

Weekly Review.

PUBLISHED EVERY WEDNESDAY BY JOS. BOBLETER.

Office over City Drug Store.

TERMS: One Dollar and a half per Year, in Advance.

Rates of Advertising FURNISHED UPON APPLICATION.

Advertisements in double column, double the single column rates.

Business cards of five lines, one year \$5.00, each additional line 75 cts.

All transient advertisements to be paid for in advance.

Advertisements inserted in the local notice column, 10 cents a line for the first insertion and 5 cents for each subsequent insertion, but no notice inserted for less than fifty cents.

Announcements of Marriages and Deaths inserted, but obituary notices, except in special cases, will be charged at advertising rates.

Legal notices will be charged 75 cents per folio for the first insertion, and 50 cents per folio for each subsequent insertion.

All legal notices must be given until the publication fees are paid.

In connection with the paper, we have a splendid assortment of Jobbing Stationery and will be pleased to execute all kinds of printing in a style unsurpassed and at moderate rates.

BUSINESS CARDS.

D. R. A. MARDEN, RESIDENT DENTIST.

Office, corner Main and First S. Sts. NEW ULM, MINNESOTA.

D. R. C. HERRY, PHYSICIAN & SURGEON.

OFFICE AT THE CITY DRUG STORE. NEW ULM, MINNESOTA.

ELI KUHLMANN, PH. C. M. D. PHYSICIAN & CHEMIST.

Office and Drug Store next door to Scandinavian House.

DR. B. CARL, Physician and Surgeon.

NEW ULM, MINN.

Office and residence on 3d North Str.

DR. J. W. B. WELLCOME, PHYSICIAN & SURGEON.

SLEEPY EYE, MINN.

DR. H. A. HITCHCOCK, PHYSICIAN & SURGEON.

Will attend to all calls night or day. OFFICE AT

N. W. Hitchcock's Drug Store, Burns, Brown Co., Minn.

DR. G. C. WELLNER, Deutscher Arzt.

Formals Armen Arzt zur "North Star Dispensary," Chicago, has kept permanent in Burns niedergelassen und empfiehlt sich hiermit seinen Lands Leuten.

B. F. WEBBER, ATTORNEY AND COUNSELLOR AT LAW.

Office over Citizen's Nat'l Bank. NEW ULM, MINN.

GEORGE KUHLMAN, ATTORNEY AT LAW.

Contested cases made a specialty. Will buy notes and advance money on first class paper left with me for collection. NEW ULM, MINN.

LEWIS THIELE, Notary Public and Collecting Agt.

Renville, Renville Co., Minn.

J. J. RAY, Notary Public, Conveyancer and Agent for St. Paul FIRE & MARINE INSURANCE CO., Springfield, Brown Co., Minn.

Northwestern Hotel

In taking possession of the above named hotel I would respectfully inform the public that the house has been thoroughly renovated and newly furnished and the weary traveler will always find a good table and clean beds. The bar will always be supplied with the best liquors and cigars. Good standing attached to the premises. W. M. SCHMIDT.

DAKOTA HOUSE, Opp. Post Office—NEW ULM, MINN.

ADOLPH SEITER, Prop'r. This house is the most centrally located house in the city and affords good Sample Rooms.

TO THE TRAVELING PUBLIC.

The undersigned would respectfully announce that although the division has been moved to Sleepy Eye, he will continue to make the

MERCHANT'S HOTEL one of the most popular resorts in the Minnesota valley. He will give his special attention to the table, which will afford all the delicacies of the season, especially game. The rooms are all splendidly furnished with clean beds, and the waiters are kind and obliging. Rates suit the times. The old and new friends of this hotel are cordially invited to give me a call when traveling New Ulmward.

CHAS. BRUST.

C. H. CHADBOURN, President. G. H. ROSS, Cashier.

BROWN CO. BANK,

Cor. Minn. and Centre Streets. NEW ULM, MINNESOTA.

Collections and all business pertaining to banking PROMPTLY ATTENDED TO.

INDIVIDUAL RESPONSIBILITY \$500,000.

W. Busch, J. Pfuntzger, G. Dolan

Eagle Mill Co.

NEW ULM, MINN.

Merchant and Custom milling Promptly Done.

Improved Machinery for the manufacture of the Finest Grades of Flour.

Feed of all Kinds Manufactured. Excellent Machinery for the Sawing of Lumber.

The highest cash price paid for flour exchanged for milling wheat.

JOHN BELM, H. J. SIBILLA

NEW ULM CITY MILL,

Centre Street, - New Ulm, We are running day and night, and can supply any quantity of best brands of Flour at regular rates on short notice.

Flour exchanged for wheat on very liberal terms. NEW ULM CITY MILL CO

Frank Burg,

MANUFACTURER AND DEALER IN CIGARS, TOBACCOES, & PIPES

Minnesota street, next door to C Sommer's Store. NEW ULM, MINN.

CENTRE STREET SAMPLE ROOM & BILLIARD HALL

IN BASEMENT OF Kiesling's Block. The best of Wines, Liquors and Cigars constantly kept on hand. Louis Felkel, Prop'r.

Meat Market.

CHAS. STUEBE, Prop'r. A large supply of fresh meats, sausage, hams, lard, etc., constantly on hand. All orders from the country promptly attended to. CASH PAID FOR HIDES. Minn. Street, - New Ulm, Minn.

Meat Market,

M. EPPLE, Prop'r. A large supply of fresh meats, sausage, hams, lard, etc., constantly on hand. All orders from the country promptly attended to. CASH PAID FOR HIDES. MINN. STREET. NEW ULM, MINN.

LIVER Y.

Sale and Feed Stable, ANTON BREY, Proprietor. Centre Street, New Ulm, Minn.

I would respectfully announce to the people of New Ulm and vicinity that I have opened a first class Livery, Sale and Feed Stable, at Carey's old stand, on Centre street, and that I am fully prepared to furnish good liveries teams to top or open buggies or easy wagons on short notice. ANTON BREY.

C. F. HELD,

Undertaker and Dealer in ALL KIND OF FURNITURE. (Proprietor and Manufacturer of THE FARMER FRIEND FANNING MILL. The best fanning mill in the market. Store and Factory on Centre street near City Mill. NEW ULM, MINN.

30 Fancy Cards, Chromo, Snowflakes, &c. No. 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30. J. MINKLER & CO., Kansas, Mo.

TEACHERS & Students

\$50 per month during vacation. For full particulars, address, J. C. MOURDY & CO., Chicago, Ill.

Miss T. Westphal

Keeps on hand a large and well sorted stock of MILLINERY, FANCY GOODS and ZEPHYR WOOL, opposite the Union Hotel, between Second and Third North streets. NEW ULM, MINN.

MILLINERY

—AND— DRESS MAKING! MRS. ANTON OLDING, NEXT DOOR TO SOMMER'S STORE, NEW ULM.

Has in hand a good stock of MILLINERY GOODS, consisting in part of Hats, Bonnets, Velvets, Silks, Ribbons, Feather, Human Hair, Flowers, &c. Also PATTERNS for stamping, monograms, Stamping of all kinds, Embroidery Work and Fancy Dress-making done to order. FANCY PRODUCE taken in exchange for goods.

HAIR WORK.

Ornamental hair jewelry, such as charms, chains, pins, ear-rings, bracelets, rings and all kinds of solid work, promptly made to order. Combing 50 cents an ounce. MRS. C. PICKER, Centre Str. - New Ulm, Minn.

Talbot & Rinke

dealers in DRY GOODS, GROCERIES, READY-MADE CLOTHING, HATS, CAPS, BOOTS & SHOES, LADIES AND GENTS UNDERWEAR, NOTIONS, TRIMMINGS, &c. &c. &c. Highest market price paid for farm produce. Sleepy Eye, - Minn.

F. GOETZ, ADOLPH MEINECKE & CO.

Importers and Jobbers of Toys, Fancy Goods, Yankee Notions, Willow Ware & CHILDREN'S GARRAGES. No. 92 HURON ST. - MILWAUKEE, WIS.

E. SCHNEIDER & CO.

Importers & Wholesale Dealers in Wines & Liquors. Rectifiers of Spirits. Cor. Clinton & S. Water Sts., Milwaukee. Hugo C. Stuebe, Agent.

C. H. HAMILTON PAPER CO.

Manufacturers and dealers in, PAPER, STATIONERY, BLANK BOOKS, ALBUMS, PRINTERS' STOCK, &c. &c. No. 346 E. Water St. - Milwaukee WINTERHALTER, Agent.

J. FERNEKES,

Manufacturing CONFECTIONER, and dealer in NUTS, GREEN FRUITS, etc., etc. 351 & 353 East Water St., MILWAUKEE.

WHOLESALE DRUGGISTS,

ST. PAUL, MINN. HARNESS SHOP. H. H. BEUSSMANN & Co. Corner Minn. & 1st North str's., New Ulm, - Minn.

This business is established and will be conducted as heretofore in the rear of Mr. H. H. Beussmann's hardware store. It shall be our aim to constantly keep on hand a well assorted stock of Harness, Saddles, Collars, Whips, Blankets, etc., etc., and will sell at bottom prices. Upholstery and all kinds of custom work promptly and satisfactorily attended to. H. H. BEUSSMANN & Co.

M. JUENEMANN,

MANUFACTURER AND DEALER IN Harnesses, Collars, Saddles, Whips, Saddlery, Blankets, etc., etc., etc. Upholstery, and all custom work pertaining to my business promptly attended to. Minn. St. Next Door to Zieher's Saloon. NEW ULM.

H. H. BEUSSMANN,

DEALER IN Shelf & Heavy Hardware, Iron, Steel, Carpenter's & Farming Tools. FARMING MACHINERY, &c. COR. MINN. & 1st N. STS., New Ulm, - Minn.

NEW Wagon & Smith Shop

The undersigned would respectfully inform the public that they have opened a wagon and smith shop on State street, and are prepared to do any and all work in their line promptly and at living rates. All work warranted. New wagons will always be kept on hand. A kind patronage is respectfully solicited. J. Lauterbach & A. Fass.

A LAWYER IN LOVE.

I HAVE found, and now, repeating, find in English satire, quite comical, almost doting, in my own-chair by the fire, I thought of my own life. For to-morrow morning in court, Smoking and my own life. Moistened by a glass of port.

Let me see—a common jury. I can work on them I know. That shall—yes, I told me so. Telling that the man who lives in "Neath the nightingale's nest song-Gentlemen, the case is clearly One of love, heartless wrong.

Damages you'll give my client, Damages—What bills was mine, As around her figure pined, From the window of the hotel—Gentlemen, this tale of sorrow. Must have filled your hearts with pain. Hearts that seem so vile—to-morrow I shall see my love again!

Gentlemen, the case is simple; By your verdict you may say: Could rests within each dimple. Till the fog goes away.

Learned Law together visiting Love him with a large and fat head, Hang this story of my life, I will think—'tis a fine thing.

Woman's Tears.

Stop this scientific business where it is, and don't let it go any further. It is robbing life of its most precious living force. Only a short time ago one of these scientific jinkins analyzed a tear that had trickled down upon the cheek of a lady who wanted a new dress, and he found it contained phosphorus of lime, chloride of sodium and water. Ever since reading that analysis we have lost faith in tears, and no matter what a person is believing about, we can only look upon them as a waste of water.

When a woman weeps over beauty's charms and thinks of the photo of lime, chloride of sodium and water. The infernal analysis has knocked all the poetry out of tears for us, and we feel as though we wanted our money back. Skin vanishing cream, which he has taken from us he can have his old analysis. We would like to throw him in a corner and jump on him. He has robbed us. Oh give us back them other days, when tears were tears and not chloride of sodium and other nauseating drugs.—New York World.

What to Do in Emergencies.

WHEN an accident happens there is too often valuable time lost in frantic rushing hither and thither, or in hasty decisions of all kinds. Motion has to do more harm than good. A little self-possession, and the exercise of a certain amount of common sense, will enable one to be of the greatest use at such times, when every second counts.

Every household should have a store of simple remedies, and also antidotes for some of the more common kinds of poisons. These should be kept where they are easily accessible, not in a locked closet of which the key is sure to be lost at the very moment when it is most needed, and in a place well known to each member of the family.

In every severe case of burns or scalds the nervous system is so prostrated by the shock that there is often less suffering than when the injury is slighter. The pain will be smothered, and stimulants should be administered without waiting for the doctor. A teaspoonful of raw brandy, or a tablespoonful in an equal quantity of water, may be given.

The whole theory of dressing is to exclude the air. The more effectually this is done the greater will be the relief afforded.

When only a small surface is injured, an artificial skin may be formed with flexible collodion; or if that is not at hand common mucilage or gum arabic dissolved in warm water will answer. As one layer dries another should be painted over it.

Carron oil is an excellent remedy. It is a mixture of lime water and sweet or linseed oil in equal parts. It is said to derive its name from a town in England, the seat of large works where the virtues were first discovered and where there was ample opportunity to test its merits.

In honor of introducing ether to the world as an anesthetic belongs, in part at least, to a Boston dentist, and it was one of the same fraternity who discovered the efficacy of bi-carbonate of soda in the treatment of burns. The fact is related that in order to demonstrate its good effects he suffered a stream of boiling water to be poured on his wrist, and then applied the soda, and in a miraculously short time every trace of soreness had disappeared.

The common kind used for cooking purposes may be employed. A thick layer should be spread over the part and the soda should be kept on, keeping it moist and renewing it when necessary.

When the clothing takes fire it is well if the victim have presence of mind to stand perfectly still. Motion fans the flame and causes it to burn more quickly. He may throw himself on the floor and roll over and over, but never move from place to place seeking help. A blanket, shawl, piece of carpet, or rug, may be wrapped tightly around the person, not covering the face, and if there is time to wet it so much the better, but there is not an instant to lose, particularly if the clothing is of cotton. The greatest care is not to prevent the flames from getting down the throat and the chest from being burned.

In a severe cut on the finger, when the flow of blood renders dressing it a matter of difficulty, it may be checked by tying a string tightly around the base of the finger. It must then be washed in cold water and the cut can be dressed at leisure with disinfecting or court plaster, and the string removed.

Bleeding from the nose may be stopped by lying flat on the back, with the head raised, and the hands held above it. The nostrils may be plugged with lint cloth filled with powdered ice, or wrung out of ice-water. The head should never be held over a basin, as the position encourages bleeding. The blood may be wiped off with a sponge, and the mouth will sometimes save much needless anxiety.

Blood from the lungs is always bright red in color, because it has just been purified by contact with the air. It is frothy, mixed with mucus, in small quantity, and is usually coughed up.

Blood from the stomach is dark red, almost black, is mixed with particles of food, comes in large quantities and is vomited.

Blood from the mouth and gums is of a red color and usually mixed with saliva. Unless it has first been swallowed, it is not vomited or coughed up. It hemorrhages from the lungs the head and shoulders must be raised.

Some physicians recommend a tablespoonful of table-salt to be given in a tumbler of water. It is always safe to give cracked ice.

Bleeding from the stomach may be checked by the application of a mustard plaster over the stomach; cracked ice should be given and the doctor sent for.

In bleeding from wounds or recent amputation there are three things that may be done:

First, press the finger or the hand over the bleeding point.

Second, press on the main artery supplying the wound, or, if this can not be found, apply a bandage as tightly as possible above the wound. An excellent tourniquet may be improvised by knotting a handkerchief loosely around the limb, thrusting a short stick through it and twisting it tight.

The blood from an artery is bright red and comes in spurts with each beat of the heart, while that from the veins is a dark, purplish color and flows in a steady stream. When the bleeding is from an artery the pressure should be applied between the wound and the heart, when from a vein the limb must be compressed between the wound.

Third, raise the part above the rest of the body, that the blood may drain out of it, and support it on pillows. It should be bathed in ice water and have ice wrapped in cotton cloth laid on it.

If faintness ensues the sufferer should not be immediately aroused, as this is nature's remedy and acts by lessening the force and activity of the circulation.

A physician should be called in as soon as possible.—Miss E. R. Scott, of the Massachusetts General Hospital, in the Christian Union.

Climate and Complexion.

THERE is a great diversity of opinion as to the reason of the differences of complexion to be observed among mankind. Roughly speaking, the hue of the skin varies with the latitude and the races having their homes at a distance from the equator; the darker, within or near the tropics. This fact would seem to point to the position of the sun with reference to the body as the cause of the case. But the question presents difficulties which this supposition does not aid us to solve. At the same distance from the equator we find the fair Englishman, the copper-colored Indian, the copper-colored Indian. To the north of the white Russian and Finn live the swarthy Lapp and Samoyed. North of the Caucasus are dark-skinned Tartars, and in the mountainous Caucasus are the black-skinned Negroes and the black-skinned natives of the Old World. None of them are as fair as the Swede, none as black as the negro of Senegal, and the most striking contrast is between the fair-skinned man in Australia and New Guinea than in Borneo and Sumatra, though these islands are on the equator.

It is not the position of the sun, but the amount of light and heat which the body receives, that is the cause of the difference in complexion. The rays of the sun, which are the cause of the difference in complexion, are the rays of light and heat. The rays of light are the cause of the difference in complexion, and the rays of heat are the cause of the difference in complexion.

The Digging Up of Troy Completed.

THE St. Petersburg Golos has received a letter from the famous archaeologist, Schliemann, dated Athens, March 14. We print this extract:

I have just returned from Asia Minor, and I can assure you that the digging up of Troy which I began in 1870. During ten years I have struggled with great difficulties, among which perhaps the most troublesome has been the want of funds. I have known all the best rooms in all the hotels; and always had a key for the car-seats, and turns a seat for himself and his friends without troubling the brakeman, but he will not do this for me. I have had to accommodate a lady, or he will give his seat to an old man. I know him pretty well. For three years I have been traveling with him, from Colorado to Maine, and he tells me about the worst and the best of him, and I know him far outweights the worst. I could hardly get along without him, and I am glad he is numerous.—Burlington Hawkeye.

Whetstone Material Shipped From the Mississippi Valley to France.

MR. EMILE KARSZ, the French Consul, yesterday shipped from here seven barrels of Arkansas and Wichita stone to Sorques, in the department of Valenciennes, near Marsailles, France. The stone is said to be of the finest quality for hones or fine whetstones for sharpening engraving tools and tools used in machinery. This is the first shipment made direct to that part of France, and illustrates some curious phases of commerce. Here is a little town in France, scarcely ever heard of, sending for an article of commerce to the Mississippi valley, which is scarcely known to the people of the quarries containing this peculiar whetstone is near the Hot Springs in Arkansas. Mr. Karsz, who is the mediator through whom the first shipment is made, mentions some curious variations in the tariff on freight, the cost of freight from St. Louis to Marsailles, in France, being a fraction only more than from Hot Springs to St. Louis. He found that the freight from Hot Springs to Marsailles, across the breadth of France, some 300 miles, is as much as from St. Louis to Havre, over 3,000 miles.—St. Louis Republic.

The Roast Beef of Old England.

THE roast beef of Old England is largely furnished nowadays from the stock-yards of Young America; and so with the beef on the hoof. In 1875 four million pounds of fresh beef were sent from this country to Great Britain; the next year the export jumped to thirty-three millions; the year following to forty-nine millions; while for the past two years it has been fifty-four millions. This increase is prodigious, and it is paralleled by that of the export of live cattle. In 1876 there were 31,593 live cattle exported; in 1879 there were 136,720. In the past four years there have been exported, in round numbers, 300,000 live cattle and 200,000,000 pounds of beef. Enormous as these figures are, they still increase, and lately have been supplemented by great shipments of live sheep and swine.

The fact that the last two years, 1878 and 1879, had almost precisely the same total exports of fresh beef, may indicate the reaching of a maximum, but an increase of 70 per cent. in the live-cattle export of 1879 over 1878 may account for the lack of gain in fresh beef. At all events the trade is already important and lucrative, and besides, as Colonel Sellers would say, there is all Germany and France that must one day be supplied. The success of the experiment has been in underselling British beef; the less agreeable side of the picture is that good American beef can often be bought cheaper at retail in English cities than in America.—New York Sun.

Fear Haunted.

Le Voltaire, of Paris, publishes in its St. Petersburg correspondence a recent incident in the life of the Czar, for which it claims entire authenticity. The incident is said to have happened on a five o'clock in the morning, when the Czar was silent in the Winter Palace. One of the servants, who stood high in his master's favor, thought he heard the Czar's voice calling him and entered the imperial bedroom. The Emperor, awakened suddenly by the noise of his footsteps and not recognizing the valet in the dim light of the lamp which swung over the head of the bed, started up, and under his pillow and freed. The servant fell to the floor with a groan. The room was quickly filled with watchmen, members of the household, and courtiers, fearful that another attempt had been made on the Czar's life. When the truth was learned the wounded man was carried to another room, and doctors pronounced his injuries to be fatal. Efforts were made on all sides to prevent the news getting abroad, and it was generally given out among the people that the man had died by his own hand.

The incident is said to have augmented the Czar's terror. His kitchen under for some time has been placed under strict surveillance, has now three physicians attached to it, each of them regimens of food, the most delicate vegetables, or pastry; another tastes the wines and liquors; the third superintends the making of the dishes. They are all subject to grave responsibilities. At the last illness of the Czar he was under the charge of high treason and of being instantly banished to Siberia. The Voltaire carries the list of names of the Czar's attendants, and it is far as to say that the Czar has not frequently been known to take emetics after dinner. "Have we not here," it cries, "an episode from the life of some legendary tyrant, a Dionysus, of Syracuse, or an Emperor of Rome possessed with dreams of horror?"

Bardette on Commercial Travellers.

WHAT would I do with "the boys?" How often they have been my friends. I go to a new town. I don't know one man from another. I don't know where to go. The man with the whiskers goes off at the same station. I follow him without a word or a tremor. He calls to the "bus driver" by name and orders him to "get out of this row," as soon as we are seated. He then follows me to the best house there is in the place. He shows at the clerk by name, and gives a job at the landlord as we go in. He looks over my shoulder as I sign the bill, and hands me his card with a shout of recognition. He peeps at the register again and watches the clerk assign me to a night-eighty. "Ninety nothing," he shouts, "it's in fifteen." The clerk says he is saving fifteen for Judge Dryasdust. "Well, he be blowed," says my cheery friend, "give him the attic and put this gentleman in the street. And if the clerk refuses, he seizes the pen and gives me fifteen himself, and then he calls the porter, orders him to carry up my baggage and puts a fire in fifteen, and then in the English States, he tells me about the same with advertising. Diverse forms of statement, showing that the attention and support of the public are not sought in a perfunctory way, and a continued effort to make the newspaper a public utility, so that when any one needs your kind of goods will think of your establishment instinctively, constitute the real basis of the advertiser's success. Gaining the desired business publicity, used in this thorough and systematic way the advertising columns of the newspaper are as useful and essential to the merchant as a means of telling the public what he has to sell as the clerk behind his counters are to show his goods when the people come to examine them.

The revival of business enhances the importance of this subject. In our chaotic, speaking broadly, are doing a good business to-day. Nevertheless, some are doing a great deal more business than others, and the reason is that the more successful know how to use the printer's ink to the best advantage. This difference between the men who advertise their wares systematically and those who do not will increase as time goes on. The newspapers are regarded as a directory for the shopping classes and are so in fact. But if a merchant keeps his name and place of business out of this directory he can not reasonably expect long to prosper. Not only is his business injured by his failure to lay suitable information about it before consumers, but even his old customers are drawn away one after another by the greater efforts of his competitors to attract and retain the public favor. Another influence also works against him. The public unconsciously concludes that a lack of enterprise in advertising is a sign of a lack of enterprise in other things. The tendency is to believe that a man who "keeps up" in the style and quality of his goods will also employ the most effective means of disposing of his stock while it is fresh and in demand, so that his shelves and counters may be clear and ready for the next novelties in the line. As a consequence, the man who does not advertise, or who advertises infrequently or in obscure ways, is thought not to have much to sell, and so drops out of the public mind. As soon as this relation of indifference and forgetfulness is established between the public and a merchant his business is going the wrong way, and in time, unless a change of policy is made, will be transferred to more intelligent and energetic men.

Now that the life-currents of business are again in rapid motion it behooves every merchant to consider what will broaden the foundations of his business prosperity and tend to make it permanent; and among the potent causes of commercial success we venture to say that the most essential is a correct notion of how to advertise and a constant practice of the knowledge.—N. Y. Evening Post.

The Way to Advertise.

THE day for talking about the use of advertising has gone by. It is conceded now by all intelligent business men that it is as essential to business to advertise as it is to have a building in which to carry it on. The only question is as to how a business can be most effectively advertised, and about this, as on a hundred other things, men's opinions differ. Nevertheless, there are certain laws regulating the expenditure of money for advertisements which can not be broken without loss to the advertiser and the failure of his purpose.

A model advertisement is designed to satisfy the rational demand of a probable customer to know what you have got to sell. The successful advertiser, therefore, observes three rules: first, he aims to furnish the information which the public wants; second, he aims to reach that part of the public whose wants he is prepared to satisfy; and, third, he endeavors to make this information as easy of acquisition by the public as possible.

Many mistakes of judgment have been made in the various ways adopted of reaching the labor of the public in gaining the desired information. Men have plastered fences with their announcements; they