

THE LOGAN REPUBLICAN
Published by the
REPUBLICAN PUBLISHING CO.
Logan - Utah

H. Bullen.....President and Editor
J. C. Allen Jr....Secretary and Mgr.

Entered at the Post Office every Tuesday, Thursday and Saturday, at Logan, Utah, as second class matter.

SUBSCRIPTION RATES
By Mail

Table with subscription rates: One Year \$3.00, Six Months \$1.50, Three Months .75. Includes 'By Carrier' rates as well.

If not paid in advance add fifty cents per year extra.

Subscribers wishing the address of their paper changed will please give their former as well as present address. All papers are continued until explicit order is received by us to discontinue. All arrears must be paid in every case.

PRACTICAL LESSONS IN ADVERTISING

The buying of household and personal supplies is a big problem. At present high prices it is one giving most people no little anxious thought.

The customer is anxiously looking for information and cold facts. Anything throwing light on the real character of an article is read with keen interest.

The best advertising is the advertising that gives information about goods so that the buyer can get a good idea of just what they are.

A half told idea is never effective. Here are two ads of men's underwear that express a great difference:

Genuine French Lisle Men's Underwear, regular \$1.00 goods, only 50 cents a garment.

Men's Underwear of Genuine French Lisle; Shirts have French neck, ribbed bottoms and pearl buttons; Drawers have French satin top and long Otis gusset—regular \$1.00 goods, now 50 cents a garment.

Can anyone doubt that the second of these two ads is much the better? Our guess would be that it would sell three times as many goods.

Men's Fashionable Ties—were 50 cents, now 25 cents.

Men's Fashionable Ties, comprising pure silk tecks and four in hand—latest knots and patterns, some with wide flowing ends, were 50 cents, your choice, 25 cents.

Can there be any question that the second form would attract a lot more interest?

THE MEXICAN SITUATION

The Mexican situation, as handled by the present administration is of ten spoken of as an enigma, something that is obscure or ambiguous, something that puzzles or baffles.

Fifteen dollars per month is not much money for the average Utah boy who responded to the call of the President. They can earn much more than that at home.

Again, Mexico's importation of explosives from the United States is no enigma, but why such an extensive importation is permitted is baffling.

From July 1915, to May, 1916, 11 months the figures were as follows: Cartridges \$2,896,244; dynamite 2,395,704 pounds; gunpowder 36,198 pounds.

Of course some of this supply has been used in firing at Villa's bandits, but the prevailing opinion is that the greater part of it is stored and in readiness for shooting American soldiers.

THE SOCIALIST VOTE

Enthusiastic predictions based on previous election results are being made as to the growth of the Socialist vote at the November election.

Yet a little examination usually shows that you can prove anything on earth by statistics. The low fares on foreign electric roads owned by municipalities do not look so low.

Women Know

that they cannot afford to be ill. They must keep themselves in the best of health at all times. Most of all, the digestive system must be kept in good working order.

Beecham's Pills

These safe, sure, vegetable pills quickly right the conditions that cause headache, languor, constipation and biliousness.

Women find that relieving the small ills promptly, prevents the development of big ones.

Keep Them Well

Directions of Special Value to Women with Every Box. Sold Everywhere. In boxes, 10c., 25c.

job on a government enterprise. That does not promote efficiency.

A Socialist orator may quote statistics by the mile, but if his ideas are against plain facts of every day life, he wins few votes from practical men.

As he sees the waste and favoritism manifest in government work he is little inclined toward socialistic government enterprises.

SHORTAGE ON PAPER

The latest reports indicate that for the first time in the history of the paper trade there is to be no let up this summer.

The News Print Mills are under a severe pressure, and some fears expressed as to the ability of these mills to meet demands made on them.

EXPLOSIVES ON THE DECREASE

Our exports of explosives, although still of mammoth proportions, are losing their rate of increase.

In this period our exports totalled \$6,008,365,695, so that exports of war materials of all kinds aggregating \$1,202,566,812 are about 20 per cent of the whole total.

CALL REPUBLICAN PRIMARY IN LOGAN PRECINCT AUG. 1ST

A mass Republican Primary is hereby called to meet in the court room of the county court house in Logan City, on Tuesday evening, August 1, 1916, at 8 o'clock p. m.

M. C. HARRIS, Chairman

OFFICIAL PHOTOS SHOW HOW BRITISH AT KUT HELD OUT UNTIL NEAR STARVATION



Photos by American Press Association.

STRIKING testimony to the grim endurance with which General Townshend and his gallant troops at Kut-el-Amara had held out in the face of suffering and privation was afforded by the emaciated condition of the sick and wounded men who were magnanimously permitted by the Turkish commander to be sent through to the British lines in order to receive adequate medical attention.

from August 1, 1914 to May 1, 1916, aggregate \$1,202,566,812.

Ashort study of these figures will easily convince the ordinary reader that the European war has made a great many millionaires and while the Federal Government for years has been legislating to keep the railroads, the oil magnates, and the sugar kings from appropriating all the money of the country to their own use, if the European war continues, Congress will not be able to legislate fast enough to keep the munition manufacturers from becoming the Big Millionaire Club of America within the short space of a few years.

A HARSH ORDER

The Department of Labor, which is

doing its share toward the publicity work of the Wilson campaign, has tabulated a lot of newspaper reports of increases of wages. The whole bunch of statistics loses its value as a Democratic campaign document, however, from the fact that all the increases were recorded long after the European war had created an unprecedented demand for our products.

On the beach near an English town

a sign bearing this legend was nailed to a post:

"Notice.—Any person passing beyond this point will be drowned. By order of the magistrate."

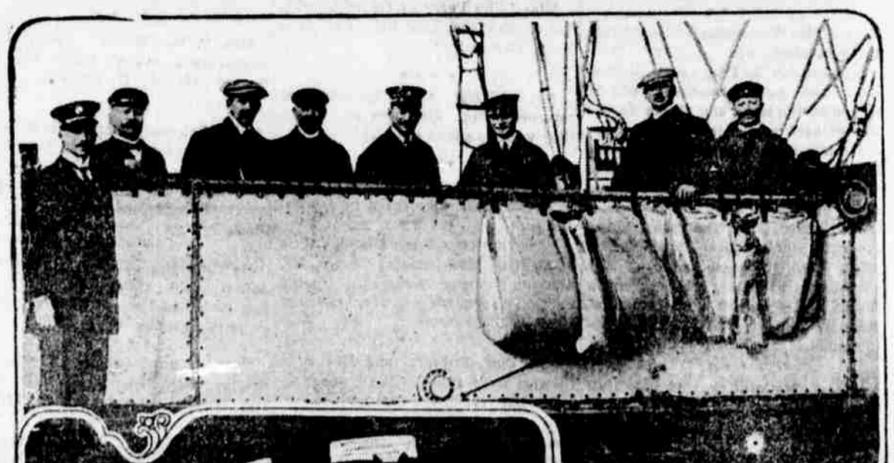
CANINE RUDDERS

"The dog," said the scientific gentleman, "sometimes steers himself with his tail."

"Uses it to guide his wandering cloud he?" asked the wandering bark does he?" asked the irresponsible humorist.

keep your money in Utah.

"ZEPPELIN WILL FOLLOW DEUTSCHLAND ACROSS SEA," SAYS SUBMARINE'S MASTER



PART OF CREW OF RECENTLY BUILT BIG ZEPPELIN.

[Baltimore officials who visited the transatlantic merchant submarine Deutschland quoted Captain Koenig as saying that Zeppelin airship freighters are being built in Germany for transatlantic service. "To you," Captain Koenig was quoted as saying, "the trip of the Deutschland is a great achievement. You mustn't be too enthusiastic over it, for a bigger surprise is coming. A great Zeppelin airship—or may be I should say airships—is being built in Germany. In the not distant future one or more of them will sail through the air to the United States. Just as sure as the Deutschland came to America, so will the Zeppelin come." Ambassador von Bernstorff visited the Deutschland at Baltimore, and his visit was the occasion of a gala day for those interested in the submarine enterprise and for Germans in Baltimore generally. He was accompanied by Hugo Schmitt, New York agent of the Deutsche bank of Berlin, and Dr. Albert, the American financial representative of the German government. The three men were met by the German consul in Baltimore, Carl A. Luderitz. The ambassador was in a jovial mood all during the trip about Baltimore harbor.]

VON BERNSTORFF (LEFT), LUDERITZ (RIGHT).

SUMMER EXCURSIONS East and West

Oregon Short Line (UNION PACIFIC SYSTEM)

EAST Low rates to Denver, Colorado Springs, Pueblo, Omaha, Kansas City, St. Louis, Memphis, Chicago, Minneapolis, St. Paul, and many other points.

Sale Dates May 13, 17, 20, 24, 27, 31; June 3, 7, 10, 14, 17, 21, 24, 28; July 5, 12, 19, 26; August 2, 9, 16, 23, 30; September 6, 13.

WEST Low rate excursion tickets on sale daily, May 1 to September 30, inclusive to Spokane, Portland, Tacoma, Seattle, San Francisco, Los Angeles and San Diego.

See any O. S. L. Agent for rates and further details, or write, D. S. Spencer, General Passenger Agent, Salt Lake City.