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BY

W. GIBBONS, Editor and Proprietor

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No business man is fully acquainted with the news of the day until he has read the advertising columns of his paper.—*Printers' Ink.*

THE merchant, who is his own lawyer or his own doctor, does not fare much better than the merchant who does his own advertising, providing only that he advertises to extend his business, instead of putting a card in a newspaper simply because some of his competitors do so; this last being the principal motive for a great deal of useless expense.—*J. W. Thompson.*

THE man who went out to milk and sat down on a boulder in the middle of the pasture and waited for the cow to back up to him, was the eldest brother of the man who kept store and did not advertise, because he reasoned that the purchasing public would back up to his place when it wanted something.—*The Sioux City (Ia.) Tribune.*