Local I Persconal


snkle. His accident happened
Thesalay morning and it is stated
that he may not be able to work
for some time.

$\underset{\substack{\text { Ho } \\ \text { prer } \\ \text { her }}}{ }$

  -
路
Orres cleans clothes clean
Phone $64-$ we call.
Swifte Bacon, Botle
Chipped beet and lard.
Detricks. It's the best.Atractions at O. A. C.-
Elmer Dtx left fmmediately following the football game Thurs-sunday eveniug.

| Coratesame |  |
| :---: | :---: |
| Noatoro |  |
| ms, fom kex- |  |




Aching Feet Often Cause Unneecessary Unpleasantuess
Poorly fitioe shoes, rong latsts amd too heary leath.
 Amreican Gentleman Shoes Made of Kangaroo

## $\$ 8.00$ to $\$ 10.75$

Kangaroo is the strongest leather known,
pliable, durable. Neither peels nor skuffs. merican Gentleman is made entirely of leather, and We carry the shoes necessary to fit the feet for com-

Overland Shoe Shop
$\begin{array}{ll}\text { Corner Main and Oak } & \text { J. D. Mars, Prop. }\end{array}$

## Advertising

## is

## "Salesmanship in Print"

## What Else?

Is it a science, an art, a business or a profession? It is all of these

Science is in the knowing; art in the doing. So far as the principles of advertising can be understood and laid down, it is a science; it is a vital force in business; and men follow the practice of advertising as a profession.

Business men invest in it as a part of their business which gives information that leads to sales and growth in business

Since the early days of mankind, men have been making known information to each other by publicity methods. Advertisements first were hewn in stone. The "town crier" of a hundred years ago was an advertising man who marched up and down the streets. Nowadays, the best and most economical advertising is printed salesmanship which is carried to the home in the local newspaper.

