



A Hot Weather Suggestion

Call up
Rural 646
N. W. 193

and say:

"Send up a

**Western-Electric
Hawthorn
Fan Motor"**

That's all it takes
to be comfortable.

**The Storage Battery
Electric Co.**
New Ulm, Minn.

A. J. and B. Esser took an Auto. trip to Owatona last week where they visited with relatives.

Otto Goetsch resigned his position as wiper in the Minneapolis & St. Louis Yards. He is succeeded by Jos. Baar.

Mrs. Rudolphi left for Chinook, Mont. the forepart of the week and will join her husband who left some weeks ago to visit with their daughter.

Mr. and Mrs. Geo. Grimm and daughters the Misses Nathalie, Olive and many of Lamberton visited with Mrs. Schneider and Mrs. Gasink recently.

Mrs. Mueller of Faribault was called to this city on account of the serious condition of her mother, Mrs. Geo. Guth who suffered a paralytic stroke last Saturday morning. Mrs. Guth is somewhat improved at present.

A large crowd left Tuesday to attend the wedding of Karl Groebner and Miss Rosa Haas which took place Tuesday at Holy Trinity church. Particulars of this happy event will be published in next week's issue.

Socialism.

This topic which is considered by many the greatest problem of the present age will be thoroughly discussed this (Wednesday) evening at the Opera House by Prof. C. E. Walker, member of the American Academy of Political and Social Science.

The Red River Valley News says of Prof. Walker: "He is a strong man. If you admit his premises his irresistible logic will compell you to adopt his conclusion. He is a man of advanced thought and a psychological scholar. His addresses were deep and showed a master mind." You have heard so much of and from the old parties, now, if you are a discerning one listen to a representative of a new political idea. Do not be prejudiced. Go and hear for yourself. The admission is free and everybody is welcome. At the Opera House this evening.

HAS NO SUBSTITUTE

ROYAL



**BAKING
POWDER**

Absolutely Pure
The only baking powder
made from Royal Grape
Dream of Tartar
NO ALUM, NO LIME PHOSPHATE

CADILLAC

Covers Greatest Mileage in 24 Hours Ever Made by American Motor Car

This Great Record at Los Angeles is Merely an Incidental Result of Cadillac Principles.

NOTE

The Cadillac went through the entire 24-hour grind without a single motor adjustment

(This is a contradiction to the advertisement of another contestant claiming that said contestant's car was the only one to do this)

Detroit Free Press, April 10, 1911:

Los Angeles, Cal., April 9.—Driving an Italian Fiat of 60 horse power Valentine Hust and Frank Verbeck won the 24 hour race over the Playa del Rey motodrome to-day, piling up the remarkable score of 1491 miles, an average of 62½ miles an hour, breaking the American record of 1,253 miles made by Poole and Paschke with a Stearns car at Brighton Beach, August 20, last.

An American Cadillac of 30 horse power, driven by Adair and Baudette, was second with a score of 1448 miles, an average of more than 60 miles an hour. Ten cars started the long grind at 4 o'clock Saturday afternoon and seven finished.

Free From Accidents

The race was remarkable on account of the freedom from tire trouble and accidents, and because of the great mileage of the first and second cars.

The race was the first of its kind to be run on a specially constructed speedway in America. The Brighton Beach course, on which the previous record was made, is a one mile track used for horse racing, while the motodrome here is a one mile board course, with steep banking.

The greatest score ever made for 24 hours driving was made by F. Edge, with a Napier car over the Brooklands, England, speedway in 1907. Edge covered 1,560 miles, but it was a record trial and not a competition event.

The Cole made a good showing during the early hours of the race, but broke two pairs of cylinders, and was off the track for two hours. During the second hour the Cadillac got inside the Brighton Beach record and broke the marks up to the end of the fifth hour when the Fiat took the lead, and shattered every hour mark to the finish.

Following was the standing of the cars at the finish: Fiat, first, 1,491 miles; Cadillac, second, 1,447; Cole, third, 1,219; Cutting, fourth, 1,186; Warren-Detroit, fifth, 1,167; Croxton, sixth, 1,153; Schacht, seventh, 1,013 miles.

NIGHT LETTER

THE WESTERN UNION TELEGRAPH CO., Inc.

25,000 Offices in America. Cable Service to All Parts of the World.

Los Angeles, Cal., April 9, 1911.

Cadillac Motor Car Co., Detroit, Mich.

Cadillac today made greatest mileage ever made by an American car in a 24-hour race, beating former world's records by 195 miles. Covered 1,448 miles, an average of 60½ miles an hour for 24 hours of continual running. Second to and only 43 miles behind special built \$7,000 Fiat racing car. Although the race was a free-for-all, the Cadillac entered was a strictly stock chassis to the very smallest detail. Never missed a shot or made a mechanical repair. Lost 31 minutes changing tires, changing crews, replenishing fuel and replacing broken lamp. Car at end of race in perfect condition. Ten starters, seven finished. Cadillac 224 miles ahead of nearest following competitor, and 334 miles ahead world's record for 30 horse-power cars. This proves the Cadillac beyond all doubt the American long distance champion.

12:15 a. m. 10th.

DON LEE.

The Cadillac is not built to make records; but it makes records because of the way it is built.

Ours is not the usual custom of constructing a car to win an endurance contest; and modeling other cars therefrom.

The Cadillac Company reverses the process.

It builds every Cadillac for every day endurance, and achievements like the one just recorded follow as a natural sequence.

That endurance which wins contests may come from special preparation—but the every day endurance of the every day Cadillac can be attained only by perfect standardization.

Any Cadillac in America, under the same circumstances, would have done precisely as well as did the Los Angeles Cadillac.

This contest did not resemble in any way the standardization test which won the Dewar trophy for the Cadillac, but the same underlying principal—standardization, and the consequent perfect alignment of all the parts—captured both events.

In the one case, the Cadillac ran continuously for twenty-four hours; it rolled up the largest mileage ever made by an American car.

In the other case, three Cadillacs were torn down, part by part; the parts thrown into a confused heap; and three perfect running cars rebuilt therefrom.

The Dewar Trophy test demonstrated the most perfect standardization ever attained by any car.

In the Los Angeles race, the Cadillac merely evidenced the powers of endurance which logically resulted from such standardization.

If you drive a Cadillac it is a Dewar Trophy Cadillac; just as it is a car capable of the same mileage as the Los Angeles Cadillac.

Observe, please, the high horse-power rating and the high price of the one foreign car which passed the Cadillac in the twenty-four hour run by a meagre forty-three miles—a distance of less than two miles per hour.

Observe, too, that the car which was next to the Cadillac in mileage finished more miles behind the Cadillac than New York is distant from Washington.

Every Cadillac owner knows that all we have said herein is true.

You too, doubtless concede to the Cadillac its unique position of precedence.

At any rate, if you want a car of the greatest every day endurance—you must have a car of the highest standardization.

If you want the highest standardization, you must choose the Cadillac because it is the most standardized car in the world.

If interested drop me a line and I will call on you with demonstrator.

RUD. STENSVAD

Agency for Southwestern Minnesota.

Redwood Falls, Minn.

Courtland

Fred Zieske of Sleepy Eye was a visitor here a few days last week.

The show Dora Thorn, drama in four acts and given by the teachers of Courtland here Wednesday evening was very well attended and was a big success.

Mr. and Mrs. Hancock of Mankato were visitors here Wednesday.

W. H. Gieseke of New Ulm brought an automobile party of girls here Wednesday to take in the show.

E. D. Precht was a business caller at New Ulm Thursday.

Don't forget the grand dance and Box Social here Saturday evening May 20th.

Theo. Lange of New Ulm was a caller here Thursday.

Otto Sommer made a business trip to New Ulm Friday.

Gustave Krueger went to Bemis S. Dak. Saturday to look after his farm out there.

Otto Kohn of New Ulm was here Thursday looking after the New Ulm Rural Telephone line which needed some repairs.

Our ball team played New Ulm Pirates Sunday and had to play eleven innings the score 1 to 0 in favor of New Ulm. Both teams played a very good game.

A. Musical Comedy Co. will play here in Schlottman's Hall on Monday May 22nd. They promise a clean and up to date show. Come and see them.

C. H. Dirks of New Ulm was a business caller here Monday.

Miss Gusta Marks visited at New Ulm Monday.

Peter Rusten Dead.

After an illness lasting only seven days Peter Rusten died of pneumonia at his home in Linden early Monday morning at the age of nearly 72 years. He was born in Norway and came to America to settle in Linden when the community's development was still in

its infancy. There he married Mrs. Ingri Jacobsdatter, who survives him together with two step-children, Jacob Rusten and Mrs. Alfred Grothem.

Mr. Rusten was one of these quiet, law abiding and peace loving citizens. He never pushed himself into prominence in public life but preferred the quiet and peaceful enjoyment of home life.

The funeral service was held Wednesday afternoon and was conducted by Rev. Amandus Norman, at the Nora church. The Herald joins the many friends of the mourning relatives of this old pioneer in extending heartfelt sympathy. — Hanska Herald.

The "Roney Boys" write long descriptions of their experiences, which sometimes find a place of honor in daily papers, and they are often called upon to give a "lecture" on their travels, in their school rooms after their return, for the benefit of other pupils. The boys are most interesting conversationalists, have charming manners and are bright and intelligent. At Turner Theatre Tuesday evening May 23rd.

A Burglar's Awful Deed

may not paralyze a home so completely as a mother's long illness. But Dr. King's New Life Pills are a splendid benefit in constipation and female trouble," wrote Mrs. M. C. Dunlap, of Leadhill, Tenn. If ailing, try them. 25c at O. M. Olsen.

**CLASSIFIED
ADVERTISING**

FOR SALE—A piano in excellent condition, standard make. Inquire at this office.

FOR SALE—German Methodist church property at Klossner, including 4 acre lot, grove and church building for which sealed bids accompanied by certified check in the sum of \$25 as a evidence of good faith will be received by the trustees up to Monday May 22nd, at 2 p. m. Address.

19-1f

AUGUST IMBERG
Klossner Minn.

POSITION WANTED—A girl wants a place to work. Inquire at this office. 18-20.

FOR RENT — Flat with modern conveniences over New Ulm Publ. Co. office. Inquire at ALB. STEINHAUSER'S office.

FOR SALE—Max Reinhart of this city is local agent for the Pilot Acetylene Light Generators and anyone interested can learn particulars of the agent and also from Ed. Reinhart, Courtland Tp., who has a plant installed on his farm.

CHEAP FOR CASH!—Ten room house, electric light, city water, cement sidewalks, large cistern, cellar and garret, plum, cherry, ornamental, black walnut and shade trees. Corner lot, centrally located. Inquire at this office. 15f

WANTED—Local and traveling salesmen representing our reliable goods. Any man of good appearance who is not afraid of work can make this a satisfactory and permanent business. Write at once for terms. Outfit free. Territory unlimited. Big money can be made. Apply quick. ALLEN NURSERY CO. ROCHESTER, N. Y.