

**GENERAL PERSHING.**

Commander of American Punitive Expedition in Mexico.



**CONCENTRATION OF CARRANZA TROOPS**

El Paso, Tex., June 27.—Carranza troops in Northern Chihuahua are being concentrated hastily and in force along the line of the Mexican railway between Juarez and Chihuahua City, according to private dispatches.

These messages said that eight troop trains packed with soldiers to be distributed at points between Villa Ahumada and Laguna had left the state capital.

Military men assume from this movement that in event of hostilities with the United States the Mexican plan contemplates the sparing of no effort to hold the railroad, the main artery of transportation from the border to the interior.

While the Mexican troops are being aligned along the railroad other reports indicated that General Pershing's expeditionary command, fewer than fifty miles to the west, has been drawn into a parallel line extending up the Santa Maria valley from El Valle to Columbus, N. M.

Large Mexican forces are being gathered in Villa Ahumada and Montezuma, while it is reported here General Pershing's largest forces are in El Valle and Colonia Dublin.

**EXPLAINS ATTITUDE TOWARD MEXICO**

Washington, June 24.—President Wilson stated his case in the Mexican controversy in a memorandum to the South and Central American republics.

The president's communication, addressed by Secretary Lansing to the diplomats, bluntly asserted the purpose of the United States to be only to stop border raids, in a defense of "our national peace and the safety of our citizens" even at the cost of war. War would end when that was accomplished.

Wilson's latest move in the Mexican situation was interpreted here as a counter step to the Mexican propaganda spread by General Carranza through the Pan-American nations. This, with the note to Carranza calling him to account for his misdeeds and enumerating the administration's long suffering, constitute Wilson's brief for intervention—if that is to come about.

**TRAIN CRASHES INTO AUTO**

Four Iowans Killed in Accident at Crossing.

Muscataine, Ia., June 27.—Four men were killed at Wilton, Ia., when an automobile in which they were riding was struck by the Rocky Mountain limited on the Rock Island. The dead: Dr. H. H. Johnson, Charles McT. Henry Liverz and Elmer Hire.

All of the victims live at Princeton, Ia. The automobile was carried 100 yards.

**EARL OF SELBORNE RESIGNS**

Quits British Cabinet Because of Its Irish Policy.

London, June 27.—The Earl of Selborne has resigned the presidency of the board of agriculture, according to an official announcement. The general belief is that he resigned on account of the government's Irish policy. He has been a strong opponent of the home rule policy.

Other Conservative resignations from the cabinet are expected.

**Sons See Father Drown.**

Eau Claire, Wis., June 27.—Frederick Hinterberg, a farmer near Meridian was drowned near here while his two sons and a farmhand stood on the bank and watched him sink. None could swim.

**Put Pep in Selling Campaigns.**

E. C. Tibbitts, Advertising Manager of the B. F. Goodrich Company, of Akron, Ohio, in an address turned the searchlight upon newspaper advertising and proved that it rested upon a stable, secure and successful foundation for the widespread promulgation of the gospel of modern merchandizing.

"I don't care how many autos you own, or whether you're a movie bug, or a gold fiend, a card shark, a bookworm, or whether the whole family is down sick, you read the newspapers, everyone of you. There's nothing in the realm of print that beats the newspaper-reading habit for hanging on to your curiosity. You must know who is being nominated for president, how many warships went down yesterday, what is happening in town, in other cities and in other countries and you must know it today."

"And when you read the newspapers you must read the ads. You can't escape them, not when they are written so that they uncover a vital spot in your armor of supposed indifference. Any other kind of an ad doesn't count."

"I believe an advertiser should not attempt to capture the full quota of newspaper readers by small space, unless forced to. Use quarter pages and half pages as much as you can. Then your message can't be missed."

"And every now and then run in a full page ad. It will put pep into almost any selling campaign. It towers head and shoulders above the other claimants for attention. It is impressive. It's the 'big voice' in modern merchandising—the voice that is heard 'round the whole city and out across the highways and by-ways of a paper's trading territory. It's a 42 cm. cannon shot—and its deep boom signals a selling victory."

"Every quarter page or half page ad that follows a page has twice the chance to succeed and to interest and impress the great bulk of readers with the advertiser's message. Experience proves it."

"The B. F. Goodrich Co., recently ran a page ad all over the country entitled 'Integrity—and the house behind the tire.' The effect of this page was electrical. Newspaper readers were deeply impressed with the bigness, reliability and good faith of the wonderful Goodrich organization."

"The cost of this page in no sense represented the great dollars and cents good will value which the Goodrich Company secured as a result. It was a money maker, was that page, ad. And it has vastly helped its smaller brothers, the quarter and half pages which followed, to sell Goodrich Tires. It has proved itself a wonderful investment."

**BULL MOOSE PARTY TO SUPPORT HUGHES**

Chicago, June 27.—By a vote of 32 to 6, with nine members declining to vote, the national committee of the Progressive party, at the end of a stormy session endorsed Charles E. Hughes for president and the Bull Moose party practically went out of existence as a national political organization.

The fight in the committee to endorse Hughes was led by George W. Perkins of New York, James R. Garfield of Ohio and Chester H. Rowell of California.

Before the above action was taken a letter from Colonel Roosevelt was read finally declining to accept the presidential nomination of the party and strongly urging the Bull Moose organization to support Charles E. Hughes. The colonel's letter, read by Oscar King Davis, secretary of the committee, indicted the Wilson administration as having "been guilty of shortcomings more signal than those of any since the days of Buchanan."



YOU take every precaution up to a certain point (the opening of the bottle) to give your family pure milk. We have made it our affair to keep it pure after that.

That is why we have adopted **The Sanlac Seal**—IT KEEPS MILK PURE.

It ably protects the milk—pure when it enters the bottle—from shifting dust, contact with finger or fork and from all germs in the air.

The San Lac Seal has an ample finger hold that is not the part that touches the milk, but which extends over and protects the mouth of the bottle.

Send us a postal and we will send a man to explain it without your incurring any obligation.

**Henry Schlader**

**COUNTY NEWS**

**PROTIVIN.**

Mr. and Mrs. Adolph Cisar departed for their home in Cedar Rapids Thursday, after a visit here with relatives.

Victor Valenta, of Calmar, was a visitor here Saturday.

Mrs. John A. Dostal and son Wm. autoed to Manly Thursday, returning home Saturday.

Joseph D. Bouska, Edward Lukes and Joseph Prochaska autoed to Cresco Friday evening to hear Bohumir Kryl and his band.

Rev. Rudolph Lakomy was at DuBuque a few days last week.

Frank Pecinovsky, wife and children autoed from Cresco Sunday.

Frank S. Andera went to Schley last week where he is employed in the Benj. Bouska garage.

Mr. and Mrs. Joseph Kovarik and daughter Charlotte returned to Lawler Sunday after a few days' visit at the home of Mr. and Mrs. Frank Klima.

Mr. and Mrs. Benj. Bouska of Schley and Mr. and Mrs. A. J. Mikesh of this place visited Mrs. Francis Mikesh in Spillville Sunday.

John Dostal returned to Manly after an extended visit here with his son John A.

Mathida Skoda returned to her work in Elma, Sunday after a brief visit with her parents, Mr. and Mrs. John Skoda.

Dr. J. M. Smittle was over from Waucoma several times last week.

Frank S. Andera and Reuben Svevka autoed from Schley Sunday.

Mrs. John J. Klimesh and brother, Lewis Pecinovsky, left Tuesday for Milwaukee, Wis., to visit their sister, Sister M. Mathilda, who is very sick.

Anna Lentz, of Mason City, visited her sister Mrs. W. J. Kalishek last week.

Celebrate the Fourth of July at Protivin. The Parochial school closed Tuesday with a picnic.

Ed Novak and wife of Spillville, autoed through here Friday.

Several from here attended the ball game in Saude Sunday.

Emma Polansky returned to Cedar Rapids Monday after a visit with her mother.

John Fencel, Sr., daughters Rose and Abbie went to Prairie du Chien, Wis., Tuesday.

Born, to Mr. and Mrs. Rudolph Lukes, a son last week.

Hellen Jira went to Waucoma Tuesday to visit her friend, Mrs. Algie Despard.

Mesdames Alois Schneider and Sifka of Cresco were visitors at the home of Mrs. Thomas Jira Tuesday.

A dance at Beseda Opera House, July 4th, 1916, afternoon and evening. Music by P. B. Orchestra. All are invited.

**LOURDES.**

Information reached here that Herman McDaniel of North Dakota is very sick at present.

The Jas. Valvoda family autoed to Protivin and Cresco Sunday last.

John Robinson is the proud possessor of a new Reo car bought last week.

Clara Buckley is visiting with her sister, Grace Dvorak of Davis Corners for a few days.

John Peterson was a New Hampton business caller Monday.

There will be given another barn dance at Ralph Buckley's. An invitation is extended to all.

Joe Shatek attended the dance at Protivin last Thursday.

Mr. and Mrs. Albert Hidding and Mr. and Mrs. John Houser autoed to Calmar to visit relatives last Sunday.

Tolef Johnson's barn was struck by lightning, shattering it considerably but the fire didn't take hold.

Adolph Kaatz called at the Kramer home last Sunday.

Ralph Buckley autoed to Cresco Thursday evening.

Joseph Friedhoff departed for Wisconsin for a visit and also to see the country.

Mrs. Frank Shotek visited her sister, Mrs. Theodore Biver, a few days last week.

The Joseph Sindelar family were visiting relatives around Lourdes the other Sunday.

Johnnie Beaumaster is employed at Fr. Buckley's for the summer.

**BONAIR.**

B. E. Thorne has been on the sick list the past week but is reported better.

Mrs. Geo. Buchanan and son Arthur left Saturday for Dell Rapids S. D., for a visit with relatives.

Mr. and Mrs. Raymond Swim are the proud parents of a baby girl, born Sunday, June 25.

Mr. and Mrs. Nels Stinson of Gary, Minn., spent Friday visiting at the Albertson home. Mr. Stinson is Mr. Albertson's cousin.

Ella Costello left Thursday for Willard Mont., to visit relatives.

The marriage of Miss Minnie Leffler and Charles Henning occurred Tuesday of last week at the Lutheran church. We give this young couple our best wishes and congratulations and are glad to note they will reside in our town.

Mr. and Mrs. Grabau left Monday for Dubuque, making the trip by auto.

Dr. Laraway of Lime Springs, was a professional caller in our town Sunday.

Richard Martens underwent a serious operation at Mercy hospital last week. His friends hope for a speedy recovery.

Mrs. Herbert Morgan visited at the home of her brother, Carl Thayer, one day this week.

Mr. and Mrs. Ed Gibbons and Mr. and Mrs. Guy Spark and baby came Wednesday to visit at the Albertson home.

Kathryn Barker is visiting her friend Edith Grabau, a few days.

**ALBION**

Michael Riehl, a former Albion resident passed away at the home of his daughter Mrs. Geo. Ludwig of Granger, and was laid to rest in Oak Lawn Saturday of last week. The sympathy of a host of friends goes out to the bereaved family.

Will Reuter and family visited Harmony relatives Sunday.

Mr. and Mrs. Otto Stevens spent Sunday with the latter's parents, Mr. and Mrs. Geo. Brink, of Granger. Dorothy Peckham has been spending a few days with his aunt at Ridgeway.

Marcus Aberg, of Cresco, is spending a few days with his aunt, Mrs. Theodore Gunderson.

Theodore Gunderson and family attended confirmation exercises at Fremont last Sunday.

John Jamison returned to his home at Westing Springs, S. D., the first of the week after an extended visit at the C. A., J. W. and J. E. Wells homes.

Clara Fairbanks spent Sunday with Cresco relatives.

Oney Bateman and family now ride in a new Grant car.

The Farmers' Club picnic will take place at Daly's flats this Friday, June 30. Evrybody bring your dinner and be a farmer.

Mr. and Mrs. Arthur Livingston visited relatives and attended the wedding of a brother at Fountain, Minn., the first of the week.

Church and S. S. services as usual at Albion next Sunday. S. S. at 1:30. Preaching at 2:30. Everybody welcome.

**KENDALLVILLE**

Mrs. Fred Todd went to Owatonna Wednesday to visit her parents, Mr. and Mrs. James Lester.

A number of Mrs. L. Burton's friends and relatives gathered at the home of her daughter, Mrs. Elmo Stephenson to help her celebrate her birthday.

Mr. and Mrs. Stinson and family concluded their visit at the Ole Ellingson home and returned to their home in northern Minnesota.

Mr. and Mrs. W. C. Fifield returned from Marshalltown the last of the week where they attended the Soldiers' Reunion.

The L. A. S. met at the Moore home Wednesday with a good attendance. Will meet in two weeks at the W. A. Clink home.

Mrs. Sidney Culbert and daughter Lucile attended the L. A. S. at the Moore home Wednesday.

Mrs. Ed Barnes was an over Sunday visitor at the J. Sobolik home in Cresco.

**VULCANIZING**

Am now located at the Pierce, Cunningham & Rice Garage and can take care of your tire work of all kinds. All work guaranteed.

**JAMES NICHOLS**

**In Our Role of Prophet**

We believe W. L. Harding to be the strongest man the Republicans could have nominated for governor of Iowa. So it is not with any glee that we point to his victory over the dry Republicans. But we want to dig up an item we published in this column June 23, 1915. It is as follows:

"The Journal wants to assume the role of prophet just once. We want to register the prediction this 23rd day of June, 1915, that W. L. Harding of Sioux City will be the Republican candidate for governor of Iowa in 1916."

"The wet element of his party will be united behind him, while the dry element will be divided among Cosson, Allen, and a few others, likely. As a wet, he will have plenty of money with which to make the primary campaign. He is credited with being the shrewdest politician of the whole list of actual and prospective entries. He is a great 'mixer'—he has the ability of making himself understood to the wet and of making the dry think 'he haint done nothin' nohow,' and it's all a mistake (if they don't believe it, he'll show 'em his church letter)."

"Look out for Harding. He's going to lead 'the party of God and morality' in Iowa in 1916."

Our readers with good political memories will recall that Cosson then was "doped" as the winner on his record as attorney general and because the Republican party of Iowa was said to be dry.

Mr. Harding is a mighty shrewd politician; he is an affable gentleman; and he will get a great many Democratic votes, no doubt.—Decorah Journal.

**100 Modern Woodmen Wanted.**

The committee on M. W. A. arrangements for the 4th wants 100 Woodmen to march in the parade. Will you be one of that number? Appropriate badges will be furnished all members who will "fall in line." Tell your Neighbor about it and be sure and be on hand yourself. The parade will be formed on Market St. at 10 a. m. sharp. For further particulars see S. A. Hamilton or A. J. Evans.

"ROUGH ON RATS" ends RATS, MICE, Bugs. Die out doors. Unbeatable Exterminator. Used World Over, by U. S. Gov't. too. ECONOMY SIZE, 25c or 15c. Drug & Country Stores. Refuse substitutes. FREE. Comic Picture R.—E. S. Wells, Jersey City, N. J.

**Dance.**

In Henry Hanson's new barn, 5 1/2 miles southwest of Cresco, Friday night, June 30th. Music by Deane's orchestra. Tickets 75c.

**Notice.**

All those having cases or bottles belonging to the Cresco Bottling Works please return them at once. 43-t3

**Hughes and Fairbanks.**

The republicans have presented a ticket composed of men of high character, acknowledged ability and large experience. No time will have to be spent in defending them against personal attacks—they are immune. They represent stand-pat republicanism—the republicanism that looks after the captains of industry and takes advice from the monopolist and the exploiter. It is a very respectable republicanism but the kind that caused more than half of the republicans to revolt against the party organization. Both candidates belong to the Taft wing of the party. Mr. Hughes vetoed the two-cent passenger rate bill which even a New York legislature was willing to support. He was the only governor who asked a legislature to refuse to ratify the income tax amendment to the constitution. And the legislature, supporting his views by a small majority, denied to state the glory of the victory. He led Mr. Taft's fight in defense of the trusts against the democratic attack in the campaign of 1908. He is satisfactory to the big corporate interests and yet his semi-independence of the bosses and his advocacy of the primary make him less objectionable to the progressives than almost any other prominent republican. W. J. BRYAN.



**The Most Careful Autoist**

cannot prevent tires from bursting, batteries from giving out. But he can provide for such emergencies by carrying extra tires and batteries. He can get them here of the right kind and at the right prices. In fact, he can obtain everything in auto supplies the same way. You are the HE we refer to. What does your auto need?

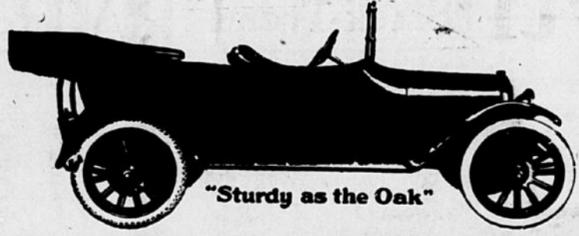
**FRED C. MILLER**

**GARAGE**

117 N. Elm St.

Cresco, Iowa

**THE WONDERFUL OAKLAND SIX WITH INCOMPARABLE ADVANTAGES**



**A CAR OF BEAUTY**

Refined and Distinctive, Sturdily Built, insuring Comfort and Economy, and withall Remarkable in Performance and Reliability.

**Brief Detailed Description**

Motor en block, overhead valves, bore 2 13-16 in., stroke 4 3-4 in., Remy ignition, starting and lighting, Marvel carburetor, Oakland-Stewart vacuum gasoline feed. Cone clutch, one bearing full floating rear axle, wheel base 110 inches. 32x3 1-2 in. tires, non-skid rear.

FINISH—Deep Royal Blue. Bodies—Touring, 5-passenger, roomy Marine body. Roadster—2-passenger, covered luggage compartment. Price \$795, f. o. b. factory

All models equipped with complete set of tools, top cover, electric horn, one-man top, license brackets, demountable rim and carrier, dimmer for headlights, etc.

For sale by

**Schley Auto Company**

**BEN. J. BOUSKA, Mgr.**

Demonstration by Appointment without any charge.

Also a full line of Automobile Accessories and Supplies—Tires and Lubricating Oil. First-class repairing done, also storage batteries re-charged, and all done at the most moderate price. Give us a trial and be convinced.