





### See The Point?

Bound to please you if you give us the chance, especially in the grocery line.

You can't go wrong here, when every good point stares you straight in the face.

We want your trade. We're willing to trim prices mighty close to get it.

For mutual satisfaction come in and let us show you how, on a purchase of groceries, we can trim off a saving on every round dollar.

SEE THE POINT?

### Sherrod & Co.

811 Indiana Avenue. Phone 177.

#### No Room For Religious Intolerance.

Houston Post. President Roosevelt has written a letter in which he administers a just rebuke to that narrow-minded element of the country's population—insignificant, we are constrained to believe—which busied itself during the recent campaign trying to create prejudice against Mr. Taft on account of his religious views.

The gist of the position that the president takes in his arraignment of those guilty of entertaining such un-American sentiments is that since liberty of conscience is one of the foundations of American liberty the public has no concern in the religion of anyone seeking public office, further than to ascertain if he is a man of clean and upright life, honorable in all his dealings with his fellows and fit by qualification and purpose to do well in the office for which he is a candidate. In support of this position he makes an elaborate and forcible argument, in which he strongly defends the great body of American voters against the imputation of religious intolerance in deciding political contests. It is perhaps well that he has spoken out so boldly on the subject. Coming from such a high official source his utterances should have the effect of impressing anew upon the minds of the American people the value of eternal vigilance in upholding the foundation principles upon which the republic rests.

But after this has been said, it cannot be claimed that the president has presented any of the dangers of religious intolerance in any stronger light

than did the framers of the constitution when they inserted in the body of that document a provision specifying that "no religious test shall ever be required as a qualification to any office or public trust under the United States," and in the first article amendatory thereto bound congress to make "no law respecting an establishment of religion, or prohibiting the free exercise thereof." It was all these safeguards in the constitution that caused Jefferson to refer with just pride upon numerous occasions to the impossibility of religious intolerance ever rearing its bloody head in this country so long as the government should hold true to the purpose of its founders.

President Roosevelt's warning is not out of place, but he should have been frank enough to admit that he got his inspiration from Mr. Jefferson.

#### Corn Wanted.

We are again paying the highest market price for corn at our shelter across the Wichita bridge at the Northwestern Junction.

158-4th WICHITA GRAIN & COAL CO.

#### It Did Not Work.

Mr. Seabury and his wife were on the point of moving to another flat. Both of them were anxious that the transfer should be made at the least possible expense, and the nearness of the new home promised materially to further this aim.

"I can carry loads of little things over in my brown bag," announced Mrs. Seabury, "and you can take books and so on in your big satchel."

In discussing further the matter of transportation Mrs. Seabury remarked that notwithstanding the heat she could wear her winter coat over, leave it and return for her spring coat. The idea charmed her impractical husband.

"Why, I can do the same thing," he said. "I'll wear over one suit and then come back for another!"—Youth's Companion.

#### Hard on the Messenger.

Tommy had been spanked by Miss Manners, his first grade teacher, but his next teacher had not reached the point where she felt she could do justice to him in spite of all his naughtiness.

"Send him to me when you want him spanked," said Miss Manners one morning after her colleague had related his many misdeeds.

About 11 o'clock Tommy appeared at Miss Manners' door. She dropped her book, grasped him firmly by the hand, led him to the dressing room, turned him over her knee and administered punishment.

When she had finished she said, "Now, Tommy, what have you to say?"

"Please, miss, my teacher wants the scissors," was the unexpected reply.—Success Magazine.



#### WE RAISE ON HIGH

our voices to proclaim the merits of our fine new stock of jewelry. This being the "present" season, it seems reasonable to present our attractions for your approval.

GEMS AND JEWELRY are here the most stylish and in the most excellent workmanship. We are showing new designs in gold and silver watches, chains, charms, lockets, brooches, bracelets, earrings, rings, sleeve buttons, tsuds, etc.

A. S. Fonville JEWELER

## The Supreme Achievement In Clothes For Boys



IVAN FRANK'S Look For The Label

IS MOST certainly reached in our beautiful assortments for this season. The varieties shown are typical of the Cleverest and most original ideas ever conceived in clothing for little fellows.

The fabrics are all entirely new this season—exclusive effects and modish colorings—and, in fact, the entire line, taking it from every viewpoint, is fully worthy of the Ivan Frank reputation.

We Cordially Invite your Inspection

## Collier & Hendricks

## SEE MOORE & RICHOLT

"Pittsburg Perfect" Electric Welded Fences

36 and 49 inch Field Fence. 36, 46 and 58 Poultry and Garden Fence. Phone 19. 801 Ohio Avenue

OUR MOTTO: "We Hold This Safe."

REPRESENTING \$250,000,000 U. S. ASSETS

Anderson & Patterson General Insurance Agents

PHONE 87. LORY BUILDING, 7th St.

Every Company paying its San Francisco Losses Spot Cash, Without Discount, Represented in Our Office.

## W. R. BROWN AND COMPANY ELECTRICIANS

We do Electric Wiring that will stand inspection. We also repair telephones and construct telephone lines. 604-606, Ohio Avenue. Phone No. 298

## Ward & Young REAL ESTATE

Fire, Tornado, Hail, Fidelity, Accident and Live Stock Insurance.

Office 2 Lory Building, 508 7th St., Wichita Falls, Texas

Subscribe for the Daily Times

## GO TO J. H. PELLITT The Old Reliable TAILOR

For your New Fall Suits if you want the latest in style and finish. Call and see samples. If you want cleaning and pressing we can please you

All Work Guaranteed.

Up stairs over Tullis Paint Shop. Yours for business,

## J. H. PELLITT

Maricle Coal Co. has the best McAlester and Colorado Niggerhead coal. Phone 437. Stonecipher old stand. 152-6t

Subscribe for the Daily Times.

#### Cake Contest.

When passing the Cream Bakery, notice in the show window the beautiful decorated prize cake and decide whether you would like to possess it.

This cake will be given away on December 24th. For every purchase of 25c at the Cream Bakery between Nov. 15th and Dec. 21st, a ticket with a number on it will be given, which entitles the purchaser to a chance at winning this cake. Duplicates of the tickets issued will be deposited in a box and on Dec. 24th this box will be opened and the party holding the lucky number will be given the cake. Also, those paying their accounts before Dec. 24th will be issued tickets which will entitle them to as many chances at winning the cake as they have tickets. 156-3t

Coal! Coal! Coal! Niggerhead and McAlester lump and egg coal at Maricle Coal Co., Stonecipher old stand. Phone 437. 152-6t

Five-pound Oxford fruit cakes, 2 1/2-pound Oxford fruit cakes, 1-pound Oxford fruit cakes at Sherrod & Co.'s. 156-3t

## Plumbing

I have had 17 years practical experience in the plumbing business and am the only practical man in the plumbing and heating business in this city. Will be glad to figure with you on anything in my line. Will give a strict guarantee, if necessary on all work. We can furnish you with goods made by any of the leading manufacturers of the United States.

Am now making a special price of \$22.50 on Porcelain Bath Tubs, which can't be bought for the money by any of my competitors.

Will open up for the present at Abbott Paint Co., corner of Eighth street and Ohio avenue.

W. W. Coleman.

Why not make your fruit cake now? They improve with age. We have new figs, new citron, new currants, new dates, new lemon peel, new pineapple, in fact everything to make a first class fruit cake. 156-3t

SHERROD & CO.

# IN BED? YES. ASLEEP? NO. WHY?

This Old Mattress is so hard and pillow so full of knots, I can't sleep. How much time do you spend in bed? One-third of my Life.

FRIEND!--to-morrow morning, before breakfast, 'phone the Jourdan Furniture Company to send you a Seely or a White Swan or an Ostermoor mattress, also a pair of those Duck Down Pillows and one of their best guaranteed springs. Now don't forget the place.

CORNER INDIANA AVENUE AND 8th STREET

YOURS FOR COMFORT. W. F. JOURDAN FURNITURE COMPANY TELEPHONE NO. - - 270

"The Home Furnishers."



# Wichita Daily Times

Published at  
Times Building, Indiana Avenue.  
Published Daily Except Sunday.  
—By—  
The Times Publishing Company.  
(Printers and Publishers.)

Officers and Directors:  
Frank Kell.....President  
Ed Howard.....V. P. and Gen'l Mgr  
G. D. Anderson.....Sec'y and Treas.  
R. E. Huff, Wiley Blair, T. C. Thatcher, N. Henderson.

Subscription Rates:  
By the year (mail or carrier) \$5.00  
By the month (mail or carrier) .50  
By the Week (mail or carrier) .10

Ed Howard.....General Manager  
B. D. Donnell.....City Editor

Entered at the Postoffice at Wichita Falls as second-class mail matter.

Wichita Falls, Texas, Nov. 11th, 1908.

More sales of cotton came to market in Wichita Falls today probably than has ever come here in a single day.

Nothing has occurred since the national election that has had a tendency to bring comfort to democrats, and if our republican friends can gain comfort from the fact that cotton has gone off a few points every day since the election of Taft, they are easy to be satisfied.

It is now charged that ex-Senator Carmack of Tennessee was the victim of an assassin's bullet, and his death was not brought about by the slight provocation offered by the ten line editorial which appeared in the Tennessee on the morning of the 9th in which Col. Cooper, father of the man who killed Carmack, was ridiculed. In Senator Carmack and the Tennessee, the cause of State wide prohibition in Tennessee has lost a champion that it will be no easy task to replace. He was one of the South's most brilliant statesmen and writers, and that he has been made the victim of an assassin's bullet has caused indignation to run high in Nashville and throughout the State of Tennessee, and on the trial of the man who fired the shot that killed Carmack some sensational developments are expected.

### POINTED PARAGRAPHS.

Most men who fall had good intentions.  
Don't kick unless your feet are well protected.  
It takes stock manipulators to transform water into money.  
With some people money is an effective substitute for brains.  
Learn to paddle your own canoe—if you can't afford a motor boat.  
The average woman doesn't seem to have any use for a steady man.  
Many a man looks for work only where he is reasonably sure of not finding it.  
Nothing pleases a woman more than an opportunity to land a man information.  
By looking for little faults in others a man manages to overlook a lot of big ones in himself.  
It sometimes happens that a man who has a good aim in life gets his elbow joggled by some fool friend.  
Fault finding gives friendship many a hard jolt.  
Absence doesn't make the heart grow fonder of a rival.  
No man has a monopoly on making good resolutions.  
Two is company, but with father in the parlor there is a multitude.  
A man must know himself in order to understand the meanness in others.  
Never look backward—unless you can profit by the mistakes you have made.  
When a man starts out to look for fun he manages to uncover a lot of trouble.  
Honest, now, when you have company, how much of your hospitality is a bluff?  
Job was a patient man, but he never had occasion to study railroad time tables.  
**Three More Liquor Establishments.**  
Wichita Falls will have two more saloons and a wholesale liquor house in the near future.  
F. E. Curtis has filed an application for a license to sell liquor on Ohio avenue in the room now occupied by Coker's grocery.  
A man named Green, formerly engaged in the saloon business at Electra has applied for a license to conduct a retail liquor business in the building formerly occupied by S. Y. Ferguson's store on Indiana avenue.  
It is also announced that a wholesale liquor house is to occupy the building now occupied by the Elite pool hall on Ohio avenue as soon as the building is vacated.  
**Corn Wanted.**  
We are again paying the highest market price for corn at our shelter across the Wichita bridge at the North-western Junction.  
158-4c WICHITA GRAIN & COAL CO.

## TALES OF THE DERBY

Some of the Winners That Were Not Liked as Youngsters.

### BOUGHT FOR A MERE TRIFLE.

Little Wonder, Who Carried Off the Blue Ribbon in 1840, Cost His Owner Only \$325—The Successes of Voltigeur and Thormanby.

Stories of Derby winners having been sold as youngsters for exceedingly small sums are fairly numerous, and without going too far back into the recesses of the past at least two instances can be cited of animals destined ultimately to win the "blue ribbon of the turf" which as yearlings no one thought good enough to buy. Voltigeur was one of these, and the other was Thormanby.

Voltigeur was bred by Robert Stephenson in 1847 and as a yearling was sent up to be sold at the Doncaster sales, a reserve price of \$1,750 being placed on him. Not a man was found to bid that much for him; consequently he was withdrawn.

In all probability he would have remained unsold had not Williamson, a relative by marriage of Lord Zetland, seen him and, having taken a fancy to him, finally persuaded his lordship to buy him.

His judgment was triumphantly vindicated, for not only did Voltigeur win the Derby and St. Leger, but he succeeded in establishing a line of thoroughbreds which is at present dominant on the English turf and likely to remain so for some time to come.

Thormanby, too, was sent up to be disposed of at the Doncaster and, like Voltigeur, did not reach a nominal reserve. Desirous of getting rid of him, however, Pinner, his breeder, requested his famous trainer, Matt Dawson, to come and have a thorough look at him.

This Dawson did and, perceiving at a glance good points about him, which no one else apparently had noticed, bought him for Merry, his patron. Strange enough, Dawson gave the same figure for Thormanby as that paid for Voltigeur.

As a two-year-old Thormanby ran fourteen times and out of this number scored nine wins, and in the Derby of the following year he beat a field of thirty. It was said that the race netted Merry the nice sum of \$200,000.

The cheapest horse that ever won the Derby was Little Wonder, which was successful in 1840, for he cost his owner, Robertson, the meager sum of only \$225.

Spaniel, too, winner of the race in 1831, was picked up for a very small sum, Lord Erection, his breeder, letting him go for \$750.

Pyrrhus J., which won in 1846, was purchased by John Day, the noted trainer, as a yearling at Doncaster, Gully, the pugilist, taking a half interest in him.

As a two-year-old the horse never ran, and seemingly his abilities were then of an unknown quantity, for at the end of the season Day agreed to sell his half share in him to Gully for \$500. Day's chagrin at his subsequent victory in the Derby was very great.

Teddington, the winner of 1851, was bred by a blacksmith, who sold him as a foal, together with his dam, to Sir Joseph Hawley for \$1,250 and a further \$5,000 if he won the Derby.

Sir Joseph and his confederate, Massey Stanhope, to whom the horse really belonged, profited largely over the success, and the jockey, Marson, who rode the horse, received \$10,000 as a token of victory, which in those days was unprecedented.

Salafin, which carried the colors of Sir James Miller to the front, was an exceptionally fortunate purchase by John Porter, the trainer. He bought the colt out of the Hampton Court lot of yearlings in 1888 for the very reasonable price of \$2,720. Sir Robert Durdine taking a half interest in him.

As a two-year-old he was seen only once in public, and he won his race with the greatest ease. The year following he won the Esher stakes in a canter, after which he was sold to Sir James Miller for \$20,000 and a contingency of half the stakes if he won the Derby. It was indeed a profitable deal for Porter and Sir Robert.

Another instance of Porter's shrewdness as a horse dealer was his purchase of the great horse Isonomy for the bagatelle figure, comparatively speaking, of \$1,800. The real owner was Fred Gretton.

Isonomy gave no real promise of his worth as a two-year-old, his only victory being a nursery stake in the latter part of the season. As a three-year-old he was not seen in public until the Cambridgeshire, which he won easily by two lengths and incidentally earned no less than \$200,000 in bets for his owner.

Had he been in the classic races he would in all probability have cleaned the board.

As a four-year-old he won the gold cup at Ascot and the Goodwood and Brighton cups and crowned these feats by literally running away with the Great Ebor handicap, carrying the crushing weight of 136 pounds.

The following year Isonomy proved himself a better horse than ever, not only winning the Ascot gold cup again, but also the Manchester cup with the almost impossible burden, one would think, of 138 pounds.

It has been calculated that altogether Isonomy won for his owner upwards of \$500,000 in stakes and bets, which for an \$1,800 investment was a colossal profit.—Brooklyn Eagle.

If you will not take pains, pains will take you.—Whately.

# LADIES' FINE SUITS

Our Mr. Pennington has just returned from New York, where he bought the largest stock of ladies' Suits ever brought to Wichita Falls. Over 100 suits have already arrived by express and more to follow. You will find here the very newest materials, nobbiest patterns and latest styles. You will also find the prices equally as pleasing as the goods. :: :: :: :: :: :: ::



Suits from \$10.00 to \$32.50  
Coats from \$1.50 to \$25.00  
New wide Ruchings in all the latest patterns 25c to 75c  
New Hexican Waistings, in Colors, the very latest.  
Dorothy Dainty Ribbons--These beautiful ribbon sets come in all colors, Moire, Taffeta and Fancy. Price per box of two hair bows and sash \$2.50, \$3.00 and \$3.50 per set

SEE OUR CENTER WINDOW FOR SUITS. :: P. H. PENNINGTON CO. SEE OUR CENTER WINDOW FOR SUITS. ::



ON EVERY HOUSETOP  
a man can point out the spot where once he could buy a home at a low price. Same way today  
REAL ESTATE  
upon our books that you can't touch a few years hence for twice the money. Buy today then, and blow your happy horn tomorrow. Call and we'll show you the short way to do it.  
Duncan & Smith  
Wichita Falls, Texas

## We Always Have Something Good in

Store for You.  
Just now it is Cakes and Crackers, a new shipment having arrived a few days ago. We call your attention to the following specials :: ::  
Cheese Sandwiches 10c per pkg.  
Coccanut Dainties 10c per pkg.  
5lb. Oxford Fruit Cakes \$1.50 each  
1lb. Oxford Fruit Cakes 35c each  
Sugar Waifer Dainties 50c per pkg.  
Saltine Flakes 10c per pkg.  
Cracker Meal 10c per pkg.  
Philopena 25c per pkg.

Ohio Avenue J. L. LEA, Jr. Wichita Falls

MONA FRO

If you want your fashion carried down to Syrup  
It falls our guarantee your money Per Q

NUTT WICHITA

STO

RC H A

Orn

Roof ter  
Wiel

JOSEPH A. NEW

We of serval any in





**NOT AN ELECTION, BUT AN AUCTION SALE.**

Mr. Joseph Daniels, democratic national committeeman from the State of North Carolina, in commenting on the election result, has the following to say:

"I am very glad to get back home and am happy to rejoice in the democratic victory in North Carolina. There are true and good democrats everywhere, and none better than those in this good State. They have tar on their heels and that is why they stuck this year when so many States disappointed expectation. In the slump elsewhere, State Chairman Eller and all the leaders in the State deserve all the more congratulations and glory that North Carolina did not get away from its moorings. The conditions against which they had to contend were worse than since 1898 and if wisdom had not been shown and if democracy in North Carolina had not been wisely aggressive, we might have met the same defeat that has come upon the party in other States. That the democrats have done so well here, when so many States lost out, speaks volumes for the democratic faith and the democratic grit of Tar Heels.

"We had no election Tuesday—using the word 'election' in the sense of holding elections where the voters control. We had a thing we called an election, composed of—

1. An auction sale.
  2. Serfs driven to vote as ordered on penalty of hunger and cold.
  3. A lot of weaking so-called business men, stampeded by a trumped-up scare that a party of 6,000,000 good citizens would injure their business.
  4. A voting by an army of officeholders who felt that their bread and butter was not secure unless they controlled their votes and the vote of their relatives as demanded by the ruthless dispenser of patronage called the president, who for months has been the real chairman of the republican national campaign, prostituting the White House and every function of government to the most reprehensible and vindictive methods of campaigning known in the history of this republic.
  5. Hatred of labor unions and desire to destroy them or cripple them.
- Nobody can buy the American people. The bulk of men of all parties are honest and vote their convictions. The millions put up by Rockefeller, Carnegie, Cromwell and other men who owe their wealth to public favor—and their money in most part was not spent through committees, so that it will be kept a secret—could not buy an election. But it could turn the tide in any fairly close State. Mr. Harrison is authority for the statement that the \$260,000 he raised by request

of Mr. Roosevelt in 1904 changed 50,000 votes in New York city alone. What was spent in 1904 by the republicans was but a bagatelle to what they spent this year. But corrupt as that was, and contributing among other causes to the big republican majority as it did on Tuesday the corrupt use of money was only one of the causes. As a matter of fact the honest voters in America are nearly evenly divided in this country and most men vote their party ticket on principle, but there are many thousands who have their price and vote where money is turned loose freely.

Neither can coercion alone control an election. The coercion this year was not as marked as in 1896, or so general, but it was quite as effective where undertaken and in the main was done with secrecy. Those who did it publicly found that advertising their course helped to defeat the coercion and the pain was to work covertly. The man who permits his employer to compel him to vote against his convictions may proclaim that he is a free man. As a matter of fact, he is a serf and has less real liberty than a negro in the days of slavery.

One of the chief things that contributed to the republican victory was the scare of business men. Of course, this scare originated in the giant banks and factories owned by the trusts, but it reached many honest business men who were persuaded that Bryan's election would result in delaying the much needed return of prosperity. In vain were facts given that the panic had come under Roosevelt and Taft and the absurdity of politics making good times. It makes no difference whether a dog is after a flock of geese or not. If the geese think they are being pursued by a dog they will run and cackle as they run. That was the condition of many business men, big and little. The cry that "Bryan's election would be bad for business" had been so "ding-donged" into their ears that they took counsel of their fears.

The support of Mr. Bryan by Mr. Gompers and other labor leaders lost him many votes. It is undeniable that many manufacturers and other employers of labor hate labor organizations. When they saw that the main dependence for Bryan's election was in the labor vote some of them argued this way: "Labor is disposed to be aggressive. If it elects Bryan it will feel like it can control, and will be inclined to make more and more demands and any business or factory may be more and more controlled by them. I do not wish that and to show labor that it is not powerful I will help to defeat the candidates it favors." The feeling upon the part of employers of labor

grew as labor leaders became more and more pronounced for Bryan. There was good reason for it, to be sure, but that made no difference. For every vote Bryan gained from a labor leader, he lost the support of an employer of labor. Worse than that. In common with merchants, large and small, manufacturers not only voted against Bryan, but in the last days of the campaign they powerfully persuaded their employees that if Bryan were elected business would get poorer and poorer, and they might not get employment in the coming cold weather. The result shows that this argument induced many laboring men to vote against Bryan. It is the irony of politics that the men he offended by standing by labor persuaded the men he sought to serve to join in bringing about his defeat.

**Newsy Notes From Allendale.**

**Special to the Times:**  
Allendale, Tex., Nov. 9.—Mrs. E. F. Baird and little grandchildren returned Saturday to their home in New Orleans, La., after a three months visit with Mrs. Baird's sister, Mrs. A. G. Gricecemer.

Mr. J. A. Lewis, a traveling salesman of Fort Worth, accompanied by his wife came in Sunday on a visit to Mr. and Mrs. W. P. Billingsley.

Mr. Walter Lewis of Midlothian, Texas, after a few days visit with his uncle, Mr. W. P. Billingsley, returned to his home Sunday.

School opened last Monday, with Mr. Charles Agee teacher.

The Cream Bakery is prepared to supply you with the best of fruit cakes at 35c per pound. A 3-pound cake for \$1.00. 156-31

Jackson Bros., undertakers and embalmers. Day phone No. 24; night phone No. 547. 96d&w-1f

Pure ribbon cane syrup in barrel. King & White. 158-1f

**HOOPER**  
IS THE BEST  
**TAILOR**  
In "THE BEST BUILT CITY IN TEXAS."

**IMPERIAL BARBER SHOP**  
Always in the lead with the best workmen in the city, and our baths are Salt Glo; Vapor Massage, Shower and Plain Tub. The best service for your money is our motto. We want your business.  
**T. M. SIMS**  
712 Indiana Ave.

**Plumbing**  
Steam and Hot Water Heating estimates made free. All kinds of Plumbing repairing done by practical plumbers. We also carry in stock the Eclipse and the Roberts natural stone germ proof Filters. Located at city hall building 'Phone 30d.  
**WICHITA PLUMBING CO.**



**PLUMBER'S LICENSE.**  
City of Wichita Falls, Texas. Sewer Department, No. 1. Wichita Falls, Tex., July 1, 1908. A. L. Tompkins is hereby licensed to do plumbing and lay house sewers and drains in connection with the public sewers in this city in accordance with the provisions of an ordinance, No. 100, fixing and regulating the use of sewers by private individuals in the city of Wichita Falls. Given under the seal of said city this the 1st day of July, 1908. (Seal.) EDGAR RYE, City Secretary.  
**A. L. TOMPKINS,**  
PLUMBER.  
Phone 61. 10th and Lamar.



**25c to \$2**  
**A Guaranteed Pocket Knife**  
Have 150 patterns to select from. Full line shears and scissors. Two pair given in exchange for every faulty pair returned. Everything in Hardware  
**Maxwell's Hardware**  
721 OHIO AVENUE.  
Subscribe for the Daily Times!

**Ziedler's**  
**TIN SHOP**  
Has Moved from old stand to former Baptist Church Building on Indiana Avenue where I am better prepared to serve my patrons. With better facilities for doing work I endeavor to merit a continuance of patronage so liberally bestowed in the past.  
**J. C. ZIEGLER**

**THIS NEWSPAPER AIMS TO RENDER**

**A PRETTY WOMAN ALWAYS HAS SUITORS**  
And a good bargain or a good opportunity, always find takers. When something of real value is advertised—something unusual—you will not be the only one to see the ad., or to investigate the offer. But, if you are as alert in seeking a bargain, as you were—or are—in affairs of the heart, you will win. In fact, you will win if you have a tenth part of as much determination and enthusiasm in business as in playing your game with Don Cupid.  
**GIVE US A TRIAL WE CAN PLEASE**

**REAL SERVICE TO YOU**  
IF, BY some persistency in giving advice, this newspaper can convince every merchant of the wisdom of telling you all of his store-news that is important—of using enough space in which to do it, and of telling as much of his store-news in every issue as you would be interested in knowing—and—  
If, at the risk of over-iteration, this newspaper should convince you that this same store-news is of real, live, palpitating importance to you, as fully worthy of your attention as politics, or base ball, or Crowned Heads, or elopements, murders, riots, fashions or functions of the rich—and—  
If it should follow that the merchants should prosper in exact ratio to their energy in advertising and that you should thrive in proportion to your intelligence in spending your income—then this newspaper will feel that it has accomplished so real a public service that this city will be a better place in which to live and to do business

**YOU COULDN'T BE FOUND ANY OTHER WAY**  
So the man concluded to advertise for you. He had hoped you would happen to come around to see him of your own accord—or, that somebody would tell you about what he has to tell you—or, that necessity would drive you to search for him. But, you didn't come—you didn't "happen" to hear, or to see. His message for you wasn't delivered. His offer—the offer that is really more to your liking and to your interest than any you've had for months—is, at last (as it should have been at first) put into the form of an ad., and awaits you in these columns. You'll know it when you see it—  
**TAKE A LOOK FOR IT TODAY**

**THE TIMES PUBLISHING COMPANY**

