Our FOURTH ANNUAL SPECIAL SHOE SALE

Beginning next Friday we will place our entire stock of shoes on sale at a discount of .... 20 %

Our stock includes such famous makes as the Sharood, Mayer, Weston & Beacon Men's Shoes, and Mayer & Drew Shoes for ladies.

All our regular $5.00 shoes, special at .. $4.00
All our regular $4.50 shoes, special at .. $3.60
All our regular $4.00 shoes, special at .. $3.20

Remember the sale starts NEXT FRIDAY.

The New Shoe Store

G. A. ERICKSON, Proprietor
210 Third Street

All our regular $3.50 shoes, special at .. $2.80
All our regular $3.00 shoes, special at .. $2.40
One lot of odds and ends will be sold at cost or even below cost

WILLMAR TRIBUNE

Established Feb. 19, 1895.

Published every Wednesday at 328—330 Benson Ave., Willmar, Minn., by Victor E. Lawson under the firm name of—

TRIBUNE PRINTING COMPANY.

Address: Willmar, Minn.

Northwestern Telephone No. 51; 2 phones on line: Phone 51-2, Business office; 51-4, Publisher's residence.

SUBSCRIPTION RATES.

One Year (within United States only)	$1.50
Six Months	.75
Three Months	.40
Three months on trial to new subscribers	.25
Five Years in advance	6.25
To foreign countries, always in advance, at the rate of, per year	2.00

All subscriptions outside of Kandiyohi and next adjoining counties must be paid in advance, and PAPER WILL STOP unless a renewal is received or subscriber has specifically requested the paper to continue. Within Kandiyohi county and on tributary mail routes the paper will continued until express notice is received to stop, to which time all arrearages should be paid.

ADVERTISING RATES quoted on application.
POPULAR WANTS at 5 and 3 cents per line, minimum charges 25 and 10 cents.
CARDS OF THANKS AND OTHER PERSONAL NOTICES, 50 cents, ten lines or less.

GUARANTEED CIRCULATION, 2,400.

[Entered December 5, 1902, at Willmar, Minnesota, as second class matter, under act of March 3, 1879.]

VICTOR E. LAWSON, Editor and Manager.
H. G. MEYER, Foreman of Printery. LUDVIG S. DALE, City Editor.

WILLMAR, MINNESOTA, WEDNESDAY, NOVEMBER 9, 1910.

What Every Women Is Learning.

Every woman is coming to know that advertising has a real value to her. In olden days, under olden conditions, store-advertising was a very negligible thing. It consisted of either the dull, formal announcements of the conservative stores, or of the hysterical, misleading and "stampeding" style of advertisments resorted to by the irresponsible stores. In neither case was advertising important to the housewife, nor of the nature of "service" to her in planning her purchases.

Within the three decades just past advertising has evolved from these olden conditions into its present status of store-service. No worth-while store would now think of omitting it, or of limiting it too much in the scope of its usefulness. It would be as wise to try to do business in quarters wholly inadequate, or with no delivery system, nor clerks. For the advertising is as much a part of store service as any other phase of store-keeping.

Women have learned, and are learning, that only stores that are adequately advertised are able to give real values—are able to compete in value-giving with other stores that advertise. The store that does not advertise is not considered at all except as a mere neighborhood shop, to which we are driven by necessity sometimes—always to our loss.

Women are learning that the advertised store, selling great quantities of goods, is able to sell them at a much smaller per-sale profit than the unadvertised store, which must make its profits from a small number of sales. This truth makes store-advertising of real importance to every woman—to every buyer.

Attending National Convention.

Mrs. J. H. Styles left Tuesday afternoon for Baltimore, Md., to attend the National convention of the W. C. T. U. which opens the 12th and continues through the 17th.

The delegates to the convention will visit Washington D. C. as guests of the W. C. T .U. of that city.

Mrs. Styles expects to be away two weeks.

A group of Willmar's society young people enjoyed a fine dinner of eight covers at the Saratoga restuarant Saturday evening.

STATE OF OHIO, CITY OF TOLEDO, } ss.
LUCAS COUNTY.

Frank J. Cheney makes oath that he is senior partner of the firm of F. J. Cheney & Co., doing business in the City of Toledo, County and State aforesaid, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every case of Catarrh that cannot be cured by the use of Hall's Catarrh Cure. FRANK J. CHENEY.

Sworn to before me and subscribed in my presence, this 6th day of December, A. D. 1886.

(SEAL.) A. W. GLEASON, NOTARY PUBLIC.

Hall's Catarrh Cure is taken internally, and acts directly on the blood and mucous surfaces of the system. Send for testimonials free.

F. J. CHENEY & CO., Toledo, O.
Sold by all Druggists, 75c.
Take Hall's Family Pills for constipation.

The Famous Rayo

The Lamp with Diffused Light

should always be used where several people sit, because it does not strain the eyes of those sitting far from it.

The Rayo Lamp is constructed to give the maximum diffused white light. Every detail that increases its light-giving value has been included.

The Rayo is a low-priced lamp. You may pay $5, $10 or even $20 for other lamps and get a more expensive container—but you cannot get a better light than the Rayo gives.

This season's Rayo has a new and strengthened burner. A strong, durable shade-holder keeps the shade on firm and true. Easy to keep polished, as it is made of solid brass, finished in nickel.

Once a Rayo User, Always One.

Dealers Everywhere. If not at yours, write for descriptive circular to the nearest agency of the

Standard Oil Company
(Incorporated)

BOY SCOUT LECTURE MOST INTERESTING.

The lecture on "Boyhood and Scouting" given at the Bonde Hall last evennig by Mr. Ernest Fagenstrom, Boys' secretary of the St. Paul Y. M. C. A., was deservedly well attended. Mr. Fagenstrom proved a most interesting speaker. He knows the boy and the boy's ways, and he tells about it in language at once strong and picturesque. He explained the origin of the Boy Scout movement, showed its marvelous growth, and told of the great things it has accomplished both in this country as well as in Europe. He said the movement was destined to play a most important part in the future history of the nation, and he advised parents, teachers, and professional and business men to give the Boy Scouts serious thought and active encouragement.

Incidentally the speaker praised the city of Willmar for its cleanliness, morally and materially. "Willmar is a good place to bring up your boys and girls," he said. "The city has a reputation all thru the state, and after my visit I shall feel that the reputation is richly deserved. Now see to it, that Willmar makes good with the Boy Scouts. It will help more than anything else to solve the Boy Problem. It will teach him to Do—to do the right thing, to do many things, but one thing well. The boy has energy. He MUST DO SOMETHING. Why not direct his energy along a line that will benefit him physically, materially and spiritually It will be an investment worth while, because it will give you a better boy, a more efficient workman and more patriotic and intelligent citizen."

The lecture was illustrated with more than 150 stereoptican views, showing the work being done for and by the boys by such organizations as the Y. M. C. A., and the Boy Scouts. That the lecture was interesting was proven by the fact that in spite of the fact that the audience was composed mostly of children there was no disturbance of any kind.

Before the lecture Scout Commander Dale announced the names of those who will receive the degree of Tenderfoot, and he also appointed the honor scouts for the week, following the recommendation of the patrol leaders. Those appointed were Carl Wallin, Marcus Pinney, Joe Chase, Russell Frost and Chester Nelson. Joe Chase was appointed Adjutant, and Norman De La Hunt and Marcus Pinney, Troop Captains. They will constitute the Commander's aid-de-camp for one month.

Thru the courtesy of Mr. E. C. Wellin, president of the Commercial Club, Mr. Fagenstrom was taken on an auto sightseeing tour around the city, and he was entertained by the troop at an informal dinner at the Merchants Hotel at 6 o'clock. Wm. Pinney and Chester Nelson were present at the dinner as guests of the troop. These two sold the largest number of tickets to the lecture, the former selling 52 and the latter 34. Another Incident of Mr. Fagenstrom's visit was his election as an honorary member of the local troop, the First Minnesota.

The Boy Scout movement deserves the hearty encouragement of Willmar people generally, and of the churches and the schools in particular, and it is to be hoped that these institutions will get busy and lend a helping hand in order to perpetuate the movement here.

BREVITIES

Miss Lillie Noren was a delightful hostess to the Hooligans at her home Monday evening.

Rev. N. Frykman, of Minneapolis, will preach in the Swedish Mission church this evening at 7:30 o'clock.

The Eyelet Club will be the guests of Mrs. George Winney on Thursday afternoon at her home on East Litchfield Avenue.

Rev. Theodore Paulson went to New London Friday. He remained over Sunday and conducted Swedish Mission services.

Hon. Carl Wallace, Harry Wallace and Mr. Whitcomb came from Minneapolis Thursday for a few days' shooting at Green Lake.

Mrs. Carl Anderson was called to Minneapolis Monday by the news of the death of her sister, Mrs. Lingren's, baby boy. The little one died on Sunday.

Miss Emma Rykken went to New London Saturday to remain there and at Spicer until today when she will return to meet her music pupils in this city.

Mrs. Vivian Crandall left for Kerkhoven Friday to take the position of operator at the G. N. station. Her many friends hope she may return to Willmar at no far distant day.

Mr. W. McGrew, piano tuner of Minneapolis, will be in Willmar Nov. 10th. Orders can be left at Niel Wiggin's store. 391

CALUMET The BAKING POWDER That Makes the Baking Better

Failures are almost impossible with Calumet.

We know that it will give you better results.

We know that the baking will be purer—more wholesome.

We know that it will be more evenly raised.

And we know that Calumet is more economical, both in its use and cost.

We know these things because we have put the quality into it—we have seen it tried out in every way. It is used now in millions of homes and its sales are growing daily. It is the modern baking powder.

Have you tried it?

Calumet is highest in quality—moderate in price.

Received Highest Award—World's Pure Food Exposition.

Bathing for Health

necessitates dependable bathroom fixtures providing absolutely safe sanitary conditions at all times. We supply "Standard" fixtures which combine these two essentials in the highest degree. Our high grade workmanship on every plumbing job always proves satisfactory. Ask for an estimate.

J. H. WIGGINS CO.
MODERN HEATING AND PLUMBING,
320 FIFTH STREET, Phone 125.

In the Churches

FISRT METHODIST.

On Sunday preaching services at 10:30 a. m. and 7:30 p. m.; Sunday school at 11:45 a. m.; Epworth League, 6:45 p. m.; mid-week services every Thursday evening at 7:30.

FIRST CHURCH OF CHRIST SCIENTIST.

Services in I. O. O. F. hall on Sundays at 10:45 a. m.

SWED. M. E.

Regular services Sunday morning at 11 o'clock. Evening service at 7:30; Sunday school at 10 a. m. Prayer meeting every Thursday evening at 8 o'clock.

Rev. Andrew Nelson, Pastor.

SALVATION ARMY.

Meetings Tuesday, Thursday and Saturday evenings at 8 o'clock Sunday, Sunday school two o'clock, Salvation meeting 7:45.

The ladies society will meet at the hall on Thursday afternoon, Nov. 15, at 2 o'clock. Refreshments served by Mrs. E. B. Olson from 3 to 6 o'clock. Everybody invited.

PRESBYTERIAN.

Sunday morning the sermon theme will be, "The Fall of Shiloh or Progress by Defeat." In the evening the subject will be Paul's Schedule of Protection." Sunday School at 12 m. and Y. P. S. C. E. at 6:45 p. m. This is a home like church and there is a welcome for everybody especially the stranger.

LUTHERAN FREE.

Prayer meeting Thursday evening. Regular services next Sunday at 10:30 a. m. and 7:45 p. m. Sunday school and Bible class at 12 m. Rev. E. E. Gynild will preach at the morning service and at St. John's church at 3 p. m. You are cordially invited to attend these services.

SWEDISH BETHEL.

Services Sunday evening at 7:30.

OAK PARK M. E.

Rev. C. P. Carlson, from Stockholm, Sweden will preach at the Wednesday and Thrusday evenings services of this week.

Next week, the church will celebrate the 50th anniversary of the founding of the church. The meetings will begin Wednesday evening and continue over Sunday. Several ministers will be present to take part in the services. Friday evening the 18th, will be spent in a social way. Refreshments will be served by the ladies of the church. All are cordially invited to attend these meetings as they will be of special interest to the community.

SVEA SIFTINGS

Svea, Nov. 8, 1910—L. E. Falk and Miss Clara Anderson attended the Minnesota Educational Association in St. Paul at the end of the week.

Mrs. Ernest Swenson entertained the Ladies Aid last Tuesday.

Rev. Alexander Peterson, of Christine, was the chief speaker at the Reformation program given by the Young People's society on Monday evening.

A large number of young people were entertained pleasantly at the Oscar Westerberg home, on Sunday afternoon.

Mrs. Elmer Johnson entertained the Ladies Aid on Friday evening.

The new store building is progressing nicely and is expected to be ready for occupancy within a very short time.

The Young People's society has decided to give a Thanksgiving supper on Thursday evening, Nov. 29th. to which all friends are cordially invited.

The Washington teachers and pupils are wearing a smile which won't come off by reason of a splendid new piano installed last week.

Miss Clara Anderson visited at her home in Kandiyohi over Sunday.

The pupils and teachers of the Washington school are working hard preparing a Pilgrim Father's Thanksgiving program to be given Friday evening Nov. 18th. Program will appear in a subsequent number.

Cong. A. J. Volstead addressed a number of voters in the Washington building on Wednesday evening of last week.

Mr. and Mrs. Swan Nelson were callers at the P. N. Olson home last Wednesday evening.

Miss Ingeborg Nelson spent the M. E. A. vacation at her home in Svea.

Carl Ryden narrowly escaped a serious accident last Saturday. While on the way from Willmar, a neckyoke strap broke and thus caused the team to take fright. Fortunately he was able to stop the horses in time.

Lem says: Among the signs of the times, the dollar sign plays an important part. "Idem."

Mrs. George H. Otterness will entertain the Silent Club this evening.

Miscellaneous Want Column

For team work inquire of Mrs. Eda Day. 39f

FOR RENT—Four room flat, 172 Litchfield Ave. East. Private bath. J. H. Styles. 34f

WANTED—Good girl for general housework. Small family. Mrs. Goe. W. Tyler, 326 6th St. 39f

WANTED—Competent girl for general housework. Inquire at 401 Fifth Street. Mrs. B. J. Branton.

LOST—A gold rope chain with gold stone cross. Finder please return to this office for reward. 391p

WANTED—Good girl for general housework. Mrs. N. B. Carlson, 329 Becker Ave. W. 34f

FOR RENT—Either furnished or unfurnished rooms. Inquire of R. W. Stanford, Postoffice Building. tf

ROOMS FOR RENT—Furnished or unfurnished. Inquire of Mrs. Eda Day, Corner 3rd St. and Pacific Ave. 37f

FOR RENT—Three rooms, suitable for light housekeeping or for students. Inquire of H. Shipstead, 427 Second St. 35f

FOR SALE CHEAP—One 15-horse gasoline engine of my own make, used very little and good as new. L. Halvorson. 38f

NOTICE.

This is to certify that the copartnership of Rowat & Bennett Civil Constructing Engineers is here after dissolved. 384

FOR RENT—Four completely furnished upstairs rooms with bath, toilet and electric lights. Mrs. George W. Johnson, 109 Bertha St. Tel. 371. 33

FOR RENT—A large pleasant front room, furnished. Suitable for one or two persons. Three blocks south from depot. N. B. Carlson, 329-Becker Ave.

ESTRAY NOTICE—A small steer calf, spotted, about 5 months old, came to my place about two months ago. Owner can have same by calling and paying charges for keeping and for this notice. Oscar Lindblad, Svea, Route No. 1 373

BUILDINGS FOR SALE—The house and barn only on the John Holsten farm on Sec. 28, Town of Mamre, Kandiyohi County, two miles north of Pennock. Call on or address Mrs. Anna Johnson, Sisseton, S. D., or Andrew Holsten, Rapid City, S. D. 392p

FOR RENT—A four room flat, with sewer and city water, No. 212, Third street, rent $7.00 per month; a five room flat on Pacific Avenue next to Commercial Hotel, rent $6.00 per month, and a seven room cottage on East Becker Avenue, rent $12.00 per month. Hans Gunderson, Bank of Willmar Bld'g. 39f

FOR RENT—Five and six room flats; all modern. Apply at the J. H. Wiggins Company. 8f

ESTRAY NOTICE—A red heifer strayed from my pasture this fall. Finder please notify Ole Alvig, Spicer Route 1. 383

FOR SALE—A hard coal self feeder heating stove. In splendid condition. Inquire at 218 Litchfield Ave. W. 391

FOR RENT—Large 8 room house on E. Litchfield Ave., city water, wet drain, electric light. Inquire at office of Dr. H. F. Porter. 38f

STORE FOR RENT—The store now occupied by C. J. Dale, next door to Kandiyohi County Bank, will be for rent Nov. 1st. Inquire of M. Jorgenson. 382

FOR RENT—Furnished room, with electric light and heat. For one or two gentlemen. Inquire at P. L. Johnson, 604 Litchfield Ave. W. 37f

SEWING WANTED—Competent lady wants sewing to take home. Uses the Snow Success system. For terms and further particulars call on or write Annie Swanson, 13th St. and Ella Ave. Tel. 144. 36f

TO EXCHANGE.

Quarter Section of unimproved land in North Dakota for property in Willmar. Land is clear of incumbrance. Ed A. Smith.

WANTED—A live man in your locality to represent one of the oldest lines of Veterinary Remedies on the market. Exclusive territory. Apply before territory is taken.
United Chemical Co.,
391 Minneapolis, Minn.

BIG MONEY—We want an agent in every town; salary and commission; references required; for full particulars address Subscription Dept., NATIONAL SPORTSMAN, Inc., 75 Federal St. Boston, Mass. 375pd

FOR SALE—Desiring to retire, I offer my dray and ice business for sale, both together or single. I will sell on good terms, and at the appraisement of impartial parties, and will ask no bonus. This is a good opportunity for one or two active young men to secure a paying business. If interested, call and see me. F. L. Smith.

MUST BE SOLD AT ONCE.

A 120 acre farm of the most choice land in Kandiyohi Co. 100 acres under cultivation, 4 acres planted grove, 16 acres hay meadow, located 5 miles west of Willmar, Kandiyohi Co., Minn., ½ mile to railroad, ¼ of mile to school house and church. Price $40 an acre. $2000 cash. and balance on easy terms if desired. Apply to P. T. Peterson, Gonvick, Minn. 33eow

MONEY TALKS.

—SMALL DEPOSITS WANTED—

We encourage them because many large accounts began in a small way. ¶The small depositor of today becomes the large one of the future. More people would be bank depositors if they realized how it would help in building their credit and their success. ¶Opening a Savings account here is the first step to financial growth. ¶Take this first step now and follow in the footsteps of the successful people who do business at the

KANDIYOHI COUNTY BANK