

LETTER FROM MINDANAO.

Ambroz J. Bilger Tells of a Soldier's Life.

STORY OF EIGHT-MILE RIDE

Natives are Glad to Have American Protection—Soldiers Experience Considerable Guard Duty—The Native Drinks Sea Shells are Plenty.

Dr. G. F. Bilger has received from his son, Ambrose, a letter from which The News is permitted to quote for the information of the young man's friends. The letter is dated May 11 and was written from Oranquieta, Mindanao, Philippine Islands, where the young man is serving in company I, Tenth regiment, U. S. regular infantry. He states that he has had no chance to write for two weeks because there has been no opportunity to send or receive mail, as they are about 500 miles from Manila and out of the way of the main boats continuing he says: "I am well and like this place very much, although we see no one but Filipinos."

"We have 65 native, two Chinese and four garrison prisoners; that means 71 prisoners in all, and there are only 126 American soldiers and 30 native scouts. The scouts say that if the regular soldiers left they would get their heads cut off by the insurgents. The native soldiers or scouts do one-half as much duty as the American soldiers and are but one-fourth as strong in numbers, but an American is equal to about six natives in fighting strength. I am trying to learn the native language so that I can understand them. I can already understand a good many words. I think that if a person wants he can learn the language in about three months. Most of them speak Spanish, so that makes it much easier, as we have translating books. We are doing pretty heavy guard duty, a man only getting three nights in out of four. We have guard mount at 8 o'clock in the morning and are on till 8 o'clock the next morning, then drill from 4 to 5 in the evening and retreat at 5:30. Next morning we 'chase' prisoners all day—that is see that they clean up the town and do all the odd work there is to be done. One man usually has from two to six men to look after and if one tries to get away shoot him down. A prisoner's life here is not worth much, as most of them are very treacherous."

"I just came off guard this morning. I was on outpost duty last night where we expect our first attack. It is about a mile from headquarters and our orders were to halt twice and shoot the third time but there was no shooting done. I have been on guard three times in ten days, so you can tell that we get there quite often. There are 110 for duty, and mount 25 every forday guard duty—that means business here."

"We relieved company I, Fortieth Volunteers. A few of them were very good shots and now the natives think all American soldiers are good shots. They say when 'Americano boom sing' they come very close and they don't like that. The natives in town treat the boys very nicely because they are afraid of them although they know they are safe from their worst enemy, the insurgents. They are afraid of their necks for the insurgents kill the people in town when they come. 'Americano boom boom'—cut their heads off—they draw their hands across their necks as a sign."

"You should hear the band they have here. It would beat a great many American bands if they had a few more different pieces. They play both American and Spanish airs and do it very nicely. I expect to go and hear the band play at the cock fights here this afternoon. They have cock fights every Sunday here—church in the forenoon and betting on the best rooster in the afternoon is the way they spend the day."

"We have a very nice post here. In our back yard there are a large number of coconut trees planted in rows. We have a few horses and 30 of our men are detailed for mounted duty. Last Wednesday the mounted detail went out on a march for about eight miles. I went with the detachment, taking the place of one of the men who was on guard. We went across a great many bridges and forded several streams to arrive at our destination. The bridges here are made of poles. A few logs are thrown across a stream and light poles are laid together for the floor. They are dangerous to cross, the poles moving under the horses' feet. The place we went to is a small interior town which a few years ago was a thriving village, but now all is tumbling down and going to ruin. The road is nothing but a horse path, wide enough in some places for two to ride side by side and is scarcely six feet wide. On the way out we met some natives with carabos and sledges. The sledges are made of bamboo and are slanted up to the carabos' necks. They had sisal on the sledges, bringing it to town to exchange for provisions, such as rice, fish, corn, etc. On both sides of the road there were rice fields flooded with water in the low places and where the land was high it was covered with bananas, cocoanut, mahogany and palm trees. We passed through several small towns on the way and each had a store

or two where they sold native cloth, umbrellas, pictures and other merchandise that I couldn't name on account of their peculiar shape. In front of nearly every shack there is a stand where they have fish, bananas and tuba (the native drink) for sale.

"When we arrived at our destination we were met by native police who treated us very kindly, showing us everything the officers wanted to find out. They tried to get us to drink tuba but the orders are against drinking intoxicants—so no tuba. Tuba is the sap of the coconut tree which is tapped in the same way as the maple, that is by boring a hole in the tree and putting a bamboo cup under the hole and catching the sap which runs like water and is a very light red color. It is very intoxicating, tasting like hard cider. There is another drink called beno, which is a sour wine similar to grape wine but is not very intoxicating."

"We are on the beach and can see over the water. A person can find all kinds of sea shells and some of the boys already have nice collections. I have about 500 shells but most of them are small as they are the prettiest and do not take up so much room."

The letter closes with a hope that more can be written when the insurgents surrender.

DROWNED IN ELKHORN.

Honor McFarland of Stanton carried under by Current Yesterday Afternoon.

From Saturday's Daily: Honor McFarland, the second son of W. T. McFarland of Stanton and a cousin of S. R. McFarland of this city, was drowned in the Elkhorn river yesterday afternoon while bathing. In company with a number of boys he went swimming near the fair grounds and had not been in long when the swift current carried him out into the center of the stream. The river is about six and one-half feet higher than normal, owing to the dam at Nellig going out, and rushed along with a power and swiftness that deterred his companions from assisting, although he called to them. He soon disappeared under the water and although every effort has been made to recover his body it has not been found at the last reports. A net has been stretched across the river below the place he was last seen and it is hoped that the body will soon be recovered. S. R. McFarland went down this noon to assist in the search and do what he could toward consoling the grief-stricken family.

The drowned boy was 16 years of age. His father is one of the oldest settlers in Stanton county, was a soldier in the war of the rebellion and for 12 years served as postmaster at Stanton. The Norfolk friends of the family will sincerely sympathize with them in their sore affliction.

Northern Wisconsin Railway Farm Lands For Sale.

The Chicago, St. Paul, Minneapolis & Omaha railway has for sale in Northern Wisconsin, at low prices and easy terms of payment, about 350,000 acres of choice farm lands.

Early buyers will secure the advantage of locations on the many beautiful streams and lakes, which abound with fish and furnish a never ending and most excellent water supply, both for family use and for stock.

Land is generally well timbered, the soil fertile and easy of cultivation and this is rapidly developing into one of the greatest sheep and cattle raising regions in the northwest.

Chicago, Milwaukee, St. Paul, Minneapolis, Duluth, Superior, Ashland and other towns on "The Northwestern Line" furnish good markets for stock and farm produce.

For further particulars address: GEO. W. BALL, Land Commissioner, Hudson Wis., or G. H. MACRAE, Asst. Gen'l Pass. Ag't, St. Paul, Minn.

Good Advice.

The most miserable beings in the world are those suffering from Dyspepsia and Liver Complaint. More than seventy-five per cent. of the people in the United States are afflicted with these two diseases and their effects: such as Sour Stomach, Sick Headache, Habitual Costiveness, Palpitation of the Heart, Heartburn, Waterbrash, Grawing and Burning Pains at the Pit of Stomach, Yellow Skin, Coated tongue and Disagreeable Taste in the Mouth. Coming up of Food after Eating, Low Spirits, etc. Go to your Druggist and get a bottle of Angur Flower for 75 cents. Two doses will relieve you. Try it. Get Green's Prize Almanac. Asa. K. Leonard.

The complete service of "The Chicago-Portland Special" via Union Pacific, enables passengers to reach the principal cities between the north and Pacific coast and Missouri river not only in the shortest possible space of time, but also in the most comfortable and enjoyable manner. The dining cars on this train are stocked with the best market affords. All meals served a la carte.

What Shall We Have for Dessert?

This question arises in the family every day. Let us answer it today. Try Jell-O, a delicious dessert. Prepared in two minutes. No baking! add hot water and set to cool. Flavors—Lemon, orange, raspberry and strawberry. At your grocers. 10 cents.

WORKMAN CONTRACT.

The News Will Publish the Official Organ of the A. O. U. W. Another Two Years.

From Tuesday's Daily: There is joy in The News office today and the force feels like beginning to celebrate the Fourth of July at once. Mr. Huse sends the cheerful message from Grand Island that he has been successful in securing another two-years' contract for publishing the Workman, the official organ of the A. O. U. W. of Nebraska jurisdiction and the employees of the office realize that the news means a continuance of work and wages to them. This is the third two-years' contract that Mr. Huse has secured and is a record breaker in the history of the jurisdiction, no other publisher having secured the contract for a second time. The employees feel that it has been possible only through the untiring efforts in the interest of the publication and the order by Mr. Huse and they feel that the grand lodge finance committee, having the contract in charge, showed commendable wisdom in again awarding it to him. The four years' history of the publication under the management of Mr. Huse was an argument not easily overcome and the writer is not flattering the publisher in the least when he asserts that it is a better publication than the jurisdiction ever knew before and ranks high among fraternal publications of the country.

Norfolk is a gainer insofar as the publication is an advertisement and in that a number of printers will have wages to spend with the merchants that they would not have otherwise. The one institution that may not be pleased with the new contract, is the postoffice. The handling of 30,000 papers each month is no small job and requires extra help there with a certain amount of trouble during several days of the month. However, as there has been a raise in the postmaster's salary and an additional allowance for clerk hire, which the Workman has been one of the several factors in securing by increased business the mourning will probably not be very loud or deep in Uncle Sam's Norfolk headquarters, and taking everything into consideration Norfolk has reason to rejoice with The News employees over the success of Mr. Huse.

SCHOOL ROOM CLOSED.

Board of Education Finds It Can Dispense With One Teacher.

The regular meeting of the board of education was held at 8 o'clock last evening with Messrs. Dean, Brueggeman, Bear, and Matran present. Vice President Dean presiding. Minutes of preceding meetings were read and approved. The following bills were read and allowed: W. H. Rish, plumbing, \$6.75. M. C. Walker, oil, \$1.50. C. W. Lemont, insurance, \$177. The building committee made a verbal report of its action in re-insuring the High school building and same was approved. The June report of Treasurer Carl Wilde was read, showing a balance of cash in the general fund of \$1,468.39, with unpaid outstanding warrants amounting to \$9,360.06. The report was accepted and ordered filed. President Salter appeared and took the chair. After canvassing the report of promotions and changes, which indicated a falling off in some of the grades it was ordered, on motion, that the room formerly occupied by the Fourth grade in the Grant school be closed for the ensuing year, the pupils to be distributed between the Third and Fifth grades. This action rendered unnecessary the election of a teacher in place of Miss Morrow, resigned. The secretary's annual report was read and ordered accepted and filed, and the board adjourned.

All Competition Distanced.

To Denver, Salt Lake, Portland, San Francisco. The Union Pacific—fastest time—only one night to Utah; only two nights to California; only two nights to Oregon. Shortest line from Missouri river to Salt Lake City 194 miles shorter than any other line, San Francisco 368 miles shorter than any other line, Portland 258 miles shorter than any other line. Best track—Sherman gravel, (decomposed granite) the finest ballast in the world, is used on the main line of the Union Pacific, making a perfect road-bed. No dust, no jarring—smooth and easy riding. Detailed information cheerfully furnished on application. F. W. JUNEMAN, Agent.

Sudden Death of Mrs. Whisler.

The following from a Davenport, Iowa, paper of June 6, will be of interest to many Norfolk people as Mrs. Whisler made several extended visits with her daughter when Mr. and Mrs. Mast made this their home. During those visits a number of Norfolk people became acquainted with her and they will be sincerely sorry to learn of her death: "Word is received of the sudden death of a very well known Davenport lady, one who has lived here several

years, and made many friends. On Thursday evening at 7:30 Mrs. Alice E. Whisler died at the home of her daughter in Flemingsburg, Ky. She was in her 69th year.

"Mrs. Whisler left Davenport two weeks ago last Wednesday, a sufferer from consumption, hoping to find benefit in the change of air.

"The deceased leaves three daughters—Mrs. C. A. Mast of Davenport; Mrs. Josie L. Hobbs of Dubuque; and Mrs. May Tucker of Flemingsburg, Ky.; also a brother, Samuel Berner of Wataga.

"The remains are expected to arrive in Davenport tomorrow morning. The hour of the funeral has not yet been named."

Letter List.

List of letters remaining uncalled for at the postoffice July 1, 1901:

Mrs. Dave Barnett, Frank Ellick, Mr. Frank, C. J. French, Jakob Horst, W. W. Hale, Albert Johnson, Geo. Maurer, Frank H. Miller, Miss Madge Rhinert (2), C. W. Eimptin, Geo. W. Seiver (2). If not called for in 15 days will be sent to the dead letter office.

Parties calling for any of the above please say advertised.

P. F. SPRACHER, P. M.

BUNDICK IS MANAGER.

Promoted to the Highest Position at the Norfolk Sugar Factory—Mrs. Keller is Made Cashier.

From Monday's Daily:

Mr. J. N. Bundick is now manager of the American Beet Sugar company's plant in Norfolk. This promotion came with the visit of Mr. E. C. Howe, general manager of the company, and was announced Saturday evening, the commission taking effect this morning. Mr. Bundick has many friends in Norfolk who will be glad to congratulate him upon his advancement. For about a year he has been to a degree upon probation, having been acting manager during that time. He no doubt would have been made actual manager long ago but for the fact that he was not only young in years but comparatively inexperienced in the business, having only been engaged in it since November, 1898, when he entered the office at the factory as cashier. When Mr. Baird was sent to the Rocky Ford factory a year ago Mr. Bundick was placed in charge, it was supposed temporarily, but he so quickly adapted himself to the business that the company began to think that he would make a good manager, and as time went on and he brought to a successful termination all questions which came up in the management of the factory, the belief grew into a conviction that he was the man wanted. Today he celebrates his thirty-first birthday as well as his promotion, making him probably the youngest manager of an institution of the size and importance of the Norfolk factory, in the United States. His youth, however, does not prevent him being a thorough business man, as he has demonstrated during the past year, and will continue to demonstrate in future.

Mrs. N. A. Keller, who has been acting cashier for the past year, has been promoted to the cashiership. Mrs. Keller has been with the factory nearly ten years, and is a woman of unusual ability in that line.

SEVENTH NATIONAL CLOSES.

One of the Oldest Banks in New York in Receiver's Hands.

New York, June 28.—The Seventh National bank of New York closed its doors shortly after 11 a. m. yesterday. The comptroller of the currency appointed a national bank examiner as temporary receiver and the directors immediately took steps to reorganize the institution. The failure of the bank was precipitated by the inability of its management, after refusal of the clearing house to come to its aid, to comply with conditions imposed upon it by the government officials in the comptroller of the currency's department in Washington, also by the enormous withdrawal of funds by country banks which kept their accounts with the Seventh National. The statement of the Seventh National bank for the week ending June 22, 1901, to the clearing house was as follows: Capital, \$276,600; net profits, \$234,400; loans, \$4,407,100; specie, \$557,700; legal tenders, \$777,775; deposits, \$5,712,400. The Seventh National bank was originally the old Seventh Ward bank and was established in 1833. In May, 1899, First Assistant Postmaster General Perry S. Heath practically acquired a controlling interest in the stock of the Seventh.

Battery Place.

Battery place is the traditional spot where, on May 6, 1629, the Indian owners of Manhattan bartered it to the Dutch for baubles worth 60 guilders.

As early as 1693, there being a war with the French, "a platform upon the outmost point of rocks under the fort" was designated as a suitable place for a battery, and the council was called upon by Governor Fletcher to furnish "80 cords of stockades, 12 feet in length, for the purpose of building same."

In 1735 a really imposing battery, with a no less imposing title, "The George Augustus Royal battery," was erected by Governor Cosby, and "The Battery" has remained on our city map ever since, associated though it has been with the pleasures of peace to a much greater extent than with the art of the practice of warfare.—New York Sun.

THE NATAL DAY IS AT HAND

Norfolk People Will Celebrate With Neighbors.

SOME OF THEM WILL PICNIC

Hospital Patients Will be Entertained and Norfolk People are Invited to Participate—Sixth Semi-Annual Meeting of the Elkhorn Valley Medical Society.

From Wednesday's Daily: While a great many Norfolk people have planned to celebrate with neighboring towns, a large number are arranging to enjoy family and neighborhood picnics and there are few who have not planned to celebrate in some manner from which they anticipate a day of pleasure and recreation. The small boy is especially full of anticipation and the firework merchants are today enjoying the final rush of trade leading up to a patriotic observance of the nation's birthday. The management of the hospital for the insane has planned to give the patients some enjoyment in honor of the occasion. An extra dinner will be served them at noon and in the afternoon they will probably look on or participate in some sports or amusements, among which may be a ball game. In the evening there will be a nice display of fireworks, the state board having allowed the management some money for the purpose of making such a display. Norfolk people are invited by the officers to come out and participate in the pleasures of the evening and if they desire may bring their fireworks and discharge them there. A display of fireworks from the hill will be a fine sight and may be seen for many miles and many of the patients will undoubtedly thoroughly enjoy the day and evening.

Meeting of the Doctors.

An interesting and profitable meeting of the Elkhorn Valley Medical society was held in the parlors of the Oxnard hotel yesterday afternoon, it being the sixth semi-annual session of the society. The meeting was attended by about twenty members of the society and several unusually interesting papers were read and discussed. The following program was observed:

Symposium on "The Bowel Trouble of Children in Hot Weather."—Causation, W. F. Conwell, Nellig; Symptoms and Diagnosis, A. B. Cherry, Winside; Treatment, F. A. Long, Madison.

"Symptoms, Diagnosis and Treatment of Scarlet Fever."—C. C. Sackett, Laurel.

Sensory Disorders, Their Source and Meaning"—Joseph M. Aikin, Omaha. "Auto-intoxication."—D. W. Beattie, Nellig.

"Some Points on the Treatment of Trachoma."—H. Gifford, Omaha. "The Advisability of Removing Sarcomatous Tumors."—J. J. Williams, Wayne.

"Treatment of Infected Wounds of the Hand."—J. E. Summers Jr., Omaha. "A Case of Interstitial Pregnancy."—O. L. Wilson, Nashville.

After the reading of the papers and their discussion the doctors went to the restaurant of Bert Eberhart, where they were served to lunch. A number of the members who remained over night were entertained during part of the evening at the Elks headquarters.

Among those present were: President P. H. Salter, Hagey, Bear, Kiesau, F. Salter and Bryant of Norfolk; J. Summers, Gifford and Aiken of Omaha; Muirhead of Winside; Pringle of Pierce; Beattie of Nellig; Sackett of Laurel; Thompson of Albion; Campbell of Tilden; Conwell of Nellig and Minton of Oakdale.

SPARKS FROM THE WIRES. Albert L. Johnson of Cleveland, brother of Mayor Thomas L. Johnson, died Tuesday night at Fort Hamilton, a Brooklyn suburb.

The big Homestead hotel at Hot Springs, Va., was destroyed by fire early Wednesday morning. Loss, \$500,000. No loss of life.

Eleven children, one woman and a motorman, were seriously injured Tuesday night in a street car collision at Lakeside, a Chicago suburb.

The plant of the National Fireproofing company near Keyport, N. J., was burned Tuesday, entailing a loss of \$200,000; insurance, \$100,000.

Governor Pingree's body lay in state Tuesday in the large chapel of the undertaking rooms at New York and was viewed by many people.

St. Agnes church of Brooklyn was destroyed Tuesday from a fire resulting from a lightning bolt. Loss, \$250,000. Three firemen were fatally injured.

The postoffice department announced Tuesday that summer mail service is now in operation between Lake Bennett and Dawson, in the Yukon territory.

The quartermaster's department of the army has completed arrangements for the expenditure of \$1,000,000 for quarters and barracks for men of the coast artillery.

Ten boys were overcome Tuesday by foul fumes in a tunnel leading to the Kooting mine, near Pittsburg. A train which came upon them crushed two of them to death.

Jacob Neumayer, Jr., a prominent contractor of Louisville, Ky., was killed Tuesday by falling from the second story to the basement of a building going up at Fifth and Main streets.

THE MOUNTAIN LION.

Over bare ridges, through dense thickets gliding, Healthy and sure do I follow my prey! Along the dark canyons, in tangled ferns hiding, Relentless I trail, and remorseless I slay! Strong are my sinews and trackless my winding; Noiseless as dew is the fall of my paw; Shrouded in the folds of their velvet binding, Tougher and sharper than steel are my claws. Swift as a sword are my eyes in their seeking, Piercing the day or the blackest of nights; Sleek is my muscle, with blood often roasting; Ready my teeth for the foe-man who fights. I am a king; dost thou ask me to battle? Gather thy strength, for I give not a sign! What! Art thou sounding so soon the death rattle? I drink to thy health in the blood that was thine! —Alfred I. Townsend in Overland Monthly.

MODERN MINE SALTING.

The Way This Swindle is Artfully Worked in Mexico.

"Mine salting nowadays has developed into a very nice art," said an engineer and assayer who has lately returned from the inspection of some properties in old Mexico. "In former times it was done crudely. A rascal who wanted to give fictitious value to a worthless prospect hole generally bought or stole a sack of high grade ore and simply scattered it about the excavation, where the victim would be likely to pick up a few pieces for sampling. If an exposed ledge was to be dealt with, he sometimes filed up a \$27 goldpiece, loaded the dust into a shotgun and fired it against the surface from which specimens would be taken. "But at present greater finesse is needed. The up to date purchaser insists upon having fresh ore blasted out from beneath the surface, where it could not possibly be tampered with, and seals it up in a little canvas sack for the assayer with his own hands. It is then that the latest development, the hypodermic syringe, comes into play. The scientific mine salter has one of these handy little implements in his coat pocket, charged with a solution of chloride of gold. "He watches for an opportunity, and when one presents itself quietly thrusts the tip of the needle through the canvas sack and gives the piston a gentle push. The consequence is that a few drops of the liquid are discharged over the surface of the ore. The quantity of gold in the solution is almost infinitesimal, but it is enough to 'run up' an assay \$1000 a ton. "Meanwhile the victim is tranquil in the knowledge that he has selected the samples himself and has them safely packed under his own private seal. Hypodermic mine salting is all the go in Mexico at present. It beats the old method to death."—New Orleans Times-Democrat.

An Overcautious Wife.

An incident occurred at the redemption bureau of the treasury which ought to be a warning to wives. A woman in New England placed \$48 in bank bills in the oven of the kitchen stove in order to hide it from her husband. She forgot to take it out, and in the morning he kindled a hot fire and reduced the money to a crisp before his wife remembered where it was. She picked up the ashes, enough to half fill a wineglass, put them in a little box and sent them down to Washington to be redeemed. The experts, by the use of magnifying glasses, identified the bills to the amount of \$36 and sent her that money, but it cost her \$12 to fool her husband, and she will probably not try it again.—Chicago Record.

Earth Fortifications.

Military engineers are practically agreed that no material for fortifications is superior to earth. When clay is not obtainable, as on the seashore, sand is collected into bags, and these are laid in regular heaps along the line of the proposed fortification. In such a fortification the balls from the enemy's guns sink without doing damage, and shells explode harmlessly.

"For a Republic We Must Have Men."

For a successful business there must be buyers. A well equipped store, a well assorted stock of goods, efficient clerks, all attract buyers; but no matter what the store, no matter how agreeable or efficient the help, buyers will not be attracted unless they know the facts.

Telling the facts in regard to your business is advertising. That method which will tell them to the largest number of prospective buyers is the best method.

It is obvious that the best method of telling the facts to the buyers of this community is through the advertising columns of this paper. Are you employing this method to the best advantage?

For a successful business there must be buyers. A well equipped store, a well assorted stock of goods, efficient clerks, all attract buyers; but no matter what the store, no matter how agreeable or efficient the help, buyers will not be attracted unless they know the facts.

Telling the facts in regard to your business is advertising. That method which will tell them to the largest number of prospective buyers is the best method.

It is obvious that the best method of telling the facts to the buyers of this community is through the advertising columns of this paper. Are you employing this method to the best advantage?

For a successful business there must be buyers. A well equipped store, a well assorted stock of goods, efficient clerks, all attract buyers; but no matter what the store, no matter how agreeable or efficient the help, buyers will not be attracted unless they know the facts.

Telling the facts in regard to your business is advertising. That method which will tell them to the largest number of prospective buyers is the best method.

It is obvious that the best method of telling the facts to the buyers of this community is through the advertising columns of this paper. Are you employing this method to the best advantage?

For a successful business there must be buyers. A well equipped store, a well assorted stock of goods, efficient clerks, all attract buyers; but no matter what the store, no matter how agreeable or efficient the help, buyers will not be attracted unless they know the facts.

Telling the facts in regard to your business is advertising. That method which will tell them to the largest number of prospective buyers is the best method.

It is obvious that the best method of telling the facts to the buyers of this community is through the advertising columns of this paper. Are you employing this method to the best advantage?

For a successful business there must be buyers. A well equipped store, a well assorted stock of goods, efficient clerks, all attract buyers; but no matter what the store, no matter how agreeable or efficient the help, buyers will not be attracted unless they know the facts.

Telling the facts in regard to your business is advertising. That method which will tell them to the largest number of prospective buyers is the best method.

It is obvious that the best method of telling the facts to the buyers of this community is through the advertising columns of this paper. Are you employing this method to the best advantage?

For a successful business there must be buyers. A well equipped store, a well assorted stock of goods, efficient clerks, all attract buyers; but no matter what the store, no matter how agreeable or efficient the help, buyers will not be attracted unless they know the facts.

Telling the facts in regard to your business is advertising. That method which will tell them to the largest number of prospective buyers is the best method.

It is obvious that the best method of telling the facts to the buyers of this community is through the advertising columns of this paper. Are you employing this method to the best advantage?