

WOOD RIVER TIMES
HAILEY, IDAHO.

FRIDAY, OCTOBER 19, 1883.

PHILOSOPHY OF ADVERTISING.

Impressing Advertisers with the Desirability of Keeping Their Wares Published.

In his address to the editors of Indiana at his recent meeting at Fort Wayne, says the Philadelphia Record, Colonel Gil Pierce, of the Chicago Daily News, presented the following thoughts with reference to advertising, which are worth remembering. He said:

And in presenting a beautiful sheet typographically one should remember the advertisers as well as the readers. A man likes to have his advertisement pleasing to look upon, catching to the eye, and indicative generally of the advertiser. This class of patrons are so important to success that they should receive every encouragement. Particularly should they be impressed with the desirability of keeping their wares before the public. A man never realizes the full benefits of advertising till he has placed the matter before the same people fifty or a hundred times. The first ad. is good, but the one hundredth is worth more than five hundred times as much as the first. Some one has said that the—

First time a man looks at an advertisement he does not see it.

The second time he does not notice it.

The third time he is dimly conscious of it.

The fourth time he faintly remembers something of the kind before.

The fifth time he half reads it.

The sixth time he turns his nose up at it.

The seventh time he throws the paper down impatiently.

The eighth time he ejaculates: "There is the confounded thing again."

The ninth time he wonders if there is anything in it.

The tenth time he thinks it might suit somebody else's case.

The eleventh time he thinks he will ask his neighbor if he has tried it, or knows anything about it.

The twelfth time he wonders if the advertiser can make it pay.

The thirteenth time he rather thinks it must be a good thing.

The fourteenth time he happens to think it is just what he wanted.

The fifteenth time he for a long time resolves to try it as soon as he can afford it.

The sixteenth time he examines the address carefully and makes a memorandum of it.

The seventeenth time he is tantalized to think he is hardly able to afford it.

The eighteenth time he sees painfully how much he is in need of that particular article.

The nineteenth time he counts his money to see how much he would have left if he bought it.

The twentieth time he rushes frantically forth and buys it.

Marrying for Love.

The man who marries for love has generally the vital temperament—is combative, sagacious and independent, and takes a general view of everything. A life of indolence and stagnation has no charms for one whose blood is warm and whose hopes are high; he likes to be in the thickest of the fight, giving blows and taking them; watching for the turn of events with coolness and foresight, pleased at his own independence and struggles; eager to show the world what he can achieve; and the contest rouses all the strength and manliness of his nature. He wins the respect of his fellows by his own worth. He often brings home pleasant surprises for his wife and children. You may recognize him in trains loaded with parcels, which he good-naturedly carries with perfect unconcern of what others think—a new bonnet, music, books, a set of furs for his wife, while in another parcel the wheels of a cart, a jack-in-the box, a doll, a skipping-ropes protrude through the paper and suggest the nursery. He never forgets the dear ones at home; the humanizing influence of that darling red-cheeked little fellow who calls him father brings a glow of rapture of the purest pleasure earth holds; for the man who never felt a tiny hand clasp his will always lack something—he will be less human, less blessed than others. This is the noble, the honest, the only form of life that imparts real contentment and joy, that will make a death-bed glorious and love ease peace through its tears. It is so purely unselfish, so tenderly true, it stimulates men to the best deeds they are capable of. By studying how to live we best know how to die; and the finest life is that which ministers to others' needs and increases the joy of those dependent on us, whom we love, and who look to us for support, solace and light, even as the earth is revived by the sun; for feeling is life, the pulsation of delicious sympathy, the spring in the desert, the manna from the skies.

Dyspepsia! Dyspepsia!!

Reader, there is not a case of Dyspepsia or headache yet reported that Brown's Peppin Tonic has failed to cure, and yet it is sold by all druggists at 50c a bottle.

None but First-Class Goods.

In watches, silverware, and jewelry one should have the best or none. Messrs. Shurley & Co., Chicago, are making a specialty of fine goods, and if you need anything in watches, in dust and water-proof cases, solid silver or triple-plated ware, solid gold or rolled gold jewelry, send to Shurley & Co.; they will send a single article at the dozen price. They are vouched for and endorsed by the United States Express Co., American Express Co., Southern Express Co., F. W. Palmer, Postmaster of Chicago, Gen'l A. C. Smith, Ex-State Treasurer, and many others. Goods sent on approval, with privilege of examination, enabling you to do your purchasing at home Remember, Shurley & Co., 77 State street, Chicago, Ill. Send for their new and beautifully illustrated catalogues. o5w3m

"Woman's Health Journal"

Contains valuable information on the diseases of women only. Published by lady physicians who have made these peculiar weaknesses of the sex their sole study for years. It gives the causes, symptoms, and a sure home treatment for Prolapsus Uteri or Falling of the Womb, Inflammation and Ulceration of the Womb, and all displacements. Leucorrhoea or Whites, Irregular, Suppressed or Painful Menstruation, Flooding, Sick and Nervous Headache, Indigestion, Dyspepsia, Heartburn, Weakness in Back and Stomach, Scrofula, Pains in Side, Dizziness, Kidney Complaint, Barrenness, Nervous Prostration, Depression of Spirits, General Debility of Women and Change of Life. Sent on receipt of six cents in stamps. Address Dr. Rush's Medical Association, Nunda, New York, a201y

The Fall Election

Will result more satisfactorily if all voters and their families expel the malaria from their systems, and correct their Livers by using Brown's Liver Pills. Not a remedy manufactured in America so well corrects the biliousness of this climate. Call for Brown's Vegetable Liver Pills. a201y

NEW TO-DAY.

NOTICE.

TO WHOM IT MAY CONCERN:

Notice is hereby given that A. P. Minear has been discharged as Superintendent of the "Ophir Consolidated Mining Co.," and of the "Bullion Consolidated Mining Co. of Idaho & Arizona," and that since the 14th day of October, 1883, he has had no authority to, in any way, represent or act for either of said companies.

"Ophir Consolidated Mining Co."

By J. BLAKE WALTERS, President.

"Bullion Consolidated Mining Co. of Idaho & Arizona."

By J. BLAKE WALTERS, President.

Dated, Hailey, Idaho, October 14th, 1883.

Oysters OYSTERS Oysters Oysters Oysters

NEVADA CHOP HOUSE.

In Any Style, by the Can or Dozen.

RHEUMATISM!!

Immediate Relief in all Cases by DR. RUSH'S

Blood Root Oil.

CURED OF RHEUMATISM IN TWO HOURS

DR. RUSH'S MEDICAL ASSOCIATION. GENTLEMEN:—I have been troubled with Rheumatism for two years. I tried all the best advertised oils and liniments, and many first-class physicians without relief. The last doctor I visited recommended DR. RUSH'S "BLOOD ROOT OIL." I purchased a large bottle for fifty cents, and applied it. In two hours I was relieved, and now am entirely well. Its effects are wonderful, and I believe it the only thing in the world which will cure Rheumatism. Truly yours, JOHN HUTCHINSON, 89 Erie street, Buffalo, New York.

Dr. Rush's Blood Root Oil

Has no equal in the world as a Liniment or Oil. It is a cheap, safe, simple and sure internal remedy for man or beast. It never fails to cure.

RHEUMATISM!

Neuralgia, Sciatica, Lumbago, Backache, Soreness of the Chest, Gout, Quinsy, Sore Throat, Swellings and Sprains, Burns and Scalds, General Bodily Pains, Tooth, Ear and Headache, Frosted Feet and Ears and all other pains and aches. It is put up in two sizes. Price 25 and 50 cents. Sold by druggists everywhere, or sent direct upon receipt of price by DR. RUSH'S MEDICAL ASSOCIATION, Nunda, New York, U. S. A. a201y

Dissolution of Co-Partnership.

Notice is hereby given that the co-partnership heretofore existing between J. K. Morrill and James D. Agnew, under the firm name and style of Morrill & Agnew, is this day dissolved by mutual consent. J. K. Morrill will continue the livery and feed stable business at the old stand, collecting all outstanding accounts due the late firm, and pay all the indebtedness of the same. J. K. MORRILL, JAMES D. AGNEW. Hailey, Idaho Territory, Oct 17, 1883. a1

NEW TO-DAY.

\$25,000 worth of Merchandise!

GRAND CONCENTRATION AT HAILEY

OF ALL MY STOCK OF GOODS FROM GALENA, SAWTOOTH AND VIENNA, CONSISTING OF A GENERAL ASSORTMENT OF

GROCERIES,

Case Goods, Clothing, Crockery, ETC., ETC., ETC.

Wishing to close out as soon as possible, I now offer great inducements to buyers and will sell CHEAP FOR CASH.

LOCATION—"CANVAS TENT,"

Opposite Theater Building, - - - MAIN STREET, HAILEY.

E. B. SHAW.

Hailey Theater.

5 NIGHTS ONLY! 5 NIGHTS ONLY!

Commencing Tuesday, Oct. 16, Wednesday, Thursday, Friday and Saturday Evenings, and Saturday Afternoon.

THE EMINENT COMEDIAN,

J. S. LANGRISHE,

"Man in a Maze,"

Supported by an Excellent EASTERN DRAMATIC COMPANY, under the Management of Gilbert H. Pierce, presenting the

"Simpsons" and "Skeptics,"

In the Greatest Combination of Mirth and Laughter ever gathered into one entertainment, causing a Perfect Hurricane of Cackling, a Whirlwind of Fun!

Admission, \$1.00. Reserved Seats, \$1.25.

C. W. HOLCOMB,

ATTORNEY-AT-LAW,

Office Rooms 611 F street, Washington, D. C.

(P. O. BOX 574.)

Practices in United States Supreme Court, Court of Claims, before Committees of Congress, and in all the Departments of Government at Washington.

Obtains patents to all classes of Public Lands, and gives special attention to contests before the General Land Office and Interior Department.

Has an experience of eleven years in General Land Office as Chief of Pre-emption Division, Recorder, Chief of Mineral Division, Chief Clerk and Acting Commissioner, and Inspector of Survey, General, and District Land Offices, and one year as Law Officer of Indian Bureau.

While not presuming to gratuitously advise, he ventures to suggest, as a result of his experience, that no land contest can be safely conducted by the best lawyers, at remote points; and that the lawyer in a Land District, who has all his ex parte entries—especially of mineral lands—promptly examinable to accuracy, and at all times, inform his clients of the exact status of their claims, gain a positive business advantage over those who permit their cases to drift without direction.

In cases where good reasons exist, he will undertake to secure issue of patent in advance of the regular order.

All business will receive prompt and careful attention.

Refers to Prominent Men throughout the country.

LUMBER YARD!

Corner of Third avenue and Carbonate street, - - Hailey, I. T. CHARLES BOARD, PROPRIETOR.

—ALWAYS ON HAND—

Native Lumber of all Descriptions;

Also, Sash, Doors, and Shingles.

A large stock on hand at the mill, in Greenhorn gulch, ten miles from Hailey (same distance from Ketchum). Will be pleased to fill orders from Hailey, Ketchum, and all Lower Wood River towns.

ORDERS FILLED PROMPTLY.

ROSS CARTÉE,

BANKER,

Shoshone, Idaho.

Does a general banking business. Exchange bought and sold on all the principal cities of the United States and Europe. Correspondence solicited. Special attention given to collections.

Correspondents: Wells, Fargo & Co., New York. Wells, Fargo & Co., Salt Lake, Utah. Wells, Fargo & Co., San Francisco, Cal. U.S. National Bank, Ogden. Omaha National Bank, Omaha, Neb. a11m

WANTED!

20 Laborers

AND SIX TEAMS want immediately to work on the ditch of the Alturas Water Company.

APPLY AT THE WORKS.

AGENTS WANTED EVERYWHERE

To handle our ILLUSTRATED FAMILY BIBLES. New Bibles of every size, bound in the most elegant ever produced. Support Patent. All Bibles in exclusive designs, directly imported for our own trade, and standard publications; Bibles of Manual, Bibles, etc. We offer unrivaled inducements, with exclusive territory. Write to us: BAIRD & DILLON, Publishers, Manufacturers and Importers, Lockwood Building, 25 and 27 S. Clark St., Chicago, Ill.

May, Krieg & Co.,

DEALERS AND JOBBERS IN

General Merchandise,

HAILEY, : : : IDAHO.

Fine Teas a Specialty.

BOOKS!

Stationery, Periodicals, Newspapers, Wall Papers, Fancy Goods, Cartridges, Pistols, and a full line of Ammunition.

Chandeliers and Library Lamps, Justice and District Court Blanks.

H. Z. Burkhart & Co.,

HAILEY, IDAHO.

T. R. JONES,

BANKER,

HAILEY, IDAHO.

Transacts a general banking business. Buys and sells drafts on the principal cities of the United States.

Draws exchange on Great Britain and Ireland, France, Italy, Spain, Portugal, Norway and Sweden, and all the German States. Advances made on ore, gold and silver bullion. Careful attention given to collections, and remittances made on day of payment.

Correspondents: J. B. Colgate & Co., New York. Wells, Fargo & Co., San Francisco. T. R. Jones & Co., Salt Lake City. Preston, Keane & Co., Chicago. Nebraska National Bank, Omaha. Central National Bank, Philadelphia.

NEVADA

Chop-House,

On the East Side of Main street, near Carbonate.

Hailey, Idaho.

This favorite eating-house is in a new building, fitted up for its special accommodation. It has new furniture, new cutlery, new everything.

Private Rooms are attached, for the use of ladies, families, and parties who wish to be secluded.

HODGMAN & HUMPHREY, PROPRIETORS.

J. K. MORRILL,

Livery, Feed, Sale STABLES,

Corner of Bullion street and First Avenue.

HAILEY, IDAHO.

Unimproved accommodations for thirty horses, and the turnouts and teams are first-class.

Prompt attention paid to all orders.

J. S. LEWIS & CO.,

Watchmakers and Jewelers,

Dealers in

WATCHES, CLOCKS, JEWELRY,

Gold, Silver and Plated Ware,

NATIVE AND IMPORTED STONES,

Shoshone, Idaho.

Watches and clocks repaired. All work warranted.

THE DOLLAR COLUMN

(Advertisements not exceeding an inch (or the size of small type) in length will be inserted in this column for one dollar per week, or fifty cents for the first insertion and twenty-five cents each additional insertion—payable in advance.)

WANTED!

A young man of good habits wants employment mornings and evenings in return for board and lodging. Address "G," Times office, Hailey. a11m

WANTED!

TO RENT OR PURCHASE, A Piano. Apply at the Times Office. a1

LIME! LIME!

The Lime-Kiln in Greenhorn gulch has been purchased by Messrs. Tatro & Hodgman, who will continue the business. Leave orders for Lime with W. C. Tatro, Hailey. a1

The Theater for Sale.

Hailey Theater is for sale at a very reasonable price. A cash buyer can get a good bargain. Apply to WARD & QUANTRELL, At the Theater. The Theater is for rent for balls, parties, etc. a1

For Sale, Cheap.

As circumstances compel me to leave the State for some time, I will sell my saloon and contents complete, including billiard and pool tables, bar fixtures, liquors, etc., at such figures as will suit any one who is desirous of doing a saloon business. Ketchum, September 17, 1883. W. M. COLE. a1

BARGAINS!

A House and Lot—\$400.

A House and Lot on upper Main street, with good board fence and good well, is for sale. Price, \$400, cash.

Also, a large assortment of gilt-edged lots, on Poverty Flat and Nob Hill.

Apply at once, to W. T. RILEY,

Real Estate Agent, Bullion Block. a1

HAILEY

Transfer Co.,

A REGULAR TRANSFER LINE

in Hailey, carrying express, freight and passengers to or from the depot at Hailey to any part of the city. Orders may be left at either of the hotels or dropped in our order box in front of the Express office. Business promptly attended to.

STABLE & CO., Proprietors. a1

REDWOOD

NATIVE LUMBER

YARD,

East side Main street, between Bullion and Carbonate streets, HAILEY, IDAHO.

Always on hand: Inch and inch and a-half surfaced redwood and rustic;

ALSO,

Native lumber of all descriptions, double and single sash doors, planed doors, window sashes of all sizes, and a full line of Wall Papers and Building Material.

J. L. CEDERHOLM.

NEW

Wood Yard,

River street, between Bullion and Croy streets

HAILEY, IDAHO,

M. McCORMICK & CO., Prop.

Wood for sale Cheap. Already sawed, and sawed into lengths to suit any stove. a11m

O. S. L. PHARMACY.

C. K. McCrum & CO.

DRUGS, MEDICINES, STATIONERY, PAINTS, OILS, TOILET ARTICLES

Shoshone, Idaho. a1