

# TONOPAH DAILY BONANZA

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### GAMBLING AT THE CAPITAL

**SHERIFF STERN**, of Carson City, tells the public that he has closed every gambling house in Carson City. This implies that gambling was in progress right under the shadow of the capitol and within the immediate purview of the superintendent of state police. Since the sheriff appears to take the matter to heart he might explain to an unsophisticated traveler from the southern desert how it happens that there is no interference with the gambling machines which swallow up everything from a two-bit piece to a big iron dollar without any attempt at concealment. It is not so very long ago that the state police came into Tonopah to investigate the allegation that play back bingles were allowed in slot machines. A violent temper was stirred up over the horrifying discovery and a number of saloonkeepers lost their licenses as penalty for indulging a pastime which is conducted openly in Carson City. The state police should begin housecleaning at home before criticising the management of their neighbors.

### A LESSON IN ADVERTISING.

**THE MAN** who is universally admitted to have been the father of modern advertising died in England a short time ago, and although his work is known throughout the civilized world, no mention was made of his death in the dispatches.

This genius of modern business was **Thomas J. Barratt**, the chairman of Messrs. A. & F. Pears, Limited, the famous soap makers. Of him it has been said that he made advertising an art.

Half a century ago Barratt, then just past his majority, as a salesman, entered the employ of the English soap firm, then a small retail concern. The firm was spending less than \$400 a year.

At that time there were no large advertisers in England or in this country. Advertising in Great Britain was considered in bad taste.

As a result of his fidelity and business acumen Barratt was taken into the firm in 1865. He was a thorough believer in advertising and steadily increased his advertising expenditures.

It is estimated that the advertising of the firm for eighty years had not cost more than \$2,500 all told. But before 1890 Barratt was spending \$850,000 in a single year.

The firm grew until when it was organized into the present corporation, the capital was placed at \$4,500,000.

In his advertising Barratt secured the services of such a famous artist as **Sir John Millais**, who painted the advertising known as "Bubbles," which is known wherever papers are read. Who has not seen that famous household scene reproduced under the title "You Dirty Boy?"

This wizard of the business world built a worldwide business by artistic advertising. He took a weak and struggling retail concern and spread its business from end to end of the civilized world.

He banished the crude and rude in advertising. He brought art and business together. The genius of the man is shown well in the fact that he took the simple homely phrase "Good morning" and made it into the best advertisement ever devised.

There is a lesson in the life and work of this man which should not be forgotten.

Now that the winter has passed into space and the demand for coal has sunk into oblivion it is well to inquire why coal that costs \$1.35 at the mine in Wyoming and New Mexico should be sold at \$16 a ton in Tonopah. If the investors of this state only placed some of their spare funds in the development of coal properties at Coaldale this enormous tax would not last long. But then the railroads would lose a big slice of their business and they cannot afford to stand any more paring of profits. Still it seems as though a margin of \$14 a ton is a pretty good tax for a thousand mile haul.

No more standoffs from Republicans or Democratic candidates for the Bonanza. This is final and irrevocable. At the last election the Republican candidates were taxed ten dollars apiece to defray printing bills and every candidate came through with the money, which was paid the secretary. The latter never came through with the funds and the printing bills are still unpaid.

When the Elks arrive from Ely don't think a new bunch of refugees have hit the camp, even if they do carry everything before them. They are going to hit the high places and Mount Oddie will have to look out for that flag which swings so slithery in the breeze.

The wild man from Brazil says he had to eat monkeys to preserve his life. He will be better acquainted with the Simian ancestry when he finds what a monkey the American voter will make of the Bull Moose this fall.

Roosevelt better sell that hammer and invest in a horn. He will need it before the campaign is over.

Drop your flags and clean up for Memorial Day.

## QUALITY vs. PRICE

### WHICH SHALL IT BE?

Most people count more on quality than they do on price. But if there be any who consider price before quality—we wish to emphasize the slogan, "Quality is the truest test of cheapness."

While we emphasize quality in every department of our business, we also protect your interests in the matter of price—we afford the real economy that consists in getting the best goods at lowest possible cost.

**Prouty's Union Drug Store**

We Pay Parcel Post Charges Within 2nd Zone

## TWO BRANCHES OF PRESBYTERIANS HOLD THEIR ANNUAL CONFERENCES

(By Associated Press.)  
**CHICAGO, May 21.**—Prominent ministers and laymen from every section of the country attended the opening session of the General Assembly of the Presbyterian church in the United States, held today at the new Fourth Presbyterian church.

An interesting contest is expected between the progressives and reactionary elements over an interpretation of that portion of last year's report of the board of home missions which sought to abolish the department of church and country life, or wanted to enlarge and improve the work of the country church and adapt itself to the practical needs of the community. The last general assembly adopted a report expressing the fullest sympathy with the work, but directing that the department be discontinued as soon as practicable. The department has continued its work under the direction of Rev. Charles L. Thompson, of New York, but he is expected to resign his post because of old age. He is 78 years old. It is said that many influential leaders will make a determined effort to have this department and its work continued.

Rev. John Timothy Stone, D. D., pastor of the Fourth Presbyterian church and moderator of the body, opened the assembly with a sermon in which he reviewed the progress of the church and enumerated its principal activities during the past year.

Rev. S. Hall Young, who spent 40 years as a missionary in Alaska, where he established the first church of any denomination, presented both Moderator Stone and his successor with a gavel made from the tusks of a walrus, which Dr. Young killed on one of his expeditions in the Behring sea.

(By Associated Press.)  
**KANSAS CITY, Mo., May 21.**—Christian education will be the keynote of the fifty-third assembly of the Southern Presbyterian church that convened here today. The ad interim committee on education appointed by the assembly of 1912 is expected to make a recommendation which, if adopted, will revolutionize the educational policy of the church.

The report of the ad interim committee on the proposed union of the United Presbyterian church and the Southern Presbyterian church, will also come before the assembly for action.

No report to be submitted will be heard with greater interest or will be of greater importance than the report of the committee on education. This report deals with schools, colleges, universities and theological seminaries with reference to church connection, standardizing financial problems, loan and scholarship funds and the need of arousing the church on the subject of Christian education.

The amount contributed by Southern Presbyterians during the year just closed for foreign missions was \$561,179, and for home missions, \$158,570. The amount contributed for home missions was an increase of \$14,450 over the amount contributed to this cause the year previous, and is the largest amount the church has given to home missions during any year of her history.

The woman's council, the auxiliary to the assembly, will be in session simultaneously with the assembly. While not a law-making body, the council is a strong factor in the work of the church. Mrs. W. C. Winsborough, of Kansas City, is its secretary.

## INTERESTING SIDELIGHTS

Instead of ring 21 guns, Mexico might satisfy our aggrieved honor by ring Huerta.—Chicago News.

The president places so much confidence in mediation, that he has ordered 50,000 more soldiers to Mexico.—Kansas City Journal.

Chairman Howard Elliott's advice to the New Haven stockholders, "Sell your hammer and buy a horn," is pretty good advice for everyone.—Boston Globe.

A newspaper headline informs us that "Edison Obeys His Wife." This increases our admiration for the wisdom of the wonder-worker.—Atlanta Constitution.

Talking of woman's inhumanity to woman, 225 women voted at a school election on Long Island, while the woman candidate received only 184 votes.—Buffalo Express.

If the cities that didn't get regional banks sent Mrs. McAdoo a handsome remembrance, we failed to find mention of it in the write-up of the wedding.—Marion (Ohio) Star.

We have our moments of depression when we feel that the national prohibition law ought to include cucumbers.—Ohio State Journal.

John Lind is mentioned as Democratic candidate for governor of Minnesota, but who'd make his speeches for him?—Columbia State.

As a matter of fact, one woman is as anxious to pay another woman's car fare as one man is to pay another's gas bill.—Atlanta Journal.

If these Gotham church riots keep up and the police continue to do their duty soon all the weak-minded will be supported at the expense of the state.—Little Arthur Echo.

The senate probably would be willing to debate the tolls question all summer if by so doing the prohibition amendment could be sidetracked.—Rochester Democrat and Chronicle.

Editor Keeley can't call it The Record-Herald-Inter Ocean-Times. He asks his readers to tell him what he shall call it. Obviously RHOT won't do.—Syracuse Post-Standard.

"General Funston purposes to drive out of Vera Cruz all the people who do not work and who live on others." Vera Cruz is not the only town that needs a Panston.—Toledo Blade.

Admiral Fletcher has been ordered to "use your own judgment." It speaks volumes for the American naval officer that in his long history his judgment has rarely been found at fault.—St. Louis Republic.

Shorter and fuller skirts are to be worn, eh? Um-m-m, well, of course, some of them could be shorter, but not many of them could be much fuller and still be safe.—Indianapolis News.

## ENTIRE CHANGE OF PROGRAM EVERY EVENING

Another difference between a man's wife and a hotel waiter is that when the man gives the waiter another quarter he doesn't ask him what he did with the quarter he doesn't ask him what he did with the quarter he gave him last week.—Dallas News.

An insane Ohio farmer has been restored to reason by an appendicitis operation. This opens up great possibilities. If appendicitis operations were compulsory, like vaccination, how many senators and reformers and militant suffragettes would calm down and quit worrying us?—Cleveland Plain Dealer.

## ADMISSION 10 CENTS

## AUTOMOBILES

"ATCO REBUILT" 1914  
Pope Hartford \$815.00  
Cadillac \$615.00  
Buick \$615.00  
Studebaker "E. M. F." \$550.00  
Oakland \$400.00  
71 Different Models.  
Our big 96-page, 1914 Catalogue FREE for the asking.  
EVERY ATCO CAR GUARANTEED.  
AUTO-TRADING CO., PITTSBURGH, PA.  
Represented by W. W. DREYER, Box 57, Rhyolite, Nev.

## GRAND BOXING CONTEST

NEVADA THEATRE  
Sunday Evening, May 24th

TWENTY ROUNDS OF BOXING  
MAIN EVENT—10 ROUNDS

KID GEORGE vs. BOB GRAHAM  
Purse \$600—Weight 158 Lbs.  
PRELIMINARY—10 ROUNDS

DUTCH WILLIAMS vs. KID HARRISON  
Purse \$300—Weight 135 Lbs.  
GEORGE MURPHY, Referee  
Under Management Tonopah Athletic Club.

PRICE OF SEATS \$5, \$3, \$2 and \$1  
On Sale at Bank Saloon, Cobweb Saloon and Tonopah Drug Store.

## HESITATION WALTZ, TANGO

and the TEXAS TOMMY

Can be seen every evening, danced by Professor Edwards and Miss Frances Vedder

THE WORLD'S CHAMPION DANCERS

AT THE

## BIG CASINO

Change of Program and Moving Pictures Nightly

## THE BANK BUFFET

ARTISTICALLY ARRANGED UNEXCELLED SERVICE  
AN ATMOSPHERE OF CONGENIALITY AND GOOD FELLOWSHIP

WALTER DRYSDALE, Proprietor

## OUR STRENGTH YOUR PROTECTION

\$100,000 Capital  
\$5,500 Surplus  
Double Liability of Stockholders  
These are the great factors of safety for depositors in this bank.

## NEVADA FIRST NATIONAL BANK

TONOPAH, NEVADA.

## HEADQUARTERS FOR POULTRY and STOCK FOOD

THE RIGHT KIND  
LOTHROP-DAVIS COMPANY

## TONOPAH HARDWARE CO.

Successors to Nye County Mercantile Company

## SOLE AGENTS FOR

Mazda Tungsten Lamps  
Caloric Fireless Cookers  
MILBURN WAGONS  
Universal Stoves and Ranges

## TONOPAH HARDWARE CO.

## From Darkness to Light

Have you improved your lighting service since our new low rates were made effective?

Save your eyes by using plenty of electric light.  
Light is Cheaper than Eyesight.

Rates the lowest ever.

## THE NEVADA-CALIFORNIA POWER CO.

TONOPAH, NEVADA

## SEND YOUR NEXT TELEGRAM

... OVER ...

## POSTAL WIRES

Tonopah Industry for Tonopah People

## Foundry and Machine Works

GENERAL FOUNDRY WORK. Repair work of all descriptions.  
Cast Iron, Hard Iron, Brass, Our automobile department  
Bronze and Aluminum Castings. thoroughly equipped.

## CAMPBELL & KELLY, Inc.

## FRESH MEATS

FISH and POULTRY

We Handle Only First-Class Nevada Beef

TONOPAH-GOLDFIELD MEAT MARKET

## LOOK AT THIS

## STOCK & BARNES

THE NEW PROPRIETORS OF SIMONS' CASH STORE, WILL GIVE FREE WITH EVERY \$5 CASH PURCHASE OF GOODS AT THEIR STORE

## A LARGE ENAMELED DISH PAN

Our Stock is all New and Fresh. See Us Before Buying Elsewhere

## THE TONOPAH BANKING CORPORATION

Organized 1905...  
UNITED STATES DEPOSITORY FOR POSTAL SAVINGS FUNDS  
A General Banking Business Transacted

Exchange bought and sold on All Parts of the World. Our Safe Deposit Boxes are in an Absolutely Fire Proof Vault

Money Transferred by Wire and Cable to any of the Principal Cities of the United States and Europe.

EVERY COURTESY SHOWN OUR CUSTOMERS

## The Cobweb

STATE BANK BLDG.  
We handle the Best Wines, Liquors and Cigars.

7-Year Old Lacey Whisky

Returns by wire received on all important sporting events.

PAYCHECKS CASHED

The Cobweb  
JOHN MANION, NICK ABLE-MAN, Props.