

# How Many Women Are in Trouble Today?

By J. R. HAMILTON

Former Advertising Manager of Wanamaker's, Philadelphia

All of you women whose husbands have told you you have been spending too much money, please stand up. Great Scott! Every married woman in America is on her feet.

All you who are earning your own living and spending as much as you earn please stand up.

Now we've got the rest of them.

"Well," you say, "now that you've got us standing here what are you going to do about it?"

I'm going to give you the first law of business:

Cut your expenses down first, and then find out how you can do it afterward.

Every big institution carries what it calls a "butcher."

When the expenses of that institution begin to eat up the profits the "butcher" issues a sweeping order to cut down so many hundreds of dollars a day. He doesn't ask how it can be done. He knows it has to be done if his business is going to continue, and he leaves it to the people under him to find out how.

This cutting seldom if ever ruins a business. It simply sharpens the wits of those who are left.

Now let's take your case. Instead of taking the money that you think you ought to have, suppose you take the money that you have actually got. In your case, being both "butcher" and buyer, you naturally have to sharpen your own wits.

Therefore the first thing you begin to do each day (just as you are going to do now in a minute or two) is to open this paper and see what special inducement each store is offering in the things that are necessary for you to buy. You look for the clothes, and the shoes, the children's dresses and suits, the underwear, the house needs, and all of the various necessities and luxuries demanded in your standard of life.

The next thing to do is to cut out all those snobbish, exclusive, little nonadvertising concerns, who find it somehow beneath their dignity to sell their goods at less than a profit of several hundred per cent.

The third thing you do is to reckon up your savings at the end of a week or two.

And the fourth thing you do is to stand amazed at the amount you have saved in spite of the amount you have bought.

Now of course this is letting you in behind the scenes.

There isn't a buyer in any store who doesn't have to bring himself up with a jerk or get brought up with a jerk every once in a while, and who doesn't also stand amazed at what he has been able to accomplish with a smaller amount of capital and a greater amount of energy and a little extra thimbleful of brains.

Now don't tell anybody you have been behind the scenes, but just dig into the advertising in this paper quietly for the next few days; cut out the "dropping-in-anywhere" method of shopping; make a business of your household expenditures, and see if this little financial plan doesn't relieve your terrible money strain.

(Copyrighted.)

## Years of Hard Times Finally Banished

Oklahoma Farmer Feels Proud of Success He had in His Case With Master Tanlac.

The fame of Tanlac, the Master Medicine has reached out over a greater part of the United States. Every day men and women send orders by mail or visit the cities where Tanlac is on sale to buy the much talked of medicine. J. H. Haskett, a well known farmer of Lamont, Oklahoma, stopped in the Dockum Drug Store at Wichita the other day to see the Tanlac man and to get a supply of Tanlac to take with him to Belvidere, Kansas, where he was going on a visit. Mr. Haskett took advantage of his visit to express his appreciation for what Tanlac had done for him. He said: "I certainly feel proud of what Tanlac did in my case. I have had a pretty hard time for the last few years with kidney trouble and rheumatism, and at times thought I would have to give up. Whenever I lifted anything heavy I would have a catch in my back and could hardly straighten up. I had severe pains around my kidneys and hips, and when I sat down I could not get up without help or the use of a cane.

I heard about Tanlac through reading the papers, and ordered some several weeks ago. I have taken three bottles to-date and I

think it is the most wonderful medicine I ever took. I know it has taken the pains all out of me, and I feel a hundred per cent better.

Tanlac is on sale in Baxter Springs at the M. E. Reddy Drug Store for \$1.00 a bottle three for \$2.75 or six bottles for \$5.00.

## Money and its Making.

To make money is comparatively easy. To save it is more difficult. To make it grow is a problem.

And not all of us are able to solve the problem.

But if ever there was a time when we faced the opportunities for making money grow, that time is now.

Everybody knows that the prosperity of the nation depends primarily upon the farmer and his crops. If he plants in large acreages, and nature is good to him, his yield is bountiful and he becomes the habinger of an era of prosperity.

When the farmer is plentifully supplied with funds he wants new machinery and more machinery, and the making of these gives employment to millions of people.

These people in turn have money to spend and the merchant begins to increase the volume of his business and gather in greater profits.

And as it is with these, so it is all down the line and extending into every industry and into every home.

THIS PAPER REPRESENTED FOR FOREIGN ADVERTISING BY THE

AMERICAN PRESS ASSOCIATION

GENERAL OFFICES NEW YORK AND CHICAGO BRANCHES IN ALL THE PRINCIPAL CITIES

## Baxter Springs News.

Published Every Thursday by NEWS PUBLISHING COMPANY. Chas. L. Smith, Manager.

Entered at the postoffice at Baxter Springs, as second class mail matter.

Last year the farmers of this country marketed the greatest crop in history, the total value of the leading crops reaching the astounding figure of over \$5,280,000,000. This exceeds the previous year's yield by over \$415,000,000.

The making of money by the people of this community this year will depend greatly upon the farmers of our community. If they increase their acreage the wealth of the community will be enhanced in proportion, and thru the logical routine of barter and trade it finds its way into every artery of town, farm and countryside.

This year will witness a tremendous demand for farm products. This demand will come from every section of the globe and the buyer pays in gold.

For this reason we urge upon every farmer the advisability, even the vital importance, of cultivating every possible foot of ground, even to the doubling of your acreage if such a thing be within the bounds of possibility.

The opportunity for making money is before you—the greatest you have ever seen, possibly greater than you will ever see again.

You are our mainstay, our backbone, the one man upon whom we all depend, to whom we all turn as the child turns to its mother.

Your success will be our success, your prosperity our prosperity, your advancement our advancement.

You are the man of the hour, and the opportunity is before you.

## Backache is Discouraging

Nothing more discouraging than a constant backache. Lame when you awaken, pains pierce you when you bend or lift. It's hard to work or to rest. Backache often indicates bad kidneys. Baxter Springs people recommend Doan's Kidney Pills. Read this case:

M. Jarrett, retired carpenter, Main St., Baxter Springs, says: "My back ached pretty badly and my kidneys acted irregularly. Doan's Kidney Pills strengthened my kidneys and then the pains in my back eased up and the other ailments were corrected. I now depend on Doan's Kidney Pills, procured at M. E. Reddy's Drug Store, to keep my kidneys in good shape."

Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Jarrett had. Foster-Milburn Co., Props., Buffalo, N. Y.

## On Payments.

I have a number of fine building lots which I will sell at mighty low prices, on payments. Many of the lots have nice shade trees on them. If you want something of this kind, see me, and we will arrange the terms.

Chas. L. Smith.

## Women of Sedentary Habits:

Women who get but little exercise are likely to be troubled with constipation and indigestion and will find Chamberlain's Tablets highly beneficial. Not so good as a three or four mile walk every day, but very much better than to allow the bowels to remain in a constipated condition. They are easy and pleasant to take and most agreeable in effect. Obtainable everywhere. Adv.

## It is Summer Time in FLORIDA

and along the

## Gulf Coast of Texas

Call on or write the Frisco agent and let him help you plan a winter trip.

Escape from the cold, the ice and snow—take advantage of the low fares that are now in effect. You will be agreeably surprised at what a small sum of money is necessary to take you to Summer-time via Frisco Lines.

Our service is of the best and our dining cars are served by Fred Harvey.

No matter where you want to go, consult a Frisco agent. He is always pleased to assist in planning a trip, to quote fares, to give train schedules, to make sleeping car reservations, and so forth.



A. HILTON

Passenger Traffic Manager

St. Louis, Mo.

## C.W. YARD GROCERIES

Get the Habit.

Pay for what you get.

Get what you pay for.

## CALHOUN SCHOOL of MUSIC

Baxter Springs Branch Conducted by

Ruth Barnes, Pianist

Teacher of Piano and Harmony

W. T. HOPE, DENTIST.

Corner Military and Neosho.

The old Thompson stand.

GRANT WAGGONER, LAWYER.

Office Baxter State Bank Bldg.

## Public Sale Bills.

The season of public sales is right here, and we want to impress on you the fact that this office is the place to get the best bills. The News has built up an enviable reputation on good sale bills. And, too, if you have your bills printed here you get a notice of the sale in the News free of charge. This is worth more than the bills will cost you.

The Gist of It.

"Last December I had a very severe cold and was nearly down sick in bed. I bought two bottles of Chamberlain's Cough Remedy and it was only a very few days until I was completely restored to health," writes O. J. Metcalf, Weatherby, Mo. If you would know the value of this remedy, ask any one who has used it.. Obtainable everywhere. Adv.

## Dead Stock

Taken care of free of charge within seven miles of Baxter. Mose Patton, Phone 91, Baxter Springs, Kas.

## Constipation and Indigestion.

"I have used Chamberlain's Tablets and must say they are the best I have ever used for constipation and indigestion. My wife also used them for indigestion and they did her good," writes Eugene S. Knight, Wilmington, N. C. Obtainable everywhere. Adv.



## California

has no winter

At all times you can enjoy the sea, the mountains, the golf links, the motor highways and the roses.



You ought to visit the old missions, ocean-side resorts, summit of Mt. Lowe, and Universal City.

Ask for "California Outings" and our other illustrated booklets of the California tours.

L. B. Smith, Passenger Agent, 432 Union Depot Kansas City, Mo.

## Seed Oats.

We have in transit a car of genuine Texas raised Red Rust Proof Seed Oats.

Sacked in five-bushel bags.

See sample at our elevator.

Place your orders early.

Willard Coal and Ice Co.

Distributors.

## - HARNESS -

We are headquarters for guaranteed harness.

Double Harness - \$35 to \$85  
Single Harness - \$14 to \$23

We guarantee workmanship and material.

Jaqueth & Gilman

Baxter Springs, Rural Phone 22.



## It's In The Examination

No matter how well glasses are made and fitted, the best results do not ensue unless it has first been intelligently determined what the eye actually needs. We are Specialist in Eye Examination for the need of Glasses. See us and see best.

Consult W. H. Barnes, Doctor of Optics when he is in

Baxter, Thursday, February 24, at Polster Hotel.

Office hours 10:30 a. m. to 5p. m.

The Barnes Optical Parlors, Parsons, Kansas.

The News is \$1 a year.

DR. M. I. NICHOLS  
Dental Surgeon.

Upstairs in Opperman Building. Latest appliances used in the practice of dental surgery.

J. H. BOSWELL, M. D.  
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DR. R. C. WEAR  
Office over Opperman's.  
Off. phone 172. Res. 14.