$=$ The TEupnity XErali $=$

## SUPPIY HOUSE IS SWEPT BY A FIRE; LOSS 15 S25,000 <br> GERMANS ABOUT TO RESUME OFFENSIVE

## WILD THROW LOSES GAME IN TWELFTH <br> AINOTHER MIIL TO BE BUIIT TO RUII GOVERMMENILOSS



## "The Mutual Girland Her Auntie"

There are many guallications to the real success in adver
tiank. but the moat preeminent one in my mind is HONESTY
 maxim. "Honesty he the best police,
atout ti-honesty to the only policy.

No one knows whether a man is honest but himeelf. You are honest, and whether we are or not, it tur a preetyy good ide
to kecp them thinkink that way; but they conid not prove it yave their lives. It ta a go have seen some men with no much nbblity that if they were
honeat some of un would have no ehance they would the moner.

It you want to know whether you are honest or not, when ank yournefe the question, "Am I an honent mant"' You want
to keep tooking at youraelf, too, becaune, you take it from me,
 If you get a satiafuctory anuwer in
dou't bonther alout what anybody
are satiafled that you are an honent man, hat mettlea it.
If you can't got an entitfactory anawer tonight, it
night until you do, und then you are on the right tract
,hotion. And no In youir buathena, and put you right.

If is tmposiltle to throw inuincere thoughta at
pubile, and have them catch sincere thoughts.
(emomber that malen take place ta the mind of the buyer Keep your ope on The Herald and "Daddy' N " talks.

FORESTER TELIS Of PLAM TO GEI ADFROM TIMBER


## CITILE RECEIPTS

 LIBHT LLST WEEK

