

CITY NEWS

Cando were visitors and shoppers in Devils Lake Thursday.

Attorney A. E. Wheeler of this city was a business caller at Lakota one day last week.

There will be English services at the Norwegian Lutheran church Sunday, April 23.

Mr. and Mrs. H. A. Lieberg left Friday morning for Northwood, where they will attend the funeral of Mr. Lieberg's uncle, Olaf Lieberg.

W. E. Budge of Grand Forks was in the city over the week end, which he spent at the Ole Serungard home. Mrs. Budge has been in the city visiting for the past week.

Mrs. D. D. Norton, who has been ill at the General hospital since the latter part of March, returned to her home at Grand Harbor Friday.

Little Billie Redmond went to Lakota Friday to spend the day visiting with Murray Lavallee, who is visiting at Lakota.

Miss Lillie Benson of Lakota was in the city Friday between trains shopping and visiting friends and relatives.

Mrs. George Searls and daughter, Ruth, were in the city shopping and visiting with Miss Margaret Searls, who is a student at the Academy, for several days last week.

Mrs. A. Albrecht and daughter of Mr. and Mrs. Warren Adams and Dendra Christianson of Tokio were shoppers and visitors in Devils Lake Thursday of last week.

C. H. Doyon of Doyon was in the city Thursday night and left Friday morning for Cando, where the district bankers convention was held.

Mr. and Mrs. E. M. Berry of Alameda, Sask., arrived in the city Saturday to visit with Mrs. Berry's sister, Mrs. Mabel Miller. They spent the past winter in Illinois and Wisconsin.

Mr. and Mrs. Hoffmeister of this city left Friday morning for her home at Walker, Minnesota, where they will visit for several days.

Miss Gertrude and Miss Margaret O'Connell of Brinsmade were shoppers and visitors in the city Thursday.

Mr. and Mrs. A. C. Newhouse of Warwick were in the city Thursday night visiting at the home of Mr. Newhouse of this city and attended the meeting at the Masonic temple Thursday evening.

Riley Morgan of Starkweather, Jerry Stevens of Lawton, Martin Larson of Webster and D. W. McKenzie of Brocket were in the city Thursday night on their way home from attending the convention, which was held at Jamestown.

Thirty-one tables were decorated with candles and flowers at the bridge party given at the Grayson Thursday afternoon. Mrs. D. J. Rapp, Mrs. G. J. McIntosh, Mrs. L. P. Dawson, Mrs. F. J. Hyland and Mrs. M. H. Graham were the hostesses. The party was a success in every respect.

Mrs. Joe Lavalee, formerly of Devils Lake and now of Grand Forks, was in the city several days last week visiting friends and relatives. While in the city she took in the military ball. She returned to Lakota Wednesday evening, where she visited for several days before returning to her home at Grand Forks.

Miss Esther O. Falf of Heaton spent Friday visiting in the city on her way to her home.

Miss Williams and Mrs. Skinner of Cando were in the city Wednesday shopping and visiting, returning to Cando Thursday morning.

Mrs. M. K. Kerr of Lawton spent a few days visiting at the Bernard Kennedy home in Devils Lake last week.

Mrs. F. C. Rother of Perth was a shopper and visitor in the city Friday and visiting at the J. McLean home.

M. Knowlton of Minnewaukan was a business caller in the city Friday. He drove over in a car and reports the roads in very good condition.

Mrs. Sam Foster, Mrs. Leo Foster and Mrs. C. J. Cruse of Lakota were shopping and visiting in the city between trains Saturday. They returned to Lakota on No. 30 Saturday evening.

A. McMaster and Elda Ostrander of Sarles were business callers in the city Thursday and Friday, returning to Lakota Friday morning; from there they took the branch to Sarles.

Mr. F. D. Farrington went to Lakota Thursday, where she will spend several days visiting friends and relatives. She expects to return some time next week.

George D. Laird of Webster was a business caller in the city last Thursday and Friday. He came down in a car and reports the roads to be in very good condition.

Mrs. A. H. Sneesby went to Webster Thursday where she will visit with her parents, Mr. and Mrs. H. Lake of Dry Lake township, and also visit other friends and relatives, while away.

Miss Katherine Finch and Miss Maxine Wright were the guests at the Merrill Finch home, for the past week. Miss Finch returned to her home at Grand Forks Thursday morning and Miss Wright left Friday.

Cleland Cochrane of York stopped over in the city for a few days to visit with friends on his way back to the University of North Dakota, which he has been attending for the past year.

Miss Mable McLane entertained at dinner Tuesday evening. The guests were Misses Merle Elmslie, Fern Haggan, Mildred Elmslie, Eileen Bond and Margaret Babcock, and Messrs. Derle Elliott, Donley Thompson, Howard Elliott, Joe Baker and Francis Degendorfer.

Miss Anna Nelson, a teacher at the Washington school, was called to her home at Milliner, N. Dak., Wednesday night by the sudden death of her brother who has been working in Washington, D. C.

Mrs. Merrill Finch entertained Wednesday evening for her sister, Miss Maxine Wright, and her sister-in-law, Miss Katherine Finch, who are attending the University of North Dakota.

Those who attended the Royal Neighbor meeting from Rugby Friday were: Mrs. Auline Fiska, Mrs. Anna Fails, Mrs. Clara Hostbjie, Mrs. Annie Ellingson and Mrs. Bertha Cornell.

Mrs. M. J. Mangan, Miss Marion Mangan and Miss Jessie Chard of Rolla were in Devils Lake Saturday to meet their mother Mrs. E. Chard, who came from William, Minnesota, to spend several weeks visiting in the city and Rolla.

Mother's Day

What Better Remembrance For Mother Than A Photograph Of Yourself As You Are Today?

All portraits taken this week will be delivered in time.

The SLOBBY STUDIO

Makers of Quality Portraits

AUSTIN BOOSTS DEVILS LAKE BUSINESS MAN

Fred S. Austin, who for over a year was editor and business manager of The World, but who is now managing editor of the Canton (Ill.) Daily Ledger, and is getting along fine in every way in his present position, hasn't forgotten Devils Lake, and is giving this city and its business men some favorable publicity from time to time. On April 17 Mr. Austin's paper came out with an editorial somewhat different than what people here would expect from him, and for the benefit of our readers we publish same in full. The editorial follows: "Would you believe, Mr. Merchant that no matter how great your mercantile success, it could be more successful. Of course you would, and do, but your problem lies in discovering how—or perhaps more truly said, in putting into action those things you know. Would you believe that in a little city of about 6,000 inhabitants and practically no industry aside from farming, it is possible to maintain a department store, one of the finest in the Northwest with a business running annually at nearly a million dollars. This in spite of the fact that there are several other complete department stores, omitting grocery departments, in the same city, and dozens of minor business ventures competing.

"For your benefit and for the benefit of the public which shares in your prosperity by your ability to carry larger stocks and present the latest styles, meet price competition, etc., we tell you this is an actual condition that exists at Devils Lake, North Dakota. The whole secret is advertising—newspaper advertising. The man who has made this astounding success, Fred P. Mann, is and has been for several years, in demand over the entire United States to tell exactly how it is done and how you can do it in Canton, but that is up to you.

Knowing actual facts ourselves and that it carries no fiction, we present to you today for review, the following reprint of an article recently published in the Peoria Star, describing in a meager manner what Mann's system means to the merchant and buying public:

"What advertising did: "Isn't it about time that Fred P. Mann, of Devils Lake, N. D., began writing a book on how less than two thousand dollars' worth of merchandise grew into a yearly business of over \$635,000? Newspaperdom referred to Mann's remarkable business success some time ago, and we note in a recent issue of National Advertising that Fred's business in 1921 amounted to \$635,000, any man who could start in business practically on a shoestring, but with a very definite idea of the value of advertising, back in 1891, in a town of five thousand people, and develop a business that is talked of all over the United States—should tell the story of how he did it for the benefit of prosperity, says Newspaperdom. Since Mann credits a considerable percentage of his great business success to advertising, there are many thousands of business men who would gladly pay a good price for a good book of which he was the author. The marvelous business record of Fred P. Mann is active testimony to the efficiency of ad-

"QUALITY FIRST" FOR STUDEBAKER AUTOMOBILES

(Written by M. F. Wollering, Vice-president of Engineering and Production The Studebaker Corporation.) We of Studebaker have a heritage possessed by no other large manufacturer of automobiles—a reputation of seventy years standing—and this we must guard. Among other things, its creed insists upon the highest quality of material and workmanship. It precludes the making of substitutions to lower costs. We are proud of the fact that each reduction we have ever made in the price of our cars has been due to economies effected in manufacturing and purchasing, not to the economy of using any grade of material but the best for the particular purpose intended.

The result of all this has reflected in the performance of our cars and the satisfaction they have given owners, which in turn has resulted in their great popularity. In my position as head of the engineering and manufacturing division of this institution, it is naturally a source of pleasure to meet and hear people say that so much credit for our success during the past year is due to the quality of our cars. It makes me feel that our insistence upon quality throughout has been worth while and has brought its just reward. And now that Studebaker showed a greater percentage of increase in sales during 1921 than any other manufacturer, and reached the position as the world's greatest builder of six-cylinder cars, I feel more keenly than ever the obligation that is ours of continuing the high standards of quality which we have established. The public has come to expect much from our products, and our determination is to allow no deviation from policy of "quality first."

PENNEY COMPANY MAKES WONDERFUL GROWTH

The remodeling of the Kelly block at the corner of Kelly avenue and Fifth streets is progressing rapidly, quite a large amount of new pressed brick has already replaced the old structure. A large number of men are at work tearing down the old building, excavating the basement, and laying the brick for the new block. When the building is completed it will be occupied by the J. C. Penney Co.

Seven years ago, or April 1st, 1915, the J. C. Penney Company established its store at Devils Lake. It quickly attracted the attention of our townspeople and soon was doing a thriving business. Manager Clausen states that each year the volume of business has materially increased. It is regarded as one of the particularly strong links in this great nation-long chain of stores.

Like a boy outgrows his clothes, the local store of the J. C. Penney Co. has outgrown its business home. It has been much too small for a number of months, but not until recently was the company able to secure a suitable store to accommodate its increasing business.

The new store at the corner of Kelly avenue and Fifth street, in the Kelly Glass Block, which the company will move into about July first, will afford the facilities so much needed.

It is the purpose of the J. C. Penney Co. to fit up the new location in a modern way, giving Devils Lake a department store that will be complete in every detail.

The growth of the chain of J. C. Penney Co. stores throughout the country has been that healthy kind which impresses the fact that there are certain definite principles and policies behind the organization which imbues public confidence.

The fact that in 1921 it had but one store and in twenty years later, 312 stores distributed in 27 states, is an expression of that confidence which is illuminating to the close observer of mercantile pursuits.

SUIT FOR \$20,000 Beulah, N. D., April 26.—Suit for \$20,000 for interference in another man's marital relations, John Preston, local merchant, became so mentally unbalanced that he was committed to the state hospital for insane by the county board in a session here. Financial reverses caused worries and his mind became unbalanced when a miner, John Morgan, sued him for \$20,000 damages for making alleged improper advances to his wife.

Mrs. Eugene Fenelon returned Friday from Lakota, where she organized another unit of the American Legion Auxiliary.

Miss Evaline Parke of Lawton attended the meeting of the Royal neighbors, which was held in Devils Lake Friday.

Advertising—even when applied to a little country store, carrying at the start, \$1,600 worth of merchandise secured on credit.

COMMERCIAL CLUBS TO WORK HAND AND HAND

Max Kannowski, superintendent of the city parks at Grand Forks, and W. W. Blaine, secretary of the commercial club in the same city, were here the fore part of the week for the purpose of getting acquainted with the directors of the Civic and Commerce Association, and the city commissioners. The meeting was held at the rooms of the Civic and Commerce Association, where all the directors were present, and the city commission was represented by City Attorney Flynn. The time was spent in getting acquainted and talking over matters of mutual interest among the clubs in this section of the state. It is planned on having all the clubs in this section of the state work together for the good of the several cities here. Legislation which will promote a bill at the next session of the legislature which will allow cities the privilege of making a levy to help support city bands. Other legislation was talked over, and it is planned on holding similar meetings at regular intervals in the future.

NOTICE FORECLOSURE SALE.

Whereas, Default has occurred in the terms and conditions of that certain mortgage, made, executed and delivered by Svend S. Idland and Ida Idland, his wife, of Edmore, Ramsey County, North Dakota, mortgage, to State Bank of Nekoma, of Nekoma, North Dakota, mortgage, dated November 22, 1919, and filed for record in the office of the Register of Deeds for Ramsey County, North Dakota, on the 24th day of December, 1919, at 11:40 o'clock A. M., and duly recorded in book "80" of Mortgages at page 125, and which said mortgage was duly assigned by said State Bank of Nekoma to Henry G. Hefta, said assignment being filed for record in the office of the Register of Deeds for Ramsey County, North Dakota, on January 14, 1920, at 9 o'clock, A. M., and duly recorded in Book "79 of Mortgages at page 76."

That said default consists in the failure of the said above mortgagors to pay the interest coupon due November 22nd, 1920, and also the interest coupon due November 22nd, 1921, each of said coupons being in the sum of One hundred fifty (150) dollars, with interest thereon at the rate of ten per cent. per annum from date due, and that such failure under the terms of the mortgage renders the whole amount secured by said mortgage due and payable at once, and that the mortgage has elected and does hereby elect to declare the whole amount secured by said mortgage due and payable. That the default in said mortgage still continues and that by reason thereof the power of sale in said mortgage has become operative, and that said mortgage will be foreclosed by a sale of the premises in the said mortgage and hereinafter described by the sheriff of Ramsey County, N. Dak., at public auction at the front door of the Court House in the City of Devils Lake, Ramsey County, N. Dak., on Saturday, June 3, 1922, at two o'clock p. m., to satisfy the amount due on the day of sale.

The premises described in said mortgage and which will be sold to satisfy the same are situated in Ramsey County, N. Dak., and are described as follows:

The Southeast quarter of section six in township one hundred fifty-eight, N., of range sixty (S $\frac{1}{4}$, S. 6, T. 158, R. 60)

That the amount due on said mortgage on the day of sale is \$2,911.49, besides the costs and expenses of such sale. That no action or proceeding has been commenced in any court to foreclose said mortgage, or recover the amount due thereon, and that due notice of intention to foreclose said mortgage has been given and served in the manner provided by law.

Dated April 18th, 1922.
HENRY G. HEFTA,
Assignee of said mortgage.
A. C. THOMPSON,
Attorney for Assignee, residence and address, Fairdale, N. Dak. 17-6t.

NOTICE FORECLOSURE SALE.

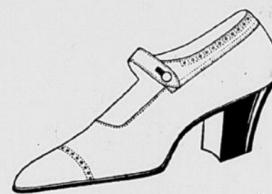
Whereas, Default has occurred in the terms and conditions of that certain mortgage, made, executed and delivered by Svend S. Idland and Ida Idland, his wife, of Edmore, Ramsey County, North Dakota, mortgage, to State Bank of Nekoma, of Nekoma, North Dakota, mortgage, dated November 22, 1919, and filed for record in the office of the Register of Deeds for Ramsey County, North Dakota, on the 24th day of December, 1919, at 11:40 o'clock A. M., and duly recorded in book "80" of Mortgages at page 124, and which said mortgage was duly assigned by said State Bank of Nekoma to Henry G. Hefta, said assignment being filed for record in the office of the Register of Deeds for Ramsey County, North Dakota, on January 14, 1920, at 9 o'clock, A. M., and duly recorded in Book "79 of Mortgages at page 76."

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WOMEN'S

Black Kid two strap pumps Military heels, rubber lifts	\$2.65
Black Kid Oxfords Military heels, rubber lifts	\$2.85
Black Kid Oxfords, Cuban heels	\$3.00
Black Kid one strap pump, Cuban heels	\$3.15
Brown Kid Oxfords, Cuban heels	\$3.35
Brown Kid one strap pump, Cuban heels	\$3.45
Brown Kid Oxfords, Military heels, rubber lifts	\$3.60



MISSES' and CHILDRENS
8 1-2 to 11

Black Kid pump as illustrated	\$1.65
Brown Kid Pump	\$2.15
Black Kid Pump	\$2.15
Brown Kid Pump	\$2.65

Every Pair Guaranteed

New York Cash Store

A Few Big Specials —At the— East End Grocery

Corner Uline & Sixth Streets

for Fri.-Saturday

Peaberry Coffee, in bulk, four pounds for	\$1.39
No. 3 Cans Tomatoes, regular 25c sellers, five cans for	\$1.00
Alaska Pink Salmon, one pound cans, 3 cans for	48c
Red Boy Salmon, one pound cans, per can	39c
Soap Chips, per pound	17c
Good Peanut Butter in bulk, special per pound	19c
Sunshine Oyster Crackers, in bulk, special per pound	17c
Ginger Snap Cookies, in bulk, special, two pounds for	25c
Fresh Dairy Milk every day, per quart	10c

We have on hand Northern Packing Company's lard, bacon, summer sausage, hams.

Phone 95



THE PERSONAL EQUATION

In the undertaking profession the personal equation is a large asset, and perhaps counts for more in ultimate results than in almost any other field of activity, because of the peculiar relations with bereaved families, imposed by cir-

cumstances at the time of their deepest sorrow and because it puts such human service to the severest tests.

To meet the requirements and demands of such a service has made character and conduct the distinctive adjuncts of the successful funeral director.

The undertaking profession has become invested with so many forms the outcome of social and religious customs, belonging often to times and localities, that the funeral director must be in accord with the thoughts and sentiment implied by the service, which can come not by presumption and assumption, the deeper qualities of heart and mind, which constitutes the basis of character and cannot be simulated.

E. W. GILBERTSON, FUNERAL DIRECTOR

Furniture and Undertaking
Devils Lake, North Dakota