. "Future return will be gain or loss, according to these investments. That is a law of life which controls investment of money, just as it controls investment of talents." The article, which is particularly timely in these days when so many are being robbed by fake investments, continues:

In the business sense, the word investment relates to the use of money in acquiring ownership of property. Ownership may represent entire possession of property as of a home; partial ownership as holding stock in a corporation; or conditional ownership as in the case of buying a mortgage or a bond. When a person makes an investment in bonds, he is really loaning his money to the government or corporation issuing them. He will receive the interest which they earn as long as he owns them, or until they are paid off.

Ownership of great corporations is vested in individuals who have invested money in their stock or bonds. Many people regard the ownership of the United States Steel Corporation, for example, as differing from the ownership of, say, a small workshop. Yet investors in shares of Steel Corporation stock are entitled to the same rights, under the law, as the owner of the workshop. In the corporation, the owners hold certificates of stock as evidence of their investment, whereas the owner of the little workshop holds a deed as title to his land.

**Capitalistic Laws Protect Investors**  
 Because the laws stand for the equal protection of all investors, it is possible and profitable to make good investments. It gives an incentive to work hard and to invest. The person who wishes to invest must first work and accumulate funds with which to do so.

Bonds are always secured by mortgages on the lands, buildings or other property of the corporation for which the money has been used. When a bond matures the money must be repaid to the owner of the bond.

All investors are a part of a great financial system which gathers up and puts to work the wealth of the country for the mutual benefit, prosperity, and well-being of all. In America, it is possible for any one who is willing to pay the price of self-denial and hard work, to be an investor. Good investments made in early life by saving such small sums as may be possible, lay the foundation for providing the comforts of later years, when it is harder to earn a livelihood and when poverty often becomes the condition of those who have not practiced thrift in youth.

It is not wise for those without ex-

perience to undertake to make investments of their money without guidance by those who know. Many companies are constantly being organized to promote unsound schemes, referred to as "wild-cat." There are always solicitors ready to relieve people of their savings by the promise of big returns. The lure of great wealth is always a temptation by which thousands of thrifty people are deprived of hard-earned savings every year. Widows and orphans who have inherited money are frequently sought and made the targets of these fake-stock salesmen. Misery and suffering are the usual results.

**Greed Defeats Safety**  
 Many people with small means also lose money because they insist on a high rate of interest on their investments. Safety of principal should be considered above large returns in interest or dividends. Small investors should never buy high-rate, speculative investments, in which there is a great risk, but should stick to those which pay a fair rate and which are known to be safe.

To know whether an investment is worth buying the investor should go to a banker, or a successful business man in whom he has confidence, get his opinion and act in accordance with it. In all probability this will mean the difference between successful investment and total loss of his money.

The banker deals with investments every day and desires to give all the help and information he can, and the business man has learned by experience the need of caution and careful judgment. They believe one should have a clear understanding of an investment before it is purchased. They know the need for avoiding stock promotion schemes and get-rich-quick propositions which in many cases have brought poverty and suffering. While many states have passed laws aimed to protect the public against promoters of fake investments, thousands of people annually fall victims to their wiles, because they fail to seek advice of those experienced in making investments.

Good advice and temperate expectations mark the only road to safe investment and an assured income. There is no other certain way.

**HOW A RIP-ROARING RADICAL WAS TAMED**

By **JOHN OAKWOOD**

The best story of the taming of a radical I have ever read is told by A. B. Farquhar in his book "The First Million the Hardest." It throws more light on the meaning of capitalism and the futility of socialism than a library full of books on sociology, economics and politics. Here it is as Farquhar tells it:

"The best antidote for acute economic insanity is ownership of property. My favorite example is Otto Steininger. He was one of my first employees and was a rip-roaring anarchist. He insisted that all wealth come from the workers and therefore should go back to the workers. He was particularly bitter against his landlord and hardly a week went by that he did not announce that he had definitely decided that he would like to shoot the landlord the next time he came around for the rent. Finally I asked him smilingly after one of these outbursts:

**Buy, Don't Shoot**  
 "Why don't you buy your own house instead of shooting your landlord? Then you would not have to pay any rent. If you do shoot him you may get into trouble."  
 "He did not think much of the idea apparently but in a day or two he asked me how he could buy the house. I answered: 'That house can be bought for \$800. You are getting good wages. I will buy that house for you, take \$4 a week out of your wages, and in less than four years you will have it paid for.'"  
 "He went off again. The next time he came back it was with his wife. He said: 'We are going to buy that house but since we have no children you can take \$10 instead of \$4 a week out of my pay envelope.'"  
 "I bought the house and then Otto's chief concern was to get it paid for, which he did in a little more than a year. There was another house next door to him. In a short while after he had paid for his first house, he sidled up to me and said:  
 "I can buy that house next door for a thousand dollars. Now that we have no rent to pay we are going along good. What would you think about me buying that?"

"He bought that house and joined the hated landlord class. Some years later when it was reported that a band of strikers were advancing to shut all the factories, Otto rushed into my office at the head of an excited group of men from the shop yelling:  
 "Get us a lot of shotguns and we'll keep those fellows out of here! Those fools expect a man to work and save and then walk in here and take what he has got without paying for it!"  
 "And that," Farquhar concludes, "I think, is always the way to develop a conservative."

**GROWING RECOGNITION OF ADVERTISING'S USE**

Advertising first established its place as an economic factor as a sales aid, but as understanding and use of it have increased, its possibilities in other fields have developed until today we find it employed in many forms of service hitherto unthought of. Advertising has long been hampered in its use by precedent, tradition, conventions, and prejudices, which, under analysis and experience, find little to warrant their existence. Gradually the falsity of their claims is being proved.

We were told for many years that it was undignified for a bank or fiduciary institution to advertise, and this edict, born of some superstition of the past, was accepted without question until finally it was intelligently challenged and it was discovered under analysis that there was no sufficient reason for its support. The inevitable conclusion of logic is that, whatever is of genuine use to human beings, whether it be goods or services, can, with truth and dignity, be advertised and sold, and that it is just as proper to merchandise forms of service as various kinds of commodities.  
 In the logical development of this new understanding of the power of advertising during the last decade, we have seen many of our banking, fiduciary and investment institutions actively employing the sales value of advertising in the marketing of their services. In this intelligent use of publicity they are not only increasing their own immediate business return, but they are also helping to spread a better understanding of financial service and economic fact and theory upon which solid business relations can be built.—Francis H. Sisson, Journal of the American Bankers Association.

**Round Trip to EUROPE \$110**

**Why Pay Excessive Rates**  
 The Great Northern Steamship Company (Incorporated)  
 Announces that Arrangements are Now Being Made for Monthly

**\$110 Round Trips to Europe**

**Boston—Southampton \$110**  
**One Way \$65**  
 Connecting for London, Liverpool, LeHavre

**Boston—Gothenburg \$138**  
**One Way \$75**  
 Connecting for Christiania, Stockholm, Helsingfors, Danzig, Riga, Copenhagen

THE ABOVE PRICES WILL INCLUDE RAILROAD FARES TO POINTS AS FAR NORTH AS STOCKHOLM

The Company plans to carry approximately two thousand passengers monthly. Make your plans now for a trip during the coming season.  
 A round trip, with all expenses on shipboard included, at no more expense than a vacation right here at home! To meet the ever increasing demand in this country for an inexpensive and at the same time thoroughly comfortable and enjoyable trans-Atlantic voyage, is the prime object of the Great Northern Steamship Company. Organized by progressive business men who realize the exceptional opportunity offered for inexpensive travel in Europe, the Company will cater to the thousands of intelligent persons who wish to visit the battlefields of France, the Shakespeare country, Scandinavia, the Land of the Midnight Sun, etc. A chance of a lifetime! So it would seem; but it is more than that. The company will build for a permanent business, planning on setting a new standard of high-class ocean travel on a one-class basis. That this can be done at a fair margin of profit has already been proved and is further outlined in our prospectus. You'll find it extremely interesting.

**WE WILL ALSO SHOW YOU HOW YOU MAY BECOME A PART-OWNER IN THE MOST TALKED OF ENTERPRISE IN YEARS**

We have an opening for an energetic representative in your locality. This is an excellent opportunity for a person of character to build up a permanent business both for himself and the Great Northern.

Cut out and mail with your name and address

**A. Wikstrom**  
 Information Dept.  
 Edmunds Bldg., Suite 54  
 Boston, Mass.

**SUBSCRIPTION BLANK**

United States Service, Inc.  
 Head Office, Edmunds Bldg.  
 Boston, Mass.

I am interested in securing full information regarding a trip to:

(Mark a cross) One way Round trip

England .....  
 France .....  
 Germany .....  
 Italy .....  
 Sweden .....  
 Noaway .....  
 Denmark .....  
 Baltic Provinces .....  
 Finland .....  
 Russia .....

Name .....  
 Street or R. f. d. ....  
 City or town .....  
 State .....

Enclose find  P. O. Order  for Draft

as payment in  part  full for .....

units of the shares of The Great Northern Steamship Company, Inc. Price per unit \$50.00. (Four Preferred and two Common Shares to each unit.) Have Certificate and Receipt issued in the name of: Name ..... Street or R. f. d. .... City or town ..... State .....

The above price quoted for immediate acceptance only.

When buying on installments 25 percent of purchase price must accompany order, balance may be made in ten monthly payments.

**WE HAVE WEIR CITY THRESHING COAL**

**The Malone-Gellatly Co.**

**Nebraska's FIFTY-FIFTH State Fair and Exposition**  
 LINCOLN SEPT. 2-3-4-5-6-7

ASTOUNDING IN ITS IMMENSITY (A Million Dollar Investment Returning a Hundred cents on the Dollar in benefits every year.)

INCORPORABLE IN ITS WEALTH OF EXCLUSIVE FEATURES. (An indication of the progress of the State's citizens for the past year, agriculturally, industrially and educationally.)

NEBRASKA AT A GLANCE (A measuring rod of the State's wealth, resources, and possibilities)

NEVER ON A BIGGER SCALE (The State's play ground where recreation and instruction are happily combined.)

The State's Expression of its Citizens' Ideals and Purposes. REDUCED RAILROAD RATES—FARE AND ONE THIRD ROUND TRIP.