

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 unflinching. 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 around.

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.

SEND 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.

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.

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.

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-Hoggs 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, Incubators. Clay Center, Neb., Dec. 12, 1906.

Your paper is certainly O. K. Our copy appeared in over 100 agricultural papers and inquiries averaged in cost a trifle over 2 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. Greeley, 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, Incubators. 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 Lintner 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."

BRIEF CITY NEWS

Robert Smith, Douglas Printing Co., 214-1/2 S. 16th St. Electric Blue Printing—526 Bee Bldg.

W. W. Bingham, candidate for republican nomination clerk of district court. J. Jarvis of Chicago has just opened a ladies' tailoring establishment at 15th and Farnam Sts.

The City Savings Bank is open every Saturday evening for the convenience of those who cannot call during the week.

Book Springs Coal—Place your order now for prompt delivery. Central Coal and Coke Co. of Omaha, 11th and Harney.

A small beginning. But the greatest men and the greatest businesses have small beginnings. You may intend to start, or you may have started a business on a small scale.

Headache Sufferers

Do you want relief—in just a few moments and no bad after-effects. If so, you have only to take Dr. Miles' Anti-Pain Pills.

It gives me great pleasure to be able to refer to the Dr. Miles' Anti-Pain Pills as the best remedy we have ever had in our house for the prevention and cure of headache.

J. L. BUSH, Watervliet, N. Y. Dr. Miles' Anti-Pain Pills are sold by your druggist, who will guarantee that the first package we have ever had in our house will return your money.

OMAHA SHOP SUPPLIES WORLD

Local Taxidermy Store Headquarters for All Countries.

SPECIMENS COME BY HUNDREDS Constant Diminishing of Animals Accounts in Part for International Fame of This Nebraska Institution.

There is one little Omaha shop that has its customers in every state and territory of the United States, also some in Canada and Central America.

As you walk in at the door you see buffalo heads, coyotes, foxes, bobcats, gray wolves, mountain lion skins, elk heads, antelope heads, domestic cats, dogs, muskrats, badgers, owls, hawks and eagles.

The giant head of Old Monarch, the buffalo, is in the shop. Monarch was born with Buffalo Bill's show in London in 1853 and grew to be the largest buffalo in captivity.

Specimens from All Directions. "Yes, we get specimens from all directions," said Mr. Wallace. "Wild game and indeed, all kinds of wild life is growing more scarce and the demand for mounted birds and animals grows faster than the number of taxidermists. That is why people have to send their specimens hundreds and even thousands of miles.

Those assisting Mrs. Clara E. Burbank as choruses for the new play's annual picnic to be held at Krug Park Thursday next are:

Medames Robert E. H. Bell, D. J. Burden, Mogy Bernstein, W. P. Burnam, George Covell, F. H. Cole, E. J. Chiswell, F. W. Carmichael, C. J. Glover, F. Heckman, W. C. Flanagan, Edward Johnson, H. S. McDonald, Henry McCann, C. W. Ogilvie, Fred Patterson, H. J. Penfold, Draper Smith, Adelaide Hood, M. Z. Rohrbough, E. B. Towle, Ray Towle, W. Z. Wiley, J. F. Woolley, E. R. Ward, I. F. Warner, Misses Mary Austin, Ruth Byrne, Anna Covell, Avilda Frost, Bessie Furrain, Hulda Isaacson, Edna Jensen, Ruth McDonald, Verne Michael, Jennie Northrup, Ora Ogilvie, Faith Potter, Jennie Roberts, Cora Shull, Lilla Rohrbough, Edith Sankern, Adelaide C. Rood, Emily Rood.

Never Before Was Travel So Cheap. Jamestown exposition, \$5. Boston and return (certain dates), \$22.75. Deadwood and return, \$12.75. St. Paul and return, \$12.50. Toronto and return, \$26.45.

Announcements: wedding stationery and calling cards, blank cook and magazine binding. Phone Doug. 199. A. L. Root, Inc.

MEMORIES OF FRED NYE

Recollection of 'The Fountain' Still Linger in Many Minds.

ALSO OF MR. SAMPSON OF OMAHA Opera Libretto of Which Nye Wrote Has No Performer in City Now to Tell Its Tale.

The genial good fellowship of the late Fred Nye, associate editor of the New York World and former citizen of Omaha, is recalled by many Omaha people and memory has been quickened by the news of his death last week.

"We had a nice club during the campaign of Arthur for the presidency," said Mr. Wilkins. "Fred Nye was one of the leading spirits in that. He was a great 'mixer' and a prime favorite with all the boys who knew him."

"The opera, 'Mr. Sampson of Omaha,' of which Mr. Nye wrote the libretto, was produced with great success in the old Boyd theater. Not one person of all who knew Mr. Nye remains in Omaha.

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CLASPELL CLASPS THE CASH

'American Realty' Man Leaves and Police Are on Watch.

SO ARE FEW CREDULOUS VICTIMS One Young Man Claims to Be Watching Five Hundred Dollars Worth and Others for Less.

J. W. Claspell of Des Moines has flown from Omaha and the police believe he was one of the cleverest swindlers who has operated here for years.

In every case uncovered the new employe was told if he remained with the company for sixty days the money would be returned to him and he was to get half of the commission on all property he sold.

Some of the victims. August Rathjen, formerly of Butler county, now of 2322 Farnam street, and Arthur Weller of 1724 Douglas, who was living before in Hall county, are two of the victims who were lured into town by the advertisement which Mr. Claspell put in the papers.

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ECHOES OF THE ANTE-ROOM

Masons Are Making Elaborate Preparations for Grand Lodge Jubilee.

Elaborate preparations are being made for the celebration of the fifteen anniversary of the organization of the Masonic grand lodge of Nebraska, which will be observed in Omaha September 22.

Union lodge will hold an open meeting Thursday evening, the time being devoted to dancing.

Cook post held a picnic at Krug park Thursday afternoon and evening. At the platform exercises A. N. Tom presided.

On the first Thursday of September Union lodge will give a picnic in Hanscom park, where good things to eat will be brought by members and the committee in charge will serve ice cream and lemonade.

Grand Army of the Republic. Cook post held a picnic at Krug park Thursday afternoon and evening.

Douglas County Veterans' Reunion. The annual reunion of the Douglas County Union Veterans' association will be held August 20 to 22, at Waterloo.

The Party of Sumpston's Venials never questioned by any food consultant.

WOMEN SELECTED TO ASSIST MR. CLARA E. BURBANK IN THE PICNIC

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That flavor, That tasto, That cleanliness,

That rich, round, aromatic toothsome-ness is found only in Arbuckles' Ariosa Coffee!

Cheaper than anything "just as good", and better than anything "just as cheap."

And the best of all for you!

ARBUCKLE'S ARIOSA COFFEE, New York City.