

THE LACLEDE BLADE

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A. J. CAYWOOD.

Friday, June 19, 1914.

After Rucker's Scalp

T. D. Jones of Chillicothe, known throughout Missouri and bordering states as "Farmer Dick" Jones, has thrown his hat in the ring and is a candidate for congress from this district. He is seeking the democratic nomination against Judge Rucker and opened his campaign with a big meeting at Brookfield last Monday night. Farmer Jones is president of the state better roads club, and has a national reputation as a good roads and farm booster and has a strong following. There is a growing sentiment throughout the district that Judge Rucker has not been accomplishing much of late and this taken in connection with the bungling way in which he has handled the patronage question has lost him many supporters who are looking to "Farmer Dick" as his successor. Mr. Jones will make an active campaign from now until the August primary.

Crop Outlook is Cheering

The crop outlook over the state is more cheering than it has been in the past six weeks. Bountiful rains over most of Missouri have saved the corn and the truck stuff. The wheat crop is better than it first seemed, and the harvesting is now proceeding speedily. The dry weather permitted the steady plowing of corn, thus giving the wheat the right of way later. The oats crop, like some of the hay crop, is disappointing yet there is going to be some oats and some hay.

Here in Linn county the prospects are good for a big corn crop. The two hours' rain last Monday, being the second good one within a week, improved conditions wonderfully. As a rule oats are short and will be hard to harvest but they are pretty well headed. The hay crop is light. Potatoes have been injured by lack of moisture but the early planted are making a fair crop. Blackberries are doing fine and there is a big crop.

The Blunder and Crime of 1913

President Wilson says there is "no material condition or substantial reason why the business of the country should not be in the most prosperous and expanding condition." If a more humble citizen should make a statement like that the inclination would be to call him a fool or a knave. There is a reason. There is a condition. There are several reasons and conditions why we are suffering such widespread business depression and general distress. An avalanche of foreign goods displacing domestic production means idleness. A wiping out of our favorable balance of trade means a large foreign account to be settled in gold. Loss of revenue, loss of wages, loss of dividends, less building, less transportation, idle freight cars, increased failures and a still worse outlook, are all conditions and reasons that follow free-trade.

If the president is ignorant, the people are not, and next fall we shall see how they begin to rectify a mistake that will mean a restoration of adequate protection as soon after the election of 1916 as a congress in extra session can repair the inquiry. The blunder and crime of 1913 will be a lesson that will have to be learned, but posterity may benefit by the awful experience.—American Economist.

Some Evening Reveries

In every town you find some men who always croak and growl; their chief amusement seems to be to snarl and whine and howl. Of course they do not prosper well—such people seldom do—and so they strive to make themselves and all their neighbors blue. If strangers come these men endeavor to get them off alone, and while they speak in doleful tones, tell them how the town is dead and passed away, and hasn't any enterprise that half begins to pay; how real estate is very low and taxes very high, and every improvement scheme is sure to wane and die. The good book says a day will come when all must pass away and swap for wings and golden harps this tenement of clay, the earth will burn with fervent heat the sun go out in gloom, and every living, breathing thing shall find a tomb. When that time comes the croaker who drives against his town—and tries to drive good men away and break their efforts down—will be declared a victim for a special dose of flame—ten thousand years and he will be roasting just the same. Meantime the energetic man who labors for his town, always works to build it up instead of tearing down will ride from earth to heaven in a Pullman palace car, and will dwell in peace forever where the first-class angels are.

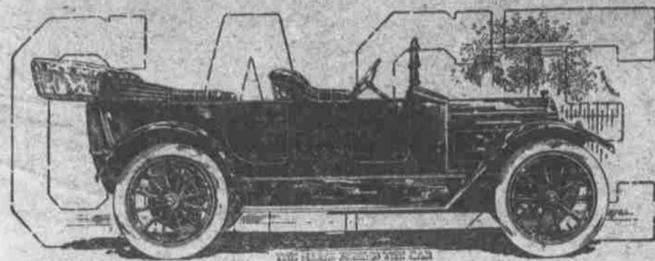
A real newspaper must be something like the Apostle had in mind when he said, "Be all things to all men." The reporter may not be personally a champion of card parties, base ball, dances, or other amusement, yet they must be recorded; neither is he necessarily a church member because he mentions the good work of revivals, favors all reform, advocates morality and the prohibition of the liquor traffic, but prints all things of all kinds of news. Personal quarrels, scandals, or ordinary drunks are not news, and ought not, as a rule, be scattered broadcast as news.

Did you ever think what your ad in the newspaper is doing for you? When you close your store in the evening and go home to your family and fireside, not thinking about your business at all, then it is that the paper is being pored over in hundreds of homes—the homes from which your trade is drawn. And there is your ad doing its work silently, but surely, and if you have taken the pains to make it attractive its work will be all the more attractive. This is repeated over and over again, and is no doubt what inspired some writer to call newspaper advertising a "silent drummer."

Talk about the benefits of advertising. Down in Florida not long ago a family lost a child which they supposed had strayed away from home and got lost. After searching in vain for three days the frantic parents placed an advertisement in the nearest newspaper. Imagine the surprise of the parents upon going to the door the next morning to see a monster alligator upon the doorstep, where he had disgorged the child alive and then died himself. The "ad" cost them but 25 cents, and it gave them back their darling child; they sold the alligator hide for \$5, and the parents are showing the child in all the museums of the land at \$50 per week. Does advertising pay?

Don't wear yourself out, on ironing day by chasing back and forth between the ironing board and a hot stove but get an electric iron from Caywood & Baum and be comfortable while doing the work.

CASE CARS



COMPLETELY EQUIPPED set a new standard of value in motor cars. Read what complete equipment now means---Nothing left but "gas, oil and water" for you to buy.

EACH CASE CAR for this year leaves the factory ready for a trans-continental tour without a worry. In addition to the equipment ordinarily found on cars built for the discriminating, Case cars carry an extra tire on an extra rim, tire cover, two extra inner tubes, handy lamp and long wire, Warner Auto-Meter, 8-day clock, Weed chains, electric horn, and, of course, a full tool kit, pump, jack, top, etc.

This complete equipment is necessary, but it is of minor importance compared with those values which you cannot see,—which you can only appreciate. Case cars are advertised as particularly worthy, because of their HIDDEN VALUES, and we still say Case cars are built with a masterful skill and thoroughness which no other car at this price, and few at higher, can afford, and without which this "complete equipment" is worthless. It is the combination of these two features, vitality within and convenience without, that distinguishes the 1914 Case cars.

Back of these cars—every one—is the word of a company capitalized at \$40,000,000, whose product for seventy years has been the standard by which others have been measured. "Case," to the man who knows, is his absolute protection.

Case "25," Five Passenger, Electric Starter and Lighting \$1250.

We will be please to furnish catalog of detailed construction and give demonstration to those in the market for a car. Case cars are best in their class.

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