

The Trading Center of the Missouri Slope

SHOP IN BISMARCK

The Trading Center of the Missouri Slope

UNDERTAKERS AND EMBALMERS

A. W. LUCAS CO.
UNDERTAKING PARLORS
 Day Phone 645
 Night Phone 100
A. W. CRAIG
 Licensed Embalmer in Charge

WEBB. BROS.
 Undertakers — Embalmers
 Funeral Directors
 Licensed Embalmer in Charge
 Day Phone 50
 Night Phone 687

DAIRY—MILK—CREAM
SAFETY FIRST
 —Buy Only—
PASTEURIZED MILK
BISMARCK DAIRY CO.
 210 Broadway
 Phone 348

TRANSFER and STORAGE
TRANSFER AND STORAGE
 We have unequalled facilities for moving storage and shipping of household goods. Careful, experienced men. We also handle ice.
WACHTER TRANSFER COMPANY
 202 Fifth St. Phone 62

ELECTRICAL
 —THE—
ELECTRIC SHOP.
B. K. SKEELS
 Everything Electrical
 Wiring Fixtures and Supplies
 Delco Farm Light Plants
 Willard Service Battery Station
 Phone 370 406 Broadway

SUITS
 \$25 and up
 Expert Dry Cleaning
KLEIN
 TAILOR AND CLEANER

Have You Heard the Latest Music?
 at—
STEIN'S
 Folsom's Jewelry Store
 414 Main St. Phone 562R

SHOE FITTERS
Richmond & Whitney
 MAIN STREET

HEMSTITCHING
 HEMSTITCHING AND PICOTING
 Mail Orders Filled.
 MRS. M. C. HUNT
 114 Broadway. Phone 849.

CLEANING and DYING
BARBIE'S
DRY CLEANING AND DYE WORKS
 Phone 394—409 Front St.
 We call for and deliver. Mail orders promptly filled.

WHERE TO DINE
When thirsty drink—HAMM'S EXCELSO
 Nothing is more refreshing than a cold glass of good old Hamm's Excelso on a hot day.
C. M. Rosson C. R. Downing
 Agents
 Phone 895

HOW SHOULD AN ADVERTISEMENT BE WRITTEN?

A Request From an Advertiser.

A well-known advertiser has asked The Washington Times to publish "some ideas on style" and some suggestions as to the most effective manner of writing advertisements.

As to "style" we have very little to say. The man writes best who takes the least thought of style as he writes.

The striving for style usually results in spoiling any natural ability that a writer may possess. It results also, usually, in producing an affected, unpleasant, and unconvincing method of expressing thought.

Style in writing has no value unless it expresses the natural thinking process of a naturally interesting mind, with concentration and care added.

As to the writing of advertisements, we should give no advice other than that which we should give to the man who might want to write a play, a sermon, a legal argument, or a declaration of independence.

The really successful writer of advertisements must be a very able writer—BECAUSE HE CAN'T BE SUCCESSFUL UNLESS HE CARRIES CONVICTION.

The successful writer of advertisements, in addition to being CONVINCING, must be INTERESTING.

He must begin his advertising statement in such a way as to interest the reader, for whose attention thousands are clamoring.

And, having fixed that reader's passing interest, he must convince him of both the truth and the importance of what he has to say.

In addition to being interesting and convincing, the good writer of advertisements must be BUSINESSLIKE. There must be a sincere, practical ring to what he says. If a man is asked to spend money, he likes to feel that he is dealing with a practical, competent man.

Therefore, the really good advertisement must be interesting, convincing, businesslike, and practical.

In addition, the good writer of advertisements possesses, of course, the quality of terseness. He must yearn to be brief, without being dull and colorless.

The man who writes advertisements spends his employer's money with every word that he puts down. His words must each have a value—or, at least, not one of them must be wasted.

When we consider the qualities which a good writer of advertisements must possess, it is very easy to understand that certain of these writers find their profession more profitable than that of the successful writer of fiction or plays.

It may be said, in fact, that any writer, no matter what his ultimate literary ambitions might be, could add to his equipment and his efficiency by taking a course in the writing of advertisements under a good teacher.

Some of the cleverest writing that is done in the United States is done by advertisement writers. The English is good, the thought is novel, the style is original, BECAUSE THE THINKING PROCESSES ARE ORIGINAL.

The literary person would be very foolish who should affect to consider the writer of advertisements as necessarily inferior to the writer of other literature.

And any man would be doubly foolish if he

considered the use of literary skill MISPLACED in writing advertisements.

The writing of good, truthful advertisements results in the distribution of products on a large scale, in stimulating industry, and very often in a reduction of prices to the consumer—since successful advertising means an increased demand, enormous production, and therefore, smaller prices.

Do not think that the successful writing of advertisements is an undertaking interesting to a small class only. If it were it would not attract attention in this column.

Every business man is interested in the question. And every young man who hopes for business success is interested in the writing of advertisements. There are many chances for young men to make success as writers of advertisements. WITHOUT good advertising every man's chance of success is slight in these days.

To advertise well means to succeed in ATTRACTING ATTENTION.

To give advice in regard to "judicious advertising" is not easy. There are many lines of success in all undertakings. Perhaps a few maxims might be constructed that would be generally useful and true in writing advertisements.

First would come, in our opinion, the very old advice from a great writer to "see a thing clearly and describe it simply."

Clear VISION and SIMPLE description—those are the essentials of good writing, including good advertisement writing.

We should suggest diffidently, also, that too much effort at humor is not good in writing advertisements.

If a man is in need of a pair of trousers or an overcoat, he is in earnest. He wants TROUSERS and NOT a joke.

A light touch is good in all writing. But with that general lightness of tone there must go solemn earnestness when the moment comes to impress the reader. We are acquainted with a young man, a manufacturer of pills, whose character is not at all romantic. His earnestness exceeds in depth the Atlantic Ocean. He gives his pills in gold boxes as wedding presents. He distributes them at banquets. His whole soul is in those pills. Needless to say, he SUCCEEDS.

Extensive advertising is based upon the desire and extent to establish extensive and PERMANENT business relations with the public.

With such purpose in view, every advertising statement should have for its foundation TRUTHFULNESS. Nothing will last that is not based on truth. The advertiser is shortsighted, a foolish investor, and a future failure if he begins an advertising campaign based on falsehood and exaggeration. Such a campaign may do for a circus traveling from town to town, or for a Barnum, whose theory was that the people love to be fooled. They do enjoy harmless "woolly horses," but they do NOT want cotton in their woolly shirts.

One of this country's most successful merchants has for his sole rule, NEVER TO PERMIT AN ADVERTISING STATEMENT THAT IS NOT TRUE.

Others write more brilliant advertisements than his—but none succeed better.

Which is all we have to say about advertising for the moment.—Washington Times.

AUTOMOBILES, ACCESSORIES AND SUPPLIES

Western Sales Co.

Distributors of
 MAXWELL AND OLDSMOBILE
 AUTOMOBILES

PORTAGE TIRES
GREEN DRAGON
SPARK PLUGS

Automobile Accessories of All Kinds

FILTERED GASOLINE

Free Air and Water BATTERY SERVICE STATION

MISSOURI VALLEY MOTOR CO.

Factory Distributors of
 CHEVROLET AUTOMOBILES
 Smith Form-a-Trucks
 Smith Tractors
 Kelly-Springfield and Firestone Tires
 Everything for the Automobile

MOTOR CAR SUPPLY COMPANY

Distributors of Automobile Supplies, Federal Tires, Veedol Oils.

206 4th St. Phone 765

BISMARCK MOTOR COMPANY

Distributors of
 STUDEBAKER and
 CADILLAC
 Automobiles

Automobile Trimming and Top Work

BISMARCK FURNITURE CO.
 Phone 669, 220 Main St.

Did you buy a Thrift Stamp?

HARDWARE—IMPLEMENTS



FINE BUGGIES
 If you are thinking of buying a new carriage or wagon it will pay you to get our prices.

FRENCH & WELCH
 Hardware — Tools — Implements
 Harness — Carriages — Wagons

PHOTO DEVELOPING

PERMANENT PRESERVATION FOR ADVERTISING PURPOSES
DAILY PHOTO SERVICE
 BISMARCK - NORTH DAKOTA

Bring or mail in your films for Expert Developing

FINNEY'S DRUG STORE
 Bismarck, N. D.

BUSINESS TRAINING

BISMARCK Business College



You Can Enroll at This MODEL OFFICE PRACTICE

school under guarantee of a satisfactory position as soon as competent or your tuition refunded. Send for particulars. When you know more about this college and what it has done for hundreds of the most successful business men and women, you'll attend. Write

G. M. LANGUM, Pres.,
 Bismarck, N. D.

Mr. Business Man—

Are you aware that you and your business are judged by the kind of stationery you use?

If it is printed in The Tribune's up-to-date Job Department you need have no fear of the judgment.

If you are not in the habit of having us do your work, drop in and let us talk the matter over with you.

Estimates cheerfully given on all printing from a business card to a catalog, and our prices are right.

This establishment is run under strict union conditions, thereby giving our men the 8-hour day.

WOUNDS SEND SPEED KING BACK TO SAUCER TRACKS



ARTHUR DURAY
 HOLDS WORLD'S RECORD FOR SPEED (147 MILE AN HOUR AT OSTEND, 1913)

BY PAUL PURMAN.
 Because Eddie Rickenbacker, one of America's foremost automobile race drivers, became an ace, it doesn't follow that all speed kings of the saucer turns make good aviators.

There is the case of Arthur Duray, the Belgian speed demon. Duray took a shot at the flying game early in the war and admits that he was perhaps the worst aviator in France.

Yet Duray is the king of all speed kings. A few years ago he drove a mile in 24 1/2 seconds, a rate of 147 miles an hour, the fastest mile ever traveled by a human being in automobile, airplane or what not. This record was made in Belgium, Belgium, track before the war.

Duray is racing in America at present. No because he is a slacker—the isn't. He walks with a decided limp, which tells the story of what he has

THOUSANDS JOIN TO DEMAND UNCONDITIONAL SURRENDER AS THE KAISER'S PEACE TERMS

(By Newspaper Enterprise Ass'n.)
 Flint, Mich., Aug. 22.—"Unconditional Surrender!"

Those are the terms America must insist the allies impose on Germany as General Grant imposed them on the Confederacy.

The Unconditional Surrender Club of the United States has been organized in Flint to see that no other terms are accepted by the allies when the time comes to talk peace.

Started by seven Flint business men at lunch one day, it has spread so rapidly that thousands of names have been signed to the pledge, which is the club's only qualification for membership.

Pledge Fealty to U. S.
 The members have pledged their undying fealty to the United States government; their unflinching support to our army; themselves and all they possess to the cause of winning the war, if that be necessary, and to make any sacrifices they may be called upon

her allies may be brought to realize that only an unconditional surrender will be acceptable to the United States.

The club has received the official sanction and approval of President Wilson. It hopes to become one of the greatest moral factors in the nation in bringing the war to a victorious conclusion.

Although only three weeks old, the Unconditional Surrender Club has grown from its seven charter members to thousands of members all over the middle west, and is spreading to other parts of the country. Flint Unit No. 1, in less than a week, obtained 20,000 members. The originators have incorporated a national organization with headquarters at Flint. Already applications to form local units have been received from twenty cities.

No Dues to Pay
 There are no dues and no expenses in connection with membership in the club, except the purchase of a club



WE HAVEN'T GOT THAT, BUT WE HAVE SOMETHING JUST AS GOOD!!

THE CLERK WHO ALWAYS HAS SOMETHING JUST AS GOOD!!