

DON'T MERELY GO TO BATTLE—

GO TO WAR!

Tacitus, the Roman historian, writing of the Batavians, said: 'Others go to battle; these people go to war!'

With this persistent people, a battle was merely a part of the war, of the campaign, no matter whether it were won or lost.

In modern business life the same idea prevails. With the merchant who is destined to win, advertising is a CAMPAIGN—not a mere "splurge." A big ad. is merely a PART of that campaign, not a thing upon which success or failure wholly rests.

In war a great many big battles are apt to be fought, some of them costly, some disastrous, but all inevitable, as part of a winning campaign.

In advertising a good many big ads. must be used. Some of them may seem too expensive, some almost a loss of money.

But all are a part of any winning campaign in business—all are incidental to the success of the campaign. And when a business campaign succeeds—as every persistent and wise one will—the COST will seem very small indeed!

American League Fielding Averages for Last Season

Table with columns: Name, CLUB FIELDING, No. Games, P. O., Ass'ts., Errors, Pct.

Table with columns: Name, Club, No. Games, P.C., O'Leary, Detroit, etc. (First Basemen, Second Basemen, Third Basemen, Short Stops)

Table with columns: Name, Club, No. Games, P.C., Name, Club, W.L.Tie, P.C. (Pitchers (WON and LOST))

Ex-Treasurer's account miscellaneous Sight Draft on Oklahoma Bank 4,010.85

CHRISTMAS NIGHT. Sometimes I think that Christmas night's the best.

Dear Sirs:—I herewith submit the following report of the records of the Auditor's office, showing vouchers drawn on requisitions of the Heads of Departments and duly authorized bills.

Table with columns: Name, Club, No. Games, P.C., Name, Club, W.L.Tie, P.C.

DEMOCRATIC RECEIPTS AND EXPENDITURES

Table with columns: Name, Club, No. Games, P.C., Name, Club, W.L.Tie, P.C.

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"SO EASY" in Solid Gold and "SMART SET" in Gold

Are absolutely sanitary. They detract from facial personality, impart a spirited smart expression and an added intelligence to the countenance, and are so easy to put on.

HULL & HULL Graduate Opticians, 121 Twenty-sixth street, Newport News, Virginia

After Washington's Laurels "I met an honest boy this morning said a man who is fond of the truth, he helped, giving me one honest look and hurrying on his feet would carry him. 'Do you go to school, lad?' I asked him.

Real Meaning of "Aftermath." "Aftermath" is a persistently used word. Early July is the time of the "math," that is, the first mow of the meadows. The short grass with a sufficiency of rain—will be again, and later will come the "mow" or "aftermath."

Fish with Voices. The squirrel fish has acquired name owing to the sound made by fish when taken from the water, which resembles the bark of a squirrel.

Seven Years of Frost. "I have had seven years of frost that Dr. King's New Discovery is the best medicine to take for coughs, colds and for every diseased condition of throat, chest or lungs."

Annoying to the BRK. Nothing is more annoying to a sick person than to be discussed in his presence by nurses or visitors. It not extremely favorable, his condition should never be mentioned in his hearing. All questions between the nurses as to when the medicine was given, how much stimulant was last administered, and so on, should be settled out of hearing of the invalid.

Balance on hand \$ 1,234.11 In compliance with the election law of the State of New York, we have filed in the office of the Secretary of State, at Albany, a complete list of all receipts and expenditures of the headquarters at New York. And in compliance with a resolution of the National Committee, passed at Lincoln, Nebraska, last July, we have filed in the office of the Secretary of State at Albany, a list of over 25,000 names, representing over 100,000 contributors, who contributed through newspapers, clubs, solicitors, and other organizations, whose names are on file in the office of the Chairman of the Democratic National Committee at Buffalo, N. Y. The Auditor's report confirming the above is attached thereto.