



IS MURDERED

W. F. Kellis, Editor and Proprietor.

Created Nov. 19, 1902, at the Sterling City postoffice as second-class matter.

ISSUED EVERY FRIDAY AT STERLING CITY, TEXAS.

Subscribers failing to get their paper on time, will confer a favor by reporting same to us.

A road is but little better than its worst place.

Swat the tick and add \$1.70 value to each cow you own.

Grass and cattle feed are too costly to feed to ticks. Convert the blood-sucking rascal into money by killing him.

The public official or business man who ignores his home people and home industries will some day wake up to the fact that home people and home industries are feeding him from the same spoon.

The other Sunday two small boys were industriously digging in a vacant lot when a man who was passing stopped to give them a lecture.

"Don't you know that it is a sin to dig on Sunday, unless it be a case of necessity?" asked the good man.

"Then why don't you stop it?" "Cause this is a case of necessity," replied the little philosopher.

While the people are fussing over prohibition, the politicians are reaping a harvest. Keep up the fight ten years longer, and Texas will be in debt \$50,000,000 and we will have a brewery in every county and a saloon at every crossroads.

The broomweeds in the court yard are being cut down and burned. Amen! We have fussed like an old maid, all summer about these weeds, and now they are gone—in fact almost gone.

Allowing \$30 per month for a man to attend to the yard, would be \$360 per year. \$100 worth of trees and shrubs would be ample to stock the ground. \$190 would pay for the tiling, and \$50 would lay it in the ground for sub-irrigation, and \$50 for taking care of the water—making a total of \$720, and leaving \$160 for contingent expenses.

FOR SALE 1913 Model, Motor Cycles and Motor Bouts at bargain prices, all makes, brand new machines, on easy payment plan.

Good house and lot, with outhouses and well, for \$300. 1-2 cash, balance trade. — R. B. Cummins.

San Francisco, Sept. 10—Waller S. Baker of Waco, former chairman of the Democratic State executive committee of Texas, was stricken on the street here last night and died. The police investigated and report that several hundred dollars are missing from Baker's pockets.

IN UNITY THERE IS STRENGTH

It strikes us that Mertzion is lagging in one important particular and that is that it has no live and enthusiastic business organization.

Some of the neighboring towns have boosters' clubs which are intensely active in community development; and, if Mertzion business men do not awaken, we soon will be outstripped by our neighbors.

A CORRECTION

Some of our citizens are under the impression that, should the tick eradication proposition carry, they will be compelled to dip their cattle, even though they be already free from ticks.

Furthermore, where a person owns only a few cattle, and it is necessary to clean them, it will be done by spraying, by the Commission without expense to the owner.

Bunny Comes To Town

A curious thing happened at the Brown & Pearce shop Wednesday, when Frank Smith brought in a piece of piping from his ranch, near Iolanthe, for the purpose of having a strainer made of it.

STEVENS Accuracy and Penetration "High Power" Repeating Rifle No. 425 List Price \$20.00

Keep Your Record Clean (By Berton Braley) So live, my son, that when you start A fight of any kind Your enemies can never find A crooked action on your part.

REMINGTON UMC .22 RIFLES The Little Rifles—Big in Quality YOU are going to buy a .22 calibre rifle, single shot or repeater—you'll find that many well known crack shots started with a Remington-UMC .22.

School Books and Supplies We have in stock a complete line of adopted School Books and School Supplies. We are obliged to sell all books for CASH. Don't ask for credit or a ticket--bring the money.

We will appreciate your patronage Butler Drug Co. DRUGGISTS & STATIONERS.

TRESPASS NOTICE Any person found hunting, fishing, hauling wood or otherwise trespassing on any lands owned or controlled by us will be prosecuted. Take warning and keep out. 4-20-13 A. C. Pearson R. B. McEntire

Election Notice

Whereas, A Petition signed by W. F. Kellis, and more than Fifty other qualified voters and freeholders of Independent School District No. 1, Sterling county, Texas, was filed in the Office of the county clerk of Sterling county, Texas, on the 5th Day of July, 1913, praying the Honorable Commissioners Court of Sterling county, Texas that an Election be held in said Independent School District, for the purpose of determining whether Horses, Mules, Jacks, Jennets and Cattle shall be permitted to run at large within the territory included in said Independent School District No. 1, Sterling county, Texas:

And Whereas, the Honorable Commissioners Court of Sterling County, at the August Term, 1913, of said court, by its order duly entered on the 12th Day of August, 1913, ordered and directed that such election be held in said Independent School District as prayed for in petition.

Now, therefore, I, B. F. Brown, county judge of Sterling county, Texas, by virtue of the authority vested in me as such county judge, and pursuant to said order of the commissioners court of Sterling county, do hereby order and direct that an election be held in Independent School District No. 1, Sterling county, Texas, on the 20th Day of September, 1913, by the qualified voters and freeholders of such District, in the District court room of the county court house of Sterling county, in Sterling City, Texas, for the purpose of determining whether horses, mules, jacks, jennets and cattle shall be permitted to run at large within the territory included in said Independent School District No. 1, Sterling county, being described by metes and bounds as follows:

Beginning at the N. E. corner of Section No. 289, in Block No. 2, Houston & Texas Central Ry. Co Survey. Thence West 5 miles, to the N. W. corner of Section No. 23, in Block No. 14 Southern Pacific Ry. Co. Survey.

Thence South 5 miles, to the S. W. corner of Section No. 11 Block "T", Texas & Pacific Ry. Co Survey. Thence East 5 miles, to the S. E. corner of Section No. 21, in Block No. 12, Southern Pacific Ry. Co. Survey.

Thence North 5 miles, to the place of beginning. Those favoring the stock law will have written or printed on their ballots: "For the stock law." Those opposed to the stock law will have written or printed on their ballots: "Against the Stock Law."

The following named qualified voters and freeholders of said above described Independent School District No. 1, Sterling county, Texas are hereby named and appointed as Managers of said election, to wit: A. A. Rutherford Presiding Judge; Henry Davis Assistant Judge - who shall select and appoint their own clerks of said election; and such election shall be held in accordance with the laws regulating the holding of General Elections, in so far as applicable.

Witness My Hand, in Sterling City, Texas, This 12th Day of August, A. D., 1913.

B. F. Brown County Judge, Sterling county, Texas.

Election Notice

Whereas, a petition signed by J. S. Cole, and seventy-five other land owners, qualified voters of Sterling county, Texas, on the 14th day of August term, 1913, was presented to the Honorable commissioners court of said county, praying said court to order an election for the purpose of determining whether the county shall take up the work of tick eradication in said county.

And whereas, the Honorable commissioners court of Sterling county at the August term, 1913, of said court by its order duly entered on the 14th day of August, 1913, ordered and directed that such election be held in said Sterling county, as prayed for in said petition. Now, therefore, I, B. F. Brown, county Judge of Sterling county, Texas, by virtue of the authority vested in me as county Judge, and pursuant to said order of the commissioners court of Sterling county, do hereby order and direct that an election be held in Sterling county Texas, on the 20th day of September, 1913, by the qualified voters and free holders of said county, at the various voting precincts in said Sterling county. At said election the ballots shall have printed upon them, "For Tick Eradication in Sterling county," and

The Marlin Repeating Shotgun 12 or 16 GAUGE \$21.60 Made famous by its dependability. The solid iron and steel action keeps gears and gears away from your eyes.

Baylor College For Women Four Years Academy Course Belton, Texas. Four Years Coll'ge Course. Baylor College offers four years course. Graduates State Teachers' certificate. Strong faculty of University trained teachers.

THE THRICE-A-WEEK EDITION OF THE New York World Practically a Daily at the Price of a Weekly.

TRESPASS NOTICE Any person hauling wood, fish, pig, hunting, or in any way trespassing on any lands owned or controlled by us, will be prosecuted.

LOWE & DURHAM Dealers in Coffins and Caskets Garry in stock fine, complete line of Undertaker's Goods.

TOLSTOI'S LOVED SISTER. Sister Maria, who died from pneumonia at Schamolino last month, was, before she entered the cloister, Maria Nikolajevna, the sister of Leo Tolstoy.

This is a time of great events and you will want the news accurately and promptly. The Democrats, for the first time in sixteen years, will have the Presidency and they will also control both branches of Congress. The political news is sure to be of most absorbing interest.

WOMEN KEPT IN SUBJECTION Savages Refuse to Accord Wives Any Rights of Which They Can Be Deprived.

Some of the savages in South America exclude women folk from every sort of public amusement, such as dancing, feasting, celebrating and other outside carrying-on. At such time, the women are kept busy serving the savages with roasted monkeys, stewed turtles and crude intoxicating drinks, which the women make by primitive processes of fermentation.

Any person hauling wood, fish, pig, hunting or in any way trespassing on any lands owned or controlled by me, will be prosecuted.

Several days ago a housewife's shop on Chestnut street, west of Broad, had a display of bathroom supplies in their window. In one corner was a bathtub. Over this was hung a portable shower with a hose attached which read, "Complete \$10." A man came into the shop and said to the salesman, "I'll get the shower." The latter was rather surprised that such a seedy-looking individual would make such a purchase and said, "We do not sell these 'C. O. D.'s." "That's all right," he replied, and took a ten-dollar note from a roll of bills.

"Why do the English put the safe fragettes in jail?" "Because that is the only way they find they can shut them up."

Capt. Arthur Fisher, for twenty years at the head of the Japanese pilots, is a Nantucket man, who followed the sea from the age of five years, having that early in life been voyaging with his father, a successful commander of half a century ago.

THE DISCOVERY. "Do you believe in Platonic friendship?" he asked. "Not," she replied, "as long as there is a chance for anything else."

ARMY OF BOY SCOUTS. The Boy Scouts of Great Britain number more than 600,000.

# McDAVID-ROBERTSON COMPANY

## Big Store in San Angelo is crowded with new Fall Goods and when you go in this store you feel like Fall business has already opened up

**Busy! Busy!**  
 And gaining all the time—and there is a reason for all this—you don't have to pay the long credit prices at this store. It's CASH, but you get your money's worth—no extra profits added for the other fellow's bad debts. We are going to make this the greatest year in the history of our business.

**STERLING COUNTY PEOPLE.**  
 We especially invite you to come down and see the Big Stock of New Goods we have on display. Remember, school

opens up pretty soon and you will have many things to buy to start the boys and girls off. Our Big Stock of Boys' and Girls' school shoes are now ready—in fact we are ready in every department, showing over 100 Ladies' and Misses' New Fall Suits, ranging in price from \$7.50 to \$30.00; also Ladies' new Fall Hats are ready.

**NOW LISTEN, STERLING COUNTY PEOPLE,**  
 Next time you go shopping in San Angelo, go to McDavid-

Robertson Co.'s Big Store and just see the difference between Cash and Credit prices. It will be an eye-opener for you. You will wonder why you didn't trade here long ago. Many specials out for all next week. Come down and spend a day in this Big, Busy Store—\$75,000 stock to select from. Remember, we carry everything in Dry Goods, and can fit you up from head to foot.

# McDAVID-ROBERTSON COMPANY

## The Big Store With The Little Prices

MAIL ORDERS PROMPTLY FILLED BY PARCEL POST

**COME IN AND WE WILL TAKE TIME TO WAIT ON YOU**

## COTTEN & DAVIS

### San Angelo Business College

Trains young men and women thoroughly for business. Civil service and all Commercial Branches. Positions paying \$50 or more GUARANTEED to Graduates of complete Commercial Course. Write for catalog and terms.

**Professional.**

**Chas. R. Gowen**  
 Physician and Surgeon  
 212 Butler Drug Company.  
 STERLING CITY, TEXAS.  
 Office and Residence Phone 83

**K. Proctor, M.D.**  
 Practice limited to  
 EAR, NOSE AND THROAT  
 including the scientific  
 FITTING OF GLASSES.  
 Building, San Angelo, Texas

**J. E. Minyard**  
 Physician & Surgeon  
 OVER COLLSON'S DRUGSTORE  
 STERLING CITY, TEXAS

**HOGS FOR SALE**  
 Pigs at 7c per pound, gross.  
 \$1 to 2 months old, \$3 to \$3.50  
 sweet potatoes at 7c per bushel  
 Write or phone Jas. Daly,  
 Sterling City, Texas.

**PATENTS**  
 TRADE MARKS  
 DESIGNS  
 COPYRIGHTS & C.  
 Scientific American.

### LOCALS

Best catch rope on earth. — Cummins.

Mrs. J. T. Redmon is visiting relatives at Wichita Falls.

L. A. Lane was in from his ranch near Garden City yesterday.

The enrollment of our public school has passed the 180 mark.

O. H. Graham returned yesterday evening from a trip to Marfa.

Mr. and Mrs. Fred Roe, of San Angelo, are visiting friends and relatives here.

Lost.  
 A fountain pen. — Finder please return and receive reward.  
 R. B. Cummins.

Paper, pencils, tablets, school books and other school supplies — At Butler Drug Co.

Mr. and Mrs. Jno. W. Davis, of Bronte, visited friends and relatives here this week.

J. T. Davis, last week, bought of Claud Collins section No. 254, block 2, H. & T. Ry. Co.

Roy Foster will leave next Monday for Austin; where he will enter the University of Texas.

**Lyles Brothers**  
 Dealers in  
 Furniture, Undertakers  
 Goods, Farm Implements

**Abstracts**  
 Graham Abstract Co.  
 WE WANT YOUR BUSINESS  
 Office at Court House

**R. P. BROWN**  
 BLACKSMITHING  
 AUTO REPAIRING & SUPPLIES

Sterling people, we specially invite you to come to see us. We have lots of specials that await your coming.  
 McDavid-Robertson Co.,  
 San Angelo, Texas.

**To my friends AND customers**

I thank you all for the patronage you have given me in the past and sincerely hope to have you continue same, as you will always receive courteous treatment and wholesome home cooking at the

**Central Hotel**  
 D. S. Smith

Try those California gloves at Cummins.

Splendid line of Pocket Knives just in. Call and see them. — Cummins.

If you want a pocket knife of the best cutting quality,—select one of the many styles in the US-X-LD line! Sold by R. B. Cummins.

Mrs. S. M. Ray, Jr., of Belton, who had been visiting her parents, Mr. and Mrs. J. L. Glass, returned to her home last Monday.

Miss Cyrene Allen, who has been visiting friends and relatives here for the past several weeks, left yesterday for her home at Dallas.

Mr. and Mrs. H. Davis returned yesterday evening from Temple, where Mrs. Davis recently underwent a surgical operation. Mrs. Davis is much improved.

E. F. Atkinson was in from his ranch south of here Wednesday. He reports good rains in his part of the county, and the range in fine shape.

COAL:—I am handling the famous McAlester and New Mexico coal. Those desiring coal will do well to see me before buying elsewhere.—A. A. Gamble.

Mr. and Mrs. W. H. Sparkman were in from their ranch last Saturday. Mr. Sparkman is moving one of his flocks of sheep to the R. A. Garrett ranch for pasturage.

Mr. and Mrs. Gilbert Kellis and children, accompanied by Floyd Kellis, after a visit of several days to relatives here, returned to their home at Sonora last Saturday.

When we first started making US-X-LD cutlery way back in 1857, we decided that we would, if possible, constantly improve the quality, and increase the durability, of every blade we made.—Sold by R. B. Cummins.

R. A. Ferguson, who has recently been discharged from the penitentiary, was here last Sunday. He says he was well treated during his confinement, and had nothing but praise for the humane methods now in vogue at that institution.

The members of the Commissioners Court, with an engineer, spent several days last week in going over the various roads of the county with a view to erecting bridges. Plans of the work will soon be on file and the work is to begin at an early date.

Call and see G. C. Potts about your laundry. Basket leaves Tuesday morning and returns Thursday night. If you will call to see me, I will show you where you can have your washing done cheaper by sending it to the laundry. Give it a trial. Phone No. 21.

**PREMIUM OFFERED:** With every 5 cents worth of pencils and tablets bought of us after September 1st for cash we will give the purchaser a ticket. The boy holding the greatest number of tickets at a date to be named later, will be entitled to receive the watch in our show window, and the girl holding the greatest number of tickets will receive the pearl handle manicure set.

Butler Drug Co.

T. H. Johnson and Oscar Bellah, of Big Springs, were here Wednesday in the interest of the West Tex-

as District Fair, which is to be held at Big Springs October 1-3. Mr. Johnson, who is president of the association, extends a cordial invitation to all our people to attend, and requests that we send up an exhibit

**JAP ARTIST HIS OWN MODEL**  
 Has Carved Figure of Himself in Wood Which Appears to Be Identical With Original.

One of the most marvelous works in the world is Hananuma Masakichi of Tokio, Japan, who has carved a figure in wood, so like himself, that when the two are placed together, side by side, it is said to be also impossible to tell which lives and which does not.

By several connoisseurs in art this wooden figure is pronounced the most perfect and human image of man ever made. Masakichi has faithfully reproduced every scar, vein and wrinkle to be seen on his own body. The figure is composed of two thousand pieces of wood, dovetailed and jointed with such wonderful skill, that no seams can be detected.

The Japanese artist posed between two mirrors while modeling this figure, and for some time after its completion, he posed frequently beside it, to the confusion of spectators, who were often entirely at a loss as to which was the artist. The figure stands with a little mask in one hand, and an instrument for carving in the other; the lifelike eyes are apparently gazing at the mask, and the face wears a look of intense absorption.

**TALK AND TALKERS.**

To talk entertainingly does not necessarily mean to talk a great deal or to monopolize the conversation. Some women talk nearly all the time and bore every one who listens to them with their inane chatter.

No; the art of conversation is a sort of game of give and take. You make a remark about something which amuses or interests you, and this immediately suggests something else to those gathered round. But if one person insists in selfishly monopolizing the talk all spontaneity goes at once, and the listeners are fatigued and bored instead of being amused and interested.

**INDIANS NOT "FADING OUT."**

The notion that the Indian race is "fading out" is not supported by the facts. There are now, according to the last reports, 266,000 Indians in the country with 30,000 in special and reservation schools supported by the government at an annual cost of \$4,000,000. Curiously enough, the Indians of the United States have shared disproportionately with the whites in the "unearned increment," being richer upon an average or per capita basis than the white race. This is due to the growth in value of reservation lands.

**Liquid Air as Motive Power.**  
 Scientists declare that as a motive power for operating automobiles and the electric storage air is superior to the electric storage battery, since it requires no tedious waiting for the process of recharging and it delivers more than double the power of former, with half the weight. Gasoline is not in the same class with liquid air, for the latter emits no noxious odors, nor is there any danger of explosions. As a refrigerant there is no source of cold like liquid air. Other than operating automobiles and serving as a refrigerant there is hardly a thing the human mind can think of that liquid air cannot do, from providing a magical entertainment to the production of continuous power. Yet there is lacking a process by which it can be produced cheaply enough to compete with other sources of motive forces now in use.

**If it's right why change it? A multiplicity of models is evidence that the maker is still experimenting. There is but one Ford model. And for five years our rapidly growing factories haven't been able to make all we could sell—because it is right.**

More than a quarter of million Fords now in service—convincing evidence of their wonderful merit. Runabout \$525; Touring Car, \$600; Town Car, \$800—f. o. b. Detroit, with all equipment. Get interesting "Ford Times" from Dept. F, Detroit; Ford Motor Company; Brown & Pearce, local dealers.

W. L. FOSTER, PRES. I. S. JOHNSTON, VICE-PRES. J. T. DAVIS 2nd V. P. J. S. COLE, CASHIER SAM MAHAFFEY, ASS'T. CASHIER.

## FIRST NATIONAL BANK OF STERLING CITY

Capital \$60,000.00

Accounts are solicited from individuals, who may rely upon courteous consideration and the very best terms that are consistent with good business methods

**FOR SALE AT**



**AMERICAN BEAUTY FLOUR**

**N A AUSTIN'S**

**CITY'S MEAGER MILK SUPPLY**  
 Spanish Capital No Place for One in Any Way Fond of the Lactical Fluid.

There are no large dairying concerns in Madrid. Part of the milk supply comes from goats and a few cows pastured near the city and kept in lecherias in the city, where they are milked; some is brought in from nearby farms, usually about six gallons in tin cans in straw baskets slung across a horse upon which the rider mounts; some from neighboring villages by train or wagon, all in tin cans; and a small amount from northern Spain by train—a twenty-four-hour trip. Deliveries to regular patrons are made by mozas carrying a frame from which are suspended about eighteen small pails or bottles, each holding about a quart, but it is probable that most of the families in Madrid do not receive regular supplies, such as is needed being brought in by some member of the family, or a servant, who carries any convenient vessel or pitcher from the house. This milk is secured from small milk shops, called lecherias, of which there are about 550 shown in the city directory. The milk is always boiled as soon as it is brought into the house. It is almost impossible to secure cream and it is almost invariably sour when obtained.

**ALWAYS BROKE.**  
 Madge—They say he's generous to a fault.  
 Marjorie—But I'm afraid, dear, he has too many faults.—Lippincott's.

**ATTAINMENT.**  
 Stella—Was their marriage a happy one?  
 Bella—Very! Their divorce was featured on the front page of all the papers.—Judge.

**NOTICE—KEEP OUT.**  
 Notice is hereby given that any person who shall hunt, fish, use or haul wood or otherwise trespass on any of the lands owned or controlled by me will be prosecuted by the full extent of the law.  
 G. W. Allard

Not Fit For Ladies Public sentiment should be against it, and we believe it is, there can be no reason why ladies should have to suffer with headaches and neuritis, especially when Hunt's Lightning Oil gives such prompt relief. It is simply a question of getting the ladies to try it. All druggists sell Hunt's Lightning Oil in 25c and 50c bottles. Adv.

It is better to profit by your own strength than by the weakness of others.

Mrs. Wanda's Soothing Syrup for Children teething, softens the gums, reduces inflammation, and allays pain. Cures wind colic. 25c a bottle. Adv.

His Trade "Our apothecary is a poet." "Why shouldn't he be? Isn't poetry a drug in the market?"

The Roman Eye Balsam for soothing sensation in eyes and inflammation of eyes of eyelids. Adv.

Her Capacity. "A waitress is born to the work." "How so?" "Isn't she maid to order?"

"YOU WIN" when the appetite is normal and you are able to eat without distress; but how quickly you go "down to defeat" when the "inner man" becomes weak. Play safe, and at the first sign of trouble you had better take Hostetter's Stomach Bitters. It will help you continue to be a "winner."

THE NEW FRENCH REMEDY, N. 1-2 N. S. THERAPION. Hostetter's Stomach Bitters is the best and most reliable remedy for all stomach ailments. It is a pure vegetable preparation and contains no harmful drugs. It is the only remedy that cures all cases of indigestion, loss of appetite, and general weakness. It is the best and most reliable remedy for all stomach ailments. It is a pure vegetable preparation and contains no harmful drugs. It is the only remedy that cures all cases of indigestion, loss of appetite, and general weakness.

Warning. Mrs. Gotham—This paper says, dear, that there is a South American duck which loses the power of flight as it matures. Mr. Gotham—Be careful, ducky, and don't grow too stout.

A SERIE CURE FOR ITCHING PILES. And all forms of skin diseases in general. It is also a specific for Tetter, Ringworm, Eczema, Infant Sore Head, Chaps and Old Itching Sores.

Home Campaign. "Is your daughter going away this summer?" "No, she has started a flirtation with the leeman, and we think her chances for getting married to him are very good."

Putting it Mildly. "Tom—Did you say your friend is slender?" "Tab—Well, she returned a silhouette gown because she couldn't make a shadow in it—Judge."

His Act. "That porter of ours certainly reminded me of a gun." "How so?" "He kicked so when he was fired."

His Reason. "Don't take notice of the cook, dear." "I have to. She's just given it."

Sure Sign. "Kicker—Baby seems left-handed." "Mrs. Kicker—Heavens, she must be engaged to somebody already."

Difference of Opinion. "I like to see a young fellow settling down." "I would rather see him settling up."

A man can usually get what he wants if he is highly recommended by a bank account.

But most men prefer a dimpled cheek to a classical high brow.

THE DOCTOR'S GIFT. Food Worth its Weight in Gold.

We usually expect the doctor to pain on some kind of penance and give us bitter medicines.

A Penn. doctor brought a patient something entirely different and the results are truly interesting.

"Two years ago," writes this patient, "I was a frequent victim of acute indigestion and biliousness, being allowed to eat very few things. One day our family doctor brought me a small package, saying he had found something for me to eat."

There's a Reason. Name given by Inventor Co., Battle Creek, Mich. Read "The Road to Wellville," in pkgs. Every read the above letter. A new one appears from time to time. They are guaranteed, true, and full of human interest.

# Advertising Talks

## REACHING THE RURAL COMMUNITY

### Retailer Must Help Increase Buying Capacity to Enlarge His Business.

A town don't stop at the city limits, either in the civic or trade relations. The outlying community plays an important part in the circulation of money in the town center. Retailers in the small towns have in the past particularly lacked in getting the trade in the outlying districts. A great corporation of implement manufacturers have taken up a work in the interest of their dealers and it has proven successful to a degree far beyond their expectation. Their slogan is "Cultivate and Educate." They are teaching the farmer how to select better seed, how to better cultivate his field and the most profitable crops which he can grow for his immediate market. They have sent corn experts such as Professor Holden into the backward states. They have run, aided by the state, special agricultural trains in charge of a staff of lecturers on agricultural subjects. The effect of these lectures has been felt in the interurban and rural districts. The productivity of the farms has increased. The quality of the crops has been better. There has been less waste and more money to spend. There is a saying that the more money a man makes the more he will spend. It is as equally true of the farmer as of any one else. The retailers in all lines are bound to feel the results of any education given the farmer in his agricultural pursuits. Therefore, it is up to the retailer to join in with the movement and to become a part of it. There need be nothing philanthropic about it any more than there is anything philanthropic about an investment. It is easy to win farmers over provided they have the money to spend.

That's why it is up to every retailer to help increase the farmer's buying capacity. This is the age of service. The percentage of business which comes to men unsolicited is growing less and less every year. The retailer must rush out from the narrow confines of his small surrounding community into the greater fields which lay beyond it. The question arises in the mind of the retailer, "how may I reach the rural population if I deem it profitable?" I cannot afford to spend any great amount of money for their education along agricultural lines.

## NEWSPAPERS DECLARED BEST

### Controversy Among Evansville (Ind.) Merchants and Manufacturers Regarding Advertising Mediums.

A lively discussion among a number of merchants and manufacturers in Evansville, Ind., as to which was the most economical method of advertising, has just been ended in favor of newspapers. Being named to investigate the matter, J. S. Oliver, advertising manager of a prominent Evansville concern, wrote to twenty of the most prominent advertisers in the United States and asked them which publicity medium, in their estimation, was the most valuable—newspapers, billboards, painted walls, street cars or direct circulars.

Nineteen of the twenty named newspapers without hesitation, and a number went so far as to recite their experiences in detail and named the reasons for their conclusion. One firm had been a persistent and successful advertiser for thirty years, practically all of them manufacturing articles that have long been household words throughout the whole country, and who had had sufficient practical experience to qualify them as capable judges.

This disclosure has influenced the company to appropriate a considerable sum to be expended for newspaper advertising.

## BEST WAY TO GET PROSPECTS

### Hugh Chalmers Points Out Advantages of Advertising Columns to Insurance Agents.

The qualities of a good salesman and the important part played by the human equation in selling goods were impressed upon the Northwestern Mutual Life Insurance company's agents at the convention at Milwaukee in an address by Hugh Chalmers, president of the Chalmers-Detroit Motor Car company.

"One way of getting hold of prospects which most insurance companies overlook and which I think is the best, is advertising."

## MILLIONS PRAISE Hot Springs Liver Buttons

The best remedy for liver, stomach or bowel troubles and especially constipation is the famous HOT SPRINGS LIVER BUTTONS.

## Hot Springs Liver Buttons

The best remedy for liver, stomach or bowel troubles and especially constipation is the famous HOT SPRINGS LIVER BUTTONS.

## THE AD THAT WINS

The warm-blooded advertisement, the one that reaches for the heart before it appeals to the head—wins.

"You say you've got no appetite and you feel mean all the time?" asked the druggist.

"Yes," replied the customer. "Did you ever try our dyspepsia tablets?"

## FRUIT PEDDLER ADVERTISES

Milwaukee Vender of Apples, Peaches and Pears Lets Public Know About His Goods.

In these days of strenuous competition it pays to advertise.

If one is doubtful on this point, ask Anton, fruit vender, of Milwaukee, who furnishes West Water street men with luscious bunches of Georgia peaches and Washington apples. Anton has utilized the means at his command to let the public know about his wares. His genius should recommend him to some department store head as advertising manager, or at least advertising writer, good men in these lines being reported scarce.

"Just in time to eat for today, tomorrow or next Friday," is inscribed in blue pencil on what was the top of one of the boxes of Anton's peaches. Anton believes in storing up for the future, and furthermore believes the public should practice his belief.

## NEEDS OF THE RURAL COMMUNITY

The retailers in all lines are bound to feel the results of any education given the farmer in his agricultural pursuits.

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They know what they are talking about, can be said of all the good advertising men.

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# SUFFERED AWFUL PAINS

## For Sixteen Years. Restored To Health by Lydia E. Pinkham's Vegetable Compound.

Moretown, Vermont.—"I was troubled with pains and irregularities for sixteen years, and was thin, weak and nervous. When I would lie down it would seem as if I was going right down out of sight into some dark hole, and the window curtains had faces that would peek out at me, and when I was out of doors it would seem as if something was going to happen. My blood was poor, my circulation was so bad I would be like a dead person at times. I had female weakness badly, my abdomen was sore and I had awful pains."

"I took Lydia E. Pinkham's Vegetable Compound and used the Sanative Wash and they certainly did wonders for me. My troubles disappeared and I am able to work hard every day."—Mrs. W. F. SAWYER, River View Farm, Moretown, Vermont.

## ANOTHER CASE

Gifford, Iowa.—"I was troubled with female weakness, also with displacement. I had very severe and steady headache, also pain in back and was very thin and tired all the time. I commenced taking Lydia E. Pinkham's Vegetable Compound and I am cured of those troubles. I cannot praise your medicine too highly."—Mrs. I. M. MILLER, Gifford, Iowa.

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# LEFT THE ATTORNEY SMILING

Probably Judge, With a Little Thought, Would Have Expressed Himself in Somewhat Different Manner.

There was at one time in Georgia a judge who had many duties besides his legal ones to perform, but who never boded the law "under any and all circumstances."

On one occasion he was called upon to act as auctioneer to dispose of some merchandise left by a dry goods merchant who had died some time before.

During the auction one of the bidders created a disturbance, and finally the exasperated auctioneer, assuming his character as judge, fined the man \$50, and sent him to jail for contempt of court.

An attorney made an application to remit the fine and release the prisoner, on the grounds that there had been no contempt of court. He maintained that the judge when acting as auctioneer was not a court, and therefore was not liable to contempt.

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## Severe Rheumatism

Grove Hill, Ala.—Hunt's Lightning Oil cured my wife of a severe case of Rheumatism and my friend of toothache. I surely believe it is good for all you claim for it.—A. R. Stringer, 25 and 50c bottles. All dealers.—Adv.

It was in a suburban town and the good minister had taken his class of boys on a little picnic out in the woods.

Each was supplied with a basket of fruit and sandwiches, and as they sat down in a picturesque spot to appease their sharpened appetites, the minister asked:

"Now, boys, what is the best and most appropriate time to thank the Lord?"

"What does your father do when he sits down to his meals?"

"One of the lads, a little red-haired chap, promptly answered: "Cuss the cook!"

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## Backache Warns You

Backache is one of Nature's warnings to the kidneys. If you suffer from backache, dizziness and are tired, suspect your kidneys. Use Doan's Kidney Pills. A remedy for bad backs and weak kidneys.

"Every Picture Tells a Story." This is the motto of the Doan's Kidney Pills advertisement.

Get Doan's at Any Store. 50c a Bottle. POSTER-MILBURN CO., BUFFALO, N. Y.

## Make the Liver Do its Duty

Nine times in ten when the liver is right the stomach and bowels are right. CARTER'S LITTLE LIVER PILLS gently but firmly compel a lazy liver to do its duty.

"Cures Constipation, Indigestion, Sick Headache, and Distress After Eating." SMALL PILL, SMALL DOSE, SMALL PRICE. Genuine must bear Signature.

## THE BEST STOCK SADDLES

For Country Homes. Best Lights in the World. SAFE, Cheap and Long Lived. For full particulars write HOOSIER STORAGE BATTERY CO., Evansville, Indiana.

## Texas Directory

Metropolitan Business College. 1809-11 Commerce Street, Dallas, Texas. Let us train you for business success. Know how. Write for free catalogue.

## HOTEL WALDORF

DALLAS' New Fire-Proof Hotel. Grand, European Hotel, 1202 Commerce Street. Corner Jackson Street, Dallas, Texas.

## THE BEST STOCK SADDLES

For Country Homes. Best Lights in the World. SAFE, Cheap and Long Lived. For full particulars write HOOSIER STORAGE BATTERY CO., Evansville, Indiana.

## COTTON BOOKS

and stationery for ginners, yards, oil mills, compresses and merchants. Special forms ruled and printed to order. Security printing ink is the best. Write for samples and prices to A. D. ALDRIDGE COMPANY, 409 SOUTH ERVAY, DALLAS, TEXAS.

## WINTERSMITH'S CHILL TONIC

FOR MALARIA and as a Tonic. If not sold by your druggist, will be sent by Parcel Post on receipt of price. Arthur Peter & Co., Louisville, Ky.

## W. L. DOUGLAS SHOES

FOR MEN AND WOMEN. Best Buy Shoes in the World. \$3.00, \$3.50, \$4.00. \$4.50 and \$5.00. W. L. DOUGLAS, 281 South Third Street, Boston, Mass.

# Death Hurks In A Weak Heart

If Yours is fluttering or weak, use RENOVINE. Made by Van Vleet-Mansfield Drug Co., Memphis, Tenn. Price \$1.00