The Secret of Advertising.

"The business man who has learned to dvertise has acquired one of the principal lements of success," said a printer of ome experience. "The secret of adver- sing is not so much to have the notice ead as to have it believed. To lose the onfidence of the public is to lose your rade. If you advertise in an undignified anner people begin to look upon you as fakir and your goods as shoddy. The rgest advertiser in Philadelphia set the xample of taking the public into his con- fidence and announcing his goods in an nassuming manner. His style has been dopted by nearly all the leading houses. person of refinement doesn't like to be monished by a tradesman not to be a ump, and he pays little heed to the man ho tells him that his prices 'knock the ots off a speckled pig.' When you want suit of clothes the last place you think going to is the store that advertises ent's pants.' To come back to my own ade, there are few printers in the busi- ss now. They are all either typograph- s or typographical artists, and I know one man who advertised himself as 'a orker in the black art and a manipu- tor of the adjustable alphabet.'

"There was a personal in one of the nday papers some time ago of a 'literary nt of world wide reputation.' That llow betrayed himself by one word, and obably never knew how he did it. One edn't go far to see the questionable yle of many storekeepers. Boots and oes are advertised as 'foot gear,' fish as a food' and liquors as 'wet goods.' e men who peddle grapes from push rts at three cents per half pound have abit of turning down one end of their per signs so that the word 'half' is dden. The man who complains of short asure has the sign straightened out for m. When he has gone the sign is bent k again.—New York Evening Sun.

Older Than the Obelisk.

"A fine tree, that?"

"Yes, but it is rather young."

"'Rather young?' Why, it is over 300 ars old."

"That may be," returned the second eaker, who combines with his profession architecture a profound knowledge of estry, "but that is not very old for a e."

"Perhaps not for Europe or Asia, but ollect that this is a new country," ob- rved the reporter, who had accompanied m to Central park, where a handsome k tree attracted their attention.

"How old do you think that obelisk is?" quired the architect.

"A little over 3,000 years."

"Well, what would you say if I told u that in one of the younger states of e Union I had sat under a tree that was ll grown and vigorous when the Egyp- ns were toiling on that shaft?"

"I presume I should have to believe m."

"As you please about that. But I have ipped bark off a pine tree in Calaveras unty, Cal., that spread shade over many uare feet of ground before those pot- oks were carved on the side of that col- mn. This tree that I speak of is sup- sed to be the oldest tree in the world. s age is estimated at 3,500 years. The imate of the Pacific slope seems to be onderfully preservative for trees of its nd."

"Could a tree ever live that long in this imate?"

"I doubt it. No tree certainly ever s. But when you speak of this being a w country, bear in mind that all coun- es were made about the same time and es were not made by men."—New rk Mail and Express.

A Famous Buffalo Range.

From the Red buttes onward you see here the millions have gone. This was ce a famous buffalo range, and now e bleaching skeletons lie scatteredickly along all the trail. Like ghastly onuments of slaughter, these ugly ex- rescences stand out in bold relief on the mooth, hard surface of the prairie, from he huge bull skeletons lying close beside he wagon trail to those far back in the ad lands, where they are merely dark ecks in the distance. They lie today recisely as they fell four years ago, ex- ept that the flesh is no longer upon them. he head stretches far forward, as if for s last gasp, and the legs lie helplessly pon the turf with precisely the same urves as when they moved for the last me.

Now and then you come to a place here the hunter got a "stand" on a anch," and from his hiding place in the ead of a gully or amongst the rocks fired surely with his 40-120 Sharp's rifle, at he rate of a shot every two or three min- es until every buffalo of the bunch had allen. Here you can count seventeen keletons on a little more than an acre, nd near by are four more that evidently ell at the same time. The powerful ffect of the strong, parching winds and he intense dry heat of summer has liter- lly stripped the flesh from the bones, but he skeletons lie precisely as they fell. he bones are still held together by a few ort up ligaments, but are bleached as hite as snow.—W. T. Hornaday in The Cosmopolitan.

Thakore Sahib in America.

The Thakore Sahib, of Limbdi, speak- ng in San Francisco of his journey through he United States, said: "The cities of he eastern states are as good as any in he world, while the condition of the agri- ultural districts is better. As I traveled rest the marvels seemed to increase in- ead of stopping, and the same material dvancement marks all the great western tates. I was singularly impressed with he beauties of scenery of Yellowstone ark. I think I like the people of the west better than those of the east. They eem more home like to me. They think hat the beauties of nature are better than hemselves, and not that they are better han the beauties of nature. The great eat fields of California presented a ondid sight to me. Some of the finest cenery I have ever seen is that of the Sierra mountains."—New York Tribune.

A curious piece of art is on exhibition in an ivory store at New York. It is an ivory figure of the child Jesus, taken from a Mexican cathedral, and supposed to be nearly 300 years old.—Chicago Times.

The Dillon Tribune.

RATES OF ADVERTISING.

	1 week	2 w'ks	3 w'ks	1 mo.	2 mo's	3 mo's	6 mo's	12 mo's
Half inch Card	$1.00	$1.50	$2.00	$2.50	$4.00	$5.50	$9.00	$15.00
One inch	1.50	2.25	3.00	3.50	5.50	7.50	12.00	20.00
Two "	2.50	3.50	4.50	5.50	9.00	12.00	19.00	30.00
Three "	3.50	4.75	6.00	7.25	12.00	16.00	25.00	40.00
¼ Column	5.00	6.50	8.00	9.50	15.00	20.00	32.00	50.00
½ "	9.00	12.00	15.00	18.00	28.00	38.00	50.00	80.00
1 "	15.00	20.00	24.00	28.00	40.00	50.00	80.00	140.00

Advertisements on 4th and 8th pages or in select positions will be from 10 to 20 per cent. higher. Local ads. in nonpareil, (this type,) 15 cents per line for first insertion and 10 cents per line for each subsequent insertion. Special rates to regular advertisers. Display head-line counted 2 lines. Locals among reading matter will be charged three times local rates, nonpareil measure.

PUBLIC NOTICE.

The undersigned forbid all trespassing on their enclosed lands by any person or persons in pursuit of game. No shooting will be allowed on said premises by outsiders without being subject to prosecution at law for so doing, after this notice. WE MEAN BUSINESS.

TRUSTEES PHILIP THORPE ESTATE.

Dillon, Mont., Aug. 13, 1887. 31 tf

The Verdict Unanimous.

W. D. Sult, Druggist, Bippus, Ind., testifies: "I can recommend Electric Bitters as the very best remedy. Every bottle sold has given relief in every case. One man took six bottles, and was cured of Rheumatism of 10 years' standing." Abraham Hare, druggist, Belleville, Ohio, affirms: "The best selling medicine I have ever handled in my 20 years' experience, is Electric Bitters." Thousands of others have added their testimony, so that the verdict is unanimous that Electric Bitters do cure all diseases of the Liver, Kidneys or blood. Only a half dollar a bottle at N. M. White's, City Drug Store.

Renews Her Youth.

Mrs. Phœbe Chesley, Peterson, Clay Co., Iowa, tells the following remarkable story, truth of which is vouched for by the residents of the town: "I am 73 years old, have been troubled with kidney complaint and lameness for many years; could not dress myself without help. Now I am free from all pain and soreness, and am able to do all my own housework. I owe my thanks to Electric Bitters for having renewed my youth, and removed completely all diseases and pain."

Try a bottle, only 50c. at N. M. White's City Drug Store.

Don't Experiment.

You cannot afford to waste time in experimenting when your lungs are in danger. Consumption always seems at first, only a cold. Do not permit any dealer to impose upon you with some cheap imitation of Dr. King's New Discovery for Consumption, Coughs and Colds, but be sure you get the genuine. Because he can make more profit he may tell you he has something just as good, or just the same. Don't be deceived, but insist upon getting Dr. King's New Discovery, which is guaranteed to give relief in all Throat, Lung and chest affections.

Trial Bottles free at N. M. White's City Drug Store.