DESERET EVENING NEWS THURSDAY JULY 23 1908





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The Deseret News offers this year what we believe to be the most extraordinary subscription offer ever made to the reading public. It is strong, desirable, and exceptional in its character and should be taken advantage of at once by new and old subscribers.

Magazines are among the necessities of modern life. They are not merely entertaining but serve as friends and advisers to the members of the household. Ably edited they become valuable in a thousand ways in a home.

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The Cosmopolitan is easily among the leaders of our popular American Magazines-the very best of the \$1.00 and \$1.50 publications. Everybody knows how good it has been and it is constantly growing better.

It has more wheat and less chaff than any other Magazine published. Here are a few of its notable contributors.

Charles Edward Russell, Alfred Henry Lewis, Jack London, Alan Dale, Ambrose Bierce, Ella Wheeler Wilcox, E. Phillips Openheim, Ellis Parker Butler, Elbert Hubbard.

Whether story, poem or picture, whether dealing with science, art or the world's work and problems, they find place in its pages only after the most discriminating selection and because they are the best of their kind.

The National Home Journal

There has long been room for a great, big, home and family magazine. nicely printed and finely illustrated, at 50 cents a year. The National Home Journal is IT.

It is full journal size 111/4 x16 inches, from 32 to 40 pages each issue printed on fine paper, with a beautiful cover in colors.

It has everything any of the other home journals have and many additional features, such as articles on current events, town and neighborhood improvement, travel articles, nature study, etc.

Here are a few of the contributors whose work appears in a single issue.

Grace MacGowan Cooke, Charlotte Perkins Gilman, Day Allen Willey, Martha McCulloch Williams, Virginia King Frye, Prof. Bliss, Eben E. Rexford, Charles Frederick Goss and many other of America's brightest writers



Has been standing for the farmer and the farm home for the past

Has been standing for the farmer and the farm home for the past twenty-six years and it is said to go into more actual farm homes, in propor-tion to circulation, than any other paper published in America. The phenomenal growth of Farm News during the past two years, now approximating 250,000 copies a month the greatest proof possible that it is appreciated by farmers and their families. One of the greatest elements of strength in Farm News is that it has been "the people's paper." dealing with practical, not fancy farming—just the sort of farming and the same problems that are met day by day on the farm. farm.

For 1907-1908 the editorial staff will contain such well-known and practical people as E. L. Vincent, Dr. C. D. Smead, N. P. Hull, A. L. Boyden, Prof. A. M. Soule, Prof. P. G. Holden, P. S. Valentine, Edwin L. Arthur, Olin A. Dobbins, Mrs. Lida K. Wiggins, Mrs. M. M. Wood and Mrs. Helen Watts-McVey. To these will be added special contribu-tions of exceptional merit from recognized authorities throughout the Vear.

SAMPLE COPIES MAY BE SEEN IN THIS OFFICE-CALL AND SEE THEM The Deseret News' Proposition Is As Follows:

Every person subscribing for the Daily News for six months (price \$4.50,) or for the Saturday or Semi-weekly News one year [price \$2.00] will be entitled to the Cosmopolitan Magazine THREE MONTHS. The National Home Journal, ONE YEAR, and the Farm News ONE YEAR without any cost.

We pre-pay the postage, but the three magazines will be sent to only one address. Old subscribers to the Daily, Semi-weekly or Saturday News, can have all three magazines FREE on the same terms, by paying up arrears and subscribing in advance.

This offer will be open only a short time.

