

ADVERTISING FOR NORTH DAKOTA

Band Organization at Pekin May Go to the Atlantic Coast on Special.

If the plans of W. H. Williams, director of the North Dakota State Band at Pekin, materialize, North Dakota will receive some unique and profitable advertising in the far east.

Mr. Williams plans to take the band to the Atlantic seaboard at the time of the silver service is presented to the "North Dakota." Governor Burke and staff and other state officers and prominent citizens plan to make the trip and doubtless a special train will be chartered for the occasion. Mr. Williams is endeavoring to raise the necessary wherewithall in demonetized silver to liquidate the indebtedness incident to taking his band on the trip, and plans to leave the party at the end of the eastern destination and return by easy stages, playing concerts in all of the principal cities of the east. They will have neat booklets telling all about North Dakota and her magnificent resources and these will be distributed while the band plays. Cards will also be passed out containing a space for names and addresses and other data, and these will be collected and retained for mailing purposes. In this manner a good mailing list of eastern people will be secured which should be valuable to those who are promoting immigration and generally advertising the state.

The project is certainly a good one and Mr. Williams and the others who are behind the proposition are deserving of the hearty support and co-operation of every loyal North Dakota citizen.

The band in question is composed of 27 pieces, and each member is said to be a good musician. It is hoped that Mr. Williams' plan will materialize and that the trip can be made by the state band.