

REPUBLIC PAYS PRESS TRIBUTE

Local Manager of Motor Truck Co. Says Newspaper Advertising is Connecting Link.

"I firmly believe that the newspaper, whether it is metropolitan daily or local daily, is one of the first mediums, if not the first, in value to the national advertiser," says W. E. Lahr, local distributor of Republic Motor Trucks. This opinion, coming from a man intimately acquainted with advertising in its varying forms, is backed up by the inauguration of an extensive advertising campaign on the 2,900 pound Republic special, which is being confined to daily newspapers exclusively.

"Newspaper advertising, to my way of thinking, is the connecting link between buyer and salesman," continues Mr. Lahr. "It is the voice of the product itself. What it says, how it says it, and where it says it, moulds the character and reputation the product enjoys in the public mind."

"It is no longer necessary for the manufacturer of motor trucks to create a desire for motor equipment. The desire is already there. Every progressive business house realizes the advantage of motorized equipment—it is now only a question of finding the truck best suited to the particular requirements of his business. The prestige of the maker, the reputation of the truck, its economy and ability to stand up and deliver the service in and day out, year in and year out—these are the things the prospective purchaser is most interested in now. And those are the things our newspaper advertising is driving home, quickly and effectively."

"Take this present drive of ours on the Republic Special. At its present price of \$1,295, we believe it to be the lowest priced real 2,000 pound truck on the market. And by a real truck I mean approved truck construction throughout. Not an adapted passenger car—but a truck built by truck specialists in a factory that makes nothing but trucks. We are sure that if a prospective buyer will inspect this Republic Special its unequalled value will become perfectly obvious. That is where the newspaper comes in. It tells our story, briefly and to the point, illustrates the truck and urges the reader to act promptly while we are able to make immediate delivery and at so low a price."

TURNING RATS TO ACCOUNT

Japanese Authorities Anticipate Substantial Revenue From Leather Made From Hides of Pests.

In the neighborhood of Aomori, Japan, the hides of squirrels are tanned and used as carpets, neckcloths and for other purposes. This has suggested to Doctor Hasegawa Kiyonari, head of the Hasegawa hospital at Osaka, who is a member of the Osaka municipal assembly, the possibility of turning to good account the hides of the numerous rats bought by the municipal authorities, in view of the great advance in the price of hides and leather. Doctor Hasegawa approached the authorities with the proposal, which was favorably received. They accordingly tanned the skins of two rats and sought the opinion of dealers as to what the leather would sell for. The dealers estimated that the skin of one rat was worth 20 sen in its raw condition. The public health authorities are now devising special means of disinfecting and tanning rat skins.

It is estimated that a great sum could have been obtained by tanning the hides of one-third of the rats bought by the Osaka municipal authorities during the last twenty years.

To Pollyfox.

Put down a red mark to the senate's credit for introducing the word "pollyfox." Here we have pussyfooting with characteristics more subtle even than silence. If one pussyfoots, well and good; he does not disturb, and it may reasonably be argued that only those engaged in evil doing or suffering from nerves object to those who come upon one noiselessly.

The pussyfoot may have no objectionable purpose in pussyfooting. He may even be amiably determined not to distract one engaged in pondering a painful problem, as whether it is better to earn an income and be taxed, or to escape both and play golf. But, as we understand it, to pollyfox implies a sly purpose. An angel child possessed of a chunk of ice, with its lovely orbs fixed on the inviting space between its papa's neck and collar, will pollyfox even if it never heard of the word.

There is much in the contemplation of politics which makes to welcome the verb "to pollyfox." — New York Sun.

Out of Sight.

Some men mysteriously disappear, and others marry famous actresses.—Atchison Globe.

A Wartime Recipe for Gray Hair

Gray, streaked or faded hair can be immediately made black, brown, or light brown, whichever shade you desire, by the use of the following remedy that you can make at home: Merely get a small box of Orlex powder at any drug store. It costs very little and no extras to buy. Dissolve it in water and comb it through the hair. Full directions for mixing and use come in each box.

You need not hesitate to use Orlex, as a \$100,000 gold bond comes in each box guaranteeing the user that Orlex powder does not contain silver, lead, zinc, sulphur, mercury, aniline, coal-tar products or their derivatives, or anything that rubs off, is not sticky or gummy and leaves the hair fluffy. It will make a gray haired person look twenty years younger.

JOHNSON'S Popular Priced Store.

- SUITS,
- COATS,
- DRESSES,
- UNDERWEAR,
- HOSIERY,
- NOTIONS,
- SUIT CASES,
- PILLOW SLIPS,
- SHEETS,
- COMFORTERS,
- BLANKETS,
- WHITE GOODS,
- OUTING FLANNEL,
- TOYS,
- PERCALES,
- GINGHAMS,
- MUSLIN,
- SILKS,
- WOOL DRESS GOODS,
- COTTON BATTON,
- YARN,

Bargain Basement

Remnants, Remnants Reduced Prices.

4 lbs. cotton batton at \$1.79

at Greatly Reduced Prices.

Table Damask79c

Yarn49c

Bed Spreads . . . \$1.75

Towels15c

Bath Towels49c

JOHNSON'S Popular Priced Store.

JOHNSON'S Popular Priced Store

"Bismarck's Fastest Growing Center".

The Store with over 1000 Garments



SAVINGS FOR WOMEN

Suit and Coat Special

OCTOBER 23rd, 24th, 25th. 3 DAY SALE

We have over 400 coats and suits in our stock to choose from and every one of them will be placed on this large 3-day sale. Prices that talk for themselves.

Dresses in wool serge and silk poplin, all colors and all sizes at. \$15.00

Waists at98c

Waists slightly soiled, values up to \$6.75, Sale \$2.98

Another lot of waists, values up to \$4.50, Sale \$2.00

All wool hip skirts, values up to \$7.98, Sale \$4.98

We have over 1,000 children's wash dresses in stock and every one of these to be included in this 3 day sale at 10 pct discount.

Gloves in white and brown color, 3 day sale98c

One big lot of corset covers, values to 35c. Big sale at, each19c

Bath Robes at 3-day Sale Prices.



SILK SPECIALS



40-inch velvets, all colors; 3 day sale \$2.75 yd.

Dress Goods Specials



All wool standard serge, regular \$2.75 quality; 3 day sale \$1.98

HOSIERY SPECIALS



Phoenix silk hose 98c
Fiber Silk 49c
Lisle Hose 39c

Underwear Specials

We are the home for ladies and misses underwear. Three days sale. Big Specials.

Sheet and Pillow Sheets.

Three day sale BIG SPECIAL

CORSET SPECIALS



Three day sale on corsets at \$1.39 Real Snaps.

BLANKET SPECIALS



full size. 4.75 98c

Cotton Goods Specials



All of our piece goods to be placed on this 3 day sale, at great reduction.

ENAMELWARE SPECIALS

Our big line of enamelware at 3 day sale. Price



BELGIAN REFUGEES DOING THEIR BIT FOR CAUSE OF THEIR ALLIES

BY EDWARD M. THIERRY, N. E. A. Staff Correspondent.

Paris, France, Oct. 22.—There is, no such thing as a slacker among Belgians. Six hundred thousand Belgian refugees are scattered through France, England, Holland and Switzerland. And with American relief organizations helping them to help themselves, every last one is doing his bit for his bit for Belgium and democracy.

They're not helpless objects of charity. Old men and women and working girls and boys are schooling themselves. Everyone is helping toward the goal—a restored, independent Belgium.

Belgian women are working in munition plants in France and England. Many are employed in the American army's great salvage depot, repairing clothing. Elderly Belgian men and crippled soldiers work there, too, repairing shoes and equipment for their American allies.

At the largest munition center, where most of the Belgian women are employed, a nursery has been established.

Work Women Do. Women refugees who have found homes in various towns in hospitable countries are sewing for the livelihood of themselves and their families. Sewing machines have been provided for thousands.

There are 40,000 Belgian lace makers, 2,500 of whom are in France and

free Belgium. So that the peasant lace making industry should not perish the Red Cross gave a fund of \$20,000 to establish it on a co-operative basis. A saw mill has been established at a Belgian refugee colony of old men, women and children at Chartreuse, France. The men manufacture wooden shoes for the living and coffins for the dead. Each month they cut by hand an average of 2,000 wooden shoes or shoes.

Boys Learning Trade. A manual training school for Belgian boys is located at Vaulruz, Switzerland. The boys small when war started, are now at the proper age for manual training. Courses at the Vaulruz school are given in agriculture, carpentry, electrical mechanics, tailoring, baking and other trades. The Red Cross appropriated \$7,000 for the first year's work. It is also planned to send boys who excel at Vaulruz to one of the best schools of Switzerland for higher training.

Girl refugees are being trained, too. Centers have been established at various points where they are being taught the principles of domestic science. They are learning to be housekeepers and "little mothers."

Disabled Soldiers Employed. In a "certain village" in France instruction has been provided in 35 different trades for men incapacitated in battle. At two other places agricultural institutions have been established where soldiers "on rest" can go and earn money. Educational

training has also been provided for Belgian soldiers.

While Belgian women do their bit and boys and girls learn how to do theirs, the Red Cross is carrying on a baby-saving campaign in 85 refugee colonies in France, free Belgium and Holland. Cows have been provided to insure a fresh milk supply for colonies of Belgian children, notably at Le Glandier, France, where 750 are being cared for. Homes for 400 others have been built at Recques, and Ypres children are cared for at Wisque.

There is a children's hospital at Chartreuse, another near the front, a health center at Le Harve under children's specialists and a children's dispensary at Rouen. These are in addition to numerous nurseries.

DULUTH CLOSE.

Flax V 360B.
Flax X 360 B.
Flax Z 358.
Flax K 359 B.
Rye V 159B.
Rye V 161 B.
Rye X 161 B.
Duluth cash oats 176 1-3; arrive 66 1-2.
Rye 176 1-1; arrive 161.
Flax 176 1-1; arrive 161.
Flax 176 1-2; arrive 161.

MINNEAPOLIS CLOSE.

No. 2 white corn 139 to 142.
No. 3 yellow corn 139 to 142.
No. 4 yellow corn 132 to 137.
No. 5 yellow corn 127 to 132.
No. 3 mixed corn 132 to 137.
Other grades 102 to 127.
Jats No. 2 white Mont. 67 3-4 to 68 3-4.
Standard white oats 65 3-4 to 66 3-4.

Today's Weather

For 24 hours ending at noon, Oct. 23, 1918.
Temperature at 7 a. m. 39.
Temperature at noon 40.
Highest yesterday 51.3
Lowest yesterday 31.8
Highest wind velocity 12.

Forecast.

For North Dakota: Unsettled tonight and Thursday; cooler northwest portion tonight.

TOO LATE TO CLASSIFY

WANTED—Girl or elderly lady for house work. Mrs. Chris Engen, 718 Mandan ave. 10 23 18

WANTED—I want to buy a modern house, well located, five or six rooms, price to be not more than \$3,500. Will pay cash. Address Box (211) Bismarck, N. D. 10 23 18

HAGAN PRESENTS MINORITY REPORT

Commissioner of Agriculture Opposes New Oats Grades.

Very much in the minority, John N. Hagan, commissioner of agriculture and labor, filed a minority report with a single endorsement at the Minneapolis oats grading conference, objecting to the tentative grades proposed by the United States bureau of markets, and to the majority report of the 1918 City conference approving these grades and suggesting that dockage be added to 1 1/2 federal restriction.

Commissioner Hagan's report to the federal bureau of markets objects principally to the small percentage of cereal grains and wild oats allowed in the higher grades. He also opposes the proposed dockage. Mr. Hagan was the only representative of agriculture present at the conference. He urges that farmers and other who are interested correspond with the bureau of markets, stating their views, and it is probable that a further flow of the commissioner will urge the holding of farmers' meetings and the sending of committees to the capital.

Ninety days will elapse before the new grades are formally promulgated, and it is probable the new standards will not be made effective before July 1, 1919.

World's Deepest Mine.

The deepest mine in the world is said to be the St. John del Rey copper mine in Brazil, which has a depth of 8,900 feet.

CHRIS LUCAS IS A TRIFLE BETTER

Suffering a relapse after leaving the hospital too soon during convalescence from Spanish influenza, Christian Lucas, eldest son of Mayor and Mrs. A. W. Lucas, is in a critical condition in a hospital here. Pneumonia has developed and frequently in the last 48 hours the young man has seemed on the point of death. Only recently the mayor's son was advised of favorable action upon his application for entrance in the Dunwoody school to train for admittance to the naval aviation corps. The notice came after he had contracted Spanish influenza, and he has been unable to report.

Tribune Want Ads Bring Results.

EL DALLO

"Each Cigar in its own humidifier"

Father says, "It's life's shock absorber"