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**Appeal to Reason.**

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J. A. WAYLAND  
 FRED D. WARREN, Managing Editor.

**LOOK** at the yellow address label, and note the number following name. If it is your subscription expires with the next number. You should renew at least three weeks before your subscription expires so that you will not miss any numbers.

No man is great enough or rich enough to get this paper on credit or for a longer time than paid for. It is published as an advocate of International Socialism, the movement which favors the ownership of the earth by ALL the people—not by a PART of the people.

**No. 647**

**Individualism versus Socialism is the issue. The former expresses the Capitalist Privatewealth that is, the latter the Socialist Commonwealth that is to be.**

**I**N THE crisis of the American Revolution, Thomas Paine, the immortal patriot, wrote the inspiring shibboleth, "These are the times that try Men's Souls." It was a period of profound gloom, of trial and disaster. Thirteen weak colonies without money, without munitions, overrun by Tories and infested by traitors, were locked in a death struggle to throw off the yoke of the richest and most powerful nation on the globe. The patriots were battling against desperate odds and off the revolution seemed doomed to ignominious defeat. It was at this time that Paine's electrifying clarion rang through the colonies. It was a challenge to the patriotism of the worn and despairing soldiers—all the fire in them flashed out once more, they took fresh courage, the wavering columns rallied with new-born zeal, and they fought as never before until at last the revolution was crowned with victory. . . . Another crisis, infinitely greater in magnitude and in far-reaching results, looms before us. Then it was but a struggle for National Independence; today, it is for International Freedom. As much as the emancipation of all humanity transcends in importance the independence of one nation from the rule of another is the revolutionary struggle of today greater than that of our patriot sires. . . . Once more the battle-gage has been issued, the hostile forces are being marshaled for the conflict and the thrilling shibboleth comes ringing down the line: "These are the times that try Men's Souls." . . . The inevitable periodical collapse has come. The Gold Standard and the Dingley Tariff could not prevent it. The wheels of industry are slowing up, the mills are closing down, the offices are reducing their working force, shops are silent and mines idle. Hundreds of thousands are out of employment, hungry, hopeless, sad-eyed, despairing. . . . Socialists predicted this long ago, but they were fools. Wise men knew better. There could never be an industrial breakdown under the Gold Standard, High Tariff, Full Dinner Pail Administration of President Roosevelt. . . . During the ten fat years of capitalist prosperity now gone the plutocrat has all absorbed raking in his profits. The golden stream was a delight to his eye and a joy to his soul. Profit is the god of his idolatry. Above it he cannot rise, beyond it he can not see, through it only can he feel, without it he can not live. . . . While the elysium lasted King Pluto's rapture was complete. His golden chariot was hitched to all the stars. . . . And still the golden stream of profit poured its treasures at his feet. The "divine swoon" was upon him and he smiled benignly upon all the world about him—even upon the Socialists. For even more than he hates Socialism does the plutocrat love profit. . . . During all this time the Socialists waited patiently, watched unceasingly and worked without wearying. They knew the source and supply of the stream of profit and bided their time. . . . Now comes the direful change in Pluto's realms. All the skies are overcast and the lightnings leap in avenging wrath from cloud to cloud. The plutocratic smile of self-sufficiency has vanished with the profits and in its place now sits the scowl of hatred and revenge. . . . To take his profit from the plutocrat is to excite his angry roar as when its prey is snatched from the dripping fangs of a ravenous beast. . . . Purple with rage he now discovers that it was the Socialists he tolerated with such mild contempt who turned back his golden stream of profits. Henceforth war upon the Socialists! The ukase has gone forth. Socialist meetings must be dispersed, Socialist agitators arrested, Socialist papers suppressed, and all Socialists proscribed and hunted down! . . . Comrades, it will not be long before you will be made to realize that "These are the times that try Men's Souls." The campaign for the suppressing of Socialism has but just been inaugurated. We are not indulging in idle speculation or seeking to excite needless alarm. We know whereof we speak and the trend of events will soon confirm it. . . . Socialism is being coupled with anarchy and both with assassination in the capitalist press. The cry of "mad-dog" is raised as the finger of plutocracy points out the Socialist movement and an ignorant, easily inflamed populace is relied upon to do the rest. Thus has it been in the past and thus have the plutocrats resolved that it shall be again. The leaders of the movement and its press are marked for summary judgment and drastic punishment. Every crime that excites the community is to be falsely charged to their teachings. This will justify the authorities in adopting despotic measures and arouse the mob to frenzied demonstrations of approval and delight. . . . The past has been as a summer day compared with the days to come. . . . The Socialist movement is the only menace to plutocracy's dark and bloody regime; the only one the oppressors fear; the only one they will mass their mighty forces to crush and destroy. . . . But International Socialism, whose historic mission it is to grapple with Plutocracy, emancipate Labor, and usher in the era of Universal Brotherhood, can not be crushed. The God of Justice and the unconquerable revolutionary hosts of all nations are on its side. It comes to emancipate, not to enslave; to dignify, not to degrade; to build up, not to tear down. It stands for peace, not war; for plenty, not poverty; for all, not a class. It brings light, not darkness; love, not hate, and its message of redemption is for all mankind. . . . Comrades and fellow-workers, let us firmly resolve that, whatever fate or fortune may have in store for us, we shall preserve inviolate our obligation to the movement; and in these "times that try Men's Souls," let us consecrate ourselves anew to the Social Revolution and work with heart and hand and with all our strength to speed the day of its glorious consummation.

**"Fair Finance."**

From "Frenzied Finance" Thomas W. Lawson has swung around to "Fair Finance." Rockefeller and his crowd represent the former; Mr. Lawson, the only honest capitalist, is the sole representative of the latter. He issues his manifestoes regularly through the capitalist press. Those who have not yet been plucked have now the chance of their lives. Says Mr. Lawson: "I thereupon asked that the public be given such bargains on the first selected lot that the people would fall over themselves to buy when they were offered." Certainly; Lawson knows as well as anyone that according to the statistics there is a sucker born every minute. Mr. Lawson proceeds: "I will demonstrate absolutely that this remarkable offer is really what it appears upon its face to be—an opportunity for the people to accumulate millions, and that this opportunity is given to them solely for the purpose of most successfully inaugurating a new system of finance."

When Lawson in disgust threw up the sponge as a reformer and berated the

**A NEWSPAPER'S POWER.**

"The Appeal to Reason has served the newspapers and the cause of the people a most excellent turn. Last December Senator Penrose introduced a bill which was designed to give the postmaster general absolute power to debar any publication from the mails after the department had declared against its mailing privilege by reason of its contents. The North American discovered it and exposed its dangerous character. The Appeal took it up and sent the warning into every nook of the country with the result that there was such a storm of protest that the bill was killed. Had it been sneaked through treason-like, as intended, any paper not in accordance with the views of the administration or the 'powers that be' could have been killed without any chance of trial. Every newspaper and every believer in a free press and free speech owes a debt of gratitude to the Appeal, of Girard, Kansas."—Littitz, (Pa.) Express.

**"Socialism and Bomb-Throwing."**

The Denver Republican of April 29th has an editorial under this caption. It is so filled with malice and mendacity as to be a curiosity. It says: "While all Socialists are not bomb-throwers, all bomb-throwers are Socialists." This is utterly and viciously false. Outside of Russia not a bomb has been thrown by a Socialist so far as we know, and certainly none in the United States.

In the fight against the liquor traffic many bombs have been used, but no one will seriously contend that a single one was used by a Socialist. Some years ago when certain independent distilleries at Chicago held out against the trust their properties were destroyed by the use of bombs, but no one has ever charged that any of these bombs were thrown by a Socialist.

It has been only a short time since there was a gambler's war at Chicago and a number of bombs were exploded by the destruction of life and property, but has anyone undertaken to indict a Socialist in these outrages?

In the state of Kentucky, where the fight is going on against the tobacco trust, towns have been bombed, warehouses filled with valuable products destroyed, stores shot up, crops ruined, and actual murder committed by the use of bombs, as well as by armed men, but no hint has ever appeared that any Socialist had anything to do with these terrible crimes.

**The Bread-Line.**

Have you seen it? Do you know what it is? You have read and heard of it, but you have not the faintest idea of its terrible meaning. The other day I was in New York. It was bitter cold, and the wind swept over the city with all its fury. At 1 o'clock at night I stood in the bread-line. There were a thousand shivering mortals waiting patiently hour after hour to receive a battered tin cup of miserable coffee and a stale bun. So long was the line on this night that when two-thirds of them had passed through the dim basement in which this wretched service was rendered the supplies were exhausted and at 2 o'clock in the morning the rest were dispersed with their awful hunger unsatisfied.

I can still see the look of pain and disappointment upon their haggard faces. I can still see that line in all of its agonizing contortions. There were three boys just ahead of me who could not have been over thirteen. Their thin coat collars were pinned about their throats. I can still see their tatters and their hunted look. I felt guilty and ashamed to be decently dressed and to have food in plenty. That bread-line is still moving before my vision. I have seen it often pass in review since that night. It haunts me and I cannot forget it.

I thought about the mothers and wives and sisters of these wretches, starving and freezing in the heart of the civilized jungles of New York. I thought about their tortuous windings down the hill until they were in the bread-line on the Bowery on this pitiless night.

The picture is so terrible that no words can describe it. I saw a procession of human faces that seemed like spectered agonies. Some of these wretches growled to keep their places in the line, but most of them were dumb and shuffled along patiently in their turn.

The bread-line in New York is longer this year than ever before. It grows longer as the lease of capitalism grows shorter. It is justice of itself every indictment which has ever been brought against capitalist society.

If we Socialists are accused of using harsh and bitter words in dealing with the existing system we point you to the bread-line. No human being can look upon it without pleading guilty to every charge made by Socialists against the present system.

The bread-line is God's scourge of capitalism. Everybody in New York, Chicago and every other large city should stay up until midnight and then start out and see the bread-line on a fierce winter night. It is a study of inestimable value to those who have eyes to see and ears to hear.

I can still hear the tramp and shuffle of the bread-line. It seems to me like the dead-march of capitalism.

**Perfecting the Oligarchy.**

Those who have read J. C. London's "Iron Heel" will be particularly interested in the following press dispatch.

Indianapolis, April 3.—John Mitchell, ex-president of the miners of the country, is one of five Americans selected by President Roosevelt to be special guests of a big conference of state and territory governors in Washington, May 12. The conference, which will last three days, and the sessions of which will be held in the east room of the White House, will be presided over by the president. The five special guests will be: James J. Hill, railroad magnate; Andrew Carnegie, manufacturer; John Mitchell, miner.

The proposed meeting of all the governors at the White House, and of the special representatives appointed by the president to meet with them, should be carefully noted by the working class of the United States. It is the first step toward perfecting the oligarchy of capitalism. The governors, the magnates, Bryan, and the "miners" will doubtless show due consideration in this deep-laid scheme of imperialism. We feel warranted in saying that this meeting has far more significance than would seem, and that the ulterior object is to unite and harmonize all the powers of government and reactionary unionism in subjugating the working class.

This is the most strategic and far-reaching move yet made in the Roosevelt administration. Its meaning is perfectly clear. Working men may feel flattered to see a miner used as a pawn in this game, but they are sadly benighted if they cannot instantly divine the object of inviting John Mitchell to participate in this plot of Morgan to perfect his oligarchy in the existing capitalist system, and enshrine the working class into servile acquiescence and spineless submission.

John Mitchell is the joker in the game. Keep both eyes on the game!

Alfred Vanderbilt and his wife have separated, he saying that he prefers horses to a family. And yet the capitalists assert that Socialists are opposed to the home! In the same paper are the divorce proceedings of another millionaire. A. H. H. H.'s wife suing for separation—because she wants to marry a capitalist. It is justice of itself every indictment which has ever been brought against capitalist society.

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If every Socialist will do his duty this year we will multiply the half million vote of four years ago by at least four.

**"Rich Malefactor" Assassinated.**

Soon after President Roosevelt made his speech denouncing "rich malefactors" as the "most deadly enemies of the republic" a capitalist whose home was in South Carolina and who had been ruined in his stock operations in Wall street entered the office of J. H. Oliphant, a prominent New York stock broker, and shot him dead.

It is probable that this bankrupt capitalist was influenced by President Roosevelt's speech to look upon the author of his ruin as a deadly enemy of the republic and to regard it as his patriotic duty to destroy that enemy. At any rate the murder was committed shortly after Roosevelt's denunciation of "rich malefactors", and it is quite possible that the President's vehement castigation fired the brain and nerved the arm of the assassin.

It was precisely upon that theory that four men at Chicago were tried and hanged twenty years ago. It was never charged that they had any actual connection with the crime for which they were executed. It was simply held that the crime was committed as the result of their speeches and writings. According to this same theory is not President Roosevelt responsible under the law for the assassination of J. H. Oliphant, the New York stock broker, by one of his ruined victims?

The Chicago Daily Socialist is a credit to the Socialist movement. It is a paper of which every Appeal Army comrade can be proud. It has proved its usefulness to the movement, and never more so than during the recent "anarchist scare" worked up by the capitalist press and police in Chicago. The daily paper straits and needs your help, and it needs that help quickly. You remember, when the Daily was first started, it was the Appeal Army that gave it its first big boost, so Editor Simons says, and put it "in the clear" for a while. The Appeal has troubles of its own, but I stop long enough in the night to point out the needs of our Chicago Daily, and the imperative necessity of going to one's aid.

There is no class struggle! Well, then, why these increasing contradictions? These endless complications? When the supreme court renders a decision that hurts labor the capitalists rejoice. Every capitalist in the country rallies with joy the three late decisions of the supreme court, which virtually paralyze labor-unionism.

There is no class struggle, why is there a committee of capitalists at Washington asking congress to do one thing and a committee of labor asking congress to do another, and opposite things?

It is only on the basis of the class struggle that these things can be explained.

But if the class struggle be admitted Socialism is also admitted.

Aye, there's the rub! If there is no class struggle there is no foundation for Socialism and the claims of Socialists fall to the ground. If there is a class struggle Socialism has a foundation of rock and its claims, though denied, will be verified.

President Roosevelt is just now moving heaven and earth to temporarily harmonize the conflicting interests of capital and labor. When he pines one the other hovers, and vice versa. He recently had a midnight conference at the White House and both labor and capital were represented, or at least supposed to be, besides a number of unclassified persons, alleged "neutrals." President Roosevelt did his best to show that the administration was trying its best to serve both capital and labor, to paint white and black at the same time. It seems that he succeeded in proving to labor representatives that a door could be opened and shut so swiftly that it could be both open and shut at the same time.

The Civic Federation labored long and painfully to bring forth a bill to present to congress which would insure justice to both capital and labor. At last accounts both sides were kicking the bill with hobnailed boots. It will not pass, and if it did pass it would be a farce.

Capital and labor can no more be served by the same administration than water can freeze and boil at the same time.

It is simply a physical impossibility. If one is favored it is at the expense of the other. Only a miracle could change this. The suspension of the law of gravitation would not be more impossible.

There is a class struggle and it is shaking the pillars of capitalist society all over the world. It cannot be compromised; it must be fought out, and when it is fought out it will be the end of all class struggles and it will culminate in a far better civilization than has yet been known.

Cattle are down in price, but dispatches state that prices of dressed meat advanced 30 per cent in St. Louis in a week. That is because private ownership of the packing plants enables the owners to cut prices of cattle and raise the price of meat to the people.

The Baltimore and Ohio Railroad company has issued an order prohibiting its operators from reading on duty, and any slave caught in the act will be dismissed. We are rapidly arriving. How do you vote this fall?

**The Class Struggle.**

Socialists affirm the class struggle. They are not responsible for it; they simply point it out as a fact. Capitalists deny it. Pure and simple labor union leaders deny it.

President Roosevelt says there is no class struggle, and there should be none. The interests of capital and labor are identical, and what is needed is a brotherhood of these twin forces. So says August Belmont, of the Civic Federation; so says Seth Low, of the same body; so says ex-President Cleveland, and so says William Jennings Bryan. So say all the capitalists, and all the politicians, editors, professors and preachers who serve the capitalists. So says Mr. Gompers and Mr. Mitchell, and all of the rest of the labor leaders who met at Washington the other day to object to the decision of the supreme court and of Congress.

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SOCIALIST VOTE GROWING

Reports from Municipal Elections Show Steady and Solid Growth of the Workers' Political Movement.

Chicago, April 9.—Through the total vote for all parties at the city election was only about three-fourths as large as that of a year ago, the Socialist party vote this year gained over twenty-five per cent. The Socialist vote of 1907 was four per cent of the total vote cast, while this year the Socialist vote is seven per cent of the total on the police returns, with probability of an even more favorable showing for the Socialist vote when a correct count is obtained. The total Socialist vote, according to the latest returns from official sources, is 16,705, giving the party third place, and leading the prohibition vote, which was 9,877, and Hearst's Independence League vote, which was 14,925. Socialism made substantial gains in twenty-six wards, and went backward in only eight wards.

Milwaukee, April 8.—The Socialist vote of this city was shown by yesterday's election to have gained 4,000, and to have come within 2,247 votes of electing Emil Seidel, the Social Democratic candidate for mayor. Nine wards were carried, nine Socialist aldermen elected and the party advanced to second place. The vote for mayor was as follows: Rose, democrat, 23,114; Seidel, Socialist, 20,867; Pringle, republican, 18,169.

Eureka Springs, Ark. At Eureka Springs, Ark., the Socialist candidate for alderman, Comrade Priatt received 171 votes against 271 for the candidate on the citizens' ticket. Comrade Britts received thirty-three votes. The Eureka Springs comrades have a live local, and Socialism is making itself felt in Callaway county. Socialists located in Callaway county are requested to write local secretary, W. Nerber, with a view of organizing the county for the fall campaign.

From Other Points. At Austin, Minn., Comrade Zender was elected alderman-at-large on the Socialist ticket. At Menominee, Wis., Comrade Priatt received 171 votes against 271 for the candidate on the citizens' ticket. The Eureka Springs comrades have a live local, and Socialism is making itself felt in Callaway county.

At Edna, Mo., the Socialists elected three members of the board of trustees. At Edna, Mo.—Although the old parties combined to defeat the Socialists in the city election at this place, we succeeded in electing three out of five members of the town council.

At Kenosha, Wis.—The Socialist candidate for mayor of Kenosha received 298 votes this year, a gain of fifty-six votes over that received at the last election.

At St. Paul, Minn.—The Socialist ticket received eighty-five straight votes, a gain of over fifty per cent compared with the spring election of last year.

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Clarence Darrow's famous speech in the great Haywood case, 25 cents each, \$10.00 a hundred.

"A Conversation With You," by J. A. Wayland. For propaganda, \$1.00 per hundred copies, \$5.00 per thousand.

Let us hear promptly from all comrades how many Socialist campaign handkerchiefs you will require.

The chief end of government has been and is to keep the victims of oppression and injustice in subjection.

The republicans and democrats have agreed that the "paramount issue" in the coming national campaign shall be "Which gang shall pluck your Uncle Sam's treasury?"

For seven thousand years, history has recognized the Egyptian mummy as the dearest thing ever found by man. And now comes Gov. Gooding to rob it of its ancient glory.

Have you observed that whenever the president gets "tired" he produces the "copy" of a letter written to Congressman So-and-So, a shoestring henchman, covering the identical point? The president, like a trust distiller, can produce "old goods" over night.

The Socialist Weekly, of Tokio, Japan, is on our table. It is edited by Comrade S. J. Katayama, who will be remembered as an honored representative at the international congress. There is but one column in English, the rest being in the Japanese tongue, and there being no translator at hand, our reading is for the present confined to a few paragraphs, and these bear evidence of a class-conscious Socialist spirit and of a vigorous determination to spread the Socialist doctrine among the people of Japan.

Hands across to our Japanese comrades, and may all their efforts be crowned with success!

In times of savagery the labor of an individual was scarcely sufficient to supply him with the necessities to sustain his life. For that reason there were no slaves. A slave who could produce no more than enough to keep himself alive would be of no value to a master. But as knowledge increased and men became skilful enough to produce a surplus they became valuable because of their surplus product, just as the honey bee is valuable because of his store. It then became profitable to own value-making men, just as it is profitable to own honey-making bees. To get the bee to make honey for you it is necessary to fool him. You must make him think that he is storing the honey in his own larder and you have to blow smoke in his eyes when you take it. The man-owners found by experience that they could get more out of their slaves by making them think that they were free. They manage to throw enough smoke in the human workers' eyes so they can keep back his surplus out of his wages, and it has worked like a charm for centuries. But the scheme has its defects, which become more and more apparent to the human workers, especially at such times when the masters are willing and unable to let them work. The worker will soon claim his surplus—and get it!

The immensity of the Esperanto propaganda among English-speaking people may be judged by the fact that there are now not less than fourteen text-books in English for teaching Esperanto. About ten of these are published by the British Esperanto association. Yet, with the fairness which characterizes the British reviewer, the official organ of the association, the British Esperantist, published in London, says that the Appeal's American Esperanto book, written by Arthur Baker, is the best of them all. In a recent review this magazine says:

"We consider this the very best Esperanto manual yet produced for English learners of the language. Very well and clearly printed, on good paper in large type, and strongly bound, the book itself is a pleasure to handle. The contents of the book are equally good and well arranged; a short article on pronunciation, the sixteen rules of the grammar, some sixty pages explanatory of those rules from the point of view of English, with copious examples, followed by the Ekzerco, which is essential to all sound teaching, with key and explanation, and two very complete vocabularies. The book is remarkably free from typographical and other errors. We heartily recommend it and congratulate our American friends on the possession of such a clear and helpful manual."

The price of this book is \$1; the Esperanto Magazine, published in Esperanto and English, by Comrade Baker, is \$1 per year. Both these and the Appeal one year for \$1.50.

Charles H. Kerr & Company, 264 1-2 Kinzie st., Chicago.

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Only sure cure. 1 in. cure. 2 in. cure. 3 in. cure. 4 in. cure. 5 in. cure. 6 in. cure. 7 in. cure. 8 in. cure. 9 in. cure. 10 in. cure. 11 in. cure. 12 in. cure. 13 in. cure. 14 in. cure. 15 in. cure. 16 in. cure. 17 in. cure. 18 in. cure. 19 in. cure. 20 in. cure. 21 in. cure. 22 in. cure. 23 in. cure. 24 in. cure. 25 in. cure. 26 in. cure. 27 in. cure. 28 in. cure. 29 in. cure. 30 in. cure. 31 in. cure. 32 in. cure. 33 in. cure. 34 in. cure. 35 in. cure. 36 in. cure. 37 in. cure. 38 in. cure. 39 in. cure. 40 in. cure. 41 in. cure. 42 in. cure. 43 in. cure. 44 in. cure. 45 in. cure. 46 in. cure. 47 in. cure. 48 in. cure. 49 in. cure. 50 in. cure. 51 in. cure. 52 in. cure. 53 in. cure. 54 in. cure. 55 in. cure. 56 in. cure. 57 in. cure. 58 in. cure. 59 in. cure. 60 in. cure. 61 in. cure. 62 in. cure. 63 in. cure. 64 in. cure. 65 in. cure. 66 in. cure. 67 in. cure. 68 in. cure. 69 in. cure. 70 in. cure. 71 in. cure. 72 in. cure. 73 in. cure. 74 in. cure. 75 in. cure. 76 in. cure. 77 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Extra!

SPECIAL! SPECIAL!

Extra!

APPEAL READERS: Here is an important unusual offer.

Save your money, put your savings where they COUNT.

Better, safer and saner than bank deposits or life insurance policies.

Richer, more profitable and perhaps more stupendous in results than any offer ever published.

Read carefully this four-page advertisement.

THIS ADVERTISEMENT is published as the direct result of so many inquiries received recently when the Texas land offer appeared in the Appeal. The advertisement explains fully the remarkable Savings Bank plan for land ownership (as offered by Immigration Agent Nolen). Now, while the Appeal has nothing whatever to do with this or any other land proposition, the advertisement speaks for itself. Mr. Howe, the Appeal Adv. Mgr., investigated with his own eyes and personally vouches for the absolute truth, straight-forwardness and genuineness of the offer. But everybody must decide for himself. Read this proposition carefully—consider how it involves your future and the future of your family; then decide.

An opportunity for a group of Socialists to secure tracts of land in an ideal country, with an ideal climate! Even if you can't live there you ought to get now a share of this land at the ground floor price, where values are bound to rise, RISE, RISE.

If every "Appeal" reader will only see what this offer means and will act now, all this land will be snatched up before anybody else has a chance at it.

Personal To Appeal Readers.

By B. C. Howe, Advertising Manager of the Appeal to Reason.

Readers of the Appeal—I want to say a special personal word to each and every one of you.

A big bunch of intensely interesting letters from our comrades lies before me on my desk.

They are heart-throbs—these letters. They tell the personal inner story in the life of many a comrade—his struggle for family and self. These letters tell of the constant effort to win something individually beyond the wage pittance—something from that constantly growing self-earned (really earned) income of wages.

Now, I'll answer these letters right here, and I want all readers of the APPEAL to feel that this brief statement is addressed also to each of you personally.

And, I am going to tell you what I myself saw with my own eyes. Then, you judge.

Solution of Wage Problem

When you have read this column, I believe that the wage earning readers of the APPEAL will agree with me, that I am showing them the way—at least ONE way—of doubling up, perhaps trebling their wages, right now—and without any real effort on your part. I do not mean that I can present a final solution of the economic and social problem—far from it. But I can show you (if you want to read this) how you individually will be enormously benefited.

I am, perhaps, a bit enthusiastic over this, but remember that I did not get enthusiastic until I myself looked into and investigated this matter thoroughly.

Now let me tell you how these thoughts came to me:

Perhaps you will remember that the APPEAL has about a year ago printed a large page offer of virgin Texas Panhandle land. This was an offer that every APPEAL reader could get a share of virgin soil that has never been in the hands of farmers, and to get it without money down at the ground floor price.

According to the announcements, the Rock Island railroad wants these lands settled. In fact, there are a lot of railroad enterprises expecting to settle the Panhandle so that the land will not merely double, but quadruple, and quintuple in value. That would mean that a 20-acre or 40-acre tract could make a man more than a million dollars in a few years than he could save out of his wages in a lifetime.

Many Letters of Inquiry.

Well, anyway, after that announcement was printed you ought to have seen the letters that came to me and to the Appeal, asking for an explanation of the offer. The APPEAL readers wanted to know if everything was O. K.!

Well, to make a long story short, I personally visited the land offered by the American Farm Lands Association.

I wanted to be in a position to tell our comrades about it—not from hearsay, but from personal observation.

When I saw that the Panhandle land; when I saw the tremendous crops which were being raised, richer and better than the best crops on far more expensive northern land; when I breathed in the clear air and sunshine, then, indeed, I became enthusiastic.

I had heard the wonderful stories of the Texas Panhandle, and I can now honestly say they have not been exaggerated.

Then I went to the town of Stratford, with its clean, wide streets and its excellent public buildings.

With its low transportation rates to the Gulf coast, where the Texas Panhandle farmers have the benefit of the entire world's market quotations, I recognized those same conditions which helped to make Chicago the greatest inland city in the United States.

Land Values Now Rising

I spent some time in the Panhandle and looked into their land values thoroughly. I saw land rising almost day by day—yes, this is literally true. Land is jumping up in price and the reason is a simple one: Prices are now only one-fifth of what they ought to be in the Texas Panhandle, and they are going up, up, up, until they reach what they ought to be, and they will get there quite soon.

The only reason I could see that these Texas Panhandle lands are being offered at such a low price now is that these enormous tracts were formerly used by cattle ranches, and as the ranchers wanted out, the land must be cut up. The public is not ending it out, and settlers are pouring in. The demand for the land is now about to force up the price.

And, comrades, you would be surprised if you could see how the settlers are swarming over these virgin lands. The first and third Tuesday of every month brings excursions—train loads—some of them who come there to live and others just to buy land.

It is a wonderful, interesting country and I hope you will see it some day.

Now About Mr. Nolen

I have so far only explained to you about the Texas Panhandle land. I almost forgot to tell you about the offer made by Mr. E. M. Nolen, of the American Farm Lands Association.

In reply to the inquiries I have had, I call say that I found every acre of the land exactly as represented by the association. As for their prices—of course, I am no real estate expert and cannot tell you just how prices are fixed, but I can tell you that their prices were absolutely the ground floor price; that they were really offering a big bargain compared with prices elsewhere, where for equally choice land, and that the land they are now selling for \$20 per acre would go up to \$75 and \$100—how very soon nobody knows.

I Bought Land Myself

Anyway, I personally was well enough satisfied, after my visit, to buy a farm myself. Do not expect to live there, as I have my business to attend to as advertising manager of the Appeal, but I feel mighty sure that every dollar I put down and put to Texas Panhandle land is going to bring me unrepaid profits.

Mr. Nolen asked me to tell the readers of the APPEAL about my visit to the Panhandle, and I told him I would be very glad to do it. However, I want to make it plain that the APPEAL has never received anything, no matter how good it may be. I may be enthusiastic over the proposition because I see that without any capital, just your savings, a wage-earner can double his wages by investing in this land.

I have told you that I myself bought a farm. I have told you that I myself bought that every reader of the paper must decide for himself.

(From the St. Louis Republic.)

OKLAHOMA BOOM OUTDOE

New Land Offer in the Texas Panhandle Causes Rush of St. Louis Buyers.

A great new boom in Panhandle lands which is interesting hundreds of St. Louis buyers and investors was reported today from Stratford, Texas. A huge new tract in Sherman county has been cut into twenty-acre tracts and is offered on simply remarkable easy-monthly payments.

The scramble to secure these tracts by mail is noticeable not only in St. Louis, but in other cities as well. This is strictly a new departure in land-selling and so many of these tracts are being sold that it is confidently predicted that the Oklahoma boom will be outdone.

It is reported from Stratford, Texas, and Chicago, Illinois, that the requests for these small tracts by small investors exceed all anticipation and the tracts which have already been thrown open soon be gone.

(From the Stratford Star.)

GREAT LAND OFFERS MADE

Choicest Panhandle Tract Cut Up Into Small Farms—Wonderful Help for Stratford.

One of the greatest booms in the history of the Panhandle is now on right in the vicinity of Stratford.

Stratford is sure to benefit by this boom for even though it is not likely that all of the men who are buying the tracts in this boom will come here to live, they will rent these tracts to others and the population around Stratford will thus be increased.

The American Farm Lands Association is responsible for the boom. It has converted thousands of acres in Sherman county and in the immediate vicinity of Stratford into twenty-acre tracts, and these tracts are being sold direct by mail.

(From the Chicago Tribune.)

TEXAS PANHANDLE OPEN

Cattle Ranges Being Turned Into Small Farms—Land Values Rising.

The spring stampede into the Texas Panhandle, and Sherman county in particular, where lands lately have been cut into small tracts, is on in earnest.

The report that new grazing lands in Sherman county, Texas, right at the choicest section of the Panhandle, have been opened to the man who wants only an ordinary sized farm have caused a great increase in railroad transportation.

The Rock Island railroad goes right to Sherman county where the American Farm Lands Association has cut the grazing tracts into farms as small as ten acres.

(From the Dallas News.)

NEW CHANCE IN PANHANDLE

Huge Fertile Grazing Tracts Cut Into Farms and Offered for Sale on Monthly Payments.

A new and what appears to be a better opportunity than any ever before offered to people who desire to invest in the Panhandle lands of our state has just been promulgated by the American Farm Lands Association of Chicago, Ill., and Stratford, Texas.

This association has secured control of thousands of acres in the richest part of Sherman county, near the city of Stratford. They have cut these acres up into farming tracts, some of these tracts being as small as twenty acres.

They sell the land at the extremely fair price of \$20 an acre and offer every investor the chance of paying for his land in monthly payments of only \$3. The only objection we see to the association's plan is that a man is not obliged to live on the

(From Everybody's Magazine.)

THE NEWEST LAND OF PROMISE

Exodus of a Million Farmers Annually to the Southwest.

So great is the rush into Texas that it is believed that within ten years, and many people declare that even in five years, all of the cheap available lands will have been taken up.

The cry of those who are today swarming into Texas and the Southwest is: "A quarter section and independence."

Texas is the center of all this great swarm. Land is being sold in the southwest on conditions which, assuredly, place it within the reach of any man disposed to own it. Large companies which acquired the land several years ago, at the owners of ranches and in several cases the railroad companies, are prepared to sell almost any sized tract at a small initial payment.

Will YOU Join Army of Prosperity?

"Prosperity"—easy to talk about!—hard to attain!

But it's not a question today of "can" you—how "will" you?

Will you take advantage today of an opportunity—soon to double or treble your wages—or income?

In three columns you have often heard that problem discussed, and today we present a practical answer.

Here is the answer: "Get your share of America's land. Instead of merely fighting the man who does own and control land (the basis of all wealth)—just get your share—you own it you sell."

"How?" "How without capital? How without leaving my home?"

Yes, without any formality. And a few dollars saved each month will do it—no capital required.

Am I not right in asking—"not can you, but will you?"

Everybody Can Save

Don't say to yourself that you could not save a few cents a day, a few dollars a month—if you want to. If you really want to lay by something for old age.

Look around you and see the people that are financially independent. What made them so?

Thrift, industry, the habit of saving. Thrift makes the man. The habit of saving has lifted many a man from poverty to riches.

Just the cultivation of the habit, just the idea formed in your mind: "I will lay away so much each day." I must lay away so much each day—just the thought has made men successful. It is wonderful how easily that idea can take hold of you. And it is wonderful how much you can accomplish with it.

You lay aside a few pennies each day. You never miss them. You might just as well never have had them. In a few weeks, a few months, you are started to find you have saved so large an amount. The saving habit grows. You become careful of little things. You become a better business man. You are a more careful manager. These habits, so easily acquired, touch your larger life and make you better equipped in the battle for a living.

Fortunes Rest on Saving

Saving! Saving! On this many a great fortune rests today. On this habit many a man has been led to a successful career—taught to follow other habits that lifted him above the crowd.

It's the man who saves that counts. If a man consumes everything he produces, he lives from hand to mouth. He feels as if he were nothing; he feels brushed aside by the well-to-do. If you have laid by a bit and used it to better your standard of living you have already made a step forward in social progress. You are a better citizen, a more valued unit in the nation and state.

You have lifted yourself a peg higher, and have raised your family higher by your thrift and foresight.

A man's ability to save measures his ability to rise, and so a man's position in life—his standing in a community—is determined by his tendency to save. To be thrifty, frugal, careful, means to move forward, to progress, to be successful—to get things!

Wherever you will find a man who is prosperous, successful, in control of other men, you will find a man who has saved—who has had the saving habit—who has built up his character on the strong foundation of a habit that forms men and makes careers.

Isn't a habit that means so much to you in your daily life worth cultivating?

So Easy to Do It

And it is so easy to save! A bit of economy here and there; a keen eye to the stoppage of waste; the practice of a little self-denial; the checking up of an extravagance that even may be hurtful to you—these are easy ways of saving. These are ways of creating something out of nothing; of getting something you never expected, of getting new capital with which to buy useful and necessary things.

Then when you have saved a bit, how your savings will earn for you!

JAY GOULD, the noted financier, once said: "One hundred dollars invested in the right place at the right time will earn as much as one man steadily employed."

The secret of saving is to have something to save for. You no doubt have been in homes which have been splendidly furnished and where the tenant has had no better income than you. And you have said to yourself: "If I could only save as he does."

And after you will find that the secret has been that the beautiful things have been bought after this man had for a while saved his money and then his money began to work for him.

YOU CERTAINLY WILL have something to save for, something to live for, when you decide to make yourself a LAND OWNER. Put your little savings aside each day and say: "This is for my old age and for my children; I am putting this into MY land." And see what a keen pleasure that will give you. Each day is a step of progress. Each day a new thrill of pleasure as you near your goal.

And certainly you must and will, it is not a case of "can" you—but "will" you—for now you need not invest a cent of capital—just your current savings.

Now, make up your mind to lay aside a certain amount each day—whatever you can afford. It may be only a trifle, but day after day it grows and grows, and in a month you should have enough to start on the road to becoming a prosperous land owner.

INDEPENDENCE

Now—NOW!

YES, independence now—not "some" day—not in the distant future—but right NOW.

You can secure independence today—financial and personal independence—for yourself, your children and your children's children.

How?—Cinch Your Share of America's Virgin Soil!

As long as the "unearned increment" of wealth does remain in private lands, get your share of this huge profit.

And you CAN now clinch that share—you CAN become a land owner—you CAN get your parcel of America's green earth—Without capital;—yes, without homesteading the land—you CAN reap enormous profits.

ALL THIS by means of the opportunities announced in this supplement of the Appeal.

READERS OF THE APPEAL—do not neglect this opportunity for yourselves. All of you who have studied the wage problem have seen the hopelessness, almost futility, of any EARLY change in economic conditions. Consider that YOUR personal opportunities lie not in better wages but in something BESIDES and ABOVE wages. You may be correct when you say that the unearned profits of land ought to belong to the state, especially such huge, almost incredible profits as we have seen in Oklahoma and are now about to see across the State line in Texas. But, under the present system, not the State but some individuals MUST get that unearned increment. Therefore, INSIST upon your RIGHT to get YOUR SHARE of this unearned increment.

We ourselves are eager to see these lands sold at once, not to capitalists, but to investors (settlers and others) and we don't deny our own SELFISH purposes in making the ground floor price and such unparalleled easy terms to the SMALL buyers. You have your own full RIGHT to take advantage of the opportunity—more than a right, a DUTY to yourself and your family.

MR. EDWARD M. NOLEN, the immigration agent whose picture appears herewith, is one of the big business men of the West and a very fair, broadminded citizen; this is known to the Appeal readers. Mr. Nolen is the man who has made this land offer possible, and readers of the Appeal should recognize that Mr. Nolen arranged to make this liberal offer first to the readers of the Appeal—the first time this offer appeared.

Read What Mr. Nolen Says: "I personally guarantee and vouch for the careful accuracy of every statement here made. I stand back of this offer absolutely. If you don't find the land of the American Farm Lands Association FULLY as good as represented, I will personally refund to you all you have invested, with interest at 6%." FKNOW the land is even better than as stated here.

E. L. Manson, editor-in-chief of the Stratford, Texas, Star, knows this land thoroughly. The First National Bank of Stratford, Texas, personally knows the managers of the Association and, of course, knows all about the land here offered. The Colonial T. & S. Bank of Chicago carries the account and knows personally the men in the American Farm Lands Association. Every Bank in Chicago knows of the FORTUNES now being made out of American Farm Lands. Secretary Wilson of the Department of Agriculture says: "If I were a young man I would pack my grip and go to Texas."

The Texas Panhandle Now Open!

The Texas Panhandle—Analyzed by experts as, among the choicest land ever opened in America—Now to be had at the ground floor price—On the eve of a prodigious astounding advance And on terms of \$8.00 a month!

And you need not homestead this land, you need never live on it to gain or become the absolute OWNER.

THE ROCK ISLAND RAILWAY WANTS THESE LANDS SETTLED

The Rock Island Ry. pierces the Texas Panhandle. It is bending all its energies to a quick development of this wonderfully rich territory. The quicker the huge cattle ranges are cut up into small farms the sooner the Rock Island passenger and freight department will profit. For it is farming lands and not cattle ranges that enrich a railroad. Therefore, the Rock Island Ry. can afford to do much in order to develop this territory, even if for the time being the railway must make a sacrifice.

Of course, those who settle in Texas at once are the most desirable buyers of land, but we welcome any small investor who merely wants to hold a small tract for a while with the idea of settling on it later or selling it then.

A Network of Railways is coming to the Texas Panhandle. Surveys are under way. Do you realize what this means to the man buying before these roads are built? Picture it to yourself. The Texas Panhandle today—huge cattle ranges, virgin soil just being cut into quarter sections, towns springing up—lands being fenced—then—The railroads coming through—thousands of miles of rail—distant ranges converted into truck gardens tributary to a town—one acre worth as much as twenty were before.

That day is coming in the Texas Panhandle—coming very soon—and coming very surely, just as surely as the day follows the night, just as surely as it has come across the state line in Oklahoma. That network of railways will make land prices SOAR.

See next page for details of the most Stupendous offer ever made to Appeal readers

# TEXAS PANHANDLE Now Open

This map of the United States shows the relative location of the Texas Panhandle. It is called a Panhandle, not on account of the shape of the state, but because of the slope of the land. For the entire Texas Panhandle is an immense plateau sloping down toward the gulf coast.

The land now being offered is in the extreme northern part of the state—Sherman County, adjoining Oklahoma. This land being nearest to the high-priced Oklahoma farms will rise first in value. Moreover it is in this section of the Panhandle that the greatest railroad activity is taking place.

The main line of the Rock Island Railway traverses the land with the Sante Fe further south. In Oklahoma, just across the Texas state line there is a net work of railroads and it seems now only a matter of months until the railway net will extend into Texas.

The land offered is purely agricultural, but there are coal fields to the west. All mineral rights, of course, go with the purchase of any land.



Look at this map—do you notice something about the United States that has not struck you before?

Here is the point—the Texas Panhandle, seemingly in the far, far southwest is in reality almost midway between ocean and ocean. Omaha is exactly midway, and the Texas Panhandle is almost directly south of Omaha.

Think of St. Louis, Memphis, Kansas City. The Texas Panhandle is almost a direct gateway to the west, south and southwest.

The question has been asked—if this territory has such marked natural advantages, why has it not been developed long ago? We can not answer that question; we do not know; presumably nobody knows. It is simply one of those accidents, those whims of humankind.

Just as the development, the railroad activity, the influx of settlers, the rise of land values, did not begin in Nebraska until after California boom days, so the day of Texas was belated.

But the day of Texas is here now. The development of Texas is going on today with giant strides. And we are making history nowadays faster, much faster, than fifty years, yes faster than ten years ago.

## Choice Virgin Land at the Ground Floor Price

And you need not homestead this land to secure a clear title. You need not live on it a single day, nor even see it to gain full ownership—no formalities whatever—your \$8.00 a month protects you, makes you a LAND OWNER.

You are not asked for any advance payment whatever—no money down—just \$8.00 per month on the saving's bank plan—positively absolutely GUARANTEED to be the ground floor price—no interest, no taxes, no brokerage.

### Now Read:—

To the man seeking a sane, sure and profitable investment, the most promising opportunity is in land.

Land is fixed—unalterable—indestructible.

Land cannot be stolen, nor embezzled, nor destroyed by fire.

Whatever of your savings you invest in good land is bound to come back with added value.

Banks break; gold mines grow exhausted. Land—good land—stands like a rock against adversity—against calamity—against poverty.

Good land is the poor man's unparalleled savings bank.

#### New Epoch in Land

And right now there is one of these epoch-making opportunities in land investment.

Right now there is just such an opportunity as existed once when Chicago real estate soared from \$1 a foot to \$50; or as when Oklahoma lands were opened to the public and the homesteaders flocked over the territory, raising the price of the land from a couple of dollars an acre to \$75 and more.

Such an opportunity exists right now. For the Texas Panhandle is open.

Open both to settlers and investors. You can take up a farm and live there, or you can stay at home and gain a tithe without ever homesteading or living on the land, in fact, without seeing it if you so choose.

#### Advantages of Texas

This Texas Panhandle offers perhaps greater opportunities for investors than even California and Oklahoma offered in times past. There are many clear reasons for this. Take just a glance:



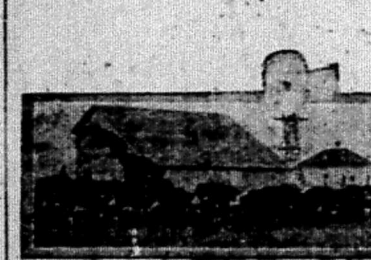
Look at this Panhandle farmer showing you the alfalfa he has raised. Alfalfa is king. There is nothing better for growing hogs. Five acres of alfalfa well matured will support 100 head of hogs. A great many hogs in Northern Texas are raised on alfalfa alone as a forage crop. Breed or Grade (the greatest journal and authority on stock farming in the world.)

The great state of Texas is amongst the last of the fertile agricultural areas of the United States to be settled. Rich land, once plentiful in this country, now is fast disappearing. The growth of immigration and the natural growth of America's population is breaking down all frontiers and there is an ever increasing movement toward the little good land there is still left.

The crowding of the cities, with their ever increasing congestion of the working class and growing difficulty of making a living, is driving the proletariat into the farming community. So the movement for remaining land has behind it the great power of human need—and that is irresistible.

#### What Immigration Means

This pressure is moving most strongly in the direction of Texas. It is a steady stream of immigration of the land-hungry, and it soon will become a flood. Tides of immigration mean rise in values, and this means that the value of Texas lands will



A Sherman County Stock Farm.

grow and leap, adding a vast increase of wealth to those who are first in the field.

This is as inevitable as time, or tide, or the seasons.

That anyone, without going to the Texas country, without living there, with just a moderate outlay, can lay the foundation for his independence—who knows, perhaps a fortune—It is this that makes of land—good Texas land—the Gibraltar of investment. It is founded on the rock of security. It is the Aladdin's lamp, bought for a song, which you have only to rub, and it brings ease and fortune.

#### Texas—the Giant

Texas! Great Texas! Texas has no vast area that enormous populations can be gulped by it and digested. Its immense people and wonderful resources some day not far off, will feed the entire nation without the need of help from another state.

Malthus, economist of another age, feared our race would die out because the food supply of the world lagged behind the growth of population. But Malthus did not reckon with man's ingenuity—with machinery—with the wonderful human power to make two blades of grass from where one grew before.

In this task of feeding the world Texas will play a giant's part. Its position for soil and climate makes it truly a land of promise and accounts for the cry: "On to Texas!" that is ringing and echoing through the crowded east.

Texas! Boundless wealth is there—flowing with the promise of nature's lavish bounty. And those who take the tide before the flood—will be led to fortune.

#### Where Land is Choice

Texas is rich in soil. And amongst some of the choicest of its soil is Sherman county—in the wonderful Panhandle. The Panhandle is wonderful because of its fertility, the rare quality of its climate, its lavish

new under cultivation. It joins the new state of Oklahoma, an area recently seized on by the land-hungry, and now blooming—a land where manhood is finding its freest expression—the most progressive state in the Union.

It was but a few years ago that land in Oklahoma lay idle—seemed worthless. A few pioneers, a few immigrants, blazed the way; others came; soon the tide began to flow—and there came the flood to Oklahoma. The land that a year before was sold for a song brought big prices—and then a year later the same Oklahoma land was gobbled up at still greater prices. At \$10 an acre in 1890; at \$75 an acre in 1900! And in 1908—now—it is \$100 an acre!

That is the story of Oklahoma. And right across the state line lies the Texas Panhandle with still more fertile fields, far richer soil. On this Texas soil vast herds of cattle have roamed for decades, fertilizing the great prairies.

Progress—need for land—has driven these from the great fields to make way for the plow, and so a soil richer and rarer than

expanding zone. Stratford is the county seat. In every direction stretch the broad, level prairies, now marked by busy scenes. Residences and business blocks are going up. Where but a short time before a ranch house stood there stands the busy town of Stratford—lastly, pushing, growing. Through it moves the main line of Chicago, Rock Island & Pacific railroad.

#### The Railroads Work for You

Do you know what a railroad means to a freshly opened country—what it means to the man who wants to put his little savings into a virgin land? It means that every resource of the great railroad's capital, every energy of the mechanism of a great industrial organization, will be used to bring settlers to the land, bring the markets of the world to its doors, enrich every blessed acre of it, for every atom of value added to the land means added value to the railroad.

There is a keen satisfaction to the investor in having the railroad bend all its powers to raise the value of his land. The railroad works for you. It advertises the land, it improves its lines with branches, it sends its agents to every part of the United States—even to Europe—to sound the praises of the land it traverses that swarms of settlers might come.

There are other railway plans for Sherman county, too. Surveys are being made for another line. As population grows still other railways will extend to tap this fertile spot, and all markets will be at Sherman county's call.

Three months ago there was talk of a new railroad (said to be a branch of the Santa Fe) running through Sherman county. Now it is no longer mere talk. Surveyors went over the land a few weeks ago and the survey goes right through the very virgin tracts that are now being offered. This, we merely mention, but IT IS ONE OF THE POINTS the investor wants to keep quietly in mind.

#### What Eight Years Have Done

Before 1901 Stratford wasn't Stratford—there wasn't any. There were hardly 100 persons in Sherman county. It is only a few years and Stratford has two banks, a court house, a school, a newspaper, stores and lumber yards, a grain elevator, many handsome residences—in fact, it is a live, bustling little city.

There is nothing of the "boom" about it. It was not built on "shams." Its growth is the steady, solid growth of material wealth—the growth that marks the progress of a substantial city that takes no stride that isn't backed by solid wealth. It means a safe, sustained progress that has marked all the big cities of the west in their early stages—cities like Chicago, Omaha, Kansas City, Los Angeles.

In fact, as a market center the Panhandle really has a more promising future than even Chicago had. You know it was its natural location as a market center that doubled Chicago's population every few months. And it is the geographical market location that will help the Texas Panhandle almost as much as the quality of the soil.



Here's the way they steam-plow the virgin soil in the Panhandle. There are a number of these steam plow outfits in Sherman County now. It's the twentieth century method, and it makes a wonderful, quick improvement in the soil, while enhancing the value of every acre near by. From this actual picture you gain some idea of the beautiful level country.

#### Favored Like Chicago

Stratford enjoys a freight rate of about 15 cents a hundred to the gulf seaboard at Galveston.

Above is a simple statement—but it is all-important to the owner of Sherman county land. These advantages mean that the farmer can sell everything he can raise on these rich acres.

Lands with such a market always will be in great demand. With a low freight rate to the seaboard, Sherman county farmers have the benefit of the market quotations of the entire world—especially of Europe, so dependent on our country for its food supply.

Central states farmers are dependent on the Chicago market.

The New York market (seaboard) is the Chicago market, plus the freight rate, plus the commission fees, plus switching charges and plus a lot of other things. But the Sherman county farmer has a seaboard market of his own to sell his grain or stock to Europe. He also has a railroad to ship his fruits and vegetables to the big cities, and he has the towns and cities of Texas as an extra market.

Stratford is being built for the permanent needs of a growing population—the needs of the prosperous agricultural community of Sherman county. Its school facilities are as good as anywhere in a town of the same size. Graduates are admitted to the leading educational institutions of the state without examination.

There are more churches in Stratford than in many an eastern community of the

same size—and practically all the denominations are cared for.

There are no saloons in Stratford.

The fraternal societies are already there—there are lodges of Masons, Knights of Pythias, Modern Woodmen of America, W. O. W., and O. E. S.

No hot winds, no cyclones, no hot nights, no extreme weather, no yellow fever, no malaria, no sunstrokes, no mosquitoes—not a drain on human strength.

#### Land Going Fast

This kind of a country is not going to be available to the investor for long. Day by day sees its parcels of land go into settlers' hands. But a short time, and all will be gone. Quick action must move the man who craves for "a bit of land and independence."

The investor who puts his little money into this land now—before the railroads cover the country and send prices skyward—is the man who will reap the value sure to follow as the night the day.

To revert again to Oklahoma, let us remind you how prices went skyward when the railroads came. Sherman county land, with the same soil as that of Oklahoma, is now selling at but a fraction of what land in Oklahoma brings, and Oklahoma is just next door. The Texas land, however, has many advantages over the land of its neighboring state in the fertility of its soil and the close proximity of the coal deposits of New Mexico, just over the state line.

Coal is one of the greatest magnets to draw railroads. The fine agricultural land that is near a supply of coal is sure to be blessed by the favor of the railroads. And railroad building is an industry that soon is bound to expand on a large scale in Sherman county.

#### How Fortune Smiles

The man who buys a farm in Sherman county right now, and pays for it out of his savings, even if he does not care to farm or rent out the rich soil, can, if he waits a few years, become independently wealthy because of the enhanced value of his land the railroads will bring.

James J. Hill, the railroad king, who, perhaps more than all railroad magnates of

the country, possesses a clear and prophetic vision, says that in the next ten years the railroads will have to spend \$1,000,000,000 each year to provide new construction and equipment for rapidly growing traffic.

Sherman county will get its share, you may be absolutely SURE. Its favorable location, its rich soil, its lavishness of production cannot be ignored. And the tide of immigration is moving in its direction in a steadily growing stream. There is the greatest favorable incentive for railroad building, not next year, or the year after, but right now.

(We told you above that the surveyors for the new road, said to be a branch of the Santa Fe have quite recently been right over the land of which you can now get a



PANHANDLE INDIAN CORN.

Compare the height of this Indian Corn with the men—note the luxuriant growth. A few years ago the cattle men said Indian Corn would not grow in Texas. Above is ample proof that Indian Corn WILL grow in Sherman County—higher than a man's head. The truth is that the Texas Panhandle will soon rival Illinois, Iowa and Nebraska in the production of Indian Corn. They have the natural rainfall and favorable climatic conditions to raise Corn and all large crops.

**Important—Don't fail to see last page of this supplement for questions and answers.**



# Questions and Answers: Read

## WHAT is the offer of the American Farm Lands Association?

An offer to sell to the PEOPLE the choicest Texas land at the ground floor price and on terms of nothing more than just \$8.00 a month for each twenty acres, without interest, taxes or brokerage.

## WHERE is this land located?

In the Panhandle of Texas, in the regions tributary to the Rock Island Railroad. The best land, the land bringing greatest returns, is sold first.

## WHO Owns These Texas Panhandle Lands--The Rock Island Ry.?

No, not at all. The railroad is neither buying nor selling. Title has come from various parties who have bought in big tracts. While we do not deny that we have our own selfish object in offering the ground floor price and such easy payment terms to small investors, the railroad is not disposing of its own land. But you can readily see how railroads will profit by the development of the land in small tracts, and the purchase of small tracts by people who will settle there soon and who will sell to settlers. The profit of the sellers lies in the purchase of huge cattle ranges and then resell as farms and town lots. Your dealings are entirely with Mr. E. M. Nolen, who has been appointed Immigration Agent of the Rock Island Railroad, and with the American Farm Lands Association. These are business people of the highest standing, otherwise this supplement would never have been published in the APPEAL.

## WHY is the title specially good?

Because this is virgin soil; it has passed through exceptionally few hands--almost direct from the State of Texas to us. There are none of the big, long complications of title you find on older land. And, in addition, this title is twice examined before it is passed over to you; and finally the abstracts are absolutely guaranteed by the great Title Guarantee Abstract Company, of Texas.

## WHAT are the advantages of Texas?

The Texas Panhandle offers the greatest opportunities today to the land buyers anywhere in the world. More than that, it offers perhaps the greatest opportunity ever offered to the land investor in the history of our country. It is virgin soil. The cattle rangers have left it and the farmers can get it now. The soil is among the richest in America. It is being settled now and the country is bound to go through a period of wonderfully growing land values, more wonderful than Iowa thirty years ago, or Oklahoma ten years ago.

## WHY are these lands such bargains?

Because land selling at one quarter the price of Northern land is producing bigger crops than Northern land. The Panhandle land right now ought to sell at four times the present price--and it will very shortly. As the settlers pour in, it will advance every day. The reason this wonderful productive Texas land is selling at such a low price compared with Northern land is simply that people have neglected these opportunities.

Now that the people are waking up to these opportunities--now that the demand is starting for the Texas Panhandle lands--it is now a matter of days until the land will rise and rise in value. Those who seize time by the forelock get the benefit.

## WILL you pay my expense to Texas?

No. If you do want to go to the land, we shall be glad to advise you about railroad fares, hotel accommodations, etc. But we cannot pay any railroad fares or other expenses ourselves as long as we are selling land at the ground floor price at which we are now offering it. One reason we can sell this choicest land at such a bargain is because we do not pay the expenses of ten people on a trip in order to sell to one of them.

## DO I have to go to the land, see it or live on it to gain a clear title?

No, you need not homestead the land nor go through any other formality. Just your \$8.00 a month protects you. Any time you want to, you can sell your equity--we will offer it for sale for you whenever you say the word.

## DOES the settler who goes down there have any advantage over me?

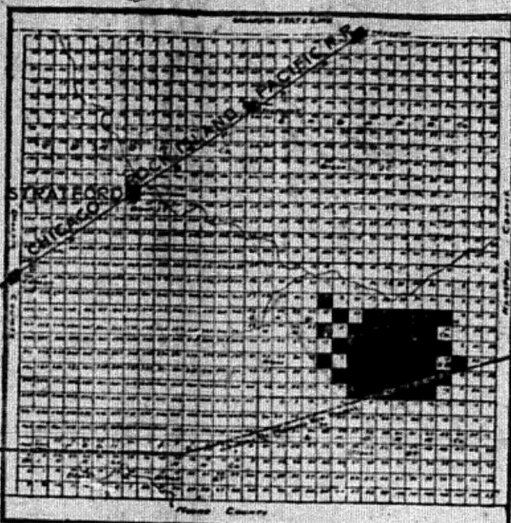
No. He is at a disadvantage. If you want to go down there write us and we will put you in touch with our representative who will get you some of the Association land if you wish it. But, those who clinch their land by mail now have the advantage over those who wait even five days to go down there. The best land is going wonderfully fast, and the best land is going first. A postage stamp clinches your farm. A letter written today. And Uncle Sam's mail to us will beat any train of settlers going to Texas.

## HOW do I know the land is the choicest without investigating further?

The high character of the men in the American Farm Land Association ought to assure you of this. But you can, if you wish, write to the First National Bank of Stratford, Texas, or to Mr. E. L. Manson, Editor of the Stratford (Texas) Star, or the Colonial Trust & Savings Bank, of Chicago, or read what Mr. E. C. Howe, Advertising Manager of the "Appeal to Reason," Hartford Building, Chicago, says in the first column on the first page of this supplement.

## WHAT is the price of the land?

The ground floor price--ASSURED in every instance. We have land at \$8 an acre, \$15 an acre, \$20 an acre, and \$30 an acre. It is the \$20 land we advise the INVESTOR TO BUY. However, we will sell you whichever land you want. For naturally in buying large tracts there is some land not as good as other land; for instance, land in the brakes, and sandy land, which the association must take, along with the choice land. None of this poorer land is included in the \$20 tracts.



Here is a map of Sherman County, Texas, bordering on state line of Oklahoma, and traversed by the Rock Island's main line. The black section shows the choice tracts now being sold.

## WILL you sell me \$8.00 land?

Yes, we will sell it to you if you want it. We can sell you tillable land, land that will some day be farmer's land, with title fully guaranteed, as low as \$8.00 an acre. This is not fake land, but broken land, some rough, some sandy, some of which our investment company was obliged to take while buying the choice tracts, and it is land which we should be very glad to unload, as it will sell much harder than our higher priced land. The reason we recommend only the other land now is because that it is the choice land which the settlers will want and which you will be able to sell when you are ready, at your price. The \$8.00 land will probably rise, perhaps double in value in time, but while it doubles the other land will quadruple in value. Still, if you want Texas land at \$8.00 or \$10.00 an acre, write us and we will sell you all you want on easy terms, provided you clearly understand that the American Farm Lands Association does not represent this land as anything special, nor is recommending its purchase.

This is also Texas land at \$2.00 and \$3.00 an acre, but it is not worth 20c an acre, nor will it ever be while you live, and we have none of it to offer. The American Farm Lands Association refuses to have anything to do with that kind of "cheap" land, especially when we are selling to people who do not see the land and who rely upon the honesty of the Association to do what is right.

Bear in mind also that our land is really \$3.00 below the price we quote you, as we pay all interest, charge no commission and pay all taxes while you are paying us.

## WHY do you recommend the \$20 land?

Because it is the choicest quality in the choicest Sherman County district. Here there will be ten times the demand for this land as for the cheaper tracts. Therefore it is better and more profitable to buy a smaller tract at \$20 rather than a bigger tract at a lower price. On the other hand, if you merely wish to invest, it will not pay you to buy our high priced lands, as the \$20 price is due not to superior quality but merely to

nearness to the railroad, and that will mean practically nothing in short order.

## IS the \$20.00 land really "as good" as the best of the \$40.00 land?

Absolutely. The people right in Stratford will tell you so. The only reason we can offer our choicest land at such a surprisingly low price is because we secured it in time. If you want to pay more we will sell you \$40.00 land, but we recommend the choicest quality land at the lower price. The \$40.00 land is liable to go to \$100.00 and more quite soon, but while it is rising our other lands, too, will rise to perhaps \$100.00 and more. The \$40.00 land is just outside of Stratford, is already tilled, farmed out and producing; hence it has risen. The virgin soil, somewhat further out from town, to be tilled, to be ready to produce; hence it is to rise. As the settlers pour in, this distance from town gets to mean practically nothing. The choicest land not too near to town is the BEST investment for you. Get it now and you get the land that is bound very soon to be in the same identical condition as the \$40.00 land is today.

## HOW far is the \$20.00 land from the Rock Island Railroad's Main Line?

From twelve to eighteen miles. That may seem a lot to you in the north, but it is nothing much to a country like Texas. In Canada they are selling farm land 125 and 150 miles from the railroad. Moreover, the network of railroads coming into Texas throws out all calculations about location, and the man who now takes the choicest land, which is cheap on account of present location, is the wise man. It is this very land which is rising so fast in value. Settlers are pouring in so fast and so much railroad work is projected that the \$20 land is bound to be the most profitable.

## ARE the prospects of \$20.00 land really the BEST of any of your land?

Yes. The price was fixed at a time when the land was sure to be just as valuable. For when we secured this \$20 land it was expected that a railroad (said to be a branch of the Santa Fe) might soon go just outside of Stratford and right through this land. This price was made without reference to this prospect. Now this prospect of a new railroad is declared a certainty. The surveyors have already gone through the land again--your land--the work is beyond the planning stage and the new railroad is the talk of Stratford. The report is that work on the railroad will begin in a few weeks and other railroads positively will follow.

Without the new railroad, land values will rise wonderfully. With the new railroad, land values will rise FABULOUSLY.

## CAN I buy whichever price land I choose?

Yes, certainly. If you understand exactly what we recommend, we have no objection to making you an easy, very easy, \$8.00 a month terms on any land you may wish to buy, except that in case you wish land that is in town or extremely close to town, special terms may have to be made.

## WHAT are your regular terms?

Eight dollars per month for each 20 acres purchased. We do not sell less than 20 acres. You can buy 20, 40, 60, 80, 100, 120, 140 or 160 acres just as you choose; \$8.00 per month for 20 acres, \$16.00 for 40 acres, \$24.00

for 60 acres; and so on. Our extra liberal contract fully explains.

## WHAT if I pay cash, or cash in part?

For cash we will allow the 6 per cent interest which it would otherwise cost us to carry the land on monthly payments; that is the best we can do, as we are already making the ground floor price to those who buy on time. Send whatever cash you wish, cash in full or part cash, and we will allow you the discount and figure it out for you exactly on 20, 40, 80 acres, or whatever land you order.

## IF I pay several months in advance, what concessions can I obtain?

We will then allow you, of course, to omit the monthly payments any months that suit you for the number of months you paid in advance. Many people like this plan. For instance, if you want only twenty acres at \$8.00 a month, but have \$24.00 to spare, you can, if you wish, send the \$24.00 and let two months go by without paying; or, you may keep right on sending \$8.00 a month, and any time you want to skip payments on two months you have the right to do so. This we allow in addition to other protection on lapses.

## HOW many acres do you advise me to buy?

We do not advise any man to overload on land. Buy as much as you can afford to save (on our monthly payment plan). Of course, the more land you buy, the more profit you will make; if you can put \$16.00 a month aside as a savings, you can naturally buy two 20-acre tracts and make twice as much; or three times as much by saving \$24.00 a month and buying three 20-acre tracts. But 20 acres is enough for a good, big, profitable investment. That tract alone will bring enough profit to make you independent--that is, when you sell it for a truck farm.

Those who want to go now and farm the land at once, should figure on a good size tract--60 acres at \$24.00 per month, or perhaps a little larger tract. A settler, while paying for the land itself on the easiest payments, should, of course, have some extra cash saved up when he goes down there. This cash will go to building a house and tilling the land, etc. Then a first year's crop will often pay for the entire land in full.

Those who do not expect to settle in Texas now can clinch their land without any capital--just your \$8.00 or \$16.00 or \$24.00 or more (as you choose), put away each month, will make you a well-to-do land owner.

## WHAT tract will you select for me?

The tracts which we are offering this very week--these are the very best tracts. They lie in Sherman County, which borders on the state line of Oklahoma. Naturally we offer the best land first. These tracts are marked on the map. Send your order now and we will assign you immediately a tract tributary to Stratford and lying right by the projected railroad. We assign in the order the order blanks are received. State whether you want \$20 land or other land.

If you address your order direct to Mr. Nolen he will personally select for you the tract he considers BEST, in order in which applications are received.

# NOW--Can YOU Answer THESE Questions?

**How much would a train load of cotton be worth if that were all there was in the world--and no more could ever be obtained?**

We tell you frankly, nobody can answer this question. The worth of that cotton would be fabulous--more than a train load of gold, or silver, or diamonds. Because cotton is a necessity, and what would we do without it? Can anybody say?

**How much would a herd of 100 horses be worth if there were no more?**

This is another question you cannot answer. No one knows. The figure would probably go beyond our imagination. At least, we know that every horse of that herd would be worth a thousand--yes, perhaps ten thousand times what horses are worth now.

**What would water be worth if it were announced today that in five years there would be no more water? No more water to be had for you and me.**

Here is a question which cannot help but around the thinking man. To have a necessity taken away--a thing which means life--without which the human heart would cease to beat--and the human body would crumble into waste. What WOULD water be worth? What would it be worth tomorrow? and what would it be worth in two years? Then what would it be worth in four years?

Water would be so priceless that no power of imagination can conceive what even one mouthful would be worth. And yet water today is FREE--free as the air. Every human being--every beast--every bird can find enough water to drink. But if the water supply were to be cut off in five years!

**When there is no more cheap land--when all the land has been taken up--what WILL LAND BE WORTH?**

You can't answer that question. We can't answer it. No one can answer it. Yet this is a condition which faces us. We know that there will always be enough cotton. We know that there will always be enough horses. We know that there will always be enough water.

But there can never be but one crop of farm land, and we know, too, that the time is coming when there will be no more land--no more for you and me--no more cheap land.

Then there will be a hundred demands for every acre. Fabulous prices will rule. The man with land will be king. It is the man with the land who will control. It will be here in America as it is in England and Ireland and Germany now. Land prices will rise enormously.

**AND RIGHT NOW** that era is upon us. The tremendous demand for land is exceeding the supply.

**THE LAST** of the untilled virgin lands are being taken up. These virgin lands are the only first-class soil still left at low prices. The people are learning the value of this land, the demand is growing like an avalanche, and that is the reason prices are advancing almost daily.

## Now is the Time

**to put your savings into land**

--into those very lands which are still virgin soil and to be had at low prices. Not "cheap" land--not land that is cheap because it is poor.

But land that is cheap because the demand has not yet pressed prices up to the soil's real producing value.

Investment in such choice lands in a young, growing county has **always** meant fortunes for the investors.

And right now--in the Texas Panhandle--is the best of those opportunities.

Remember what happened just across the state line when Oklahoma land soared from \$20.00 an acre to \$75.00 an acre and more.

**Others grew rich in Oklahoma. It is your opportunity now in Texas.**

OUT OR TEAR ALONG DOTTED LINES

**ORDER BLANK**

Date \_\_\_\_\_ 190\_\_

AMERICAN FARM LANDS ASSOCIATION,  
1163 First National Bank Building,  
CHICAGO, ILLINOIS, U. S. A.

Gentlemen: Please enter my order for \_\_\_\_\_ Acres  
(Write here the number of acres you wish to purchase, whether 20, or 40, or 60, or 80, or 100, up to 160)  
of your CHOICE SELECTED Panhandle Land, in Sherman County, Texas,  
for which I agree to pay \$20.00 per acre on terms of \_\_\_\_\_ Dollars per Month  
(Write in here the amount to be paid each month--\$8.00 a month for 20 acres, \$16.00 a month for 40 acres, etc.)  
until paid for, subject to the terms and conditions on your contract--**No Interest, No Taxes, No Brokerage, No Recording Fees.**

I enclose \_\_\_\_\_ in part for my first monthly payment and will send monthly payments in full hereafter.  
(In case full first monthly payment is not enclosed herewith) I will send remainder of first month's payment, state when \_\_\_\_\_  
If more than full amount of first month's payment or cash in full is sent, state here \_\_\_\_\_

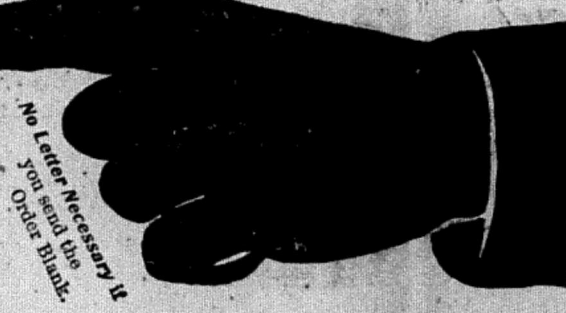
Upon receipt of this, send me your acknowledgment and advise me which tract has been allotted to me.

My Name \_\_\_\_\_

Postoffice \_\_\_\_\_ State \_\_\_\_\_

Age \_\_\_\_\_ Married or Single? \_\_\_\_\_ Occupation \_\_\_\_\_

FREE: A copy of the Southwest Trail published by the Rock Island R. R., will be sent free when you send your name and address.



No Letter Necessary if You send the Order Blank.

# START TODAY

## On the Road to Independence

Start today to become a land owner. We have now told you all about this offer in this four page supplement. Now if you want this opportunity--**act**. We hope to have you with us. But the best tracts are going fast and it is only a fair rule: **First come, first served.**

Address your envelope to Mr. E. M. Nolen, Manager of the American Farm Lands Association, 1163 First National Bank Bldg., Chicago, Ill. Mark it "personal" and I will see to it personally that you get a first-class tract--the very best tract to be had--and of course in the order in which Order Blanks are received.

If you want to know anything further which has not been explained in this four page supplement, write me and I will be glad to answer any questions. But I think we have told you all and you can decide yourself. We advise you to order now and clinch the choicest land at once.

**Remember, your money back** with interest any time within three months if you are not satisfied, exactly as per terms of contract. **You take no risk.** The fact that this four page offer is published in the Appeal to Reason ought to be a sufficient guarantee. But we go farther than that. We leave it to you to decide through your friends as eye witnesses even after you have started paying for the land. We do not hesitate to do this for we realize that the more you know about the land the more anxious you will be to keep it after having clinched your contract at the present ground floor price.

**Send the order at once.** State how many acres you want. Enclose first payment with order, but if you do not find it convenient to send the full first payment today, we allow you to clinch your farm by making a part of the first payment now and the remainder of that payment some time during the month. This will protect you fully. Remember: **first come, first served.**

**I must allot the CHOICEST farms in the order in which Applications are received.**

**EDWARD W. NOLEN, IMMIGRATION AGENT, 1163 First National Bank Bldg., CHICAGO**