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| TUESDAY, OCTOBER ${ }^{15}$, 1991. |

THE DAILY KL, ONDIKE NUGOET: DAWSON, Y. T

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The Result 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 imported 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 im= mense 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.

## NORTHERN COMMERCIAL COMPANY...

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## The White Dove of Peace

OLIATH; the Mighty, the SANDOW the Hercules, has been cruelly smitten and at last sees the error of his ways. Now that he acknowiedges defeatand promises to refrain free 1 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 rememberd 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 sue
 6 is another "David" in the field. Put up your-sling, we were on the ground first, fired the first shot and are epardon the plural), the Simon pure David. Imitation they say is the inmel sincere flattery but David the Second we want all the gore and all the glory for this enterprise.

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'SMALL DEALERS'
CNOTE: - We Fired the Pebble
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That Slew Goliath.

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