NEWS OF INTEREST FROM IOWA

COUNCIL BLUFFS．
Ortioe 15 scout street．Both＇Phones 43.

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Diamonds for All
At prices which cannot be dupli－ cated by our competitors for the same grade of stones－ perfect＇in cutting and color． The large number of stones sold by us since
inaugurating this season of special induce． inaugurating this zeason of special induce．
ments has not depleted our stock．See what ments have．

LEFFERT＇S

A．A．CLARK \＆CO．
LOAN MONEY ON HORBES，OATTIE AND A ANY OHATTRL SEGURUTY AT ONEHALE THE VURNAL RATES


## A RICH HARVEST

CAN ONLY BE REALIZED FROM THOROUGH CULTIVATION

$\mathbf{I}^{\mathrm{F}}$ bisu wisthed thar to get trome given tract of land you inds thinly scattered over the country．You would
plant it regularly and sys－ ematically in a section no
arger than you could have properly watched and cul－
tivated．You would then Set the richest crop possi－
next year，and the year after，and so on．
It is just so in advertising．The use of so－called＂national me diums，＂of general circulation，is scattering your seed toothinly over too
great a territory．You may get valuable general publicity in this way but you cannot expect it to do any thorough cultivating．This is disparagement of general mediums，for space in them is well worth maximum results for a given territory． locality by the means of Daily Newspaper Publicity．The newspaper will cultivate the local field as no other medium can possibly fireside． goes to the home．It takes the news of the day to the home fireside．
It is the messenger between the outer world and the reader you seek sells thinds．
By selectind any section of country which best appeals to you for the purpose，you can in a short time and at practically no cost，demonstrat your entire satisfaction．If you have been a user of space in general able to get the best value from local he general mediums for an example． It may have 200,000 or great number in any one city or town． You can only get the maximum pub licity by the use of the local daily tain city in Michigan of $100,000 \mathrm{pop}$
ulation．A canvass of 21,132 home showed that $19,78 \mathrm{I}$ of them took
some daily newspaper．Can there be any other way to thoroughly cultivate the home field which can approach
the messenger of the day－the the messeng

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LINCOLS DAY NOW HOLIDAY


