

THE PIOCHE RECORD

Issued Every Saturday

LEWIS H. BEASON - Editor and Proprietor

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ADVERTISING RATES.

Display advertisements are charged for at the rate of \$1.00 per inch per month. One change per month without extra charge. Single insertions, 50 cents per inch. Reading notices, set in 8-point type, 15 cents per line first insertion; 10 cents per line each succeeding insertion. Locals set in 8-point black face type, 20 cents per line first insertion; 15 cents per line each succeeding insertion. One price to all and no deviation.

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Official Paper of Lincoln County

The man who is above his business and the man who is below it may be widely apart but they attain the same end—failure.

Some people crowd their minds with the thoughts of other people that they do not give their own minds a chance to work.

The mining boom has struck Ely and it is headed towards Pioche, too. But to hasten it, just join the Pioche Commercial Club and help boost.

The frequent revolutions in Central America show that the air down there must be heavily charged with political electricity.

John D. Rockefeller has done a good thing in giving \$1,000,000 to combat and destroy the hookworm disease and every friend of humanity hopes the effort may succeed, as doubtless will.

Friends of Frank R. Nicholas, state engineer, are booming him for the next democratic nomination for governor. It has never been our good fortune to meet Mr. Nicholas personally, but we do know that he has filled the office he now holds very creditably.

The Ely Record quotes State Mine Inspector Stewart as having said that Ely is the "greatest mining camp on earth." That is all very good. Ely a great camp. It is one of the live ones. But doubtless if Inspector Stewart spent a little more time in the Pioche district, he would modify that statement somewhat.

The list to date of ten killed and over one hundred wounded reads more like the casualty returns from a field of battle than from a field of sports. Yet a football field is practically a battlefield as the game is now played. No one wants our sports to be tame and a spice of danger in them gives zest. But the sooner that the kicking of contestants and other brutishities are done away with the better will it be for the game itself and for those who play it.

Perhaps it is easier to blame than to praise. Certainly it is so with people who find fault with their local paper for one or two errors they may find in it, and who never think of praising it for the many things that are accurate and true and for the abundant news it gives. A local paper is one of the live assets of a place. It is the recognized and best medium for imparting news; it is ever ready to boom the town, to further its interests, to say a good word for its citizens, and to let the outside world know that the community in which it is published is on the face of the earth and doing something.

WHAT PUBLICITY DOES.

Publicity is the biggest paying investment in the world of today. It gets the results; delivers the goods. But for the fact that it has been given the Ely district, at cost of hundreds of thousands of dollars, the camp's few hardy pioneers would still be struggling for recognition. But for the publicity paid for and delivered; the splendid plants with their millions of dollars worth of equipment at McGill, the hum of which has been made heard around the world, the splendid city of East Ely, with its hundreds of thousands of dollars worth of improvements, the great Copper Flat, with its world-beating daily output of copper ore from steam shovel mining, the Giroux mine, the Veteran, Ruth and Star Pointer, would today be non-existent in industry; dreams only

of a possible future, while by their idleness the world would be the poorer for the lack of the millions of dollars our metal output is now adding to her wealth. The money that made these enterprises possible, that has given real estate value in the district, that gives us all opportunity to be here today to share in the splendid prosperity of the camp and to look forward to ever improving conditions, every dollar of it, came from publicity. And it is publicity that the recent increased movement, vigor and enthusiasm in and about the district is due. Think it over and we believe you will agree with us, and perhaps conclude that there is a large part for you to do here than you have been doing in furtherance of the publicity program. Printers' ink is the absolute life of mining. Cut any mining company in the country absolutely out of print for a year and its stock will depreciate 50 per cent at the least. Trading in the issue will stop. Distrust begins the moment that publicity ceases. This applies to all lines.—White Pine News.

Tri-Weekly Service.

A visitor from Caliente States that a tri-weekly stage service has been inaugurated between that point and Delamar. Since the closing of the Bamberger-Delamar mines daily stages are not in demand.

THE WORLD'S GREATEST SEWING MACHINE

LIGHT RUNNING NEWHOME



If you want either a Vibrating Shuttle, Rotary Shuttle or a Single Thread (Chain Stitch) Sewing Machine write to THE NEW HOME SEWING MACHINE COMPANY Orange, Mass.

Many sewing machines are made to sell regardless of quality, but the New Home is made to wear. Our guaranty never runs out. Sold by authorized dealers only.

FOR SALE BY
Hodges-Cook Mercantile Co.

When you want mining and real estate deeds, come to the Pioche Record office for them. We sell them.

Get your printing done at the Pioche Record office. The best place in southern Nevada.

W. H. TIBBALS,
BROKER, Salt Lake, Utah,
Issues a Weekly Market Letter, which gives valuable information regarding mining investments.
It is mailed free on request.
Write at once.

Sole Owners and Manufacturers of the Wilfley Concentrating Table and Slinger.

THE MINE & SMELTER AND SUPPLY CO.

The Largest Mining Machinery House in The World.

99 per cent of the tables in use are Wilfleys

99 per cent of the tables in use are Wilfleys

121-35 West Second South Street Salt Lake City, Ut

THE COURT EXCHANGE

The Finest of
WINES
LIQUORS
and
CIGARS

J. G. Brown

If you don't advertise in the Record, how will the people know?
Get our special prices on bonded whiskeys. At the Alamo.

OUR NEW PIOCHE MAP

is now ready for distribution—they are free,
Call upon or write
R. K. COBB & CO.
THE PIOCHE SPECIALISTS
17 W. Second South St.
Salt Lake City, Utah.

- Members of the Salt Lake Stock & Mining Exchange.
- Commission orders promptly executed in all markets.
- Branch offices American Fork, Logan, Utah, Pioche, Nevada.

CARMAN'S

CANDIES
CIGARS
STATIONARY
Postoffice Building, Pioche, Nevada

Wedding invitations printed at the Pioche Record office.

STRAUSS & CO'S OVERALLS

strong, durable, comfortable garments for workmen

Mines

Bought And Sold

E. F. FREUDENTHAL

Pioche, Nevada

Contractors and Builders

If you anticipate building, see the PIOCHE SUPPLY & CONSTRUCTION COMPANY. Our Building Staff has a world-wide EXPERIENCE IN ALL LINES

The Pioche Supply & Construction Co.

WM. K. MOORE, Manager,
HARRY D. JACKSON, Secy.
Office, Pioche Street.

Pioche Transportation Co.

We are well equipped to handle HEAVY MACHINERY, ORE, LUMBER AND MERCHANDISE OF ALL KINDS.

Dealers in Hay and Grain
First-Class LIVERY and BLACKSMITHING. Special Attention to Telegraphic Orders.

D. P. SULLIVAN,

Superintendent