



Kaiser and Bride

It is with pride that this newspaper publishes this first picture of the former Kaiser and his new bride. Through the Publishers Autocaster Service of New York, which serves this newspaper, this picture was obtained from a tireless photographer in Holland, who after four weeks snapped this picture from the top of a tree without being caught.

"Big Six" Matty Sells Christmas Seals.



"Big Six" Christy Mathewson, baseball's greatest hero, who for two years has fought a winning fight against the White plague, is this Christmas season giving his time to helping sell Christmas Seals.

Would You Be a Human Tee for Golf Ball?

E. L. Phillips, of Coronado Beach, Calif., balanced a golf ball on his pipe and permitted Bob Simpson, California champion, to drive it off, so confident was he in the professional's accuracy. Would you do it?



First Seaplane Flight From Battleship



In a blinding rain this seaplane was catapulted into flight from the deck of the U. S. S. Oklahoma off Los Angeles last week, the first in aviation history.

Smallest Elephant Arrives in U. S.



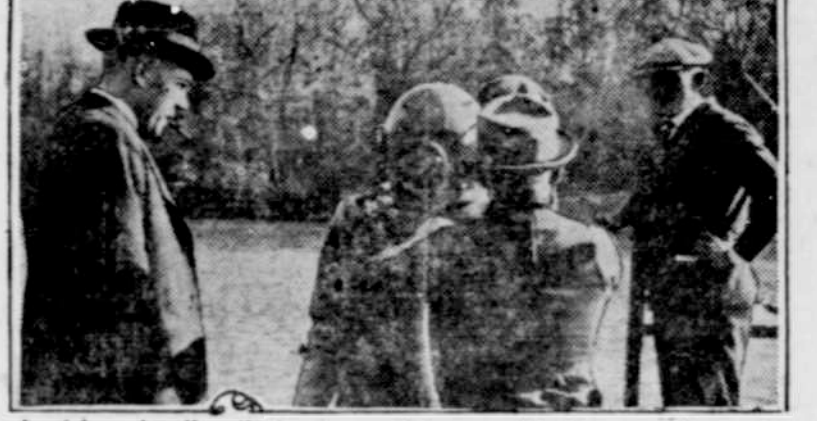
Captain E. A. Cunningham went into the African French Congo and captured this pigmy elephant which he brought to the New York zoo. "Miamba" weighs 300 pounds, is now three years old and fully grown.

Harvester King Bringing Bride Home



Harold F. McCormick, the Harvester King, is soon to bring his operatic bride, Ganna Walska, back to America, when the McCormick millions will be spent trying to make her vocal dreams come true. This is an exclusive photo of the honeymooners taken in Paris.

Where Klan Is Charged With Murder



Louisiana is all astir in the recovery of the bodies of F. W. Daniels and T. F. Richards from a lake near Mer Rouge. The murder has been charged against the Ku Klux Klan. Picture shows divers searching for the bodies.

STYLE



This hat and scarf of plain brushed camel's hair is appropriate for all kind of winter and spring sport wear. It is the new year showing of the Style Service designers in New York. The hat and scarf are soft and warm and are obtainable in varying shades from burned desert sand to tropical blues. They are comfortable—and flattering—as you can see.

Pierce Butler



Whose nomination to the U. S. Supreme bench by President Harding has aroused a storm of criticism. Mr. Butler is from St. Paul. He was formerly a corporation attorney.

Farm Bureau's New President



Another "dirt" farmer is the choice of the American Farm Bureau Federation for its second president. Oscar E. Bradfute, of Ohio, takes up the work where the Federation's first president, "Jim" Howard, of Iowa, leaves off. He will have, as his vice-president, Dr. W. H. Walker, of California. Mr. Bradfute is a stockman and farmer, living on the old homestead his grandfather settled on near Xenia, Ohio. He specializes in pure bred stock. He is also one of the trustees of the Ohio State University.

The advertisements in a newspaper are more full of knowledge in respect to what is going on in a state or community than the editorial columns are.—Henry Ward Beecher.

Don't Buy at Bagdad

E DUCATION is a matter of experience not of observation. Thirty years ago a professor of economics in one of our leading universities made the statement that 90% of all the money invested in advertising was lost, and attempted to prove his observation by the statistics of commercial failures. That professor is today one of the most famous educators in the country. He is famous because he grew by experience to repudiate his youthful observation. He now reverses the faulty findings of his youth and today declares that 90% of the commercial failures are due either to the failure to advertise or to false or faulty advertising. If your advertisement says you have all wool goods and you've only 68% wool, the time will come when you will be found out. When that time comes all the advertising in the world won't save you. The public will call your middle name "Fake" and view you with mistrust. The streets of Bagdad are lined with beggars, men who tried to live by trick and failed. Back of these beggars who crowd the curb are long lines of little stalls where tricksters ply all the arts of trade. Everyone views the other with suspicion and every customer looks upon the tradesman with suspicion. There is no such thing as a stabilized commodity among them. There are no great department stores in Bagdad, no great clothing merchants, no hardware houses that carry the trademark stamp that assures you that what you get is all it is claimed to be. Here in this country, our manufacturers, men of character, put integrity into their product. They advertise the product for just what it is—that, no less and no more. So you go into a store here or a thousand miles from here and ask for the commodity that YOU KNOW. You know about it. You don't even have to have it unwrapped; you are willing to take it in its original package with the seal unbroken; trade unsight, unseen. This you do because it has been advertised. Every merchant who does not advertise or who cannot advertise honestly will always conduct a business of Bagdad-booth proportions. He will always be a little shop keeper, doing a dinky little business. He's the fellow who always offers you "something just as good." Just as the local merchant will always remain the little merchant, if he does not advertise honestly, so does the manufacturer remain a little manufacturer, conducting a little business, if he attempts to distribute a commodity without advertising. Advertising will build his business in proportion to the public need which he meets and the reliability of his own statement about that which he has to sell. No business can grow great without advertising and it will grow great only in proportion to the amount and character of the advertising which it does. No business can grow great without honest advertising. YOU—you and me, just average buyers. What shall we buy? Shall we buy of the Bagdad merchant and take the stuff without the sterling stamp? The intelligent purchaser buys through his merchant the commodities that are **NATIONALLY ADVERTISED** because he knows that experience has taught the business builders that a false statement about their goods means death to their business. Your Bagdad merchant will size you up and charge you what he thinks he can get. You can dicker and barter with him. He's a many priced man. He begins on a high price and reluctantly comes down step by step to meet you. That's what your little shop keeper who does not advertise will do. He is not a fixed price man. That is what he does with the substitute, the "just as good" article. Go to the reputable merchant, ask for the nationally advertised commodity, the manufacturer has stamped the price where you can see it, and there you get **PROTECTION**. If you are an intelligent buyer you will buy of the local merchant that advertises because he is the fellow who is willing to stand or fall by the public printed statement he makes. Be **WISE** and buy the nationally advertised commodity from the local advertising merchant and leave it to the foolish to buy at Bagdad.—By Richard Lloyd Jones.



Oscar makes his annual resolution by Terry Gilkison

HOME HABITS
WELL, WELL, HERE'S A HOME HABIT FROM B. OKLAHOMA "MY HUSBAND WANTS ON SINGING WHEN THE PHONOGRAPH IS PLAYING" YOU SEND US ONE! WE'LL PRINT IT!