Careful Says

Cannel Says

Cannel Says

Land House Says

Health Officials

Issue Warning

Recommendations concerning the epidemic of the so-called "Flu".

Reports indicate that the peak of the disease is not been reached, as yet, there being an increase in the number of cases resported in the last two days. The Department of Public Welfare has decided that the following rules will be in force:

1. No person showing evidence of the beginning of the disease such as by colds, sneezeing, coughing, watery eyes, etc. to bo allowed in any public gathering such as schools, churches, theaters, crowded stores, or other gatherings of people.

2. Persons in charge of such public gatherings will be requested to ask such persons to leave the place.

School teachers are requested to resulting the requested to ask such persons to leave the place.

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School teachers are requested to resulting the that the follows are requested to resulting the time that shows any of the above symptoms and to notify the school nurse who will investigate the case.

People are notified that there will be no further placarding of homes from which the disease is reported.

Parents are urged to keep their child at home and in bed if it shows signs of becoming ill. It is much better to take the disease is time and break it up than to allow the child to run loose until the disease is well developed, as this frequently results in complications.

People are also urged to take better care of their health in general; to reper a subject to be gathered from the battlefields to the value of 1,000,000 lire, and their products combined with other many public particular and the production o



HOME TRADE FALLS OFF

It Always Slumps When Business Is Unbusinesslike.

Most business men have this failing-they are swept off their feet when business booms.

We hit prosperity. Then starts the trouble. Everybody buys everything in sight and the merchants are caught in their own trap. They start advertising to beat the band. A riot of selling follows, the merchants OVER ADVERTISE and OVERSELL THE MARKET. Demand for goods keeps up and then comes the trip to the bank to borrow—for expansion.

Then what? shortage and rising prises—a riot of buying before prices tilt to the top and a wild spree of advertising to keep the game going.

Suddenly there comes a halt. Buying slows up, and timid unbusinesslike merchants curtail advertising and the buying halt continues. Then advertising is stopped and business becomes stag-

When trade needs no stimulus the merchants buy space like drunken sailors, but when trade needs a strong push, they contract.

If business spent one-third the money in advertising when trade is booming and three times the money when trade is poor, business would find stability.

Now is the Time to Advertise Extensively

Don't throw chips on a blazing fire. The wood is needed when the fire is low. Advertising now means a real service to the buying public. The people want to know where and what they can buy economically.



Merchants Get Busy. Make Your Drive Now.

Eliminate the Drudgery of Cleaning

Here is your opportunity to eliminate the back-breaking, dust raising broom and replace it with a time and labor-saving electric section sweeper.



With this small cash payment of \$1.00 down and the balance in easy monthly payments, every woman may know the joy of clean rugs and a dustless house every day in the year. Call for a demonstration of the only Suction Sweeper that gets ALL the dirt—the Hoover.

Electric Shop--Idaho Power Co.