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 Best Equipment
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 For Restoring Color and
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 With every issue it carries
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 Your competitor has his
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 They know what he has.

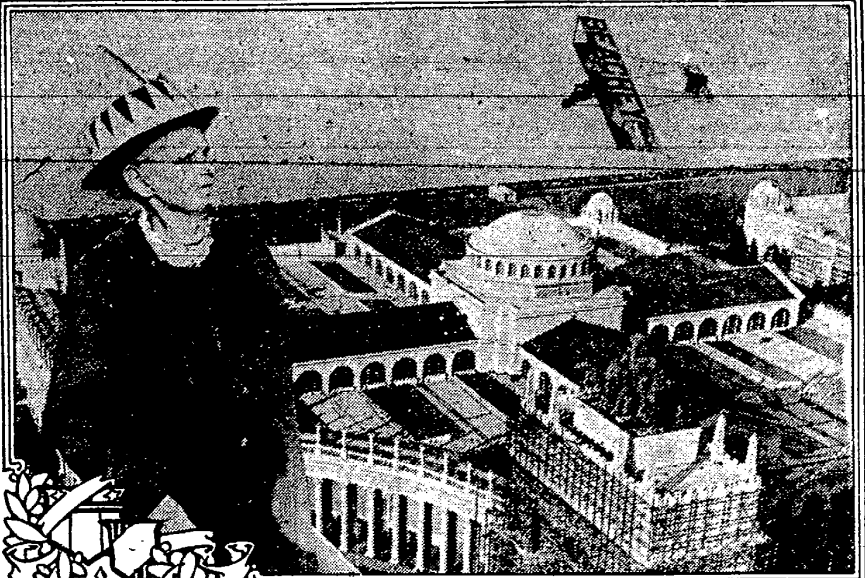
Wonderful Exhibits From All Lands Show the World's Best Progress

From Beginning to End Magnificent Panama-Pacific International Exposition Will Abound With Superb Educational and Entertainment Features.

By HAMILTON WRIGHT.
 THE construction of the vast Panama-Pacific International Exposition at San Francisco was 95 per cent completed three months before the opening day, on Feb. 20, 1915. The early installation of thousands of tons of rare and costly exhibits and groups of related exhibits from all parts of the globe and the participation of forty of the world's great countries have assured a celebration that will be unrivaled in its splendor, magnitude, interest and comprehensiveness.
 From its opening until its close, on Dec. 4, 1915, the Exposition will abound with original features collected at an expenditure of many millions of dollars. It will present a cross section of human achievement. The Pan-

ama canal in a single day, and, far in advance of its opening, the Exposition had created an unprecedented interest throughout the world, and its opening was eagerly awaited.
 In keen competitive exhibits there will be presented more than 80,000 single exhibits and groups of related exhibits portraying the results of the world's best efforts in recent years.
 This wonderful Exposition, presented at an outlay of more than \$100,000,000, celebrates a contemporaneous achievement, the building of the Panama canal, and all exhibits that are entered for competitive award will be those that have been originated or produced since the great Louisiana Purchase Exposition at St. Louis ten years ago. The possible exception to this rule will be where earlier exhibits are

face work will, for example, see in the Palace of Mines an exhibit three fourths of an acre in extent, illustrating the manner in which the largest steel corporation in the world is caring for and plans to still further advance the welfare of its employees. In the Palace of Education they will be interested in a great United States government exhibit.
 The great war in no way has dimmed the prospect of attendance at the Exposition, and thousands of Americans will for the first time enjoy the educative trip across their native land. After the outbreak of the conflict the number of conventions deciding to meet in San Francisco proportionately increased. One of the most important of the assemblages will be the international engineering



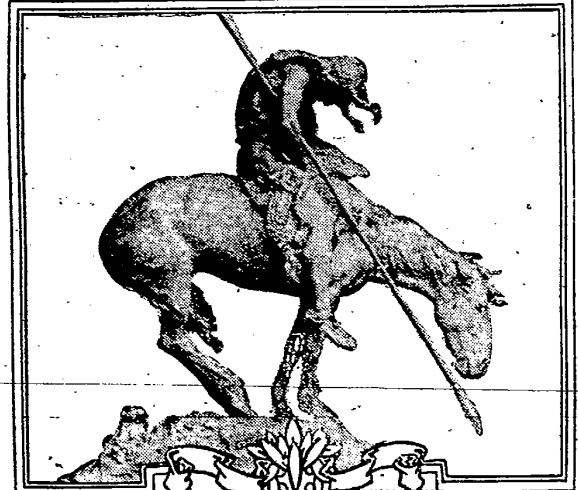
Photograph courtesy San Francisco Examiner.
THE MOTHER OF LINCOLN BEACHEY, FROM THE TOWER OF JEWELS, 435 FEET ABOVE THE EARTH, AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION, WATCHES HER SON LOOP HIS ONE THOUSANDTH LOOP.

When Lincoln Beachey, a son of San Francisco, on the occasion of his homecoming after breaking all world records as a daredevil loop of 300 loops, performed two entirely new and death defying stunts over the completed palaces of the Panama-Pacific International Exposition—it was his aged mother who for the first time waved him on to fresh achievements. Mrs. Beachey held a place of honor: 435 feet up in the air, on the treetop of the wonderful Tower of Jewels. From this vantage she was able to watch every erratic move of her daredevil son. She cried out only once. "That was when he wrote the figures '1000' against the clouds, high above the two miles of completed exhibit palaces, significant of the looping of his one thousandth loop.

ama canal is today open and doing business on a far vaster scale than was predicted for it, and the Exposition, which celebrates the opening of the canal, is today revealed as the greatest manifestation of national achievement in American history. Here will be a neutral ground where even nations engaged in warfare will display on a scale never before equaled their progress in the arts, industries and sciences of peace.
 Within three months before the opening of the Exposition as many as 2,000 tons of consignments had reached San

shown to illustrate the evolution of the processes of manufacture—as, for example, a display of a model of the first cotton gin in connection with the marvelous equipment into which it has evolved.
 Many of the displays will be especially adapted to study by the delegates to great national and international congresses and conventions, of which more than 300, embracing almost every phase of human activity, have voted to meet in San Francisco in 1915. Delegates to the congresses interested in social progress and wel-

congress, at which its distinguished chairman, Colonel George W. Goethals, will preside.
 The foreign participation will be notable. The nations are not attempting to show everything that they produce, but will lay especial emphasis upon those products in which they excel. In the Danish display, for example, will be shown products of the Royal Danish porcelain factory at Copenhagen. Japan in her exhaustive exhibit will display priceless works of art, loaned by direction of the Imperial household and many of which could not be duplicated. From Italy will be shown historic paintings of the old masters, hitherto never exhibited in America in the originals. From China there have reached San Francisco selections of exhibits collected under the supervision of the governors of the Chinese provinces. Rare silks and satins, carvings, inlay work in the precious metals, exhibits of the transportation methods employed in the old China and the modern methods used in the awakening republic will be shown.
 New Zealand will make a marvelous exhibit of its rare woods, of its scenery, of its superb scenic charms. A large number of rare giant tree ferns from New Zealand will be found growing on the Exposition grounds.
 The Argentine Republic early set aside a larger sum than any ever appropriated by a foreign nation for representation in an American exposition. The modern cities of Argentina, the schools, churches, libraries, the great live stock and agricultural interests will be extensively portrayed, and the mutual interests of South America and North America will be emphasized in almost every conceivable manner. From South Africa will be shown diamond exhibits and methods of extraction. The magnificent Canadian displays will review not only the widely known agricultural wealth, but will illustrate the scenic charms of the great Dominion, of snow clad mountain peaks, of far-reaching forest, of inland lakes in chains of silver and rushing mountain streams.



"THE END OF THE TRAIL," PANAMA-PACIFIC INTERNATIONAL EXPOSITION, SAN FRANCISCO, 1915.
 This photograph shows James Earle Fraser's superb piece of statuary, "The End of the Trail," at the Panama-Pacific International Exposition. More than 800 beautiful sculptures are shown at the Exposition, the works of famous sculptors of the day. In addition to the sculptures shown out of doors, thousands of beautiful works of art are presented in the great Palace of Fine Arts.

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THE RURAL PRESS

The Local Paper a Most Useful Agency on the Farm—The Press, Pulpit and School a Trinity of Influence That Must Be Utilized in Building Agriculture.

By Peter Radford
 Lecturer National Farmers' Union

A broad campaign of publicity on the subject of rural life is needed in this state today to bring the problems of the farmers to the forefront. The city problems are blazoned upon the front pages of the metropolitan dailies and echoed in the country press, but the troubles of the farmers are seldom told, except by those who seek to profit by the story, and the glitter of the package oftentimes obscures the substance. A searching investigation into the needs of the farmers will reveal many inherent defects in our economic system that can be easily remedied when properly understood and illuminated by the power of the press.
 The rural press, the pulpit and the school are a trinity of powerful influences that the farmer must utilize to their fullest capacity before he can occupy a commanding position in public affairs. These gigantic agencies are organized in every rural community and only await the patronage and cooperation of the farmers to fully develop their energy and usefulness. They are local forces working for the best interests of their respective communities. Their work is to build and their object is to serve. They prosper only through the development and prosperity of the community.
 Every farmer in this state should subscribe for the local paper, as well as farm periodicals and such other publications as he may find profitable, but he should by all means subscribe for his local paper, and no home should be without it. The local paper is part of the community life and the editor understands the farmer's problems. It is the local press that will study the local problems and through its columns deal with subjects of most vital importance to local life of the community.

A Noble Task.
 In too many instances the country papers mimic the city press by giving prominence to scandals, accidents and political agitation. The new rural civilization has placed upon the rural press renewed responsibilities, and enlarged possibilities for usefulness. It cannot perform its mission to agriculture by recording the frailties, the mishaps and inordinate ambitions of humanity, or by filling its columns with the echoes of the struggles of busy streets, or by enchanting stories of city life which lure our children from the farm.
 It has a higher and nobler task. Too often the pages of the city dailies bristle with the struggle of ambitious men in their wild lust for power, and many times the flames of personal conflict sear the tender buds of new civilization and illuminate the pathway to destruction. The rural press is the governing power of public sentiment and must hold steadfast to principle and keep the ship of state in the roadstead of progress. The rural press can best serve the interests of the farmers by applying its energies to the solution of problems affecting the local community. It must stem the mighty life current that is moving from the farm to the cities, sweeping before it a thousand boys and girls per day. It has to deal with the fundamental problems of civilization at their fountain head. Its mission is to direct growth, teach efficiency and mold the intellectual life of the country, placing before the public the daily problems of the farmers and giving first attention to the legislative, co-operative, educational and social needs of the agricultural classes within its respective community.

The Power of Advertising.
 The influence of advertising is clearly visible in the homes and habits of the farmers, and the advertising columns of the press are making their imprint upon the lives of our people. The farmer possesses the things that are best advertised.
 The farmer is entitled to all the advantages and deserves all the luxuries of life. We need more art, science and useful facilities on the farms, and many homes and farms are well balanced in this respect, but the advertiser can render a service by teaching the advantages of modern equipment throughout the columns of the rural press.

Children Cry FOR FLETCHER'S CASTORIA
 Try our "B. B. B." column.

WIVES, DAUGHTERS

Helped by Dr. Kennedy's Favorite Remedy.

You have seen them, with pale faces, poor appetites, head and back aches, Dr. David Kennedy's Favorite Remedy strikes the source of most of their disorders—impaired digestive organs (stomach, liver and bowels) it not only helps these to act right, but acts directly upon the kidneys, as well, cleansing and strengthening them, thus avoiding or stopping dangerous kidney or blood troubles.
 Mrs. May Bartlett of Salem, Mass., says:—"I shall never be without Dr. Kennedy's Favorite Remedy again. When I wrote for a sample bottle I was suffering badly with my stomach and constipation. For three months could eat only gruel and beef tea. I used Dr. Kennedy's Favorite Remedy. My stomach is now better, and bowels move freely. I have no more severe headaches." Write Dr. David Kennedy Co., Rondout, N. Y., for free trial.—Advertisement.

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The disregard of a cold has often brought many a regret. The fact of sneezing, coughing, or a fever should be warning enough that your system needs immediate attention. Certainly Loss of Sleep is most serious. It is a warning given by Nature. It is man's duty to himself to assist by doing his part. Dr. King's New Discovery is based on a scientific analysis of Colds. 50c at your Druggist. Buy a bottle to-day.—Advertisement.

Children Cry FOR FLETCHER'S CASTORIA

Try our "B. B. B." Column for results.



Protection for the Home

The strongest desire of husband and wife is the welfare of their children.
 The husband works hard to provide for them, and would be glad to know how best to safeguard them. The wife works hard too—in the home—and is equally interested with her husband in sound insurance protection, such as that offered by the

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