

ONE EVERY OTHER NIGHT

Is the average of voluntary testimonials received from shrewd advertisers during the past year by the FARMERS' CALL.

Note the location of the FARMERS' CALL, at Quincy, Ill., and you will see why, with the same pushing men publishing and editing it since it was founded in 1880, it is now the only effective, economical means of reaching the most rural families in the best part of Illinois, Iowa and Missouri. It reaches above 45,000 of them, mostly in the territory 250 miles in diameter, (big as New York or Ohio), having Quincy for a centre, and in which no other agricultural paper is published. The census and Department of Agriculture figures show that this territory has a greater agricultural production and greater value of farms, farm animals and farm machinery than any other territory of like extent in the country.

The "New Woman"



The Plain Everyday Woman
The Common Sense Woman
And the Little Misses

ALL READ

THE Queen OF Fashion

In fact it is read by all the bright members of the household—reading matter, illustrations and ads.

...It Pays Advertisers...

Therefore, direct N. W. AYER & SON, or any other reliable agent of your choice, to include it in your list and you will not regret it. It is "up-to-date."

The McCall Co., Publishers,

46 East 14th Street,

New York City.