

# TONOPAH DAILY BONANZA

Published every evening, Sunday excepted, by the Tonopah Bonanza Printing Co., Incorporated.

MEMBER ASSOCIATED PRESS MEMBER NEVADA PRESS ASS'N

**W. W. BOOTH, EDITOR AND MANAGER**

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Nine Months.....	\$9.00	One Month.....	1.50
Six Months.....	\$6.00	One Week.....	.30

Terms of Subscription by Mail for Daily Bonanza.  
Delivered by Carrier, \$1.25 Per Month.

### TO SUBSCRIBERS.

Parties who do not receive their papers, or who have any cause of complaint, will oblige The Bonanza by notifying this office.

### 500 REWARD.

A reward of \$500 will be paid for information that will lead to the arrest and conviction of parties stealing The Bonanza from subscribers.

All legal advertisements will be charged for at the rate of \$2.00 per square for the first insertion. There will be no exception to this rate. No affidavit of publication will be made until the advertisement is paid for.

No advertising cut, one square inch or smaller, will be accepted unless made of metal. No wood base cuts this size will be used. Wood cuts are dangerous to forms and press.

Entered at the postoffice in Tonopah as second-class matter.

### THE DUTY TO ADVERTISE.

"PAPERS are constantly going out of business in this state and in the country because they have not the moral support of the community they seek to serve," says the Reno Journal. "It is the lack of that moral support that causes the failure of financial support on the part of the merchants. They do not know that when a newspaper suspends a light goes out in the city and it goes into darkness so far as the rest of the world is concerned."

"The following extracts are taken from the remarks of an advertising expert, Mr. Marco Morrow, delivered at Lawrence, Kansas, during Kansas newspaper week:

"The newspaper is in reality a public service institution," said Mr. Morrow, "a public institution, privately operated. The newspaper's functions are, first, to serve the people of its community with all the news that is worth while, while it is worth while; to reflect public opinion; to guide, so far as possible, public sentiment into safe and sane channels, and to promote to the utmost limits of its capabilities the material prosperity of community and of the people who make its existence possible."

"Therefore the merchant must be made to understand that this thing of advertising is a part of the paper's public service—that business news (and that's what advertising is) is of as great importance as social or political news—that the publisher is derelict in his duty if he does not give his readers and his merchants an efficient advertising service. The community needs the paper, the merchant must have the advertising and the publisher must have the money."

"The mail order business never, never would have come into existence if there had not been room for it and the room for it was created by inefficient business methods. It is estimated now that the mail order business is about 12 per cent of the retail business of the United States. Every merchant in the country is trying to reach out and get trade from a little beyond his natural community and that is perfectly right; and it is just as right for the big establishments in Chicago and St. Louis and Kansas City to reach out, too, if they want to. But the only way they ever succeed in doing it is by advertising. That is the whole secret of the mail order business."

"So there is the proposition. The duty of a paper to a community involves expense. Why does not the duty of the community to a newspaper also involve expense. There must be a mutual relation and co-operation if all are to advance together. There must be a giving as well as a taking; a taking as well as a giving."

The Native Sons did a good job when they abolished the poll tax, a relic of dark ages from New England, where every man was supposed to go out and do a shift or two on the public highways. The poll tax is double taxation without any excuse.

Nye county is making an effort to hold up the order of the State Tax Commission. The commissioners might as well try to turn back the waters of the Truckee. It is better for them to think out a few economies by reducing the salary roll.

A Colorado brewery announces it will transfer its plant to California. If fifty per cent of the breweries advertising a similar move carry out their plans, the wine industry will have another foe stronger than Prohibition to face.

The sharpest trick of the Democratic State administration was to reserve the tax increase until after election. Those who voted to perpetuate the present regime wish they hadn't. It was always thus.

Newlands got the scare of his life when he saw "This man Platt" coming down the home stretch a nose ahead. He is keeping quiet and is not boasting until he finds if there is an aftermath.

The Panama canal is one of the best means of dodging the German warships in the Pacific. This is one case where the shipper is willing to pay the toll without kicking.

The Tax Commission acted wisely in not raising the taxes on dry farms. Every encouragement should be extended homesteaders in settling in Nevada.

Reports state the Germans are still pounding the allies. It begins to look as though both armies were impounded in their trenches for the winter.

A Louvain professor has been asked to join the staff at Harvard. We presume he has been offered the chair of modern ruins.—Detroit Free Press

"I no longer regret that I was not elected president," says Secretary Bryan. We did not expect him to join the great majority so soon.

Tonopah is receiving many flattering notices from the newspapers on the quick punishment meted out to the I. W. W. incendiary.

The English are permitting Canadian soldiers to visit London. It is probably a case of "see London and die."

Russia is attacking the right wing of Turkey, which lost its left wing in the Balkan war.

Nobody heard the colonel say "bully," because the bullying days are gone.

The entrance of Turkey into the war presages a gobble of some sort.

Belgium is now a foreign possession of the Belgian government.

### Physicians' Prescriptions Our Specialty

We lay stress upon our prescription work and as a result we compound the prescriptions of all the physicians in this locality. Our store is sort of a prescription center for the reason that we have an exceptional stock of prescription drugs, and employ only registered pharmacists of ample experience.

You should consider all of your prescriptions and recipes of sufficient importance to justify the special care which we are able to give to them.

Let us fill your next prescription.

**PROUTY'S UNION DRUG STORE**

We Pay Parcel Post Charges Within 2nd Zone

## WONDERFULLY COMPLETE WAR MAPS OF EUROPE AMAZE WASHINGTON

(By Associated Press.) WASHINGTON, Nov. 18.—To the wonderfully complete maps of the European war zones, prepared by the war offices of the belligerents, American army officers owe the detailed study they are able to make of the troop movements in Belgium and France and to some extent, upon the Austrian-Russian and German-Russian frontiers. When dispatches give the names of villages around which fighting is in progress, it is possible to turn to these maps and see at a glance the character of the country, its roads and byways with details of their construction and even to note the nature of the soil on slopes where the men will have to "dig in" to withstand the storm of rifle, machine-gun and field-piece fire.

There are yet no such maps of this country. The European maps are the product of years of toil in preparation for war, and those used by General Joffre, the French commander-in-chief, General French, the English leader, and the German chief-tains undoubtedly are far more complete than any other foreign governments have been able to obtain, showing the regions now torn by war.

With such maps at his disposal a commander can be far in the rear of his long battle line and yet know from moment to moment the exact

nature of obstacles in any portion of the front he is facing. He could direct the places of entrenchment to within a few yards of any small detail or battery of guns and could order forward his heavy artillery along a certain road with entire confidence that the road would carry the huge weight. There is no trail or bypath, ditch or stone fence that is not shown.

For nearly fifteen years the United States army has been struggling, in a modest way to supplement its maps of this country so they would offer, to a very modest degree at least, the aid to military operations which European commanders have at hand. The work is known as the Progressive Military Map of the United States and officers are assigned to carry it forward in various parts of the country each year. A dual purpose is served by the assignment since the officers are given practical training in map making which would be invaluable to them in case of war.

The progress of fifteen years on the huge task is described by army officers as "insignificant," outside of its educational value. To obtain adequate maps for military operations covering every possible theater of war in this country would mean the expenditure of enormous sums of money and no provision for such an achievement ever has been made.

## WAR ON WINDMILLS ORDERED BY ALLIES FOR PROTECTION

LOFTY STRUCTURES HAVE PROVED USEFUL WATCH TOWERS FOR ENEMY.

(By Associated Press.) ANTWERP, Nov. 18.—Orders to "smash up the windmills anywhere within ten miles of any possible engagement" have been issued by officers of the allied armies.

It has been found that the Flemish windmills are as dangerous as they are picturesque. Many of them surround lofty brick bases which give the wheels a total height of 75 or 100 feet.

The Germans were quick to avail themselves of these high windmills as signal stations and both by day and night they made use of them in many of the fights in Flanders.

### CASH BUYER.

This is your store. Be convinced. Reductions in all departments. N6-1f RYAN & STENSON.

### FAREWELL SUPPER FOR POPULAR YOUNG MAN

Last evening a farewell supper was tendered Jack Troy at the Harrington house. The private dining room was beautifully decorated with an abundance of fresh flowers from California and all the guests were surprised when they entered the room at the fragrance and artistic beauty of the surroundings. Those present consisted of Mrs. Harrington, Mrs. Kennedy, Mrs. Conley, the Misses Julia and Katy O'Neal, Jack Troy, John McGillian, Frank Averill, Pete Duffey, Stafford Wrenn and Pat McVey. After a sumptuous meal had been partaken a flash light photographed the bunch and all adjourned to the parlor, where music and singing were indulged to a late hour, when all joined hands and sang "It's a Long Way to Tipperary."

### WANTED

At the Bonanza office, nice clean office space large and free from buttons and hooks and eyes.

Miss Pauline Marshall, recently from Los Angeles, now opening massage and electrical parlors in Rooms 1 and 2, A. B. C. Hotel. 182N106f

## IT HAS ARRIVED

FRESH, SWEET

# APPLE CIDER

FOR THANKSGIVING

By the Gallon or Bottle

At the H. J. HALL LIQUOR COMPANY

Just the right thing for Mince Pies and to serve at Luncheon. ☞ ☞

PHONE YOUR ORDERS

Goods Delivered Free of Charge

Phone 812

## CHANGE OF PROGRAMME EVERY DAY

—AND—

## SOMETHING DOING EVERY HOUR

— AT THE —

# BIG CASINO

## NEVADA FIRST NATIONAL BANK

TONOPAH, NEVADA.

MEMBER OF THE

### Federal Reserve Association of the United States

GOLD MEDAL FLOUR - A NEVADA PRODUCT FOR NEVADA PEOPLE

Every sack absolutely guaranteed to the consumer. To be had at all stores. Ask for it and insist on getting this. Accept no other as a substitute.

McLEAN & McSWEENEY

## National Realty and Investment Company

208 MAIN STREET TONOPAH, NEV.

## 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.

## USE MOSES BEST FLOUR

LOTHROP-DAVIS COMPANY  
SOLE AGENTS

## 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

## THE BANK BUFFET

ARTISTICALLY ARRANGED UNEXCELLED SERVICE  
AN ATMOSPHERE OF CONGENIALITY AND GOOD FELLOWSHIP

WALTER DRYSDALE, Proprietor

## Foundry and Machine Works

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

CAMPBELL & KELLY, Inc.

## THE TONOPAH BANKING CORPORATION

PIONEER BANK OF TONOPAH

Safe Deposit Boxes for Rent General Banking Business Transacted  
Depository for Nye County and U. S. Postal Savings

H. C. BROUGHER, President

JOHN M. GREGORY, Cashier