

New Ulm Review

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The Modern Way of Farming.

If the automobile has demonstrated the possibilities over the "horse and buggy" the Gas Traction Engine will equally as much prove the possibilities over the draft horse. The underlying idea in the introduction of a traction engine for heavy work of all kinds on the farm is to draw a heavy load slowly rather than a light load swiftly. This aim has been fully accomplished by the 36 horse power Gas Traction Engine which is now being installed by progressive farmers all over the Northwest.

One of these heavy machines, the first one that came to New Ulm was shipped here last Friday from Minneapolis and from here was taken to the Aug. Loeffelmacher farm in Ridgely township, Nicollet county. The big tractor went to its place of destination on its own motive power.

In purchasing the engine Mr. Loeffelmacher has given ample evidence that he is a progressive farmer and that he intends to keep abreast of the times. The engine will be employed in various ways as a motive power on his farm. It can be hitched onto a plow as well as onto a binder, it will do the threshing, road grading and in fact pull anything that has to be moved. Mr. Loeffelmacher has already purchased an eight bottom John Deere plow, 14 in. furrow through the local agency of Robert Fessenmaier and where he formerly had 20 horses he will now have only six working horses.

Hundreds of people went to the M. & St. L. tracks last Saturday to look at the engine when it was unloaded.

Uncle Sam Should Blush.

Our Uncle Samuel ought to be heartily ashamed of himself. Yes, he ought. There is no question about it at all. Here he has been and went and gone and—wait, just read this from the American Lumberman and then you can see it all for yourself.

"The persistency with which the general government pursues its bootless search for trust methods in the lumber circles of the country smacks of puerile pertinacity and defenseless impertinence. The representative of a government bureau, it is reported, has lately 'examined' certain private interests on the Pacific coast for the ostensible purpose of exposing trust methods in quarters where such a thing is manifestly impossible.

This inquisition, in progress now for years, has resulted in the exposure of nothing incriminating. That fact of and by itself ought to have made it perfectly clear to anybody in the possession of normal faculties that nothing of the kind has or can have any existence in fact. The unqualified willingness with which suspected persons have voluntarily and uniformly submitted to investigations of the kind under review might alone have convinced any sane, well-meaning person that there was nothing to conceal, nothing to fear.

It ought not to be out of order to demand that quests of the offensive kind described be stopped; that further unwarranted impertinence of like character be either terminated or that just cause be shown why it should continue. The offense has reached a point marking the limits of endurance and patience. Individual rights as well as subjection to the law are alike enjoined by it, and those rights ought to be respected and enforced. The thing has gone far enough."

There now. Just listen to that, and see what a horrid old thing this government of ours is, anyway. Why, it even has the "unwarranted impertinence" to try to find out something about a business that had its origin and growth under the direct and fostering care of the government, that is

handling and getting rich out of the natural resources that belong to the people, and whose agents are all but absolutely known to have been at work corrupting public servants in order to grab yet more wealth to satisfy individual greed.

Look at this Hines muss, for instance. Several credible witnesses have sworn that Hines himself or his agents told how "we" had "put Lorimer through." He is quoted as having expressed dissatisfaction because Senator Stephenson of Wisconsin wouldn't "stay put" after he had been all fixed up. He is shown to have schemed to get men in the United States senate who would fight and vote against the opening to the people of the country of a reasonable and natural market for one of the things most used by the people. And all this time he was acting in the interests of the lumber barons.

These investigations and things may be unwarranted and impertinent, but they are not half as unwarranted and impertinent as the conditions that led to their being undertaken. Nobody who was followed or studied the lumber business in this country can doubt that there is a community interest in work in it, and the testimony adduced in this Lorimer-Hines matter has shown one kind of work of which such interests are capable.

Uncle Sam certainly ought to be ashamed of himself. Not because of these investigations, but because he allowed the gigantic interests that are being investigated to come into being and attain the power and influence that inspire them to defy the government and the people and try to dictate the manner in which their depotism is to be borne by the national government.—Duluth Herald.

An Example of Values.

The other day some hard-working young men went from house to house in Duluth carrying bundles of pamphlets and stopping at every dwelling to place one of these pamphlets in a mail box or lay it on the porch or "catch" it under a doormat or between the door and the sill. The pamphlets contained advertising matter intended for perusal by the residents of the house. Their compilation and publication cost the men back of them a pretty good sum, judging from the makeup and number of the pamphlets, and then there was the additional cost of distribution. It was an advertising scheme, and an old and tried one at that. Its adoption proved that the men who adopted it believed in the value of advertising in the homes.

These young men were followed at a distance of some half block or so by a party of "kids." The kids spotted every pamphlet and "nailed" it. They took them from mail boxes, took them from porch floors, pulled them out from under mats and doors. They made a clean sweep and accumulated several armfuls of the pamphlets, off to a vacant lot and built a good sized bonfire out of them.

What good did the men who put up the money for the pamphlets get out of them or their distribution? Absolutely none. Their knowledge of the value of advertising went for nothing because they did not use good methods. They tried to reach the interior of the homes in a way that is almost sure to fail. The pamphlets made good bonfire material, and that was all they did accomplish. Had they been handbills instead of pamphlets they would have appealed to the youngsters as equally good for building a fire. They were thrown on the porches or placed in the mailboxes without the knowledge or expectation of the people in the house, and there was nothing to prevent their falling into the hands of the boys. And even if they had got into the hands of the householders their receipt would have been accompanied by a mental or verbal complaint at the cluttering up of the place with such matter, and the recipient would have been prejudiced against them and their contents from the start.

All of which helps to establish a fact that every experienced and wise advertiser already knows—that the way to reach the people effectively is through the columns of a home newspaper, a medium that is watched for

and taken into the house and read. Distribution of circulars and pamphlets from house to house furnishes the small boys with material for bonfires and furnishes the older folks with material for kindling blazes in stoves and furnaces and fireplaces.

But the home newspaper gives a medium for getting information before the people in an accepted and admittedly forcible way. It is the best form of advertising because it brings the surest and best results. It is the form that is used by the man who knows the advertising business and can discriminate as to the values of various methods.

Spring Weddings

(To be continued.)

Geo. Huss and Miss Mary Reinhardt both of Courtland were married Tuesday morning at eight o'clock at the Catholic church, this city. Jos. Huss acted as best man and Anna Reinhardt was the brides attendant, Rev. Schlinkert officiated.

Tuesday morning at nine o'clock at the catholic church occurred the marriage of Albert Kunz and Miss Rosalia Smasal. The groom was attended by Wm Smasal and Miss Mary Kunz was the bridesmaid. After the ceremony the guests repaired to the home of the bride where a sumptuous wedding breakfast was served.

Mr. Manderfeld, son of Nic Manderfeld was married Tuesday to Miss Clara Dorn at Brighton.

The marriage of Alex Henle and Miss Elsie Eckstein was solemnized this Wed morning at the Catholic church.

Karl Groebner, son of And Groebner of Cottonwood and Miss Rosa Haas will be married next Tuesday.

And J. Sues of Sleepy Eye and Katherine Uhl of Searles entered the bonds of holy matrimony Tuesday morning. Rev. Mamer of Searles pronouncing the couple man and wife.

The marriage of Geo. Leikam and Miss Mary Reller both of Searles will take place this morning, Rev. Mamer officiating.

New Garage.

W. E. Korth has opened new garage and automobile livery in the old S. D. Peterson implement building, South of Schnobrick's meat market, on South Minnesota street. Mr. Korth has also secured the agency for the well known Jackson car and will be pleased to demonstrate the Superior quality of this machine to anyone interested in a good, safe and speedy machine.

The Voice of Experience. The oleomargarine dealers tell us that there is more real virtue in their product than in butter. Yet we have known considerable butter that seemed amply able to resist temptation. It certainly was strong enough.—Cleveland Plain Dealer.

HAS NO SUBSTITUTE

ROYAL

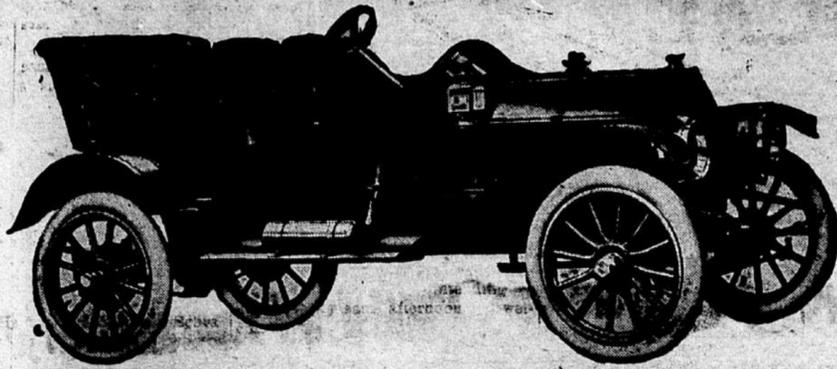


BAKING POWDER

Absolutely Pure

The only baking powder made from Royal Grape Cream of Tartar
NO ALUM, NO LIME PHOSPHATE

"The IMPERIAL"



A High Class Car at a low Price. F. H. RETZLAFF The car that gets there and back.

FATAL GAS EXPLOSION.

Wisconsin Farmer Killed, two Injured and Home Wrecked by Acetylene.

Nicholas Vogel was instantly killed and his son Henry and a farmhand, William Jacobus, were dangerously injured in an explosion of an acetylene gas plant which completely wrecked their farm home in the town of Wauwatosa recently.

The terrific concussion shook the neighborhood, being felt in the city of Wauwatosa, three miles away and in the outskirts of Milwaukee.

The elder Vogel, who was nearly 80 years of age, was on the first floor of the dwelling when the explosion occurred, and the top of his head was blown off by the force of the concussion.

Mrs. Vogel was outside the house and escaped the force of the explosion. The shock, however, was so severe that she is in a serious condition.

Sent to State Training School.

Arthur Schroer, adopted son of the late Wm. Schroer, was brought before City Justice N. Henningsen Tuesday morning. The charges preferred against him were petit larceny and incorrigibility. The complaint was made by the foster-mother of the boy. The court sentenced him to the State Training School at Redwing, subject to the approval of the district court.

Prominent Sleepy Eye Citizen Passes away.

R. H. Bingham, a pioneer business man, died Friday from a paralytic stroke. He was 63 years of age and one of the best known business men in this part of the state, having come to Sleepy Eye in the sixties, shortly after the Northwestern road was built. He was proprietor of a large hardware store, lumber yard, fuel and grain business. Mr. Bingham had at different times filled every office in the gift of the town, having been mayor, councilman and member of the school board. He leaves a widow, five sons and two brothers, A. W. and M. A. Bingham of this city. The funeral was held Monday afternoon from the Episcopal church at Sleepy Eye.

Celebrate Silver Wedding.

Mr. and Mrs. Fred Meyer celebrated the 25th milestone in their married life Sunday. A large number of friends and relatives were invited to make merry on this occasion and the many beautiful gifts that were presented to the couple shows the high esteem and regard in which they are held. Mr. and Mrs. Meyer were married twenty-five years ago at St. Peter, after which they came directly to New Ulm and have lived here ever since. Four children blessed their union, one son and three daughters. The out-of-town guests were Mr. and Mrs. Martin J. Frey and Mr. and Mrs. Harry Wity of Nicollet; Misses Grace and Isobel Blomberg of St. Peter; Adam Meyer of Minneapolis. The Review offers heartiest congratulations.

WE PAY

4 Per Cent Interest

ON TIME DEPOSITS

STATE BANK OF NEW ULM

Millinery Exhibit and Sale Next Week

EVERY Woman seeking a new hat will be able to purchase one which will appeal to her taste and at a big saving, at our special millinery exhibit and sale to be held next week.

For this occasion we have received a large and variegated shipment of Midsummer Hats, which will be included in the special offerings during the exhibition and sale.



MRS. B. FOLLMANN

County Commissioners' Special Session.

The Board of County Commissioners met Tuesday of last week and transacted the following business: An appropriation of \$100 was made to Hecker Post G. A. R. for the proper observance of Memorial day.

Having heard all parties for or against the construction of Ditch No. 18 in Millford township and having gone over the reports of the engineer the board ordered the ditch to be constructed.

The deputy Register of Deeds was allowed \$30 per month, commencing May 1st 1911 as part salary to be paid by the county.

H. N. Somsen, attorney for Jorgen Lien, appeared before the Board asking a reduction in the assessment

for county ditch No. 11, which his client had paid under protest to the amount of \$500. On the recommendation of the investigating committee the amount was reduced to \$250.

The bills of Dr. J. H. Vogel for medical treatment of paupers which had been rejected in a former meeting were referred back to the committee on claims for revision.

Auctioneer license was granted to I. W. Johnson of Lake Hanska for the period of one year.

Jos. A. Eckstein, president of the New Ulm Stone Co., appeared before the Board and on behalf of the company offered to the Board a car of fine crushed stone at the quarry, free of charge, for the purpose of widening and properly macadamizing the walks in Courthouse square. The gratuitous offer was accepted with thanks to the New Ulm Stone Co.

The Senior Class of the High School Will Present

"SHE STOOPS TO CONQUER"

AT

TURNER THEATRE, FRIDAY EVE., MAY 12

ADMISSION: 75 and 50c.

Seats can be reserved at Pioneer Drug Store.