

The Review's School of Advertising

(Lesson No. 4.)

A great many books and magazine articles on advertising are published. Merchants and advertising writers read these works with the hope of getting definite ideas. But they are frequently bewildered by too many learned terms, too much talk about psychology, perception, apperception and other philosophical phrases.

The reader can get a good idea about them. Many men persist in advertising in vague general phrases that convince no one. "The best is the cheapest." "You buy right when you buy of us." "Best styles and lowest prices in the city."

BUCK GROVE ITEMS

Mrs. Jess Bennett and children returned to their home at Aberdeen on Tuesday after several weeks' visit with her parents, Mr. and Mrs. John Griffin.

VALE ITEMS

A few days last week with Denison relatives. Mrs. Thomas, of Savannah, Ill., who has been a guest here in the R. C. Crampton home, returned to her home Wednesday.

NISHNABOTNY ITEMS

James and Simon McGinn visited at the Thomas McAndrews home Sunday. Vera Boeck was the guest of Josephine Tate Sunday afternoon.

JULIA MARLOWE. Famous Shakespearean Actress Who Has Retired.



OMAHA MONDAY RETURNING TUESDAY

Foreign observers of American life seem to be in considerable doubt as to whether the national game is base ball, poker or lynchings.

THE AMERICANS WHO TOOK PASSAGE ON THE ARABIC

The Americans who took passage on the Arabic are no doubt glad that they did not have a safe and monotonous voyage under the American flag.

A FEDERAL JUDGESHIP IS VACANT IN NEBRASKA

We don't exactly see how this can be split fifty-fifty between the Bryan and Hitchcock factions.

NO WELL AUTHENTICATED CASE IS AS YET RECORDED

Where a real estate agent or summer resort man had admitted that a mosquito had ever been observed near his property.

OFFICIAL PUBLICATION

Denison, Iowa, Thursday, Aug. 12, 1915. Pursuant to adjournment the board of supervisors met at 10 o'clock a. m. Called to order by Chairman Nehls.

DR. ALEXIS CARREL

Rockefeller Institute Physician Working For French Wounded.

BROGAN ITEMS

Miss Stella Anthony was a passenger to Deloit Monday. Mrs. Angeline Williams, of Deloit, spent a few days this week at the home of her daughter, Mrs. T. M. Brogan.

OMAHA MONDAY RETURNING TUESDAY

Richard Peters has rented the S. J. Jans farm for six dollars and seventy five cents per acre. Mr. Jans contemplates moving to Denison in the spring.

MR. AND MRS. STANLEY BROWN, OF DELOIT

Spent Wednesday in Herring with their friends, Mr. and Mrs. Lacy Meyers.

MR. AND MRS. JOHN GERKIN AUTOED DOWN

To Denison Wednesday on business. Mr. Fred Meyers is installing a new water works system on his farm near Boyer, Mr. Jim Level, of Odebolt, is doing the work.

THE FURNACES AND FIXTURES FOR THE HEATING PLANTS

of the J. L. and W. H. Maynard houses arrived in Herring Wednesday. Mr. Christian, of Deloit, is doing the work.

MR. AND MRS. CHRISTIAN, OF DELOIT

Spent Wednesday in Herring with their friends, Mr. and Mrs. W. H. Meyers, Mr. Braun, and daughter and son, and Mr. Walter Dean are among those who have taken in the State fair the past week.

OWEN BROTHERS SHIPPED A LOAD OF CATTLE

to the Chicago market Saturday. Beena Meyers underwent an operation Friday for appendicitis. She is doing nicely at this time.

MRS. CHAS. RICHARDSON WAS A SHOPPER

in Denison Saturday. Mat Brogan has commenced farming the Henrich farm which he has rented for the coming year.

MR. AND MRS. DAVE CLARK AND CHILDREN

visited in Denison Saturday. They reported more rain in that section than we have had here.

MISS NELLIE WELSH IS EXPECTED HOME

from her Omaha visit soon. Mrs. Byron McMullen is coming with her for a visit.

DOCTOR BOONEY WAS A DENISON VISITOR

from Tuesday until Wednesday. W. L. Marten was a Sioux City visitor on Sunday.

ALBERT PALZLEN, WIFE, AND BABY CAME DOWN

from Sioux City on No. 4 Sunday morning for a few hours' visit with relatives. They returned home on No. 3 in the afternoon.

THE LITTLE SON OF MARTEN MCNETNEY

is quite sick with an attack of bilious indigestion. Heavy frost in this section Sunday night. Damage at present unknown.

MRS. MARX GLOE IS VISITING HER PARENTS

Mr. and Mrs. John Kepford. She arrived from Fall Rapids, S. D., Saturday evening.

MR. MARTEN MCNETNEY IS WORKING AT PRESENT

in South Dakota. Foster L. Hain was an Arion visitor Sunday.

A NEW RULING OF THE POST OFFICE DEPARTMENT

namely, that packages that are \$5.00 in value may be insured for 3 cents up to \$25.00 5 cents; \$50.00, 10 cents; and \$100.00 is covered by a 25 cent fee. The above goes into effect September 1st.

MRS. JOHN MILLER REPORTS A STRING OF BAD LUCK

for this year so far. In the early spring she lost nearly six hundred chickens, and lately had a valuable horse and four cows killed with clover bloat. That seems like quite a bit more than one person's share of bad luck.

MISS NELLIE WELSH RETURNED SUNDAY EVENING

from a two weeks' visit with friends in Council Bluffs and Omaha. Mrs. Byron McMullen, of Council Bluffs, accompanied her for a few weeks' visit.

MR. AND MRS. HANS THEIS AND FAMILY

left for Denison in the morning. They will be in Denison, also Mr. and Mrs. William Carstons, from near Buck Grove spent Sunday, the guests of Mrs. John Miller and family.

MISS RUTH MCCALPIN AND FRIEND, MISS FLORENCE LYNCH

departed on Thursday evening for their homes in St. Louis.

MR. HARRISON MAYNARD WAS A CALLER

in Vail and Denison Wednesday. Mr. W. H. Christiansen spent Thursday in Denison.

MR. AND MRS. T. M. BROGAN AND FAMILY

spent Tuesday evening at the home of Barney McLaughlin.

MR. JIM MAYNARD WAS IN VAIL WEDNESDAY

Mrs. T. M. Brogan and mother, and granddaughter, Alice, spent Wednesday at the Anthony Slechta home.

THE MISSES AGNES BROGAN AND MARIE RYAN

were calling in Denison Wednesday.

MR. AND MRS. H. COCHRAN AND CHILDREN

visited at the T. M. Brogan home Monday.

S. J. JANS WAS A CALLER AT THE RIECKE BRUNS HOME

Friday. Misses Agnes Brogan and cousin, Marie Ryan, spent Thursday with their aunt, Miss Lottie Williams in Deloit.

MR. AND MRS. GEORGE MAYNARD WERE CALLERS

at the Jess Dieter home Thursday evening.

CHAS. O'DONELL WAS A PASSENGER

on the train from Deloit to Denison on Tuesday.

Chas. O'Donnell was a passenger to

Sound Ideas Behind Lincoln Highway

No Friction Encountered in Two Years' Development

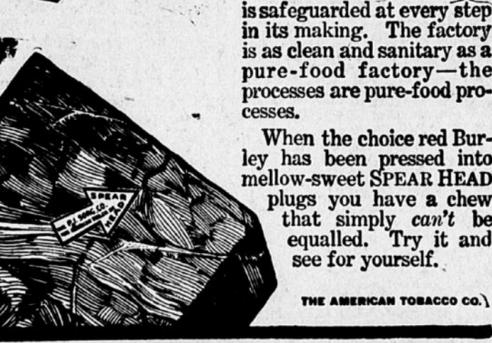
The Lincoln Highway association has been actively forwarding its propaganda during the past two years, and an amazing development is shown. (Not a political phase has cropped up to interfere nor has any local jealousy prevented the steady progress of necessary work.)

Table listing highway construction items and costs, including concrete culverts, corrugated pipes, and bridge repairs.



Sweet and Wholesome "Good as a chew of SPEAR HEAD" means the supreme degree of rich, luscious flavor.

SPEAR HEAD PLUG TOBACCO



is safeguarded at every step in its making. The factory is as clean and sanitary as a pure-food factory—the processes are pure-food processes.

NOTICE

Why keep on renting a house to live in when you can buy one on very easy terms? Small payment down, balance on monthly payments. I have a number of properties for sale on these terms. Call on E. GULICK

F. T. MALONE, Auctioneer

I will cry sales the coming season for anyone anywhere. Can furnish best of references for past work. SATISFACTION GUARANTEED