

WANTED!

TWENTY FARMERS TO INSTALL FARM ELECTRIC LIGHT PLANTS ON THEIR FARMS

We have arranged to present each of the first twenty orders this season with a fine \$10.00 Parlor Fixture FREE. There are already quite a few ready to place orders. If you want one of these fine fixtures get in your order in time.

Electric Light does not cost as much as an automobile and not as much to run it, after it is installed, and it can be enjoyed by every member of the family 365 days of the year.

High Grade Plants At The Right Price

Oman Machine Works Co.

Willmar,

Minn.

PUBLICITY PAYS.

Non-Advertising Merchant is the Goat. Advertiser Profits.

The attention of every Northfield merchant—and particularly that of the non-advertiser or the spasmodic advertiser—is directed to The Alex Marshall Co.'s advertisement in this week's News. What is there stated is not only an axiomatic truth but the history of the Alex Marshall Co. is in itself a demonstration of the fact that a consistent and persistent advertising policy pays.

Week in and week out, rain or shine, summer and winter, in times of peace and in times of war, during periods of depression and waves of prosperity, in Democratic as well as in Republican years, in the wet as well as in the dry era, Alex Marshall Co.'s ad has appeared in The News. And these ads have been filled with "Store News" written to interest News' readers, and further the copy is changed with every issue.

In the twenty-five years of its history the Alex Marshall Co. has been growing until with the remodeling of its present quarters last fall it has reached the proportions of a store that would be a credit to a city several times the size of Northfield. Would this growth have been achieved if the management had been satisfied with a publicity policy which extended no further than the insertion of a few advertisements just before the Christmas season? We venture not.

Profitable advertising isn't a hundred yard dash—it's a marathon. Put price, punch, and personality into your ad copy—and keep at it!—Northfield News.

The part of The Alex Marshall Co.'s adv. referred to above reads as follows:

"Do you know that we figure it does not cost us anything for advertising? Do you know that it is paid for by the customers of the merchants who do not advertise?"

"Perhaps you don't see how this can be, so we will explain. When you buy an article from a retailer you pay for three things: (1) What that dealer paid for it; (2) what it cost him to do business; (3) his profit.

"So you see the greater a merchant's expense in relation to the amount of goods sold, the more he must charge you for what you buy. We all know that the advertised store does the largest business. Hence their expenses are lower in proportion to the amount of goods sold and they can make their prices lower than the store that does not advertise. Our constant advertising is bringing us

new customers while our big values and one price to all hold our old ones. It will pay you to trade here."

BEAUTIFUL RECIPE BOOK

For Every Woman

We have been asked by the Calumet Baking Powder Company of Chicago to announce through the columns of our publication that they have just gotten up one of the best Recipe Books ever published. 16 pages of which are beautifully illustrated, shown in colors a lot of dainty dishes and good things to eat that can be prepared with Calumet Baking Powder.

In addition to this there are 252 valuable recipes and numerous household hints prepared by the most noted Domestic Science teachers and Cooking Experts.

We know you will find this a very valuable book, as you will have use for it almost every day.

All you have to do to get one is to take the slip that you find in a pound can of Calumet Baking Powder, fill in your name and address according to the instructions on the slip and mail it to the Calumet Baking Powder Company, Chicago, Ill.

If you are not already using Calumet Baking Powder, we would suggest that you try it today. You will find it wholesome and economical to use.

You will find it a Baking Powder of unusual merit and the recipe book one of the most beautiful and useful books of this kind that you have ever possessed.

TO OWNERS OF CHICKENS. Chickens must not run at large in the city. Owners are notified to keep chickens penned in, or such owners will be prosecuted according to city ordinance.

ALF. GILBERTSON, Chief of Police.

The following from Atwater and vicinity took the mail carriers' examination at Willmar last Saturday: Oliver Erickson, Moses DeFoe, Arthur Johnson, Walter Peterson, John O. Johnson and C. F. O'Hair. We understand that there were nearly a score of applicants who desire to enter the mail service in the county.—Atwater Press.

You Can Enjoy Life Eat what you want and not be troubled with indigestion if you will take a **Renall Dyspepsia Tablet** before and after each meal. Sold only by us—25c a box.

We believe that our 30 years of business among you (the people of Kandiyohi County) warrants in claiming that we can offer you an absolutely safe storehouse for your money. Checks on us are accepted in payment of bills at par in any part of Minnesota. Ninety per cent of the successful business men are Bank Depositors. What better time than now to open a Check Account with us? We have unexcelled facilities for transacting all branches of banking. We have now installed a savings department. We would like to see every child in town and help them get started with a savings account. Our Officers will be glad to extend to you every courtesy consistent with sound banking. We will keep your valuables in our fire-proof vault free of charge. We shall be pleased to have you call on us.

BANK OF WILLMAR

Capital, Surplus and Undivided Profits, \$120,000.00

A. B. RICH President S. B. QVALE Vice-President F. O. HANBY Cashier N. S. SWENSON Asst. Cashier

SENIOR CLASS PLAY A GREAT SUCCESS

Niobe All Smiles Presented Last Friday Evening at Opera House.

The senior class of the local high school presented the three act comedy "Niobe All Smiles," last Friday evening, at the opera house, before a large and enthusiastic audience.

The play dealt with the return to life of the statue, Niobe, late wife of Amphion, King of Thebes. Many humorous situations arose in the household of Peter Amos Dunn, the insurance agent, who had taken the statue into his own home, as a means of protection.

The setting of the first act was in Dunn's drawing room, in the evening, with most of the family preparing to attend the theater. The statue of Niobe, the property of Hamilton Tompkins, an art enthusiast, was much admired by the family. Dunn remained at home from the theater, and during the absence of the other members, the statue came to life. Dunn was at a loss as to how he should account for the presence of this stranger in the house, and then it occurred to him to pass her off as the new governess.

In the second act many complications as to her identity arose, and she was put thru a grilling examination by Helen Griffin, Dunn's sister-in-law, after which it was decided that she would not do as governess. To further complicate matters the real governess arrives. The last act finds Dunn at his wits end and then his wife helps him out by assuming Niobe to be his sister, whom they have not seen for some time. However, a telegram is received stating that his sister, Mabel, is on the way to visit him. Dunn then decides that he will tell the truth, which he does, and everything ends happily.

Ralph Yarrow, as Peter Amos Dunn, "Petramos," as he was called by Niobe, took his part in great shape, doing some clever work. He was always on the lookout for something "with money in it." His change in the second act, from being a mere figure head in the household, which was run by his sister-in-law, Helen Griffin to a man asserting his authority in everything, was good.

Miss Esther Larsen, as Niobe, carried her part splendidly, and, although she had been a statue for three thousand years, and was ignorant of modern customs and manners, overcame these difficulties, and when in doubt always appealed to her "Petramos" for help.

Lars Pedersen, as Cornelius Griffin, and Reuben Anderson as Phillips Innings, were very good, and the former could always be depended on to give plenty of advice to Dunn. Robert Johnson as Tompkins, and Thorwald Hanson as Sillocks, a retired merchant, carried their parts nicely. Amy Severinson as Hattie Griffin and Edna Johnson as Helen Griffin were great. The former having the part of an impulsive young lady who always spoke what she thought, and the latter being a prim old maid, who ran the household, as she saw fit, until Peter took charge. Nellie Robbins made Dunn a very good wife, and even when the rest of the household were against Peter, and things looked darkest for him, she refused to turn from him, and at the merest hint of his slavery, she jumped at the conclusion that Niobe, was she. Evangeline Nygaard as Beatrice Sillocks, Mildred Smith as Madeline Mifflon the real governess and Helga Berg as Mary, the maid were good in their parts, and in fact, each member of the cast did splendidly and are to be congratulated.

A good share of the credit for the success of the play is due to the careful training under the direction of Miss Fern Doremus introduced between the acts, the senior male quartette composed of Herbert Hedberg, Robert Johnson, Thorwald Hanson and Lars Pedersen rendered several selections, and Lars Pedersen sang a couple of solos, one a parody on the Juniors which was very good. The Junior class added their contribution to the evening's enjoyment by suspending two dummies, to represent a senior boy and girl, from the ceiling of the opera house.

New Postmaster for Atwater. Atwater-Press, April 16.—Patrons of the Atwater postoffice were surprised yesterday when it was learned through "the daily papers" that Oliver Erickson, substitute rural mail carrier, had received the appointment as postmaster. His name was on the list of North-west postal appointments.

The appointment comes as a surprise owing to the fact that it had not been generally known that Mr. Erickson was an applicant for the position. He informs us that he had not decided to enter the race until recently and only filed his application "the 31st of March, when he made a trip himself to St. Paul and with the aid of local recommendations placed his case before National Committee-man Fred B. Lynch. The other democratic applicants who were in the field early were Peter DeFoe, D. F. Senechal and Carl Melby, and Postmaster Peterson was a republican applicant for reappointment. It seems to be a case of a "dark horse" entering at the last moment and carrying off the plum in a contest that appeared to be hard to decide. At any rate Mr. Erickson is to be congratulated upon his successful candidacy for the position.

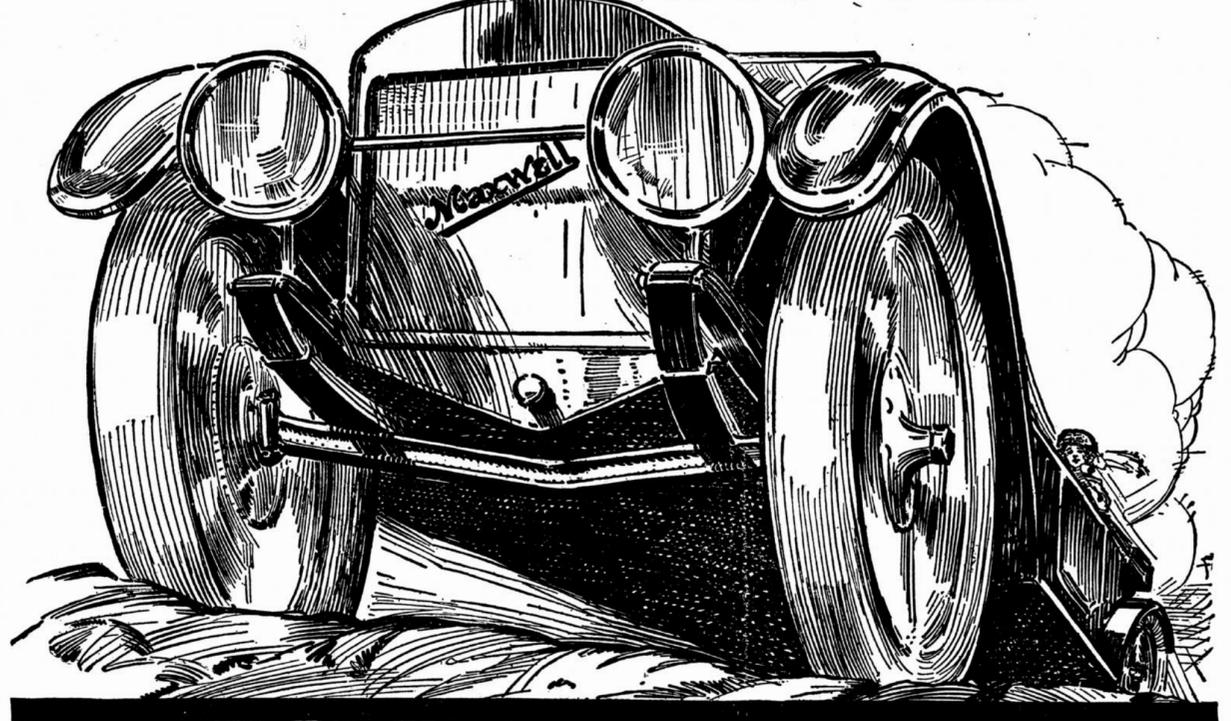
The Atwater postoffice which, is in the third class, pays a salary of \$1800. The new appointee will take charge of the office as soon as his commission arrives. He is well known here as an exemplary young man and during the past year has gained some experience in the handling of mail through the rural route service.

Wm. Peterson will retire from the postmastership of Atwater after a twelve years service. He has earned the reputation of being a painstaking and efficient servant of Uncle Sam and leaves the office with all the best wishes of its many patrons.

Buy your Paints, Oils and Brushes at Oshberg, Selvig & Co.'s Hardware Store.—Adv.

Maxwell

"The Wonder Car"



Only a Blindfolded man would buy an automobile today without looking the Maxwell over

There's no excuse today for any man who is "jollied" into buying a car before he looks over the 1915 Maxwell.

We give you the *two vital things* in this Maxwell Car and then the 17 new features that have made the 1915 Maxwell the most talked-about car ever produced.

Here are the two vital things that any sane man wants when he buys an automobile

In the first place

—a handsome, real automobile that he can be proud to ride in.

In the second place

—a powerful, fast, economical automobile that will take him anywhere and bring him back.

We give you these two vital things, and then just about every other detail of refinement, comfort and endurance that you can think of.

Take power and hill-climbing ability, for example—when you buy a 1915 Maxwell you buy an exact duplicate of the stock Maxwell cars in which "Wild Bill" Turner and "Billy" Carlson broke two World's Records in two of the toughest, roughest moun-

tain hill-climbs ever made—Mt. Hamilton and Mt. Wilson.

Take speed and endurance, for example—when you buy a Maxwell you buy a car made by the same designers—the same chief engineer—from the same Maxwell Laboratory, heat-treated, tested steel, that was used in the Maxwell Racers in which Barney Oldfield and "Billy" Carlson both broke the 300-mile non-stop race records in Corona and San Diego.

Read This List of Expensive Features. The 1915 Maxwell Has These Features And Many Others.

Attractive Streamline Body
Pure streamline body; graceful crown fenders, with all rivets concealed. All the grace, style and "snap" that you will find in any of the highest priced cars.

A High-Tension Magneto
Nearly all the high priced cars have high tension magnetos. A high tension magneto gives positive ignition. The Simms magneto, with which the Maxwell is equipped, is recognized as one of the best magnetos made.

Left Side Drive—Central Control
Left side steer with gear shifting levers in center of driving compartment—center control—has been accepted by leading makers of expensive automobiles as the safest and most comfortable for the driver; that is why the Maxwell has it. The Maxwell is so easy to drive and control that a child can handle it.

Three-Speed Sliding Gear Transmission
All high priced cars have a sliding gear transmission. It is costly to make, but it is the best. If the motor has the power, sliding gears will

pull the car out of any mud or sand. The Maxwell has a three-speed selective sliding gear transmission because Maxwell engineers do not consider any other type to be worthy of the Maxwell car.

Double-Shell Radiator with Spook Absorbing Device
The Maxwell radiator is of handsome design, gracefully curved, and it is built to be trouble proof. It is the expensive double shell type and has ample cooling capacity. The radiator is mounted to the frame by means of a shock absorbing device on each side, which relieves the radiator of all twists and distortions of the frame, caused by roughness of the road. The shock absorbing device also minimizes the possibility of radiator leaks.

The Roomy Full 5-Passenger Body
Adjustable Front Seat

The 1915 Maxwell has a full grown 5-passenger body. The front seat is adjustable, you can move it three inches forward or backward. This makes the car really comfortable for the driver. No cramped legs for tall people or uncomfortable reaching for short people. Most drivers' seats are made to fit anyone—\$1 so more.

Low "Up-keep" Carburetor
The carburetor used on the Maxwell was especially designed for it after long and severe tests under every conceivable condition. Economy tours conducted by hundreds of dealers and owners in different sections of the country have proved its efficiency. Its quick response to throttle and its extremely low consumption of gasoline. It has been termed the "low up-keep" carburetor.

Irreversible Steering Gear
The greatest margin of safety has been provided in the steering gear of the 1915 Maxwell. The Maxwell irreversible steering mechanism is superior over every other type in its many adjustments. At no time is more than a fourth of the bearing surface of the gear which operates the worm in use. When needed, a new bearing surface may be had by adjusting the gear a quarter and easily operated.

Heavy Car Comfort
What surprises most people is the smooth, buoy-

ant riding qualities of the Maxwell. The spring combination of long semi-elliptical front springs and the three-quarter elliptic rear springs that is used on most heavy weight, high priced cars. The Maxwell offers you every essential of the highest priced machines at a fifth of their cost.

One Size of Tire—Anti-Skids on Rear
The Maxwell car is one of the easiest cars in the world on tires. Maxwell owners carry but one spare tire and but one size of spare tubes. Economical 30 inch x 3 3/4 inch tires are used all around on these wheels.

A Dependable Electric Starter
For \$55 extra, you can have your Maxwell delivered equipped with the famous Simms-Huff electric starter. This starter is efficient, trouble proof and easily operated. And the Maxwell is completely equipped from the clear vision, ventilating windshield at the front to the spare tire carrier at the rear.

The Maxwell Company's Guarantee of Service to Maxwell Owners
No other automobile is backed by a more reliable service than that guaranteed every Maxwell owner. More than 2,000 Maxwell dealers—in every part of this country—are always ready to give expert advice, to make adjustments, and to supply new parts at reasonable prices. This splendid Maxwell dealer service organization is perfected and completed by the chain of Maxwell owned and Maxwell operated Service Branches. Sixteen great Maxwell Service Stations are so located throughout the country that a Maxwell dealer can supply any part for an owner within a few hours if not in his stock. Maxwell Service is one of the great advantages enjoyed by Maxwell owners.

Order a Maxwell from us now, and when you want it delivered, we will give you your car—not an excuse on delivery day

\$695 "EVERY ROAD IS A MAXWELL ROAD" **\$695**
HALVORSON BROS. and M. R. SIMONS
Norway Lake, Minn. Willmar, Minn.
F.O.B. ELECTRIC DETROIT STALTER \$55 EXTRA

Wiggins Plumbing is Good Plumbing

CLARA CITY HERALD. April 16. Mrs. Scheltens and daughter, Miss Louise were visitors at Willmar Monday. Johnson, the sidewalk man from Willmar, was here last week looking for work. Ben Reents and young son went to Willmar Monday afternoon to seek

medical treatment for the boy. Mr. and Mrs. Herman Warring and Mrs. B. Warring went to Willmar on Tuesday to see Mrs. Warring who is in the hospital. Phil Haley, a horse buyer from Willmar was here last week to buy horses for the army and secured quite a number of them. Rev. Beyers and family were over from Raymond last week to spend a

few days with Rev. Hafermann and family and to say good bye to their Clara City friends before leaving for their home at Sterling, Ill. Mr. Beyers has been the popular pastor of the German Lutheran church at Raymond for over twelve years but owing to health of Mrs. Beyers he was compelled to seek another climate.

Wiggins Plumbing is Good Plumbing

Read the "Want" Column. Tribune Wan-Tads Bring Results. Read the "Want" Column.