

ROYAL Baking Powder

The only Baking Powder made from Royal Grape Cream of Tartar, and absolutely pure.

Gives to food that peculiar lightness, sweetness, and delicious flavor noticed in the finest bread, cake, biscuit, rolls, crusts, etc., which expert pastry cooks declare is unobtainable by the use of any other leavening agent.

MADERO DOWN AND

(Continued from first page).

they were deserters and the impres sion grew that half of the government troops were refusing to contin-

issued a notice at 2 p. m. Friday that ment remained in control. he was about to increase the fury of bombarment of the national palace. He warned noncombatants to withdraw from the danger zone. More persistent firing on the palace then it.

morning asked for recognition as a -Adv.

belligerent by the United States government in an informal note to Am-MEXICAN WAR ENDS bassador Wilson, stating that he was

Ambassador Wilson replied promptly to the rebel leader, explaining that while Diaz' statement might be correct, his own eye was untrained to military affairs, and he was not able to see the situation as Diaz explained it. He added that he was assured Mexico City, Feb. 15-Felix Diaz by President Madero that the govern-

> Don't You Believe It. Some say that chronic constipation cannot be cured . Don't you believe

Chamberlain's Tablets have cured others-why not you? Give them a trial . They cost only a quar-Mexico City, Feb. 15-Diaz Friday ter. For sale by Barker's Drug Store.

How to Reduce Selling Cost

Every merchant is in business for profit—not gross profit but net profit. Gross profit is the differenme between the purchase price (or producing cost) and the selling price, while net profit is the difference between the purchase price plus selling cost and the selling price.

Every merchant knows that if the selling price does not exceed the purchase price and selling cost combined at the end of the year there is no real profit coming to him out of the business. To remedy this he must do one of three things-reduce purchase price, increase selling price or reduce selling cost. A merchant may reduce the purchase price by buying in quantities, or watching the market and always buying safe-but the purchase price is fixed by others and he must pay their price. Of course if the article is one the merchant produces himself he may reduce the cost of production. The merchant may increase selling price, although the demand and competition have a great deal to do with fixing the selling price. But the selling cost is in the hands of each merchant. It is by manipulting selling cost that each business becomes asuccess or a failure. Therefore it stands each merchant in hand to reduce his selling cost.

Every merchant could handle more business than he now handles with the same selling force. By increasing the sales with the same selling force the selling cost is reduced. The problem for the merchant is to educate the people to want his goods and buy them.

John D. Rockefeller said: "The great cost in business is waste." To do away with this waste or reduce it to the minimum is the purpose of advertising. Judicious advertising will increase sales, thus reducing selling cost and waste.

Copyright 1913 by George E. Patterson

Well Informed Salespeople Make Shopping a Pleasure

How delightful it is when you go shopping in an undecided state of mind to find a salesperson who can tell you what fabrics are to be the most popular, and what is most appropriate for a woman of your size; or one who will sell you the hat that is really becoming, and is candid enough not to say that "everyone looks lovely on you."

The merchants who advertise in THE PIONEER take particular pains to see that their salespeople, are well-informed on newest modes and correct styles in dress, furniture or whatever you may sell. You will be well advised if you accept their help-which is never agressively

Read the advertisements in THE PIONEER closely and constantly every day. They tell you where to find the best goods and where you will get the best service to be had in this city.

(Copyright, 1912, by J. P. Fallon.)



GRANT CHILD RIGHTS

Do not neglect them. There is a di rence between a wise letting alone and a foolish neglect.

There have been probably as many children spoiled by over-management as by negligence.

Don't forget that the prime right of a child is the right to his own personality. In fact, his chief bush ness in life is to develop properly the expression of that personality. How can he do this if he is continually hedged and thwarted by you?

A child learns by three means by experience, by example and by atmos

It is doubtful if didactic teaching and preaching ever did much good to anybody, child or grown-up. Only inspirational preaching is of any ac-

To let the child touch the stove and get hurt a fittle is far better then to say "You mustn't touch it!"

Be chary of your commands. Every useless order is a burden that interferes with his growth and tends to alienate him from you.

REVIEWED HIS WHOLE LIFE

Where He Had Put His Res-

cuer's Promissory Note.

The undertow had been playing

It was considered desirable to roll him

over a barrel a half dozen or more

times in order to send him into liqui

to consciousness and assured safety.

opened his eyes and realised the sig

was a terrible experience! I don't

"I should say not," said Bildad, who

"I guess I did," said Dubbleigh

was mighty interesting-right, from

my boyhood up, every incident in my

life passed in review before my con-

sciousness. I was even back in school

"It's a wonder you didn't die of

"Yes," said Dubbleigh; "but I'm

glad I didn't, for among other things

that came along was a vision of where

I put that lost promissory note of

Aslatic Creeds.

Few people realize the growth of

Asiatic cults and religions in America

It is stated on apparently good au-

thority that this country now holds

15,000 sun worshipers, and an equal

Probably ten times as many per

sons have covered the Oriental basis

now among us cannot be guessed.

thing to be proud of. Mysticism, sen-

sualism letharsy—these in varying

proportions are woven in the texture

of every Asiatic creed that is seeking

converts here. These creeds do not

and cannot fit the busy life of our land

The growth of pagan Orientalism

in America is remarkable, but, after

all, it touches only the fringe of our

When a Public Official Goes Wrong

doing something he ought not to, he

always seems to derive a lot of sab

isfaction from pretending that his

ease in the newspapers."

When a public servant gets caught

shore."—Judge's Library.

number of Buddhists.

want to go through that again."

out. You had a narrow escape."

"By George, boys," said he, as he

roughly with Dubbleigh

when they got him ashore

Drowning Man Even Remember

Let him run as free as you dare One lesson he learns from his own experience is worth a dosen he gets from you.

utterly wretched by the loving but in ritating tyranny of parents. The He tle ones are crossed at every turn The mother is continually scolding. the father breaking in at times with sharp prohibitions

The queer part of all this is that dation. It was with a sigh of relief that the lifesavers observed his return those parents think they are doing their high duty by the child. They propose to give their children some "bringing up" and not let them "run wild." So they cramp, thwart, oppose nificance of what had happened, "that the growing mind.

Children are sharp. They soon adjust themselves to this, and get their parents' measure. Then they turn to had been instrumental in pulling him become one or two things-"good," that is, shrewd little hypocrites, prigs and time-servers; or "bad," that is, angrily insistent upon having a life 'And, say, Bill, do you know that statement is a fact that the drownof their own. ing man lives over again the whole story of his past life? By Jove! it

Study the child, seek to bring out what is in him. Don't study your catechism or "system of education" and try to make your child measure up to that.

There is no genuine morality with again, and then in college, and all out freedom. those years after graduation, from my

Anything done from fear is immor beginnings as a bank messenger up to al. Even the "goodness" your child this morning when I jumped into the puts on because he is afraid of you is Quit trying to mold your child.

Stand by and help him. Let him mold himself. Be his friend. Let him feel you understand him. A lot of our "moral principle" is

mere self-conceit and vanity of opinyours for \$80-the one you wouldn't ion, and we think we are doing God's pay because I couldn't produce the services when we impose our egotism "Gee! I'm almost sorry I pulled you

Study the child, live with him, enter into his life and point of view, encourage him in what he wants to do, sympathize with him.—Exchange.

Found Hidden Spring. Solving the secret of a hidden spring which opened a case of valuable miniatures at the Boston Museum of Fine Arts, Daniel C. Lavery stole \$2,000 worth of art treasures, acof their new creed with a veneer of cording to his admission in court. The western Christianity. The number of robbery is the first of the kind at the dabblers in the "mystic" cults of India museum. Just how Lavery gained possession of the secret of the spring There is no cause for alarm at this is a mystery. His arrest followed as. growth of Orientalism. Neither is it a attempt to dispose of some of the ar-

Old Age.

Old age as it comes in the orderly process of nature is a beautiful and today, and for that very reason they majestic thing . It stands for experwill make no dangerous progress in lence, knowledge, wisdom, counsel. That is old age as it should be, but old age as it often is means poor digestion, torpid bowels, a sluggish liver and a general feeling of ill health, despondency and misery. This in almost every instance is wholly unnecessary. One of Chamberlain's Tablets taken immediately after supper will improve the digestion, tone up the liver and regulate motives are misunderstood," says as the bowels. That feeling of despon-Ohio paper. That isn't what he says, dency will give way to one of hope He says: "I have no desire to try my and good cheer. For sale by Barker's Drug Store .- Adv.

You'll [get] yours-if you | place an early order. Every day adds to the already unprecedented demand for Ford cars. In spite of the greatly enlarged productionlate buyers are almost sure to be disappointed. Get yours today.

"Everybody is driving a Ford"-more than 200,-000 in service. New prices-runabout \$525touring car \$600 town car \$800 with all equipment, f. e. b. Detroit. Get particulars from Northern Auto Co., Phone 474, or from Detroit



STANDARD OF THE WORLD

As a commercial asset, one of the most pronounced advantages enjoyed by the Cadillac Company is the supreme and universal satisfaction and enthusiasm of more than fifty thousand users who are ever anxious to sound the praises of the Cadillac car.

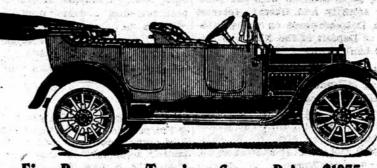
Of special significence are the expressions of those whose motor car experience has not been confined to the Cadillac but has extended to cars of lower price and to cars of higher price and from one

These expressions, which you will hear voiced throughout the length and breadth of the land, leave no room to question. That the Cadillac is the most sturdy and dependable of motor

That it is the car of most enduring service.

That in ease and luxurious riding qualities it has no occasion to acknowledge a superior. That in economy of operation and maintenance there is none

which enjoys a favorable comparison with it. That in real and substantial motor car value the Cadillac stands



Five Passenger Touring Car. Price \$1975

NORTHERN AUTO

'Classified'



Department

The Pioneer Went Ade

OASH WITH COPY 2 cent per word per lesue

Regular charge rate 1 cent per word per insertion. No ad taken for

HOW THOSE WANT ADS

DO THE BUSINESS The Pioneer goes everywhere so that everyone has a neighbor who takes it and people who do not take the paper generally read their

neighbor's so your want ad gets to them all.

1/2 Cent a Word Is All It Costs

HELP WANTED

WANTED-Girl for general housework. N. L. Hakkerup, 918 America avenue.

WANTED-Two young ladies wanted as probationers at Samaritan

WANTED-Cook at Svea Hotel.

FOR SALE

FOR SALE—Typewriter ribbons for every make of typewriter on the market at 50 cents and 75 cents each. Every ribbon sold for 75 cents guaranteed. Phone orders promptly filled. Mail orders given the same careful attention as when you appear in person. Phone 31. The Bemidji Pioneer Office Supply

FOR SALE-The Bemidji read pencil (the best nickel pencil in the world, at Netser's, Barker's, O. C. Rood's, McCuaig's, Omich's, Roe & Markusen's, and the Pioneer Office Supply Store at 5 cents each and 50 cente a dozen.

FOR SALE—Small fonts of type, sev-Mee for proofs. Address Bemidji Ploneer, Bemidji, Minn.

FOR SALE-Rubber stamps. The Pioneer will procure any kind of rubber stamp for you on short no

FOR SALE-Dry poplar wood at \$2.50 per cord delivered. Inquir Nicollet hotel.

FOR RENT

FOR RENT-Three furnished rooms in private family. Steam heat, telephone and bath. Inquire 602 alogue. It will tell you how. Fourth street or phone 783.

FOR RENT-Five room house for \$11.00 per month. Phone 167-2. FOR RENT-House, call up stairs over Model Bakery.

MINCELLAMEOUS

ADVERTISERS—The great state of North Dakota offers unlimited oportunities for business to classic Write Today for Catalogue and Partici

fied advertisers. The recognized advertising medium in the Fargo Daily and Sunday Courier-News, the only seven-day paper in the state and the paper which carries the largest amount of classified advertising. The Courier-News covers North Dakota like a blanket; reaching all parts of the state the day of publication; it is the paper to use in order to get results; rates one cent per word first insertion, one-half cent per word succeeding insertions; fifty cents per line per month. Address the Courier-News, Fargo, N. D.

WANTED-100 merchants in Northern Minnesota to sell "The Bemidji" lead pencil. Will carry name of every merchant in advertising columns of Pioneer in order that all receive advantage of advertising. For wholesale prices write or phone the Bemidji Pioneer Office Supply Co. Phone 31. Bemidji, Minn.

Bandages Wanted-By the Associated Charities. Everyone who has any kind of white cloth, such as old table cloths, pillow cases, cheese cloth or sheets which they are willeral different points and in first ing to donate please notify Mrs. E. class condition. Call or write this H. Smith, by phone or mail her a card. Cloths will be called for.

BOUGHT AND SOLD-Second hand furniture. Odd Fellow's building. across from postoffice, phone 129

DO YOU

want a better position? Then get a training that will enable you to hold one. Write the Little Falls Business College today and ask for a new cat-

IT'S THE SCHOOL FOR YOU

postal will bring it.

LODGEDOM IN BEHIDAL





Bemidji Lodge Ne. 1662. Regular meeting nights-first and third Thursdays





F. O. B.

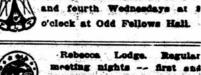


Regular meetings -Fire and third Saturday after noons, at 2:86-at Odd Pel

lows Halls, 402 Beltrami

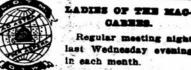


Bemidji Lodge Ne. 110 Regular meeting nights -- every Friday, 3 o'clock at Odd Fellows Hall, 402 Beltrami. I. O. O. F. Camp No. 34 Regular meeting every second



Rebecca Lodge. Regular meeting nights -- first and third Wednesday at So'clock -I. O. O. F. Hall.

ENIGHTS OF PITHIAS Bemidji Lodge No. 100 Regular meeting nights ozery Tuesday evening at s o'clock-at the Bagles' Hall



Regular meeting night

MASONIC. A. F. & A. M., Bemidji, 28\$... Regular meeting nights — first and third Wednesdays, \$ o'clock—at Masonic Hall, Beltrami Ave., and Fifth St.

Bemidji Chapter No. 10.
R. A. M. Stated convecations
—first and third Mondays, 8
o'clock p. m.—at Massale
Hall Zeltrami Ave., and Fifth

Elkanah Commandery Ne. 30 K. T. Stated conclave second and fourth Fridays, School trami Ave., and Fifth St. O. E. S. Chapter No. 171,

Regular meeting nights-first and third Fridays, 8 o'clock — at Masonic Hall, Beltrami Ave., and Fifth

Roosevelt, No. 1588.
Regular meeting nights
Thursday everings at 8
o'clock in Odd Fellows

Bemidji Camp No. 5012.
Regular meeting nights —
first and third Tuesdays at
8 o'clock at Odd Fellows
Hall, 402 Beltrami Ave.

MODERY SAMASTANS. Regular meeting nights on the first and third Thursdays in the L. O. O. F. Hall at 8



Hall. Meetings the first Fride evening of the menth | the home of Mrs. H. Schmidt, 306 Third street

Who Sells It?

Here they are all in a row. They sell it because it's the best nickel will be for many days to come.

The Bemidji Pencil

stands alone in the 'five cent street and in surrounding cities.

ere They Are:

Carlson's Variety Store Serier's Drug and Jo olry Store W. G. Sohrooder 0. 0. Rood & Oo. E. F. Netzer's Pharmacy

Wm. Mounig J. P. Omiob's Olgan

Roe & Markusan F. G. Troppman L. Abererembie The Fair Store

Mrs. E. L. Woods Ohlppewa Trading Store Red Lake Somidji Ploneer Swa Store

Retailers will receive imm shipments in gross (more or less) calling Phone 31, or addr Bemidji Pioneer Supply Store, B

