

Chariton Courier.

E. B. KELLOGG & J. A. LARSON
Editors and Publishers
KEYTESVILLE, MISSOURI.

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Friday, October 25, 1912

WHY NOT ADVERTISE?

A merchant has to advertise if he wants to keep up with the procession. Pick up the current magazines or the big newspapers and see for yourself if the big people, the people who are making money, don't believe in advertising. You've got to advertise to get people to come to see what you have to offer them. There are merchants here with strictly reasonable stock, stock in demand amongst the many people living in this vicinity, yet who are not selling what they should. Now, you, Mr. Merchant, look the matter over and see if this is not true in your case. Warm clothing, winter shoes, sweaters, all things that go to make comfort in winter are in demand. Merchants here have some good stocks, yet, unless people come to town and went inside, took down the stock and examined it, they people would never know they could be had at all, here.

Three thousand families, by far the larger per cent living in this county and within trading distance, read the Courier. Tell them what you've got and tell them the price. It's figures that entertain readers of advertisements today. It is not enough for a man to be told that Bill Jones sells dry goods. Everyone in the country may know that without advertising it. But, let Bill Jones advertise blankets for \$3.50 a pair that Mrs. Blank fully expected to have to pay \$4.00 for and the first chance she gets, she will come to town to get some of these blankets and probably something else. It's putting concrete facts before the reader that gets business. Show our readers that you have a definite bargain to offer them, something for less money than they can get it for somewhere else. You'll get the business. The merchant who expects to hold what business he has, letting alone the getting of more of it, has got to hustle for it. There is no hustling as good for the big or little merchant as that done by the advertising columns of a live paper like the Courier. Live ads in a live paper count.

Norman Haggood, for 9 years editor of Collier's Weekly has resigned and Robt. J. Collier will now edit the popular magazine. Collier's will from now on be straight out for the Moose candidate instead of for Wilson as "it appeared" to be all along, and this change caused the resignation of the famous writer.

The National Federation of Retail Merchants will meet in St. Louis Nov. 19-21. All retail merchants are urged to be present to discuss and take action on many subjects of importance to the trade, especially the parcels post question.

The Courier is only \$1.00 a year—all home print.

LINN

Mrs. Addie A. Kern, of Brookfield is dead, passing away at the age of 38 years, October 15. Burial was in Rose Hill cemetery.

Peter Kiel of Brookfield has closed out his bakery to the La-Pierre hotel, and takes charge of the bakery for that hostelry.

Mrs. Lucinda Stoddard's 88 birthday was remembered by her daughter, who invited friends of the old lady to a dinner given in her honor at her Meadville home.

Monday evening, Mr. and Mrs. S. B. Thiehoff and Mr. and Mrs. J. C. Lawson of Bucklin returned home from a two weeks' outing on the Chariton river. This is an annual and enjoyable event.

The residence on the Capt. Cave farm near Meadville was destroyed by fire. The contents went with the house, to the loss of A. Kinsey, who was renting the place.

Gabriel Watterson of Meadville died at his home in Main street after a three weeks' illness. The burial was in Meadville cemetery, the funeral in charge of Rev. Yetter.

After the transaction of business at the meeting October 14, the Knights and Ladies of Security, of Meadville gave a social affair. Refreshments were served.

John Williamson of Brookfield died at St. Louis and was brought to the home city October 17 for burial. He was born in Bucklin and lived in Brookfield nearly all his life. He died at 28 years of age.

The building committee for Linn county, which will superintend the construction of the new court house at Brookfield has been in Princeton to inspect the court house there with the idea of getting some pointers on the work.

Here is a woman who speaks from personal knowledge and long experience, viz., Mrs. P. H. Brogan, of Wilson, Pa., who says, "I know from experience that Chamberlain's Cough Remedy is far superior to any other. For croup there is nothing that excels it." For sale by all dealers.

Hot After Pecans

Many complaints have been heard by owners of pecan orchards that it is a hard matter to keep the seekers of these delicacies from getting all the crop without asking any questions. The pecans are selling anywhere from 11 to 14 cents a pound making them cost anywhere between four and six dollars a bushel. People who have had experience say that it is worth four dollars a bushel to pick pecans, to say nothing of the value of the nuts.

Some Lid

It was said by some recreant Marshall citizens who came to Slater last Sunday for cigars that the authorities at Marshall had clamped the lid so tight that they closed everything but the hotels. Livery stables, restaurants and new-stands were likewise under the Puritanical ban.

CARROLL

The Carroll County Odd Fellow Association met with the Tina lodge Thursday.

The body of Asa Storms was brought to Carrollton Sunday morning and buried Sunday afternoon.

William F. Caseldine and Miss Ruth North of northwest Carroll county, were married Oct. 17 at the Florence hotel, Carrollton.

Dr. McKee of Bogard has received a new moving picture machine. There will be two shows each week at Bogard.

The Masons moved into their new building in Carrollton Monday. The building is modern and up-to-date. It will be dedicated later.

The remains of Mrs. Jane Trotter was brought to Carrollton Saturday and buried Monday October 14 in Trotter churchyard.

The second basketball game between the Hale and Tina teams resulted in a reversal of the first score and victory for Tina, 26 to 12.

The Farmers' Bank of Bogard has placed its new vault a modern structure with three timelocks and is guaranteed to be a burglar-proof.

Walter C. Stewart and Miss Lula Beck, the latter living southwest of Hale, were married at the home of the bride's parents, October 16.

Judge Franken who was so badly injured by the Santa Fe railway, has settled his claim against the railroad. The damages obtained by the judge was not stated.

Jehu Rhea of near Norborne has purchased a corn picker, a mechanical affair that takes the ears from the stalk and it is claimed the machine did the work when tested out on Rhea's field of heavy corn.

Frank E. Auwter and Miss Jennie Metcalf of near Bosworth were married at Excelsior Springs by Rev. Midyett, a former resident of Hale. The couple will reside at Hale.

Muriel, the 18-months-old daughter of Mr. and Mrs. Wake Sylvester was burned to death in bed Wednesday, October 16. The parents arose letting the child remain in bed. It procured a match and set fire to the bed clothing and was so badly burned when found that it could not recover.

The state agent of the New York Children's Aid Society was in Carrollton to place nine children in homes. Fifty or sixty homes were offered but under the rulings of the society any of the children who are brothers and sisters, must be kept together. As many wanted but one child it was found impossible to place some of them as there were four pairs of brothers or sisters in the little company of nine children.

Nearly a Smashup

John Bayne Cox was driving into the city late Thursday night musing over the vicissitudes of human life when his rig was struck by an automobile bound Salisbury from Brookfield. The trouble occurred at the north end of the Chariton bridge. It is said the auto had no brakes or at least they would not work and the chauffeur could not stop his machine in time to avoid striking Cox's team. In the collision part of the bridge railing was torn down, one of the horses Cox was driving slightly injured and the machine somewhat dilapidated with a sprung axle, battered mudguards and deformed radiator. However, both Cox and the autoist managed to pilot their machines to their respective homes. The team belonged to Adams & Tisdale. The autoist did not leave his name.

Mr. and Mrs. Edgar Wilks visited Sunday at the home of Mrs. Wilks' parents in the country.

STOVES

OUR LINE OF Ranges, Cook and Heating Stoves IS NOW COMPLETE

If you are thinking of buying, see us and we will save you money. Satisfaction guaranteed. Remember we handle the GREAT MAJESTIC RANGE, BUCK'S CAST COOKS and RANGES. The ESTATE HEATING STOVES, made since 1845, Built Right, Stay Right, Sell Right—the stove with a reputation of nearly 70 years.

Hardware, Tinware, Pumps, Wind Mills, Pumps. : : Give Us a Call.

Adams & Newsom

They Sprayed Trees

Many Missourians are becoming wise to the benefits of spraying their apple trees. Those who did so this year, had a fine crop remarkably free from rot and worms. Some of the orchards have appeared to as fine advantage as any in the famed apple raising valleys of the far west.

A Taffy-Pulling

Creed Hancock gave a taffy-pulling for the members of the High School Junior class, Friday night. Several pounds of taffy was pulled and eaten by the dozen members of the class present. Rook and other games were played until a late hour.

Date Muffins

A New Way of Using Dates
By Mrs. Janet McKencie Hill, Editor of the Boston Cooking School Magazine
The value of dates as a food is hardly appreciated. They are wholesome, nutritious, and when used in K C Date Muffins, make a recipe that is appreciated by the entire family.



K C Date Muffins

One-third cup butter; 1/2 cup sugar; 1 egg; 1/2 cup milk; 2 cups flour; 1 level teaspoonful K C Baking Powder; 1/2 teaspoonful salt; scant 1/2 pound dates.

Cream the butter, add the sugar and the egg, beaten light. Sift together three times, the flour, baking powder and salt; add these to the first mixture, alternately with the milk; beat thoroughly and add the dates, stoned and cut in pieces. To bake, have a slow oven until the muffins double in bulk, then increase heat to bake and brown quickly. Muffins baked this way will be light, appetizing and more easily digested.

This is only one of the many appetizing recipes found in the K C Cook's Book.

The wonderful K C Cook's Book is substantially bound and printed in nine colors, contains ninety tested and easily-made recipes by Mrs. Janet McKencie Hill, of the world famous Boston Cooking School Magazine.

You can secure a copy FREE by sending the colored certificate packed in 25-cent cans of K C Baking Powder to the JAGURS MFG CO., Chicago.

Be sure to write name and address plainly.

Notice of Bridge Letting

Notice is hereby given that I will, on Thursday, November 7, 1912, in the County Court room at the Court House in Keytesville, Missouri, between the hours 1 p. m. and 4 p. m. of that day, let to the lowest and best bidder the contract for the construction, material and labor of the following steel bridges:

One near the residence of J. P. Tippett across Hyde branch; one near the residence of I. N. of S. J. McSparran across Bee Jaco across Sand branch; one near the residence of E. C. Clark across Puzzle creek; one near the residence of J. H. Snyder across Van Dusen creek; one near the residence of M. P. Zimmerman across Salt creek; one near the residence of Jack Magruder north east of Brunswick; one near the residence of J. J. Crutchfield across Muncas creek; one near the residence of Z. G. Kelly across South Kelly branch; one one mile southwest of Sumner west of cemetery; one near the residence Branch.

Sealed bids on each separate bridge will be received by me until twelve o'clock noon on the above date, and all bids must be accompanied by cash or certified check in the sum of two hundred (\$200) dollars, which sum shall be forfeited to Chariton County in case bidder should fail to enter into contract for the construction of such bridges with good and sufficient security within ten days after such bid is accepted.

The right is reserved to reject any or all bids or to decrease or increase the number of bridges let. R. W. CROPPER
36-38 County Engineer

READ THE COURIER.

CAPITAL STOCK \$25,000. SURPLUS \$25,000.

FARMERS' BANK

OF CHARITON COUNTY

A. S. TAYLOR, President H. C. MILLER, Cashier
J. C. WALLACE, Vice Pres. A. F. TAYLOR, Asst. Cash.
Does a General Banking Business. Exchange on all Principal Cities. Pays Interest on Time Certificates.

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KEYTESVILLE, (Phone 89) MISSOURI.

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(INCORPORATED.)

Having bought the J. M. Hanna & Co. abstract books we are now the owners of two sets of Abstract Books, the combined result of more than 20 years of laborious effort. Besides, we have vast and priceless measurements and information bearing on land titles. We employ trained, expert abstractors. Our guarantees speak with all work. Our patronage is founded on merit. Let us have yours.

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Attorney - at - Law
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Everything in the
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HOT AND COLD LUNCH
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Lunch and Short Orders
of All Kinds

OYSTERS ANY STYLE

Best Bakery Bread
Pies and Cakes,

Candies and Cigars. Phone 180

Hot Chili 5c and 10c
At All Hours

PEOPLE'S STEAM LAUNDRY

OF MOBERLY, MO.

Laundry called for and delivered, or leave at Lewis' Meat Market. Dry cleaning and pressing. Phone 41.

RAYMOND J. LEWIS,
LOCAL - REPRESENTATIVE.

Dr. J. L. Wright

Veterinarian & Surgeon

SALISBURY, MO.

Steam Laundry

All Kinds of Laundry
Work and Dry Clean-
ing and Pressing.

Lace and Silk Goods
A Specialty!

GOLDEN RULE LAUNDRY

Salisbury, Mo.

L. S. Brewer, Local Rep. 38-1f

Horse Buyer Here

Mr. Neuberger, a representative of Neuberger & Davis, a regular visitor to Keytesville for the purpose of buying stock was here Friday. The market was not overloaded with desirable animals and Mr. Neuberger secured eight good horses and mules. He came from Brunswick to this town and went to Salisbury for Saturday buying.

The Courier—\$1.00 per year.

CHICHESTER'S PILLS

DIAMOND BRAND
LATER!
New Brand for CHICHESTER'S PILLS
SOLD BY ALL DRUGGISTS
EVERYWHERE

Facts for Weak Women

Nine-tenths of all the sickness of women is due to some derangement or disease of the organs distinctly feminine. Such sickness can be cured—is cured every day by

Dr. Pierce's Favorite Prescription

It Makes Weak Women Strong,
Sick Women Well.

It acts directly on the organs affected and is at the same time a general restorative tonic for the whole system. It cures female complaint right in the privacy of home. It makes unnecessary the disagreeable questioning, examinations and local treatment so universally insisted upon by doctors, and so abhorrent to every modest woman.

We shall not particularize here as to the symptoms of those peculiar affections incident to women, but those wanting full information as to their symptoms and means of positive cure are referred to the People's Common Sense Medical Adviser—1005 pages, newly revised and up-to-date Edition, sent free on receipt of 21 one-cent stamps to cover cost of mailing only; or, in cloth binding for 31 stamps.

Address Dr. R. V. Pierce, Buffalo, N. Y.

