

THE DENISON REVIEW THE REVIEW PUBLISHING CO. (INCORPORATED.)

F. W. Meyers, Editor.

Entered at the Postoffice in Denison, Iowa, as second-class mail matter.

SUBSCRIPTION RATES. ONE YEAR \$1.50 SIX MONTHS .75

DISPLAY ADVERTISING RATES. Per Inch, 1 time .30 Per Inch, 2 times .55 Per Inch, 3 times .75 Per Inch, 4 times .90 Per Inch, 5 times 1.00

All Bills Payable Monthly.

EDITORIAL.

REVIEW ADVERTISING.

The fact that the editor has been asked to speak concerning advertising has made him think more along that line and to ask himself if he is doing all that he should to place the subject in a proper light before the merchants and business men of Denison.

The Royal Baking Powder Co. advertises in the Review. In proportion to the amount of its sales, it is our heaviest advertising patron. The Royal Company buys the best space it can get in the Review and it then proceeds to fill that space with the best matter it can get.

We have found also that "foreign" advertisers of reputable and long established record, are perfectly willing to pay a fair price for advertising.

They figure that a cheap rate means cheap advertising. It means that the paper will be filled with catch-penny swindles of one kind or another. An advertisement is known by the company it keeps, just as much as is a man.

The Review circulates 2500 papers every week. We print more but there are extras and spoiled sheets and files; 2500 is an under, rather than an over-estimate.

At the last election the total vote of the county was 4500. There are many homes where there are more than one voter. There is the father of the family, the grown sons and the hired men.

mile radius and with Denison for a center, the Review will be found in from 75 per cent to 80 per cent of the homes.

Last week the Review mentioned by name, in its news columns, more than SIX HUNDRED different people living in the county.

What a field such a paper opens to the live advertiser. Here is a paper going into two-thirds of the homes of the county, a paper that people want, a paper without any plate or patent pages, a paper that in a single issue mentions by name six hundred different people, a paper that in one week prints over FIFTY FEET of home set type, a paper that people are taking and paying for.

STILL INCREASING. The addition of the list of the Manilla Republican to that of the Review marks another notable addition to a list which has been growing steadily for the past year.

Doubtless without intention the Bulletin has nearly put the fat in the fire by its assertion that the new opera house would in all probability be built on the lots north of the present opera house.

It is our sincere hope that the Verein meeting tomorrow night will be characterized by the same spirit of progress and loyalty to Denison as that manifested at the last meeting.

For Sale—Good Short Horn bulls eligible to register. John R. Robinson. 3-St pd

AS OTHERS SEE US

Kind Words From Subscribers In Various States.

Fulton, Ky, Feb 9, 1907.

Dear Friend: Enclosed find American Express money order for paper. The paper is improving every day, and has now assumed a metropolitan appearance.

Yours truly, D. B. Ely,

Review Publishing Co. Dear Sirs:—As My subscription to the Review expires with this week's issue I will hasten to renew as I do not want to miss one copy of the magazine.

Chas. Heaviland, Clark, S. D.

THE TRIBUNE OFFER.

We do not know why—but in some way a number of our subscribers have thought that our Chicago Tribune offer expired with February.

The winds of March have no terror to the user of DeWitt's Carbolized Witch Hazel Salve. It quickly heals chapped and cracked skin.

COLLEGE NOTES.

Anna Hall of the class of 1906 called on Tuesday last and took dinner at the dormitory.

The literary societies met early last week so that they could attend the lecture at the Opera House.

Jas. Flemming has completed the commercial course and returns home this week. The ladies at the dormitory gave an oyster supper in his honor to all of the boarders on Tuesday evening.

Several from the college attended the teachers' meeting in West Side on Saturday. Miss Brackney was called upon and gave a couple of recitations which were enthusiastically received.

Dr. W. T. Wright gave the students a profitable talk on the advantages of medicine as life work. The address was very helpful to any one who is deciding what his life work shall be.

Prof. Van Ness was on the program at the teachers' meeting at West Side on Saturday.

Both the boys' and the girls' basket ball teams played West Side on Saturday evening last. This is the first time that the girls have played a match game and they made a good showing.

The score in the girls' game was 29 to 14 and the boys' was 44 to 21 both in favor of West Side. All speak very highly of the courteous treatment that they were given by the West Side players.

Earl Hoffman returned this week. While he is not fully recovered from the surgical operation, he is able to take up his work again.

Chas. Larson of Kiron is visiting Seth Johnson. Mr. Larson was a student last winter.

Have One Doctor

No sense in running from one doctor to another. Select the best one, then stand by him. Do not delay, but consult him in time when you are sick.



Always keep a box of Ayer's Pills in the house. Just one pill at bedtime, now and then, will ward off many an attack of biliousness, indigestion, sick headache.

A HAPPY WEDDING.

Married—At the German Lutheran Church, Feb. 27, 1907, John H. Watke and Kathrina E. Petersen, Rev. W. A. Frese officiating. The wedding festivities were celebrated at the home of the groom's parents.

NEW CORRESPONDENCE.

The Review has now made arrangements for regular correspondence service from the following points: Charter Oak, Schleswig, Dow City and Kenwood.

The Intelligencer at Ames, says: "The Times-Republican is edited for busy men and women. Every day it brings news of Iowa and of the world concisely told."

Wanted—Lady or Gentleman of fair education to travel and collect for firm of \$250,000.00 capital. Salary, \$1,072.00 per year and expenses.

The PARLOR BAKERY and Candy Store. All Bakery Goods are First Class. Party Orders and Wedding Cakes Our Specialty. Jacobsen, Prop.

All Bakery Goods are First Class

Party Orders and Wedding Cakes Our Specialty.

Jacobsen, Prop.

Health Insurance at little cost

CALUMET BAKING POWDER. \$1,000.00 reward is offered to anyone for any substance injurious to the health found in Calumet Baking Powder. Purity is a prime essential in food.

Save from 5 to 15 per cent on your Spring Outfit of FURNITURE. We have a large and complete stock of the latest and most up to date Furniture in the county. Bartcher Bros. Lower Broadway.

Marble and Granite Monuments. Artistic Designs in Granite and Marble. R. L. HILL, Denison.

Wall Paper... Its Time to Get Interested in Wall Paper. We have a splendid stock of New Patterns at very close prices. U. G. JOHNSON & CO.