

# BEMIDJI DAILY PIONEER

PUBLISHED DAILY EXCEPT SUNDAY BY THE BEMIDJI PIONEER PUBLISHING COMPANY

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Entered at the Postoffice at Bemidji, Minnesota, as Second-class Matter, under Act of Congress of March 3, 1879.

MEMBER, NATIONAL EDITORIAL ASSOCIATION

Foreign Advertising Representatives  
S. C. Thoms Co. Chicago, Ill., and New York, N. Y.

No attention paid to anonymous contributions. Writers' names must be known to the editor, but not necessarily for publication. Communications for the Weekly Pioneer must reach this office not later than Tuesday of each week to insure publication in the next issue.

**SUBSCRIPTION RATES**  
By Carrier By Mail  
Six Months ..... \$6.00 One Year ..... \$10.00  
Three Months ..... \$3.00 Six Months ..... \$5.00  
One Month ..... \$1.00 Three Months ..... \$2.50  
One Week ..... \$0.25

THE WEEKLY PIONEER—Twelve pages, published every Thursday and sent postage paid to any address for, in advance, \$1.00.

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OFFICIAL COUNTY AND CITY PUBLICATION

## A TIP FOR ADVERTISERS

Why do so many well-written advertisements fail to make a profit? They were not used to the full by the advertiser himself. Often an advertisement, standing alone and without any follow-up, will do wonders; but it is too much to expect an advertise-

ment to carry the whole burden of salesmanship. Too often, a firm makes up its mind to spend \$5,000 on a big bang of advertisement. It does so. There is a sudden loud noise and then—dead silence. Nothing much has happened. And ever afterwards that firm says "Advertising is a failure."

This is not fair to advertising, nor to advertising agencies. The firm itself was to blame, not the principle of publicity.

Many firms make this mistake for the simple reason that it is easier to spend than to plan.

They use their advertisement as a rocket, not as a lighthouse.

If you want advertising to do its best for you, you must treat it fairly. You must do it well. You must prepare for the advertising and you must complete the job—and make the most of it.

Every full-page advertisement should have at least two quarter-pages as follow-ups, on the two succeeding days. Many people need to be told a fact two or three times, before they act on it.

After all, advertising is only sowing the seed. After the soil and the sun and the rain have done their best, there is still the harvesting. You must reap and stack and thresh and bag and sell. Also, you must chase the birds off—Herbert N. Casson, in Forbes Magazine.

## BRING EUROPE'S MARKETS TO CHICAGO

One forceful reason for making Chicago a seaport by means of the St. Lawrence Waterway, is that \$1,280,000,000 worth of imports came to Chicago last year. Another is that this ship canal would bring Europe's markets right to the American farmer's doorway, a tremendous advantage in these days of high freight charges by rail.—Topeka (Kans.) Capital Weekly.

# AMUSEMENTS

## "GAS, OIL AND WATER" AT REX THEATER TONIGHT

Charles Ray, whose latest First National attraction, "Gas, Oil and Water," will be featured at the Rex theater is a screen actor who has the faculty of making every role in which he appears distinctive. From his earliest appearance as a bushy in the major leagues, when he won instant popularity as a screen favorite, to his more recent triumphs as barnstormer, pug and artist, his work has been characterized by individuality that has had many imitators but no equals.

The young star has another unusual part as George Olive Watson the "Gas, Oil and Water" man who is doing the government's secret service work along the Mexican border in his latest picture, Young George has concealed his activities with a veil of gasoline, operating a broken down garage to provide some excuses for his appearance where every stranger is instantly tabulated and put through the third degree.

The development of the plot promises a blend of comedy and melodrama. The reversion to the old type detective story is one that the star has often been urged to adopt; and a plot of this nature combined with the usual Ray mannerisms and twists of humor gives every assurance of that this picture will rank high among the star's recent productions.

Charlotte Pierce, who has played opposite Ray in "The Barnstormer" is leading woman, and gives a capable performance as the daughter of a "booster" hotel proprietor. Like all the star's recent pictures, "Gas, Oil and Water" was directed by Charles Ray himself.

## "THE THREE BUCKAROOS" AT REX THEATER SATURDAY

"The Three Buckaroos" Fred J. Balshofer's production, a romantic comedy-melodrama of the west, will be shown at the Rex theater Saturday.

The girl in the story is played by Peggy O'Dare and the lad by "Buck" Humes. They are supported by a splendid, hand-picked cast. There are many situations in this remarkable photoplay which will hold the audience in intense interest.

## "THE GREAT ALONE" AT REX THEATER SUNDAY

Monroe Salisbury will be seen in "The Great Alone" his newest starring vehicle at Rex theater commencing Sunday.

In "The Great Alone," a West Coast Film Corp. production, Jacques Jaccard, a play writing director famous for the amount of action he injects in his pictures has provided an original story for Monroe Salisbury, a star noted for his virile portrayals. And Isadore Bernstein, producer of many big productions in theme and in scope has personally supervised the making of the picture which was directed by Jaccard.

Salisbury's supporting cast is one of exceptional merit. The leading lady is one of the great "finds" of the year, Maria Drag, not quite sixteen years of age, but an emotional actress par excellence. She plays the part of Mary McDonald.

## "THE TRAP" AT THE GRAND SUNDAY AND MONDAY

If you are a lover of drama—drama that holds you in suspense and surprises you, you will find this and several other heart throbs in addition in "The Trap" the Universal-Jewel in which Lon Chaney makes his own debut as a star in his own right. Chaney's work in "The Miracle Man," "The Penalty" and in support of Priscilla Dean in "Outside the Law" made him a genuine favorite with theater-goers throughout the country and they are certain to welcome announcement of his elevation to the ranks of stardom. "The Trap" will play at

the Grand theater next Sunday and Monday.

An exceptionally strong cast was engaged to support Chaney and includes Alan Hale, Spottiswoode Aitken, Herbert Standing, Frank Campeau, Dagmar Godwasky, Irene Rich and Stanley Goethals.

## "THE HOUSE OF WHISPERS" AT THE ELKO SATURDAY ONLY

J. Warren Kerrigan's latest Brunton Production, "The House of Whispers," a gripping mystery play by the well-known novelist and playwright, William Johnston, has been released by W. W. Hodgkinson and will be shown Saturday at the Elko theater.

"The House of Whispers," is undoubtedly one of the finest pictures Kerrigan has produced in years and is excellently adapted to his virile, romantic type. He is seen in the role of an adventure loving young clubman who undertakes to solve a baffling mystery which surrounds "The House of Whispers," an exclusive apartment house.

Kerrigan is supported in this picture by an unusually brilliant cast. Fritz Brunette, who has played opposite the star in many of his successes of the past year, is again seen in the leading feminine role. Direction is by Ernest C. Warde and the play was adapted to the screen by Jack Cunningham.

## "THE MAN UNCONQUERABLE" AT ELKO AGAIN TONIGHT

Jack Holt is now a deep sea diving enthusiast!

This new thrilling sport was added to the Paramount star's polo and other out-door diversions during the filming of "The Man Unconquerable," in which he stars at the Elko theater tonight last times.

The locale of the story is the South Sea Island pearl fisheries and Jack plays the role of a New York owner who goes to the islands to investigate his interests and finds no end of graft, greed and conspiracy, which he has to overcome by taking the law into his own hands.

When the company went to a Southern California beach location to take some of the pearl diving scenes, Mr. Holt found that a number of copper helmets and rubber diving suits had been taken along for the divers. Although the star was not required in any of the scenes, to descend into the water the adventure of the thing fascinated him and he donned one of the suits and helmets and descended to the bottom of the ocean. Thereafter every day during the stay on location, he made the descent into the

depths and become quite enthusiastic over the novelty and adventure of the experience. Sylvia Breamer is his leading woman.

## PAULINE FREDRICK TO BE SEEN AT GRAND TONIGHT

The Grand theater management is in a quandary. Last evening a telegram to the manager stated the film "Two Kinds of Women," advertised for today and featuring Pauline Fredrick with Tom Santachi failed to reach Minneapolis in time for shipment to arrive here this morning, but the feature "Salvage" starring Pauline Fredrick with Milton Sills had been substituted, also stating that "Two Kinds of Women" would be shipped to arrive here at six o'clock tonight if it came to Minneapolis in time for this morning's train. The quandary is what feature picture will patrons of the Grand theater see tonight. It is certain the popular actress Pauline Fredrick will appear in connection with Pathe News pictures and a comedy, but the name of the feature in which Miss Fredrick will be starred at the Grand theater tonight, will be in doubt until after the arrival of the six o'clock train.

SUBSCRIBE FOR THE DAILY PIONEER

## INDIA'S RIGID CASTE SYSTEM

Religious Laws, Handed Down for Centuries, Are Given Most Impassioned Obedience.

The religious laws of Brahmanism divide the Hindu people in India into four principal hereditary classes of castes—the Brahmins (priests), Kshatriyas (rulers and warriors), Vaisyas (merchants and husbandmen), and Sudras (mechanics, laborers or servants). The first three being known as "twice-born" and the last as "once-born." These original four castes, however, have become to a great extent subdivided—the men being known by their work or trades, as the "caste" of shoemakers and the "caste" of sweepers—so that nowadays the Brahmins alone are said to remain as a distinct caste. Aside from all these are the Pariahs (or outcasts) who have no caste. According to the Cyclopaedia of India, "The effect of the caste system is that no man may lawfully eat with any individual of any other caste, or partake of food cooked by him, or marry into another caste family; but he may be his friend, his master, his servant, his partner."

THE PIONEER WANT ADS BRING RESULTS

OUT WHERE THE COOL LAKE BREEZES BLOW!

# DANCE AT BIRCHMONT

Every Tuesday and Friday Evening

BEGINNING

FRIDAY, JUNE 30th

DOT VAN'S ALL-BEMIDJI ORCHESTRA

Dancing from 9 to 12

Admission, \$1.25 per couple

THE PUBLIC IS CORDIALLY INVITED

# FOURTH OF JULY SPECIALS

Articles you will probably use to help in making the Fourth of July a pleasant memory this year—

**CAMPERS and PICNIC PARTIES**  
Will find many handy articles in our stock, at prices that are easy to pay.

## HOUSE PAINT

Best quality, guaranteed for 5 years; 16 colors, including Outside White, per gallon—

\$2.25

## 9x9 TENTS

This is the genuine Officers' Tents and are made of 12-oz double filled duck canvas, with a four-foot wall, special—

\$18.95

## CANTEENS

Made of solid aluminum. Will hold one quart, brand new, each—

39c

## WORK SHIRTS

One thousand Blue Work Shirts will be sold in the next 10 days at, each—

69c

## ARMY BLANKETS

The real Army Olive Drab Blankets that gave such wonderful comfort; size 66x84 inches and all wool. Special, each—

\$2.98

## BARN PAINT

This is a splendid Paint, and is guaranteed to give satisfaction. Sold in case and 5-gallon cans, per gallon—

\$1.49

## 16x16 TENTS

This is the Army Squad Tent suitable for eight persons. These Tents are in first-class shape, special each—

\$24.50

## MESS KITS

Heavy aluminum with handle, regulation issue, each—

49c

## COTTON SOX

Heavy and serviceable, will give extra good wear. Colors in brown, black, blue and purple. Special, per pair—

12c

## VARNISH

Here is your chance to get a REAL Varnish at a real low price—

Per gallon ..... \$2.98  
Per half gallon ..... \$1.60  
Per quarter gallon... 90c

## ARMY COTS

We have just received 500 Folding Canvas and Steel Cots and offer the above at, each—

\$2.95

## CONDIMENT CANS

Will hold rations for camping trips, several compartments to put different foods, special each,

12c

## ROOFING PAPER

All rolls contain 108 sq. ft. and guaranteed to give satisfaction—

1-ply, per roll ..... \$1.49  
2-ply, per roll ..... \$1.89  
3-ply, per roll ..... \$2.20  
Slate Roofing ..... \$2.18

## PUP TENTS

Made for the government. Ordinarily sell for about \$6.00. Our price for 10 days only, each—

\$1.95

## OVERSEAS CAPS

Just the article for the kiddies. All brand new. Hundred have already been sold, each... 10c

## OFFICERS' RAINCOATS

Made of the same rubber that gas masks were made of. Absolutely guaranteed waterproof. Ordinarily sells for \$15. Our Special ..... \$4.95

# U. S. Surplus Army Goods Store

THIRD STREET

NEXT TO GRAND THEATRE

Auspices Armory Board

# DANCE

SAT. NIGHT July 1st

NEW ARMORY

KAIPO'S NATIVE

HAWAIIAN

Novelty

DANCE ORCHESTRA

Featuring  
Blues, Syncopating Harmony Trio—also Kaipos Quartette.

THE LATEST POPULAR DANCE MUSIC and SONGS

Dancing Starts at 8:30

COUPLES... \$1.50

Extra Ladies... 50c

If you don't dance—come and hear them. The only Hawaiian Dance Orchestra on the Road.



Only the choicest of wholesome materials are used in the "Crushes". Their superior quality and unusual deliciousness have made them the most called-for of all fruit-flavored beverages. Be sure to get the genuine. Sold in bottles and also at fountains.

Time-CRUSH  
Lemon-CRUSH

Ingredients

The three "Crush" drinks get their flavors from the delicate fruit oils pressed from the fresh outer skins of oranges, lemons or limes, to which are added juices from these fruits, cane sugar, "Pure Vegetable Color," carbonated water, and citric acid—the natural acid of oranges, lemons and limes.

5c

Distributed exclusively by

BEMIDJI BOTTLING WORKS  
BEMIDJI, MINN.

The "Crush" drinks are prepared by Orange-Crush Co., Chicago, Waukegan and London. Read for full particulars. How Orange-Crush is Made.