

Business "Farm and Dairy" Turns Away

¶ In the face of considerable immediate curtailment of our revenue we bar from the columns of Farm and Dairy: Patent Medicine, Electric Belt, "Something-for-Nothing," Liquor, Tobacco, and all forms of questionable advertising. ¶ Thus we protect "Our People"—Thus we are able to absolutely guarantee all Farm and Dairy advertisers to our readers. ¶ We make "no bones" about turning away this business. We are of the firm conviction that ultimately the right must triumph. Our gain must ultimately come. Indeed it is even now and has been coming faster and faster. It is enough now for us to know that "Our People" appreciate the stand we have taken to keep all the fake and objectionable out of Farm and Dairy, and this your favorite farm paper is absolutely clean and a warm friend in your home.

Problem

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The collage contains numerous advertisements for patent medicines and health products. Key ads include:

- Nervous Debility:** "The most powerful and reliable remedy for all cases of Nervous Debility, Headache, Dizziness, and all other ailments of the nervous system." Features an illustration of a man's face.
- To Women Who Dread Motherhood:** "A safe and reliable remedy for all cases of female weakness, irregular menstruation, and all other ailments of the female system." Features an illustration of a woman.
- Varicose Veins Cured:** "The only cure for varicose veins, hemorrhoids, and all other ailments of the blood." Features an illustration of a man's leg.
- Gray Hair:** "The only cure for gray hair, baldness, and all other ailments of the hair." Features an illustration of a man's head.
- Nervous, Lifeless Debilitated Men:** "The only cure for nervous debility, loss of energy, and all other ailments of the nervous system." Features an illustration of a man's face.
- Your Blood is Tainted:** "The only cure for all cases of blood poisoning, skin diseases, and all other ailments of the blood." Features an illustration of a man's face.
- Sowing His Wild Oats:** "The only cure for all cases of venereal disease, syphilis, and all other ailments of the blood." Features an illustration of a man's face.
- Rupture:** "The only cure for all cases of hernia, rupture, and all other ailments of the abdominal wall." Features an illustration of a man's torso.
- Free Magnificent Phonograph:** "A free gift to all who purchase a certain quantity of our medicine." Features an illustration of a gramophone.
- Free Cash Prize:** "A free cash prize to all who solve a certain puzzle." Features an illustration of a puzzle.
- Free Cure for Rheumatism:** "A free cure for all cases of rheumatism, gout, and all other ailments of the joints." Features an illustration of a man's leg.

We know that you would rather not have ads. like these in Farm and Dairy, which is Always Absolutely Safe for your Daughters, your Boys and for Mother to Read

We do not say that all or any of these advertisements are frauds, or quacks. In appearance, however, they border on that line of the "unsafe" and unwholesome. Thus we prefer to forego the big revenue that is available from them and thus keep Farm and Dairy columns above even the shadow of suspicion. You can rely absolutely on all Farm and Dairy advertisements. We guarantee them absolutely. Read again our guarantee (first column editorial page), now superseding our older "Protective Policy," which for over 15 years has been the guaranty to "Our People" that advertisers in Farm and Dairy are reliable. You can depend absolutely on the advertisers admitted into Farm and Dairy columns