

## Short Talks on Advertising

By Charles Austin Bates.

It is no doubt true that keeping your name continuously before the people will pay if you do it long enough, and nobody else does any better advertising than that.

I do not believe in generalities. "All kinds of staple and fancy groceries"—"A full line of dry goods and notions"—Such things were said fifty years ago and some business men persist in the folly even now.

All that a general ad ever does is to "keep your name and business before the people." Now, isn't your name and business kept before people just the same or a little better when you advertise some special thing or things? It surely is, and, besides that you have the benefit of a direct demand for the thing advertised. That is, of course, provided that the thing is a good thing, and at a low enough price to make it strongly desirable.

The way to stir up trade is to take some item that there is naturally a demand for and put a deep cut price on it. That will bring people to the store, and they'll buy other things—at least you won't lose anything, for many of them would not have come without the extra inducement.

The idea of drawing people with special offerings is perfectly legitimate, even when the only object is to get them into the store, for in that way they get acquainted with the store and the stock. If these are all right they will come again.

There are plenty of times when special bargains are offered, the object being merely to sell the goods quickly, no thought being taken of the value of the sale from the point of advertising advantage. It is well to explain why the prices are made lower than usual. Give a good, honest reason for it. The honest you can be in your ad the better people will like it. Not only be honest, but let the ads show and prove that you are. People like to know the how and the what of everything nowadays.

The advertisement of the future will be one that will leave out any idea of being funny or "catchy." It will tell store news plainly, clearly, honestly. When it talks about goods it will tell something about them. If they are good, the ad will not only say so, but will say why.

If they are best—the same.

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## Fairbanks Gasoline Engines

RELIABLE FOR ALL PURPOSES

THE FAIRBANKS CO.,

60 and 612 Canal St., New Orleans, La.

HEYWOOD BROS. & DOBBINS, Local Agents.

## JOHN MARTIN,

DEALER IN...

Staple and Fancy Groceries and Provisions, VEGETABLES AND FRUITS.

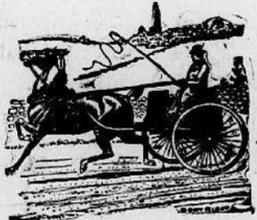
Select Goods at Bottom Prices for Cash.

Jennings Hotel Building,

South Main Street.

**BUGGY HIRE** counts up in the course of a year. Own your own Buggy. It will soon pay for itself, and give you a certain satisfaction all the time. We have on view at our Repository a line of Vehicles which leaves little to be desired. Their room is better than three

BUGGY HIRE



CARRIAGE HIRE

company, and we, therefore, propose to part with them for as little as we can and live. This is your opportunity.

BLACK BROS. & CO., JENNINGS, LOUISIANA

## For Sale on Easy Terms.

The subscriber has 10,000 acres of Oil and Rice Lands located on both sides of Bayou Nezpique, in Townships 4, 5 and 6, Ranges 1 East and 1 and 2 West, which he is offering at \$12.50 per acre.

One-fourth Cash, Balance in one and two years.

JAMES H. HOUSTON, ROOM 5, 801 1/2 BLDG., JENNINGS, LA.

## RESULT OF BOER WAR

Present Conditions Point to a Sort of United States.

Agencies Actively at Work for the Rehabilitation of the Two Ex-Republics—American Ideas Prevail.

There are two republics less in the world than there were in 1899. This is one of the results of the war which has just been brought to a close. An elaborate scheme of federation, in which the people of the subverted governments will have local self-rule at an early day and be in a league with the rest of the British possessions in their quarter of the world, is to be established. This is another outcome of the same conflict, and one which was not expected by many persons at the outset. Some of the Boer fighting chiefs who have laid down their arms have been to London on a mission connected with the settlement of the terms of surrender. They were entertained by representatives of the British government, and there can be no doubt that the visit will be a pleasant episode in their lives. As one of the results of the present rapprochement between British and Boers the Afrikaner-Bond, which is a sort of a league between all the Dutch residents of Africa, is to be dissolved, says the St. Louis Globe-Democrat.

The agencies which are certain to make the rehabilitation of the two ex-republics speedy and pleasant are actively in operation. A large portion of the population of both of them will be British, Americans, Germans and other non-Boers. Necessarily these persons will get the same sort of treatment as the Boers, and they are vitally interested in having the disabilities of the latter removed at the earliest possible day. The crown colony status would be even more objectionable to the Americans and Englishmen residing in the two Dutch states than they would be to the natives themselves, and they have a strong incentive for making the transition to full self-government as short as possible. Already some of these persons are presenting this side of the question in the leading London newspapers. This is a side which will appeal with force to the British ministry. The ministry has a special reason to want to win the favor of the Boers, and the way to do this, as it well knows, is to make their political conditions as agreeable to them as possible, and to do this at the earliest practicable moment.

Thus all the conditions point to the creation of a sort of United States of Africa among the different British colonies which are contiguous. England's possessions in the whole continent of Africa, counting Egypt, which nominally belongs to Turkey, but which has been administered for many years by England and which she will never give up, aggregate about 3,000,000 miles in area, or about the same as that of the United States, exclusive of Alaska and the islands acquired in 1898. About half of this area is in South Africa, most of it being contiguous. The purpose evidently is to establish a union between all these contiguous states on the Canadian and Australian plan, in which each will be practically independent in local affairs and have a voice in matters pertaining to the whole federation. This will be a sort of United States of South Africa, closely following the American model, which has a great vogue among British and British colonial statesmen at the present time. American ideas are making their triumphant way around the world. There will be regrets for the overthrow of the two little republics, but their people are accepting the situation with courage and intelligence, and the new regime which will soon set in will eventually give them almost as much liberty as they had under the former condition, and at the same time give them a contact with the world which will materially advance their social and industrial status.

## CHILDREN SOLD IN HUNGARY.

People Without Children Go to the Foundling Hospital to Buy the Waifs.

The Hungarian authorities are taking decisive steps to put a stop to an extraordinary system of selling children which prevails to a large extent in the central provinces. Once a month childless persons appear in a large foundling hospital in Temesvar where they seek out the children that suit them and depart after paying a sum of money for their purchases.

On a recent occasion 30 children, ranging from one to nine years, were disposed of in this way without sufficient guarantee being given that the purchasers were respectable people who would treat the children properly. The most beautiful children were those most sought after, especially fair-haired girls, as these in Hungary are rare.

In three cases circus people bought children to bring up as acrobats. In one case a millionaire sought a boy to bring up as his heir, as he had disinherited his own son. The authorities now insist on the most careful investigations into the status and motives of the purchasers.

The news has got abroad in Hungary that there is a ready market for children in Temesvar, and the mothers of illegitimate children are eager in many cases to send their unhappy offspring to an institution where they have such prospects.

Hot Water Direct from Well. Hot water is supplied from wells direct to houses and offices in Boise, Idaho.

**100 PER CENT INTEREST.**  
The price of the DAILY RECORD is 50 cents a month. All subscriptions not paid in advance are payable at that rate. To all of our subscribers who will come into the office this week and pay up to Dec. 31 we will allow a discount of one-sixth off. This will pay you interest at the rate of 100 per cent per annum.

**One Minute Cough Cure**  
Is the only harmless cough cure that gives quick relief. Cures coughs, colds, croup, bronchitis, whooping cough, pneumonia, asthma, LaGrippe and all throat, chest and lung troubles. I got soaked by rain, says Gertrude E. Fenner, Muncie, Ind., and contracted a severe cough and cold. I failed rapidly; lost 48 lbs. My druggist recommended One Minute Cough Cure. The first bottle brought relief; several cured me. I am back to my old weight, 148 lbs. One Minute Cough Cure cures the phlegm, relieves the cough at once, draws out the inflammation, cures cough. An ideal remedy for children. Gauthier Bros., Owl Drug Store.

**Election Bets.**  
We don't want to encourage betting on this election, but if you will wager, The Owl Drug Store want to furnish you with the cigars that you lose. In box lots we can make you a special price. All brands from \$1.00 to \$10.00 a box.

**official Map.**  
Rhorer's map of Calcasieu parish is the official map. Approved by the police jury. Size 23x42 inches. Price \$1.00, at the RECORD, or sent by mail post-paid on receipt of price. Address RECORD, Jennings, La.

**Rice Land for Sale.**  
Farm of 150 acres near Elton, mostly level prairie. 42 MRS. ELLEN FRITTS.

**Lost.**  
Purse containing money, keys, etc. The name Britton inside. Return to Heywood Bros. and get reward.

A free gift from the Jennings DAILY RECORD to the Ladies Library. All the money received for advertising in the special Ladies' Library edition of the DAILY RECORD to be issued in November. Patronize it; get the benefit of the advertising, and help a worthy cause.

Every merchant in Jennings should have an advertisement in the Ladies' Library edition of the DAILY RECORD to be issued in November.

The Best Prescription for Malaria Chills and Fever is a bottle of Grove's Tasteless Chill Tonic. It is simply iron and quinine in a tasteless form. No Cure, No Pay. Price 50c.

To make your wife love you buy "Garland" Stoves and Ranges. Sold by A. F. Derouen Hdw. Co.

Ask your grocer for "Dunwoody's Best" flour. It has no equal.

Water cisterns, oil tanks, for wagons or reservoirs, see J. B. Killinger, Jennings, La.

## Kodol Dyspepsia Cure

Digests what you eat. This preparation contains all of the digestants and digests all kinds of food. It gives instant relief and never fails to cure. It allows you to eat all the food you want. The most sensitive stomachs can take it. By its use many thousands of dyspeptics have been cured after everything else failed. Is unequalled for the stomach. Children with weak stomachs thrive on it. First dose relieves. A diet unnecessary.

Cures all stomach troubles Prepared only by E. O. DeWitt & Co., Chicago. The \$1. bottle contains 24 times the strength.

## PURINA

Is only Sold in Sacks like this  
The Feed that keeps Mules up and feed bills down.

## America's Greatest Weekly.

## THE TOLEDO BLADE

TOLEDO, OHIO.

New Presses, New Stereotype Plant, New and Modern Appliances in Every Department. Enlargement of Building to

Four Times its Present Size.

Before the close of 1902 the Toledo Blade will be installed in its new building, with a modern plant and equipment with facilities equal to any publication between New York and Chicago. It is the only weekly newspaper edited expressly for every State and Territory. The News of the World so arranged that busy people can more easily comprehend, than by reading cumbersome columns of dailies. All current topics made plain in each issue by special editorial matter, written from inception down to date. The only paper published especially for people who do not read daily newspapers, and yet thirst for plain facts. That the kind of a newspaper is popular, is proven by the fact that the Weekly Blade now has over 178,000 yearly subscribers, and is circulated in all parts of the United States. In addition to the news, the Blade publishes short and serial stories, and many departments of matter suited to every member of the family. Only one dollar a year. Write for free specimen copy. Address

The Blade, TOLEDO, OHIO.

## Special Offer!

The Southern Record and the Toledo Blade, both one year for one dollar to new subscribers or to old subscribers who pay up all arrears and one year in advance. Address all letters to

The Record, JENNINGS, LA.

## QUEEN & CRESCENT ROUTE.

The Best Line to New York, Philadelphia, Baltimore, Washington, Cincinnati, Chattanooga, Birmingham and all points in the East. Through Sleeper, New Orleans to New York via Chattanooga, Bristol, Lynchburg, Washington and Pennsylvania Railroad. Pullman Sleeper, New Orleans to Cincinnati. Dining Car Service on both New York and Cincinnati Lines, serving all meals. Coolest, Cleanest. Full detailed information furnished on application. Geo. H. Smith, G. P. A., R. J. Anderson, A. G. P. A., New Orleans, La.

## Mr. Horse Owner.

We are after your trade in the food line. We are after it with good, clean, honest feed; with prompt service, full weights and right prices. It doesn't matter to us whether you buy feed for one horse or a hundred—we want to sell you what food you buy.

## FAIN & KRIELOW

JAMES F. HUTCHISSON,

## Architect.

Plans, specifications, estimates and bills of material made out. Room 8, Moore Building.

E. F. ROWSON & CO., JENNINGS, LA.

## REAL ESTATE

Wild Lands, Improved Farms and Town Lots, Rice and Pine Lands in Louisiana and Texas. CORRESPONDENCE SOLICITED.

D. R. WILLIAMS & CO., JENNINGS, LA.

## Real Estate

Wild Lands, Improved Farms and Town Lots, Rice and Pine Lands in Louisiana and Texas. Office in the new Bullock Building. CORRESPONDENCE SOLICITED.

## R. Dahlen Realty Co.

BUY AND SELL  
..City Property..  
AS WELL AS  
RICE AND OIL LANDS.

Office Over Citizens' Bank.  
The First National Bank of Jennings.  
OFFICERS:  
E. F. ROWSON, President. F. E. BLISS, Vice President.  
GEO. A. COURTNEY, Cashier. H. H. HOAG, Asst. Cashier.  
DIRECTORS:  
F. F. MORSE, J. F. HADEN, F. E. BLISS,  
S. J. JOHNSON, E. F. ROWSON.  
This Bank is now open for business in its new building on Main Street.

## Mitchell & Conner, ..STAR GROCERY..

AND  
City Meat Market  
TEMPORARY BUILDING ON THE OLD SITE.....

Percy Longman  
DEALER IN  
General Merchandise.  
Groceries, Dry Goods, Clothing, Notions.  
FREE DELIVERY. JENNINGS, LA.

E. I. HALL, Pres. D. D. ANDRUS, V. Pres. J. H. HOFFMAN, Cashier  
THE CITIZENS' BANK,  
JENNINGS, LOUISIANA.  
INTEREST PAID ON TIME DEPOSITS.  
Directors: J. H. Hoffman, C. A. Lowry, E. I. Hall, D. Hebert, A. D. McMorris, A. M. Arthur, Ed. Morris, D. D. Andrus, E. C. Andrus.  
Collections receive prompt attention. A general banking business transacted.

## The Proper Way to Travel.

USE THE  
SOUTHERN PACIFIC  
SUNSET ROUTE.

FREE CHAIR CARS. SPLENDID EQUIPMENT, BOX VESTIBULED, PERFECT TRAINS.

CALIFORNIA, THE WEST, NEW YORK, THE EAST.  
EQUIPMENT THE BEST, ROUTE THE QUICKEST  
Send 10c. in stamps for a copy of the SOUTHERN PACIFIC BLUE BOOK, containing 200 receipts. S. F. B. MORSE, Pass. Traffic Manager. L. J. FARRIS, Gen. Pass. & Ticket Agt.

HOMES FOR THE MILLION  
In Southwestern Missouri, Western Arkansas, Eastern Texas and Western Louisiana on the Line of the

## K. C. S., KANSAS CITY SOUTHERN RAILWAY

"Straight as the Crow Flies" From KANSAS CITY TO THE GULF  
Through the Cheapest Land Now Open for Settlement in the United States. . . .  
A magnificent country adapted to the cultivation of small grain, corn, cotton, sugar cane, apples, peaches, berries, commercial truck farming, and stock raising. Free Government Homesteads to Twenty-Five Dollars and More per Acre.  
Write for a Copy of CURRENT EVENTS, published by the KANSAS CITY SOUTHERN RAILWAY.  
S. G. WARNER, G. P. & T. A., Temple Block, Kansas City, Mo.  
E. D. DUTTON, Travelling Passenger Agent, Kansas City, Mo.  
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