

HOW TO ADVERTISE.

The Views of a Man Who Speaks by the Card.

An Interview With a Man Who Does Good Advertising.

He Tells How to Catch the Public Eye and Never Fail.

Leads on Horse Troughs and Legends That Run all Over the Sides of Brick Blocks.

Noticing the water troughs about the city to have been painted with the word "Leak" on them, it occurred to the mind of a HERALD reporter that the Leak Glove Manufacturing company of San Francisco had struck Southern California with their advertising outfit, as he had seen the same legend all over the state, and had learned its meaning. So off went the reporter to hunt up the manager of an advertising scheme that has become famous all over the coast. Hailing a gang of painters, whose overalls were covered with paint, and who were putting an advertisement all over the side of a blacksmith's shop, near the depot, he asked them where the manager might be found. He was told that Mr. Leak could be found at the Hollenbeck hotel, the most popular hostelry in the city. Arriving at the hotel and having discovered the great advertiser the reporter said:

"Mr. Leak, how did you conceive the scheme and get up the nerve to spread such an amount of paint all over the country and to incur such large expense in the way of advertising?"

Mr. Leak replied: "I am an old advertiser. I have tried all the methods in vogue. I started out with small catch-penny methods and found they did no good. So I went on to New York city, where I did a little interviewing myself. I went to some of the heaviest advertisers in the country, and I asked their advice as to how I should get my goods before the people."

"They told me to go out all over the country and paint my goods on every fence board, water trough and such like object in the land. Then to follow this with a thorough advertising in a liberal way in good newspapers, and that if I did the work in earnest I would reach the eye of every consumer in the country and thus create a demand for my wares. I soon saw at a glance that this meant the expenditure of a large sum of money. I put out at the first movement \$4,000 for teams and wagons. In order to reduce the expense to myself I was willing to go into a partnership with other merchants. To this end I looked around for a number of first-class business houses whose trade is general all over the country, and who like myself believed in thorough advertising because they knew how effective such a method is to build up trade. I selected the Carleson-Currier silk manufacturing company, San Francisco, that employs a large number of boys and girls to manufacture their goods. It is, in fact, the only sewing silk factory on the coast. It is, as I consider, the best silk in the United States, having used thousands of pounds of it in the manufacture of our gloves, in the last six years. Then I wanted a representative flour mill, and knowing that the Sperrys of Stockton, had the largest mills west of the Missouri, and that they have the reputation of making the best flour on the coast, I secured them as clients, and now 'Ladies Use Sperry's Stockton, New Patent, Roller Process Flour, the Best Made,' ornaments all the fences from Siskiyou to San Diego. Knowing, too, that baking powder people are heavy advertisers, and that J. A. Folger & Co. manufacture Golden Gate Baking Powder, and having used it in my family and knowing it to be the best ever introduced into my kitchen, I naturally worked up J. A. Folger for my business, and Golden Gate Baking Powder ornaments many a space formerly a blank in all parts of the great state of California."

The reporter saw that he had struck a big lead, and feeling his interview might grow to be too long, said:

"Mr. Leak, let us wholesale the business. How many houses have you in all your list?"

The great Napoleon of advertising said: "I have six—some of them patent medicines, Rex ham, the old established wholesale liquor house of E. Martin and Co., 408 Front street, San Francisco, whose celebrated brands of old Argonaut, J. F. Cutter, are so well known to the trade."

"How do you procure permission to paint your signs on these large buildings?" was the next question put by the scribe.

"I have a good deal of trouble sometimes. I saw an elegant space today and asked for the use of it. It was in a large brick store. The owner wheeled around in his chair and said, 'Young man, I know where there is a fine space for you to occupy. It is around here at the city hall.' I told him if he had any influence with the city fathers, and would give me a letter to them, I would go and ask for it. He paid me a big compliment on my nerve. I begged his pardon, and said I hoped he was not offended; but that we would never get to heaven if we did not ask for permission. I am, of course, always willing to run some risk to get the place that suits myself and patrons."

Said the reporter: "Have you reaped much benefit yet from your scheme?"

Said Mr. Leak: "Six years ago I had a little shop employing twenty-five hands, now I have two hundred boys and girls and keep 16 traveling men all the time on the road selling my goods. They sell in all the country west of the Mississippi river."

The reporter left with the impression that if all the business houses of the coast would advertise as the Leak Glove company does, the

cry that the east is beating us and that times are dull would not be so frequently heard on this coast. If any merchant finds any difficulty about selling goods he should put them in Mr. Leak's hands, who is sure to make a market for them. He will visit all the towns in Southern California and paint the fences and buildings in many colors.

COL. H. H. MARKHAM.

Continued From First Page.

tion of your respect for me to-night. You will, no doubt, hear them say some kind things about me, but I wish to take the opportunity of saying that I am entitled to very little credit personally for the honor you have seen fit to bestow upon me. The credit is due to you, who marched in solid phalanxes to Sacramento. You sent me there without instructions to ask for the nomination from any corporation, political boss, or section. I am frank to say to you that I did not ask it of any one. You did the talking, San Diego did the talking, so did San Bernardino, and Orange also.

I am very thankful that I am not called upon to make a regular speech this evening, as I am not in a condition to do so. I feel somewhat as I did in the Atlantic campaign, as for the past three weeks I have not had any opportunity for rest, and have slept but three hours at any night since I left town. Many a time I have felt like lying down and letting the army march on, but the fear of guerrillas has restrained me, now as then. I know what is before me, and feel the responsibility which I bear.

I will not detain you longer, as there are those here who will talk to you as you ought to be talked to. I thank you for the enthusiasm you have displayed this evening. I know it is not all meant for me personally, but that most of it is prompted by your patriotism for the great Republican party. Good night.

After the band had played "Yankee Doodle" and the Lincoln club quartette had sung a campaign song, Judge W. A. Cheney was introduced, and congratulated the people of California generally upon the nomination of Col. Markham for governor. He expressed pride in the Los Angeles delegation for having had courage to nominate him, because he had a clean record and was a man of the people. He concluded by exhorting his hearers not to content themselves with sniffing at the Markham roses, but to plant them in the ballot box until there were enough to float Markham on the Pond.

The Markham glees club from Pasadena was followed by James McLaughlin, who, on behalf of the citizens of that place, addressed the meeting.

The colored quintette of the Lincoln club made the hit of the evening, and were vociferously recalled again and again.

Don E. F. De Celis, on behalf of the Spanish-Americans, delivered an address in Spanish, which he subsequently translated for the benefit of his audience.

The enthusiasm began to flag considerably about this time, and the audience made a break for the doors, when H. Z. Osborne was introduced, and made an eloquent address, which held the audience in place.

A poem, entitled "Markham Roses," was read by Col. Zabriski, and the program concluded with a speech by Judge B. N. Smith.

TESTS OF DEATH.

Sure Methods of Determining When a Subject is Actually Dead.

As has been said before, the case of Bishop has been mainly instrumental in bringing out the danger of people being left for dead while life yet remains. Every one should understand this danger and accept with the truth that "as long as there is life there is hope," another, that sometimes there is hope after apparent death. If a person stricken with an incurable disease dies after a lingering illness the signs of death may generally be accepted as positive, but in all instances where it is not expected, or we may say where there has appeared a chance for recovery, a physician should be sent for at once if death occurs. It should rest with him, not with the relatives or friends, to say when life is extinct.

As for the tests of death the only reliable one, according to Dunglison, is the commencement of putrefaction. But there are several others which, when applied together, would remove all doubts. Some physicians have great confidence in the electrical test. Rosenthal once found muscular contractility in a subject supposed to have been dead thirty hours; consciousness returned forty-eight hours afterward. If ammonia be injected under the skin and a red blotch is found life exists. It is held that no one ever dies with tears in the eyes, hence if tears are found, as in cataleptic patients, there is life.

Another test is to place the end of a finger in a candle flame until a blister forms. If this when opened is found to contain only air, then death has occurred; but if a blister of water has formed, then life is present. Among the old-fashioned tests for death is holding fine feathers to the nose and mouth. By means of these it can be determined whether or not the subject still breathes. A looking glass was used for the same purpose. The breath dims with moisture the surface of the glass. Still another test was to place a tumbler of water on the chest of the supposed dead person. If there was even very faint breathing the fact would be registered on the shining surface of the water. But these tests are by no means infallible, for life may exist in cases where it is impossible to detect either respiration or circulation.—Boston Herald.

Schools in Zuni Land.
The education of the Zunis is not progressing so rapidly as missionaries and philanthropic people would like. The Presbyterian church has established a school near the pueblo, but it is almost an impossibility to get the children to attend. Two young ladies have been in Zuni three years teaching the children who would be taught, and in a few cases have been successful. They have a comfortable house. The school

building adjoins the dwelling house of the young ladies. It is built of stone, in a crude manner, but is roomy and comfortable. Little desks stand in rows down the center of the room, and at the right of the teacher's platform is a blackboard, upon which were some characters made by the Indian children in imitation of English writing.

Miss Desette, the principal, says she has to pay the children to come to school. She has taken two or three boys and girls from time to time and educated them in her own home.—Cor. New York World.

Ostriches for Hawaii.
In the miscellaneous freight littering the deck of the steamer Australia, which sailed for the Sandwich Islands, were some odd passengers. They were three full grown ostriches, the pioneers of what is fondly expected to be a new industry in the Hawaiian group of islands. The birds are consigned to Dr. Trousseau, of Honolulu.

Ed Cawston, who sold the birds to their new owner, and who was busy getting his charges safely stored, had this to say to a reporter of their interesting history: "They are three of the fifty-two birds I bought on the east coast of Africa in 1887. I had them taken 1,000 miles up the coast to Durban, and thus saved \$500 export duty on each one. At Durban I chartered a 300-ton bark and started with them for Galveston, Tex. The voyage was a remarkably smooth and pleasant one, so I only lost ten of my birds. Shippers usually count on a loss of 50 per cent, for the slightest roughness on the water, sicken them and they die. At Galveston I shipped them on special cars to Los Angeles, and thence to Norwalk farm, some forty miles south. The birds cost me \$75 apiece in Africa and \$250 each to get them here."

"Yes, the ostrich industry is now fairly established in this state. I've done very well with my forty-two birds. Already I've raised and sold fifty-five birds. My biggest shipment was seventeen to Phoenix, A. T. There must be at least 450 birds now scattered over the southern portion of this state alone. This trio are worth \$1,000. The feathers of each bird will bring from \$75 to \$100 a year. The birds I am sending away raise thirty chicks a year. A hen usually lays fifteen eggs for a setting, but

THE COULTER DRY GOODS HOUSE.
THE COULTER
DRY GOODS HOUSE

Infants' and Children's Dept.

Special inducements this week in infants' and children's Cambrics. Dresses, lawn and nainsook Aprons, infants' and children's Hats and Caps.

Muslin Underwear Dept.

Night Gowns worth \$1.25 now \$1.00. Drawers nicely trimmed in Embroidery, 50c. All our summer and light weight Underwear at reduced prices.

Ladies' cream jersey Waists reduced from \$2.50 to \$2.00.

Ladies' wool Undervests in white and grey, worth \$1.00, for this week, 75c.

Ladies Combination Suits in wool and silk at remarkably low prices.

Dress Goods Department.

Our entire line of French Flannels, consisting of about 600 yards, at 50c, worth 75c.

Clothing Department.

Gentlemen, we call your special attention to our new Clothing Samples. We represent two of the largest and most fashionable tailoring establishments in the United States, and guarantee satisfaction in style, price and quality. We will give you a perfect fit or no pay. Call and see our new Fall and Winter Samples and fashion plates. We are sure to please you.

Special Notice.

On and after September 1st we will show the largest assortments of ladies' and gents' rain Umbrellas ever shown in this city. Our Double Twilled Silk with a fine gold or silver handle at \$3.00, \$4.00 and \$5.00 will lead the world. In order to make room for this new stock we will offer our present stock of fancy Parasols at less than cost.

We also wish to inform our customers that on or about September 15th, we will show our usual large assortment of ladies' Rubber Garments in all the latest cuts and designs, at prices to suit the purchaser.

It is a well established fact that the Coulter Dry Goods House is the right place to go for wet weather goods. Please bear this special notice in mind, and when the wet weather season comes pay us a visit and be convinced that this is the place to purchase Umbrellas and Rubber Goods.

THE COULTER DRY GOODS HOUSE
201, 203, 205 S. Spring St., cor. Second.

Asphalt Paving

Company of Los Angeles.
CAPITAL, - - - \$50,000.

L. BLANKENHORN, Pres. H. BROWN, Secy.
A. F. MACKAY, Vice-Pres. S. HUTTON, Supt.

Contractors for Asphalt paving on streets, sidewalks, warehouse floors, cellars, wineries, etc. We use the same class of material and manner of laying as in universal use in the East, and the only ones permanently successful. Over 300 miles of this paving are now laid in the principal cities of the United States. It is supplanting stone, wood, and other pavements. Recommended by sanitary and civil engineers of cities, because:

- 1.—It is cheaper to maintain.
- 2.—It saves wear and tear of vehicles and lessens cost of drayage in increased loads hauled.
- 3.—It is clean, free from dust, mud and unhealthful accumulations common to every other pavement and dangerous to health.
- 4.—It is comparatively noiseless; in this respect a boon appreciated by business men, invalids, dwellers in hotels and homes.

Office, 505 N. Main Street, Rooms 20 and 21 Vickery Building.

by taking the eggs away as they are laid we manage to get thirty eggs out of the first. The eggs are hatched by incubators. "These two hens and cock are of them shipped to the islands. They are good birds, and I see no reason why Dr. Trousseau should not make a success of breeding them. If these get started all right he is going to send for a dozen more. What will they eat on the voyage? Oh, chopped potatoes and rocks."—San Francisco Examiner.

Science at the Work Bench.
In speaking of James Nasmyth, the inventor of the steam hammer, who died in Scotland lately, and who, having made a fortune by his inventions, retired from business and devoted the last thirty years of his life to astronomy and painting, The Kennebec Journal says an almost exact counterpart of his life was that of a well known eastern Maine man, who retired from active business in lumbering at the age of 45 years and gave his whole attention to ornithology. Another similar case was that of Mr. Anson Allen, of Orno, a successful manufacturer, who gave but five days a week to the cares of his factory, surrendering the other day and his evenings to botany, and became so much of a specialist on one genus, the aster, as to be an authority there in the scientific world. Then there was Mr. Gowan W. Guptill, of the western part of the state, one of the most learned men and accomplished students in Maine, who divided his time during a long life of 85 years between farming, teaching and studying.

AUCTION.
FAMOUS COMMERCIAL RESTAURANT
TEMPLE BLOCK.
Tuesday, August 26th, 10 a. m.

By Beeson & Reed, the entire contents, comprising one 12-foot range, 1 broiler, all cooking utensils, copper kettles, boilers, tables, Vienna chairs, castors, silverware, all the dishes and glassware, counter, 2 sideboards, carpets, lace curtains, window shades, etc. Sale positive and without reserve.
BEN O. RHOADES, Auct.
au23-4t

J. M. Hale & Co.
Nos. 107 and 109 North Spring Street.

The End of Summer.

The last Summer month nearly gone, and lots of hot weather left. Weather hot enough to remind the wearer that a Gingham, Chambray or Sateen dress, is just the thing for shopping, sea-shore, house or ordinary street wear.

We're Winding up

The last of our Summer Clearance Sales with a rush. The most suggestive feature of the wind-up being the price.

WEDNESDAY, AUGUST 27TH.

French Chambrays.

8 1/4 cents. To close we will offer about 2000 yards of fine quality French Chambrays at 8 1/4 cents per yard. Softer than Toile du Nord. Equal in value to Criterion cloth, and far preferable to the Drop de Venise. In a beautiful selection of broken stripes. Regular selling price 12 1/2 and 15 cents. Displayed in show window.

WEDNESDAY, AUGUST 27TH.

SATEENS

15 cents. The last of our best quality French Sateens, which we have been selling in stock at 25, 30 and 35 cents, all at one price, 15 cents per yard. An assortment of 50 pieces to select from.

WEDNESDAY, AUGUST 27TH.

Sash Ribbons.

35 cents. Twenty-five pieces of Sash Ribbons in high colors at 35 cents per yard. Ribbons which we have been selling at 50, 60 and 65 cents. All at one price to close.

WEDNESDAY, AUGUST 27TH.

Ladies' Dusters.

33 1/3 per cent. off. Your choice of fifty-three Dusters—Linen, Mohair, Beige and Silk, all at same discount, 33 1/3 per cent or 1/3 off from marked price.

Watch this space in next issue for an announcement of our fall opening day.

We want the address of every lady in Southern California, and in return we will send to each and every address the Ladies' Dry Goods Guide and Fashion Journal, published by us weekly. This publication contains an epitome of useful knowledge relating to dry goods, notions, etc., with general information in every latest style in street and evening dress. In addition to this we advertise different lines of goods to be closed out upon our special sale day, Wednesday of every week.

SEND US YOUR ADDRESS

J. M. Hale & Co.
107 and 109 North Spring St.

GREAT EXCITEMENT IN REDLANDS, 21,000 ACRES CHOICE ORANGE LAND

In the immediate vicinity of Redlands and Riverside

The choicest Orange and Raisin Grape Land in the world.

This immense tract, some thirteen miles in length by three and four in width, known as the Mahe & Bourne tracts, an elegant valley lying between Redlands and Riverside, about equal distance from each, was placed upon the market last week and nearly

7000 ACRES ARE ALREADY SOLD,

and largely to old residents of Redlands and Riverside, who thoroughly know the land and its capabilities, who know what Redlands was six or seven years ago and what it is today; they require no prophet to foretell the future of this Alessandro tract, "and which is pronounced by experts to be fully equal in every respect to the lands of Redlands, Riverside and old San Bernardino," and with a sure and never failing supply of water from the FAMOUS BEAR VALLEY RESERVOIR, which will be piped to each ten-acre tract plot. The price for another very limited quantity will be placed at

\$75 PER ACRE,

which will include the right to water on the basis of one inch to four acres, and the yearly rental will be Ten Dollars per acre; on all unimproved land there will be a charge by the Water Company after the owner has been officially notified that water is ready for delivery, of one dollar per acre the first year, two and one-half dollars the second year and three and one-half dollars the third and following years; if still unirrigated, it is confidentially expected that water will be on the tract and ready to deliver to the owners of the land March 1, 1891. Three dollars per acre will be payable on application for option, 25 per cent will be payable on selection of the land, the option being taken as part payment, and contract given. The next 25 per cent will be payable when water is ready for delivery. The balance in annual payments from that date, with interest at 8 per cent per annum, payable semi-annually. Options will be registered in the order in which they are received at the office of the company. Selection of land to be made October 15, 1890. Full particulars may be obtained on application at the office of

The Bear Valley and Alessandro Development Co.

REDLANDS, CAL.

AMMON P. KITCHING, Gen'l Manager

Highest of all in Leavening Power.—U. S. Gov't Report, Aug. 17, 1889.

Royal Baking Powder
ABSOLUTELY PURE