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than a cold glass of good old
Hamm's Excelsa on a hot day.

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'TIS MIGHTY COMFORTABLE TO LOOK YOUR MAN IN THE EYE WHEN HE SYS "IT'S A BARGAIN FOR YOU"

'Tis a fine thing to be able to look a man
in the eye when he says to you: "It's a bar-
gain, and we stand back of it with our guar-
antee."

One often reads this promise in mail order
literature. 'Tis seldom that one ever gets
a glimpse of the boy or girl who wrote the
particular bit of copy. With the compiler
of the mail order catalog, 'tis all in the day's
work. With the man who says it to your
face, it means something, for he knows that
if he doesn't make good you'll come back, and
he knows that if he does make good you're
most likely to come back, and 'tis the lat-
ter contingency that he's counting on.

For the man who does business with you,
face to face, has to rely upon come back or-
ders and he needs your good will, because
you're his advertiser and his mail order cat-
alog. If you go home and say: "By jimmies
that coulter I got from Jones is all right, all
right," then your neighbor thinks of Jones
the next time he comes to town, figuring on
a bit of an electric washer for the missus.
But if you say: "Be dad, that Jones feller,
now, ain't he the skinner," Jones knows he
can never expect to repair the damage that's
done him, and bein' as Jones is in business
here for life, he isn't likely to give you a
chance to say bad things of him if he can
help it.

That's the whole idea of trading at home.
You see the article, you see the man who
stands behind it; you know, most likely the
next time you come to town you'll see him
again, and he knows it too. 'Tis an easy
thing to make long distance conversation and
to sit beside a mahogany top desk, drawing
on a 25-cent perfecto and dictate pretty prom-
ises. 'Tis another thing quite to sit right
here under the gun and stare a man in the
eye and make promises and know by all that's
holy that you've got to make good those
promises.

One hates like thunder to sell a neighbor
a blind horse, for he knows that sooner or
later Mr. Naybur will get hep. 'Tis quite
another matter to pass off a bad one on a

band of roving horse traders who probably
give you worse than they get. The home
business man is in the same position that
you are when a neighbor comes to you and
wants a gentle, lady-broke driver for the
family. You are not liable to sell him a skit-
tish bag of bones that's going to kick the
whole family into kingdom come, for, like
as not, you have an idea that Mr. Naybur
may want a horse again some time, and a
fair profit on two good horses usually is
bigger and more satisfactory generally than
an unfair profit on one bad one.

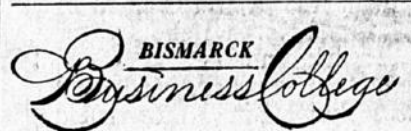
When a man's selling merchandise as a
business, the first thing he does or seeks
to do is to build up good will and a reputa-
tion for honesty and fair-dealing. The man
who accomplishes these results stays in busi-
ness. That is why the men whose busi-
ness is advertised in these columns are here;
that's why they were here last year, and
year before last. With some of them your
granddaddy traded when he came out here in
a prairie schooner; with some of their grand-
children you grandchildren will be trading
a long time hence.

A square deal with the home merchant is
a mere matter of ordinary business good
sense. He knows that, even were he so in-
clined—and we're proud to believe that we
haven't any of that brand in business in Bis-
marck—he couldn't hook you today and ex-
pect to catch your neighbor tomorrow. And
when he says "bring it back if it isn't satis-
factory," he means that, for he can much
better afford to take a loss on you than to
have you dissatisfied.

The biggest capital the average merchant
has is his good will. Without good will, with-
out a reputation for playing fair and doing
business on the square, without a belief on
the part of his community that he's honest
and sincere and a man who wants to see his
neighbors do well, the goods on his shelf
wouldn't be worth to him 75 cents on the dol-
lar on the purchase price.

Think it over, and see if it isn't pretty
sound gospel.

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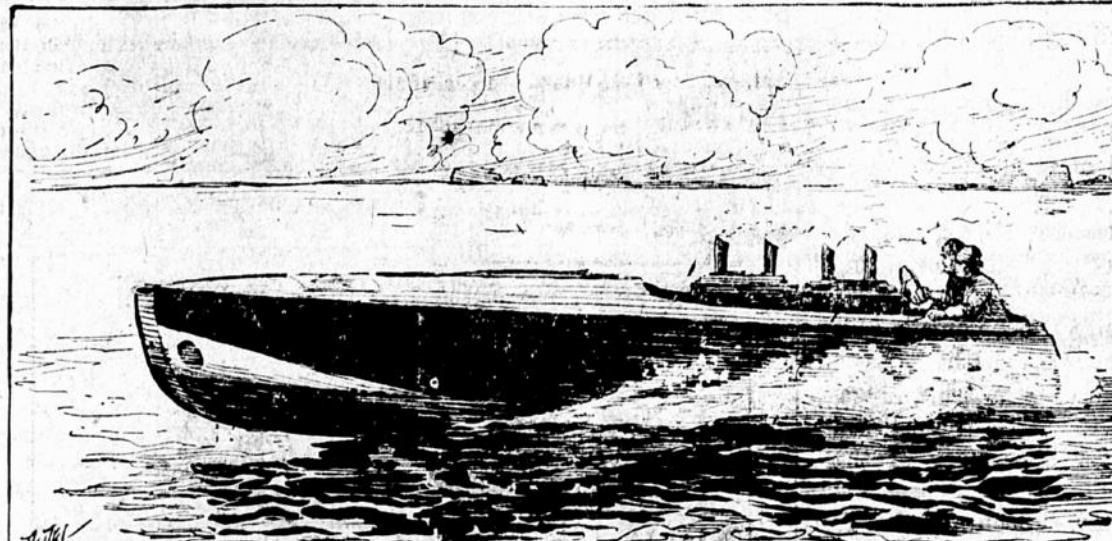
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for the Fargo Iron & Metal Co.
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and we can pay the highest
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around to rust but bring it to
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SPEED! SPEED! SPEED!



Miss Detroit II.

By PAUL PURMAN.
Running 15 miles in less than 15
minutes Miss Detroit II in a regatta
at Put-in-Bay, O., has again estab-
lished her supremacy as the queen of all
speed water crafts.

Miss Detroit II is a hydroplane
built by a Detroit millionaire on plans

decided on after half a dozen designs
had been tried and found wanting.
The first five miles of the course
was covered in 4.41, a rate of a mile
in 56.45 seconds, believed to be a
record for speed boats.

It is not so long ago that a mile a
minute was considered impossible for

water craft and it was not until the
hydroplane type was invented that it
was proved that this extreme speed
was attainable.

The boats are built to eliminate
practically all water resistance, the
body of the boat leaving the water
when extreme speed is reached.

and the bone and brawn they devel-
oped then has been handed down to
the present generation, which pre-
sents about as handsome a spectacle
of upstanding stalwart American
manhood as one could find in ten
states. The Bailey boys enjoyed the
feed; they enjoyed getting together
for the first time in their lives, and
after the dinner was over they all
went to a movie show and then ad-
joined to the Butler studio and had
their pictures taken in a group.
Mother Bailey, who is still alive and
 hale and hearty, will be mighty proud
of that picture.

Series of Choosings.

Life is one long series of choosings.
This way or that? Shall we do or
leave undone? The questions fly every
hour of every day, and by our wise
or foolish answers we write our his-
tory.

UNITED STATES PLANS NEW AIR MAIL ROUTES FOR THE WEST

Reduction of Postage Rate to 16
Cents Is Looked for When
Service Is Extended by the
Postoffice

(By Newspaper Enterprise Ass'n.)
New York, July 24.—The perform-
ance of the air mail carriers between
New York and Washington has been
such as to justify further develop-
ment of this service in other parts of
the country.

A volume of business large enough
to warrant will bring other air routes
into operation and at the same time
airpost rates will drop. If 100,000
people in the United States would
send a letter a day by air mail the
result would not only permit extend-
ing the service east, west and south,
but would provide continuous train-
ing for at least 300 aviators.

Letters can be sent to any city
south of Washington by airpost from
New York. They make connections
with regular postal routes and arrive
many hours before mail sent all the
way by rail. The same is true of
mail sent via Philadelphia to points
west and also to points in New En-
gland via Washington.

The following new routes are under
consideration now:
Washington to Chicago via Wheel-
ing, W. Va., and Lima, O. One day
can be saved in the delivery of mail
by this route. The time will be cut

down still more by establishing routes
from New York to Boston; Philadel-
phia to Pittsburg and Cleveland to
Detroit.

The cost for service by airplane at
present is 11 cents per ounce. Ten
cents is added for special delivery
service and 3 cents for regular post-
age, a total of 14 cents.

A reduction of the rate is now un-
der consideration by Postmaster Gen-
eral Burleson, who hopes to lower it
to 16 cents for the first two ounces
and 8 cents for every additional
ounce. At present a special delivery letter
requires 13 cents postage. When the
airpost rate is cut it will be only 3
cents more than service by rail, and letters
will be delivered from one to two days
sooner.

—BUY W. S. S.—

Baseball Men To Duluth Shipyards

St. Paul, Minn., July 24.—When
word was received from Washington
on Friday afternoon that the work
or fight order applied to ball players,
baseball fans in this city were of the
opinion that this order would mean
an exodus of baseball players from
the major leagues and the American
Association to the shipyards at Du-
luth and Superior. It is known that
these concerns have made attractive
offers to various ball players, contin-
gents upon the enforcement of the
work or fight order.

TEN BIG BAILEY BROTHERS SIT AT SAME TABLE FOR FIRST TIME

The other day the Bailey brothers,
prosperous farmers in the northern
part of Burleigh county, bought some
life insurance. The agent who
made the sale was so tickled
about signing up the whole family
that he invited his clients, ten of
them, to Bismarck to a feed.

The ten Bailey brothers accepted,
and when they sat down to a spread
in the private dining room of the
Grand Pacific, the ten of them for the
first time shoved these twenty Bailey
feet under the same board. They
made a remarkable group. The eld-
est is 48 and the youngest 25. All are
more than six feet tall and "built ac-
cording." They are pig-chested,
broad-shouldered Cumberland moun-
tain men from West Virginia. Thomas
I. Bailey, the first-born, reached man's

estate and moved west to Missouri.
Then George C. left the family roof
to seek fortune in the west. One by
one as the remaining eight reached
man's estate they followed in the
footsteps of their older brothers, and
finally all of them brought up with-
in a few miles of one another in
Northern Burleigh county. It chanced
that each of them had been so busy
taming the wild prairie that the whole
family had never gotten together at
one time until they ate dinner here
as guests of the agent.

Thomas I. Bailey, 48; George C.
47; Humphrey, 45; Ira, 43; Frank Or-
way Bailey, 37; Bert, 35; Romeo, 34;
Herbert, 32; Orva, 29; and Burbie B.
Bailey, 25, are the ten big Baileys.
They are of typical pioneering stock.
Their ancestors pioneered in Virginia,

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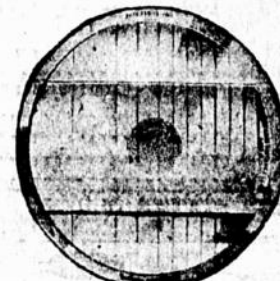
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plant. We have the largest union printing office in the
state and are in a position to give you good service.

BISMARCK TRIBUNE

Meadow Trials South Dakota's Newest Offering

Mobridge, S. D., July 24.—Meadow
trials may become distinctly popular
in South Dakota.

Several weeks ago, it was an-
nounced that the heavy demand for
farm labor and the absolute neces-
sity for farmers to remain on the job
until after the harvest, made it neces-
sary for court officials to do one or
two things—to exempt farmers from
jury duty, or to hold the cases in the
country.

The first plan is being tested. One
meadow trial took place this week
and more may be held.

A case is to be tried at Timber
Lake. The attorneys went there and
found that the judge was on his farm,
near that city. The delegation then
went to the home of Judge Raymond
L. Dillman, of the Twelfth circuit and
found him shocking rye.

"Why not try the case here," some-
one suggested.
"Suits me," said the judge.

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A "court room" was built among
haystacks. The judge's rostrum was
made of rye. Grasshoppers frisked
about but the case was disposed of
without incident, in about half the
time usually given to a minor civil
matter in circuit court.

Shipping the Burden.
"Flubdub's wife is helping him to
write his novels now." "He always
was lazy. After he gets her trained,
I s'pose he'll let her do it all."

English Women guaranteeing next Year's Food Supply

