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You'll find many bargains listed each week by our advertisers. Get the habit of reading the ads; it will pay you.

OVER 20 YEARS' EXPERIENCE

PATENTS

There should be no more this year "Just to try it." If you have not got

BARRINGTON REVIEW

ESTABLISHED 1885

M. T. LAMEY, Editor and Publisher

Published every Thursday afternoon at Barrington, Illinois, and entered as second-class matter at the Barrington postoffice.

Subscription price \$2.00 per year in advance. Advertising rates those known upon application.

All copy for advertisements must be received before Wednesday noon to insure publication in that week's issue.

Divide of thanks, recognition of confidence and all notices of re-arrangement given for monetary benefit must be paid for.

All communications should be addressed to the

BARRINGTON REVIEW
Tel. 403 BARRINGTON, ILL.

THURSDAY, APRIL 11, 1912

SIMPLICITY IN BUSINESS.

The prophets of the world think ahead of their generation. The money makers think with it.

The prophet is never understood. His ideas are dim and hazy to those who read or hear them. His warnings, which future centuries analyze and reverse, fall on deaf ears while he is alive. He is complex and mysterious.

But the very life and soul of successful merchandising is simplicity, and the business man who succeeds must be plain, emphatic and vigorous. The pure advertisement of the department store and the three-line want ad thrive most when they appeal to a want that is undebatable, a temporary need that a child can understand and respond to.

Business is a day-to-day affair, that deals mainly with physical desires or needs. It is not reformatory in its nature. It takes the world as it finds it, and responds quickly.

The way to succeed in business, according to Marshall Field, John Wammacker and Abe Slesky, is to find what people want, and then sell it to them.

There are greater things in the world than making money—Several of them; but the very necessity of keeping alive, forces the prophet to make himself plain to some people, and thus the money standard itself helps to make the prophet effective by bringing him down to earth; and Baal takes tribute of Parnassus.

PREVENTION BETTER THAN FIGHT.

Already many papers are talking about swatting the fly. A policy of prevention of fly birth is better than a constant fight against the myriads of flies sure to be present later in the season. The hoards of mid-summer flies are not only annoying but, the doctors tell us, are almost the best known medium for spreading disease. Prevent the mid-summer millions by destroying the early few.

Flies delight to find piles of rubbish, refuse, and manure for these are the places and this is the sort of material in which they lay their eggs. All material of this sort should be cleaned up before the first flies arrive and should be kept clean all summer. If any refuse, garbage or manure accumulates about the house, out-building or barns it is in this that the eggs are laid and the maggots hatch, and on this they feed. The accumulation of a few days helps to breed flies, and is it not cleaned up for three weeks a whole brood will have time to hatch, pupate, and develop into adult flies. Prevent the hatching of the usual breeding places and much more will be accomplished than by a campaign of "swatting" later.

WET OR DRY.

The local option question is again, and for the third time in the last four years, an issue in the village election to be held next Tuesday. We have had a good many years experience with a wet town and four years experience with a dry town—long enough to know which we like best. Long enough to know whether a dry town is financially better or worse; is religiously better or is morally better. By this time every voter should have it settled in his own mind. Should have a definite opinion of which is best for the village as a whole, and should not let personal desires, or prejudices, or weaknesses interfere with his duty to the town and to the residents of the town.

There should be no more this year "Just to try it." If you have not got

BARRINGTON MERCANTILE COMPANY

We Sell to Everybody

Q Farm Implements; Deering Machines; Deering Twine. Plows, Harrows, Disk Planters; four different lines to select from. All set up on the floor for your inspection.

Q We will furnish repair parts for any machine.

Q We are always pleased to show you the articles even if you do not wish to buy just at the time.

the question settled in your own mind, Mr. Voter, do not vote. If you have, it is your duty to go to the polls and cast your vote as your conscience dictates.

Almost A Miracle.

One of the most startling changes ever seen in any man, according to W. B. Hotelaw, Clarendon, Texas, was had such a dreadful cough, "he writes, 'that all our family thought he was going into consumption, but he began to use Dr. King's New Discovery, and was completely cured by ten bottles. Now he is sound and well and weighs 218 pounds. For many years our family has used this wonderful remedy for its quick, safe, reliable and guaranteed. Price 50c and \$1.00. Trial bottle free at the Barrington Pharmacy.'

Fashions Long Kept Up.

The British admiralty's annual order for black silk handkerchiefs for the navy, recently placed for 90,000, led to inquiry, "why black?" It is said to be as mourning for Nelson's death at Trafalgar. Another instance of long-continued mourning is shown in the dark clothes officially worn by the Anglo-Baxon race; at the decease of the duke of Gloucester, Queen Anne's heir-apparent, the bar went into mourning and has never doffed this, though the lapse of the Stuart dynasty on the British throne was scarcely to be regretted. Doubtless the largest following of one fashion by men was after Alexander set the style of having the face shaven; this was kept up by the Græco-Roman world for five hundred years.

Procrastination's Value.

Procrastination sometimes saves a man from making a fool of himself—Florida Times-Union.

Don't overlook our "business notice" column. It's one of the most interesting departments in the paper.

Specimen Ballot

Village of Barrington, Election Tuesday, April 16, 1912, at the Village Hall, 7 a. m. to 5 p. m.

Walter Lageschulte

VILLAGE CLERK

REGULAR NOMINATION **PETITION NOMINATION**

FOR VILLAGE TRUSTEES (vote for three)

JOHN C. PLAGGE

HERMAN SCHWEMM

EDWARD T. MARTIN

FOR VILLAGE CLERK **FOR VILLAGE CLERK**

WALTER LAGESCHULTE JOSEPH D. ROBERTSON

Shall this village continue to be anti-saloon territory? YES NO

THE BARRINGTON CHOCOLATE SHOP

ICE CREAM, CANDIES, FRUITS, CIGARS, TOBACCO

Home made ice cream furnished for all social functions, \$1.64. Special price in lots of 10 gallons or over. Phone 11-1.

Stickney Gasoline Engines ARE THE BEST

Announcement

After thorough investigation and inspection of all Gasoline engines, we are positively convinced that the Stickney Gasoline Engine excels all others in its outside igniter, in its cooling system, in its automatic mixer, in its governor and valve motion, in the quality of material and workmanship and in the satisfaction it will give the operator.

We have samples at the store and want everyone to come and let us show that this engine is what we claim it to be—the simplest and most reliable engine ever made—an engine with over 15,000 satisfied users.

You need an engine and the time to learn what a Gasoline Engine (and especially a Stickney) will do is Now. Come and let us explain and get one of the finest Gasoline Engine Catalogs ever published—We have only a few catalogs for free distribution.

Barrington Mercantile Co.
EXCLUSIVE AGENT
Barrington Mercantile Co. - Barrington, Ill.

Do You Want To Save Money

on that Manure Spreader, Silo Filler, Windmill and Gasoline Engine you're going to buy this Spring? Then get the best—the machines that wear the longest—cost the least for repairs—that are handled by the best dealers—and in short, the machines built right here at home in Northern Illinois—

The Appleton Quality Line

Now that you have a little spare time, come over and see us—let's get acquainted. We want to show you our magnificent factory and let you see how carefully we build our machines—what splendid material we use. We will show you the points that give our spreaders the longest life—the lightest draft—the best spreading—tell you why our silk fillers have greater capacity and use less power than any other machines rated at the same capacity—show you the features of construction that make it possible for us to insure our windmills for five years for \$2.50 against damage by tornadoes and cyclones or any other cause except misuse—prove to you that our engines deserve their name—**Appleton**.

You will want to see our huskers too, and find out all about them—possibly arrange to have one delivered through your dealer next fall.

We have some real bargains in spreaders we have taken in trade. They have been rebuilt and will give you the service of a new spreader at a fraction of the cost.

We want to send you some mighty interesting advertising matter and a beautiful four-color hanger which we are just getting out. Let us have your name today so that you will be sure to get one.

Appleton Manufacturing Co.,
12 Island Avenue, Batavia, Illinois

Gentlemen

If you want a well made shirt—good quality—and a shirt that fits you try one of ours. We have a new and complete line of shirts ties, caps, Sox and other furnishings and they are something that you want.

Give us your order for a suit if you want good fit, quality and workmanship at a low price.

Cleaning, Pressing and Repairing for Ladies and Gentlemen. All work called for and delivered. Phone 100-R.

H. B. Banks & Co.
Men's Furnishings
Merchant Tailoring