

Advertising Policy of M. Koehler Co., "The Heart of Lawton"

We believe in patronizing home people and home industries in the fullest sense of the word, therefore in presenting this message to you, we only solicit the business you are unable to do with home merchants.

Being located as we are within reach of your city and carrying one of the largest collections of reasonable merchandise at the most conservative prices, we believe that your business connections with our store will be agreeable to both patron and home merchant.

With our tremendous outlet for merchandise and practically low cost of doing business we are able to indulge in liberal assortments of the season's latest novelties in our Ladies' Ready-to-Wear Department, Silks, Woolen Goods, Millinery, and Novelties.

Buying direct from manufacturers and importers we are able to cut out the middle man's profit and offer our various lines at phenomenally low prices.

If you find it inconvenient to accept our liberal offer of refunding railroad fares we will be glad to submit samples, prices, and descriptive matter on any article you may direct.

We fill your mail orders the day received and prepay postage on same to your door.

Watch this space for next week's announcement, we have something very special in store for you.

M. KOEHLER CO. "THE HEART OF LAWTON"

Farmers' Champion

WETTENGELO AND SONS Publ'g's.

Published Every Wednesday

Elgin, August 5

Entered as second-class matter, December 3rd, 1912, at the postoffice at Elgin, Oklahoma, under the Act of March 3rd, 1879.

SUBSCRIPTION:

One year.....\$1.00
Six months......50c

Your subscription has expired or will expire with this issue if there is a cross (X) on the margin opposite this notice.

ADVERTISING RATES:

Display ads, 12 lines per inch for each insertion. Discounts given on large ads. All advertising matter run until paid and ordered out.

Does Advertising Pay?

The other day a local merchant elevated his chin, squared his shoulders, assumed a belligerent attitude, and defiantly told us that "advertising doesn't pay." He is still alive, but let us consider a minute:

A London baronet who manufactures pills has sold a part of his real estate for the tidy sum of \$30,000,000. He made it out of the profits of his business, and he built that business up by advertising, often spending as high as half a million dollars a year in printer's ink.

John Wanamaker, the best known and most successful merchant in this country, made his millions by advertising, and said so.

The great department stores of the country are kept alive by advertising, and are coining money by more advertising.

You never hear of a large mercantile house in this country that does not advertise, and advertise heavily.

If a politician wants to make himself known to the dear people he uses the most effective means--newspaper publicity. That is advertising.

If a new son arrives at your house you are keen to have it "put in the paper," where your friends will see it, thereby advertising the fact that you are walking on eggs.

If the editor called you a thief in a two line item and stuck it away in the most obscure corner of the paper, would you pass it by in the belief that it "would never be noticed?"

NEVER! You would consider yourself defamed before the entire community, and would paw

up the earth in your bellowsings. You would be only too quick to concede that every line in the paper is read.

Yes, advertising certainly pays. There is no ad so small, or insignificant, but what some one is waiting for it.

There are plenty of people who want what you have to sell, but they are weary of looking through a haystack for a needle. They prefer to find it in an advertisement.

And they will look in the local paper for the ad.

They will find someone's--but will it be yours?--Exchange.

One Of The Results Of Ex-bandit Display.

One of the results of the Al Jennings pictures is noticed in Lawton by the youngsters--boys and girls--playing "train robbing." There is no moral lesson instilled in the minds of the young by Al Jennings' pictures nor by his pretended reformation. All that the mind of the young retain is the glamor of the deeds of deviltry and lawlessness.

As has repeatedly been said, Al Jennings as a movie picture hero and a maudlin sentiment of political worship, will do greater injury to the youth of the land than his actual deeds of lawlessness, because they were not so spectacular. In other words he was more of a "four-flusher" than anything else, and there is no genuine reformation in him or he would be willing to play a modest part in life and attempt to mitigate his offense against law, decency and upright living by letting the people forget his misdeeds instead of flaunting them in the faces of the young, where the injury will be incalculable.--Lawton Constitution.

Some people seem to think that things are very quiet with the candidates now. But we would judge not. They are probably very busy figuring up to see how many liars there are in Comanche county and the State of Oklahoma.

Lawton's celebration seems to be coming just at the right time. Several of the candidates are probably needing something to cheer them up.

If you have nothing else to do, get ready and attend the Lawton celebration.

Ask those single boys how the ball game came out Saturday.

Turn Over a New Leaf
By subscribing for THIS PAPER

SCRAPING TRUNKS OF TREES

Loose Rough Bark is intended for Protection Against Sun Scald and Severe Winter Storms.

Scraping off the rough bark from fruit trees, especially the apple, is of doubtful expediency, says the Fruit Grower. We see on the trunks of forest trees old bark clinging there which has been present for perhaps a hundred years, doing the trees no injury. Especially is this the case with the hickory tree, some kinds of which are called snag bark hickory, owing to the long strips of partly loose bark which cling to the trunks. The oak has thick and horny bark, but no one thinks of removing it. The loose rough bark of trees is intended by nature as a protection from the scalding sun of summer, and possibly from the severe storms or frost of winter.

But when the orchardist sees loose bark accumulating on his apple, pear or cherry trees, he feels like attacking it at once with a hoe or other implement and scraping it all off. There is one advantage in having the apple and other fruit trees freed of the rough loose bark, for it removes harbors for injurious insects. Where the bark is removed it should be carefully scraped up and the scrapings burned, for there are sure to be in this refuse some eggs or bodies of injurious insects. Should you scrape the trunks of your trees to remove the rough bark be careful not to scrape deep enough to touch upon the inner soft whitish bark.

CHIEF PURPOSE OF HOTBED

Plants May Be Prepared for Setting Out When All Danger of Destructive Frost is Past.

March should see the amateur gardener's hotbed prepared and planted with flower and vegetable seed in preparation for his season's work.

A hotbed is made by tramping down two feet of fresh manure covering the area, for which a glass lid is available. Put a few inches of soil over the manure, and after the first intense heat has passed seed may be sown.

The glass should be raised to give air on all fine days when the weather is warm, and the bed must be kept moist.

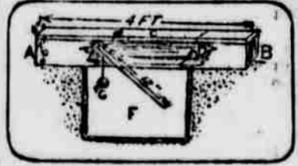
By sowing a pinch of lettuce seed every ten days a succession of salad can be produced for the table before the outdoor garden begins to bear, but the chief use of the hotbed is to prepare plants for setting out when danger of frost is past. Beets, all the cabbage family, cauliflower, leek, lettuce, onion, barley, squash and tomato seed may be sown in preparation for the vegetable garden.

Watch the temperature of the air within the hotbed, and also the temperature of the soil. Better use two thermometers, one for the air and the other for the soil.

RABBIT TRAP IS ALWAYS SET

Apparatus Acts Automatically and Will Hold at Least Dozen Animals Before Filled.

My rabbit trap is always set, sets itself automatically and can catch from one to a dozen rabbits before they need to be taken out, writes H. L. Winston, of Ellensburg, Wash., in the Farmer's Mail and Breeder. The trap should be 4 or 5 feet long, 4 inches wide and 8 inches high. One end is closed with woven wire. The trap



Rabbit Trap.

door is in the bottom of the trap over a pit, barrel or box. A door is put in the top over the trap door. Fasten a weight to the short end of the trap door, just heavy enough to bring the door back up level after the rabbit has fallen into the pit.

Sale Bills PRINTED
If you intend to have a sale get our prices

We are fixed for turning out work of this kind in double-quick time.

Eyes Tested Glasses Fitted

J. C. Diss, Optometrist
Leading Optician
Correcting Eye Defects and Relieving Muscle Aches
Office 411 Avenue D, (2nd floor)
Lawton, Oklahoma

Local News Items

Farm for sale. See Charley R. Gilliland. adv.

J. H. Harrison was a caller in Sterling Friday.

W. F. Wolcott was a caller in Lawton Monday.

John Renfro was in Lawton on business Saturday.

R. R. Farmer was in Lawton on business Saturday.

Ernest Walling was a visitor in Lawton over Sunday.

C. S. Walling transacted business in Lawton Saturday.

B. V. Hamilton was a business caller in Lawton Friday.

J. P. Kennemur of Lawton was a caller here Saturday.

Fresh Bread at the old reliable, and lassie to spread on it. [adv.]

Gaines Murray of Vinita, came last week for a visit with relatives.

H. P. Wettengel returned Wednesday morning from a trip to Lawton

Will pay 20 cents for cream. Fresh meat on hand all the time now. G. W. Walker. [adv.]

See H. P. Wettengel for insurance, farm loans, real estate, Indiana silos and notary work.

Mrs. A. J. Barnes came here Thursday for a visit with her sister, Mrs. T. R. Bennett.

Try some of that Old Reliable Coffee, its fine only 25c a pound, you know where to get it. [adv.]

Stock salt \$1.85 per barrel. Brunskill's Elevator.

For Sale--Baled Alfalfa hay, 2 miles north 2-1/2 miles west of Elgin; phone No. 54 Red Line, Apache. Chas. D. Campbell.

John E. Williams and family of Sterling, J. H. Harrison, Ed Sanders were among the passengers to Lawton Tuesday night.

Every thing in the eating line at the Old Reliable, at the very lowest prices. Yours Anxious to please. L. C. Coffin. [adv.]

While attending the Lawton celebration, Aug. 5 to 7, get a good bed at the Fair Rooming House, 426 D Ave., J. P. Kennemur, prop. [adv.]

Mrs. J. H. Harrison returned last Wednesday from Edmund, where she attended the state normal for ten weeks. Mr. Harrison arrived the Saturday before.

Mrs. A. J. James and children, returned last week from a three weeks' visit with relatives and friends at various points. Her sister, Miss Eula Barnes of Ryan, accompanied her home.

DAILY DIET HINTS

By DR. F. J. ALLEN
Diet Specialist.

"FRIENDLY GERM" TABLETS

Milk, as is well known, is a medium for the development of germs, including that of tuberculosis. As the ferret of the fox can prevent rabbit plague, such as have proved so unfortunate in Australia, if either can be cultivated in the same territory, so a "friendly germ" can be planted in milk immediately and given the start so that the Metchnikoff has shown that disease-producing germs are routed in the large intestine by the germ specially cultivated or in ordinary buttermilk. Several special cultures are now to be had in tablet form by which a desirable germ can be cultivated in milk and others largely excluded, at the same time making the milk more digestible by desiccating the coarse curd which makes cow's milk difficult of digestion.

J. M. Hinds was a Chickasha caller Thursday.

J. N. Renfro was calling in Lawton Wednesday.

W. C. Hunt made a business call in Lawton Saturday.

Henry Worley returned from Oklahoma City Sunday.

John E. Williams of Sterling was a caller here Monday.

Mrs. E. West went to Chickasha Thursday on business.

J. Mason of Fletcher visited T. J. Page and wife Sunday.

J. C. Byrd returned Monday from a visit at Knoxville, Tenn.

Will Davis of Lawton visited his brother S. M., here over Sunday.

Scott Walling is visiting with friend and relatives in Marlow this week.

Joe Wiggins and J. H. Harrison were visitors at Ft. Sill Saturday morning.

Everett May of Norman arrived today for a visit with friends and relatives.

M. P. Rice left Tuesday for Carter, Ark., where he will visit friends and relatives.

R. Voss of Fletcher and B. V. Hamilton were business callers in Chattanooga Friday.

S. H. Manning and family from west of Fletcher, spent Sunday with T. J. Page.

Chas. Eads came Sunday for a visit with his father, James Eads, and other relatives.

For Sale--Good quarter section of land near Elgin, good improvements. See H. P. Wettengel.

Mrs. J. Fitzgerald and Athel Stone returned today from Blue Mt., Ark., where they had been visiting.

Archie and Gilbert Hagle visited their grandparents, J. P. Kennemur and wife, in Lawton this week.

Advertise in the CHAMPION. Elgin Methodist Circuit.

Rev. D. L. Hincley, pastor of the Elgin Methodist circuit, will preach at the different appointments on the Sundays and hours given below.

Sunday	11 a. m.	7:30 p. m.
1st	Beaver Bend	Sterling
2nd	Sterling	Elgin
3rd	Beaver Bend	Elgin
4th	Elgin	Sterling
5th	Beaver Bend	Elgin

Advertise

IF YOU
Want a Cook
Want a Clerk
Want a Partner
Want a Situation
Want a Servant Girl
Want to Sell a Piano
Want to Sell a Carriage
Want to Sell Town Property
Want to Sell Your Groceries
Want to Sell Your Hardware
Want Customers for Anything
Advertise Weekly in This Paper.
Advertising is the Way to Success
Advertising Brings Customers
Advertising Keeps Customers
Advertising Insures Success
Advertising Shows Energy
Advertising Shows Pleasure
Advertising is "Big"
Advertise at Best
Advertise Long
Advertise Well
ADVERTISE
At Once

In This Paper

Railroad Time Table

EAST BOUND	
No. 408 leaves.....	6:59 a. m.
No. 10 leaves.....	11:08 a. m.
WEST BOUND	
No. 9 leaves.....	12:28 p. m.
No. 407 leaves.....	9:19 p. m.

DIRECTORY.

District Judge.....J. T. Johnson.
COMANCHE COUNTY OFFICERS.
County Judge.....H. N. Whalin.
County Attorney.....T. B. Orr.
County Clerk.....S. W. Gregory.
District Clerk.....R. B. Compton.
County Treasurer.....J. L. Porter.
Co. Supt.....Mrs. Jennett Crosby.
Sheriff.....W. E. Nix.
Reg. of Deeds.....Miss Charis Cötcher.
County Clerk.....H. N. Pope.
County Surveyor.....S. A. Joyner.
County Assessor.....H. B. Roberts.

COUNTY COMMISSIONERS.

Dist. No. 1.....W. O. Weaver.
Dist. No. 2.....E. F. Hall.
Dist. No. 3.....J. J. Davis.

ELGIN CITY OFFICERS.

Mayor.....H. F. Shirk.
Clerk.....J. H. Abbott.
Treasurer.....G. W. Walker.
Marshal.....J. H. Crawford.

Trustees--
E. S. Stone.
R. M. Young.
C. M. Wolcott.

ELGIN POSTOFFICE.

Postmaster.....H. F. Shirk.
Carrier Route 1.....E. H. Buckley.
Carrier Route 2.....R. B. Lasky.
Carrier Route 3.....A. J. James.
Substituta Carrier.....H. L. Cramer.

SCHOOL DISTRICT NO. 16.

Trustee.....W. F. Wolcott.
Clerk.....R. C. Choens.
Treasurer.....T. Ryan.
Principal.....J. H. Willhite.
Intermediate Teacher, Miss Cora Ray.
Primary Teacher, Miss Mae Carter.

LODGES.

M. W. A. Camp No. 11380, meets first Saturday night of each month.
R. C. Choens, Consul; J. P. Brown, Clerk.

Eastern Star, meets second and fourth Tuesday nights of each month.
Miss Cleo Harney, Worthy Matron; L. C. Coffin, Secretary.

Yeoman, meets first Tuesday night of each month.
C. F. Brandon, Foreman; Mrs. Mary Putney, Correspondent.

A. F. & A. M., meets second and fourth Saturday nights of each month.
Thos. Richardson, Master; E. S. Stone, Clerk.

ELGIN GOSPEL TEAM.

Chairman.....H. P. Wettengel.
Secretary.....J. H. Willhite.

Subscribe for the FARMER'S CHAMPION and get all the local news.

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