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The Babies
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## LADIES' AND CHILDREN'S

Fancy Dry Goods

WHITE GOODS,

A FULL P. N, Corsets and Kathy kid glove LINE OF

ALBERT DUNBAR.
nain



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| Spoltanc, Augunt $3 t-$ - W. Whl oune, and of the ploneern of Spoka |  |  |
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\section*{ <br> 



wantad. Blae Devils


The busthess man who says that ad vertising does not pay does not advers
ise. He to the one that alwnys doubts compettor, who does advertlse. He spe and wonders why he lan't making any money. He hus the blues when he nefghbor get that nelghbor's share of He sees people whom he thought old store and come out with bundes of ths shelven, and pertinpe at lower prices thun they pala his compettor for them. Why is thate so? It is because his comtelligent way through the local papers What he has to eell and when he has it. his advertising space is he does his clerks. He changer hiss ade in such a
was the people are attracted by tiem. He feels that to make money he must be willing to syend some; that there in etrong competition in all lines of bust-
nems, and to get his athare of the trade he must advertise, and to do it in the most skillul and Intelligent way. It he cinnot write advertising matter himself, made the whe of some one who has it is pruserily written in a catchy and dilpplayed way-some one whose duty it is to take of the ahóulders of a buy man all the worry of making up an ad. own stokness, pulf his own teeth, mike his own clothes or attend to his own taw cases. He employs spectalists for
each of these varous eervices, and saves money by doling it. It ta through
$\qquad$ ndverusement gote tita bustriees--bringing attract publio attention and hold it: something of interest, womethng out of the ordinary, someiting that is different nees To give it theme pecular features requirces expertence, and the owner of
The Astorlan has engased the servicea ut nivertaling castomers who may wian The Eventing star, of Wanilington, D, C. hans an advartuement writer conand tis termas to advertiers are, "so same amornt of spacs, mith the aestinance of the advertsement writer in get-
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