## STOCK YARDS DATLY JOURNAL.



STOCK YAROS DAILY JOURMAL Ino St. Jeseph Journal Publishing Co., Publlshers.



Daddy'sBedtime
Story——me Reclall ARID CanOS J




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## Why it Pays to Buy Advertised Goods

By Soth Brown

Because the advertiser has done something to inspire confidence. He has not only explained the value and usefulness of his product, but has put his personality and reputation behind his statements.
He can be trusted because his very business existence is at stake. He believes in his goods to the extent of investing his capital, not only in making the goods right, but in advertising, which will not prove permanently profitable if he fails to make good-
secure repeat orders. secure repeat orders.
The advertising is not only a protection to the trade name, but it is the advertiser's guarantee of quality.
You are justified in being suspicious of unadvertised goods, because, however much confidence the dealer or manufacturer may have in them, he has not enough faith in them to spend money in telling others of their goodness.
It always pays to buy advertised goods.
$\square$
floats away from prison

RESIST CHINCH BUG ORDER



Blair Horse and Mule Co.

## Stock Yards

Joseph, Mo
At Our Special Auction Friday, January 3

500 HEAD OF HORSES 500
500 head of mules 500

did PIGEON FLY OVER SEA？harvard Lads play＇kiddoo PLayed with fire too long
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 Westmount received Robinson

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proceedings Mrs Mackie declared that
in thirty－six days Mr．Mackie asked

CUTTING WIFE＇S CREDIT COST

New York－Although the purpose of
A．W．J．Pobl of Brooklyn to advertis
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 books WILL BE BAKED HERE
PLAN N．Y．TRAFFIC RELIE
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City to to Keep commercial vericies
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## You Need a Few Harness Parts Look at These Prices






Make Up An Order of $\$ 10.00$ or More and We Pay the Freight． H．\＆M．Harness Shop Stock Yards St．Joseph，Mo． IF ORDER NOW BEFORE PRICES ADVANCE．

SHIPPERS TO ST．JOSEPH

ST．JOSEPH
STOCK YARDS BANK SOUTH ST．JOSEPH，MO．
$\overline{\text { Ask Us About Our Method }}$
of Handling
of Handling Proceeds of
Shipments on Day of Sale
Satisfaction to Yourself and Your Home Bank

Cheap Corn High ${ }^{\text {and }}$ Hogs
now offer an un－
usuai chance for usuai chance for
Big Profits in the Big Profits in the
hog business．Full hog business．Full rations of corn
with one－half with one－half
pound per day of Swift＇s DigesterTankage will produce max－ imum gains and the grade of hogs that will top the that will top the
market．Makes market．Makes Big Gains，Strong Bone，Firm Flesh and the Best Finish． Swilid Company，Chicago


Advertise it in The Journal

$\mathbf{W}^{\mathrm{R}}$ are especially bldding for Range Cattle and cated on fourt，both for slaughter and feeding．Lo－ best corn and live stock district in the United States． we are prepared to furnish a good market for all kinds of live stock．

Our packers furnish a dally market for all kinds of cat－ tle，ranging from Canners to Export Cattle．Look ap your R．R．connections，you will flnd them in our favor．


