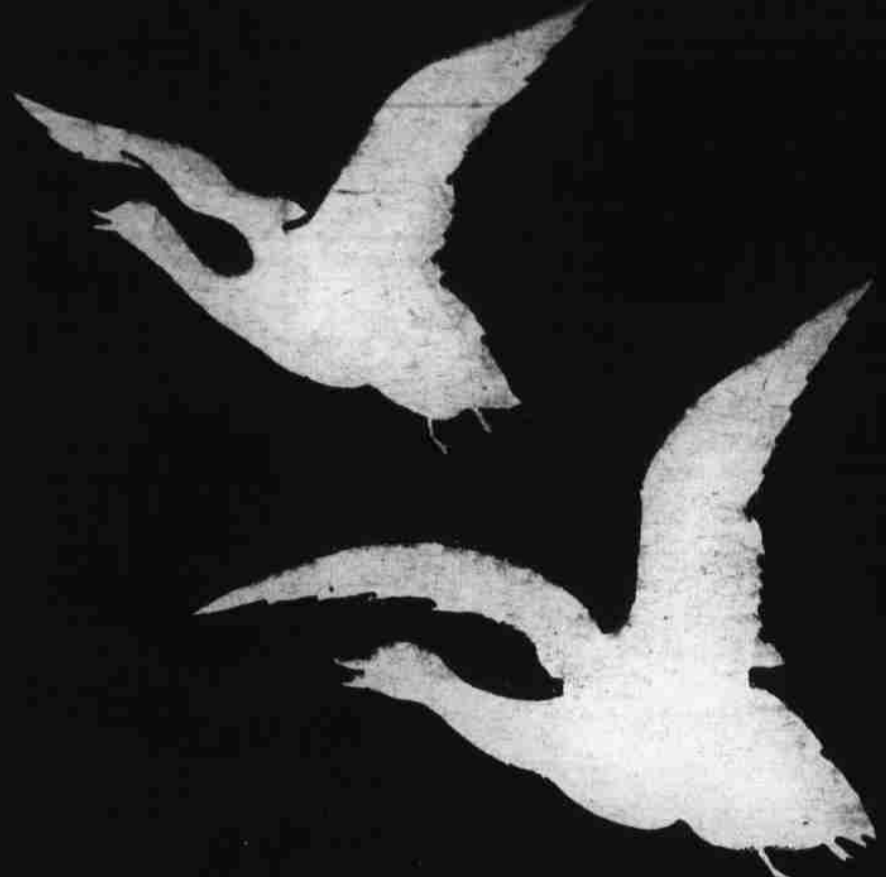
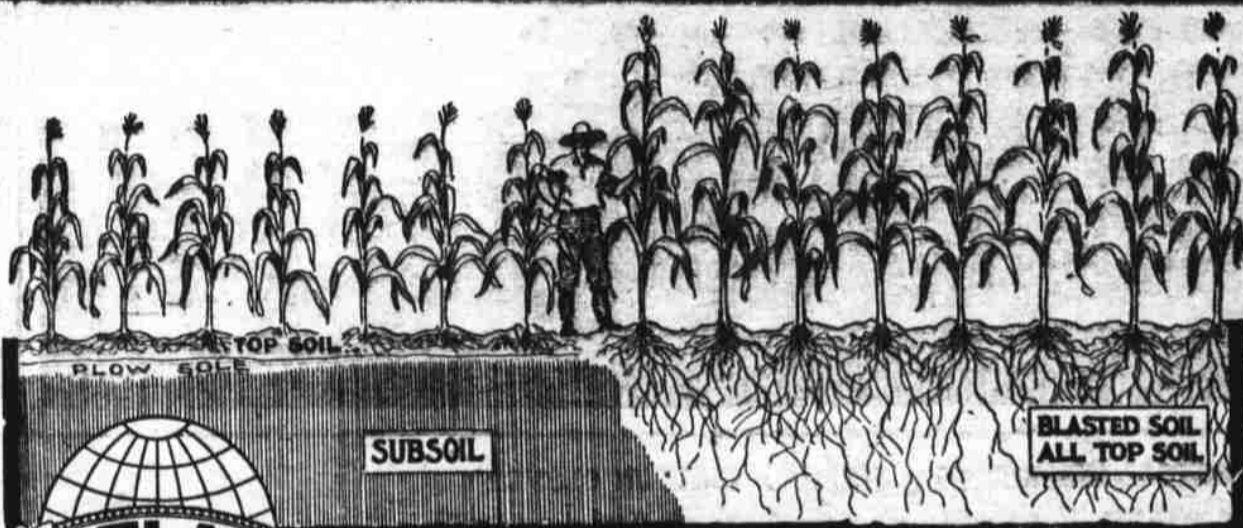


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Shotgun Shells "LEADER" AND "REPEATER"

For the high flyers, or the low flyers, "Leader" and "Repeater" shells have the reach, spread and penetration. Their great sale is due to these qualities, which insure a full bag. Use them in your gun. To be sure to get them **ASK FOR THE W BRAND**



Blast the Subsoil— Get Bigger Crops

Below the plow-sole soil is rich in mineral plant food. Make this subsoil productive! Break it up with Atlas Farm Powder and get four or five feet of crop-growing fertility. The extra profit from one year's increased yield will more than pay the cost.

Atlas Farm Powder THE SAFEST EXPLOSIVE

The Original Farm Powder

has made thousands of worn-out farms rich, fertile and profitable, and thousands of good farms better. Punch holes into the subsoil, load, fire and the work is done! Ask the Atlas dealer near you.

Any one can use Atlas Farm Powder without experience or risk. It is the cheapest and fastest farm hand for blasting stumps and boulders, digging ditches. Trees in blasted beds bear two years earlier.

Get "Better Farming" Book—FREE

"Better Farming" (illustrated) tells how you can make more money and protect your crops from drought by using Atlas Farm Powder. It shows the economical way of doing many kinds of work on the farm. Mail the coupon and get it FREE.

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ATLAS POWDER CO., Wilmington, Del. Send me your 74-page book "Better Farming." I am interested in the use of explosives for the purpose before which I mark X. PF13

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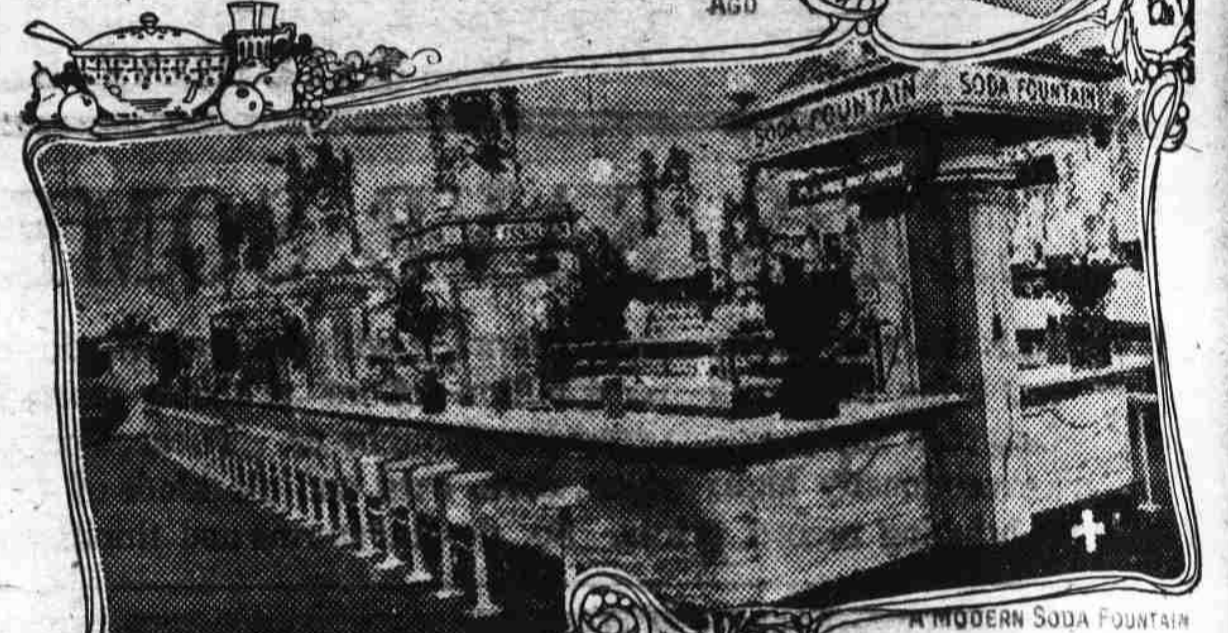
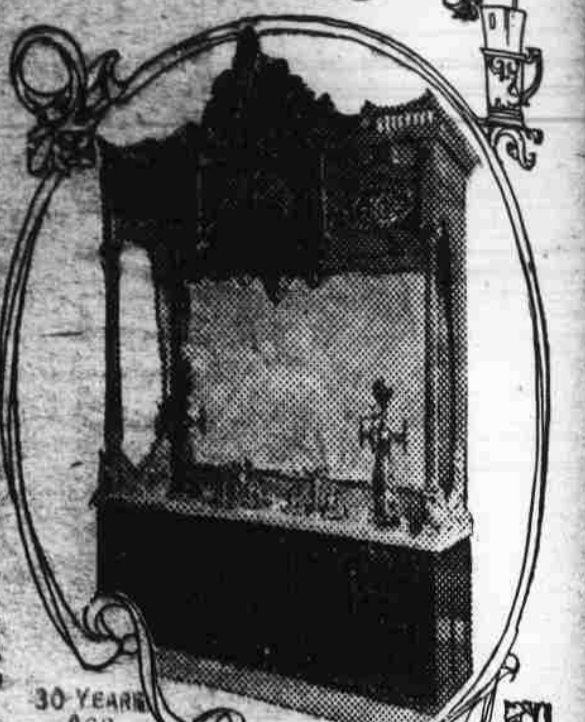
The Soda Fountain An American Institution

Did you ever stop to realize that the soda fountain is as much an American institution as the sausage is a German institution, "French Bread" is an institution in France and the Plum pudding an English institution? And the funny part of it all is that though one seldom sees a soda fountain in Europe (and then only for the sake of attracting American tourist trade) just as soon as a foreigner gets to this country he too seems to learn to love the soda fountain.

But, if you are old enough to look back a few years you will remember that only comparatively recently has the soda fountain been either so popular or so beautiful and hygienic.

You may remember what these old soda fountains looked like—what poor provision they made to supply even their scanty trade.

What has wrought this great change—what has made the soda fountain a national institution—a comfort and necessity in the daily lives of men and women—not only during the hot summer time but the whole year 'round.



The answer lies in that delicious beverage Coca-Cola. Soon after its introduction at the fountains people began to ask more and more for this distinctive drink.

Along with its demand came the demand for more places that would serve it. Soda fountains sprang up everywhere, improving in beauty, neatness and attractive service. It is a fact that the part the soda fountain and all its allied industries have come to play in the economic life of the nation today is due largely to the stimulus given to it by Coca-Cola.

In the same way has the call for bottled beverages grown. In 1899 Coca-Cola in bottles was first put on the market and the same quick recognition and appreciation was accorded to it in this form as

was so evident in the fountain trade. The same principles of purity, goodness and deliciousness made another astounding record of growth possible. Bottling plants have been established all over the country to take care of this branch. Just think of it—over 90,000,000 glasses and bottles of Coca-Cola are drunk every month. So—just as much as is the soda fountain a national institution so is Coca-Cola the National Beverage.



The Tractor You Can Afford to Buy

If you are supporting from four to six horses in idleness nine months of the year, giving up 20 to 30 acres of your land to raise horse feed instead of marketable crops, you know what this means.

Moline-Universal Tractor

Does all the field work, including the cultivating and harvesting. Belt power up to 12 h. p. It plows deep, at the right time—in half the time.

Has the pulling power of five horses, the working capacity of seven because of greater speed and endurance, and eats only when it works.

Strictly a one-man machine—drives easier than a team from the seat of the implement pulled.

A proven success. Backed by a \$19,000,000 concern with 51 years satisfactory service to the farmers of America.

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