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The Resulf of Advertising Is Far Reaching.

The immense business which we enjoy has been honestly earned. We are legitimate merchants and have told and will tell the people about our goods in a legitimate and honest manner.

When we say you can save money at our store we mean that exactly. You know that thousands of tons of merchandise have been imperted this year as in preceeding years by us. You may not know, but such is the fact, that the Northern Commercial Company at the present writing has sufficient supplies to carry all the population of this district through the closed season in comfort and, we might add in luxury. The importation of this immense stock is in keeping with the policy outlined for getting and keeping your business. We are not here to ruin competitors or create havoc with trade, but we will and must do business and that on honest, clean and legitimate lines.
L. R. FULDA, Acting Manager.

## ....MORTHERN COMMERCIAL COMPAIYY..

 creating ruinous competition or havoc in trade we accept his apology and extend the glad hand of friendship. We trust the lesson which we taught him will be remembered and that he will in the future live up to the manly principles he now advocates. But Goliath our die is cast. We cannot alter our principles. The prices which gave you such a mighty blow still obtain in our store and Gold Seal Rubbers, Strauss Overalls and Dolge Felt Shoes will continue to be sold at "ruinous prices" by us. Selah. - . and now there (6 is another "David" in the field. Put up your sling, we were on the ground first, fired the first shot and are fpardon the plural) the Simon pure David. Imitation they say is the most sincere flattery but David the Second we want all the gore and all the glory for this enterprise.
## NOTE: -- We Fired the Pebble

 That Slew Goliath.
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