

Advertising Talks

RETAIL ADVERTISING

From the Viewpoint of the Country Merchant.

The following is a portion of an address delivered by David Oransky, a well-known merchant and advertiser of Atlantic, Iowa, before the meeting of the Western Iowa Editorial Association at Council Bluffs:

It is a sad but too true fact that the country merchants as a rule are not extensive advertisers. I am convinced that they should advertise regularly and persistently. I believe so, not only because some people who are supposed to know say so, but because my actual experience in connection with retail advertising in a small town has demonstrated to me the far-reaching benefits, both direct and indirect, to be derived from persistent advertising.

In this great period of advancement and progress, mere storekeepers can no longer succeed. It takes live, wide-awake, aggressive merchants to succeed today. The successful merchant of today, whether in the large city or the small town, must deal with modern conditions. One of the most important of these is the fact that this is a great age of publicity. Printer's ink is today selling more goods than ever before in the world's history and from present indications, its usefulness in this respect is only beginning.

People depend upon their newspapers and magazines for information on what to buy and where to buy. If we would be successful we must tell the public what we have to offer. We must, through the judicious use of printer's ink, convince the people that our wares are desirable and that our values are consistent with the prices asked. The ultimate end of the non-advertising retailer is very prophetically depicted in a little incident credited to Mark Twain. During Mark Twain's newspaper days, one of his readers found a spider in his copy of the paper and wrote Mark Twain what it meant. The reply was that the spider was looking over the columns of the paper to ascertain who were the non-advertisers, so that he could weave his web over their doors.

So if the small town merchant does not advertise, the people of his community are not advised of the fact that he has reliable and desirable goods, or that he offers excellent values. They read the announcements of the large city merchants; they are attracted to the cities or, in too many instances, they fall victim to the alluring literature of the mail order houses. Trade which rightfully belongs to them is leaving solely because of lack of publicity. For this reason it is obvious that extensive advertising is one of the strongest weapons that the country merchant possesses against the giant mail order houses.

But, if it is true that it pays the small town merchant to advertise extensively, if it is true that advertising is one of the merchant's most extensive means of combating the mighty mail order establishments, then you ask, why is it that he advertises so little.

There appears to be two reasons. The first applies to, I hope, but a very small per cent. of the existing dealers. They are not progressive; they believe what was true ten or twenty years ago is true today; they forget that this is an age of publicity; they do not understand the mighty power of advertising; in short they are what we would term "old fogies." But, gentlemen, do not class all merchants who are not liberal users of printer's ink as back numbers.

Advertising is a difficult proposition and it is especially difficult for the small town merchant. I say, advertising pays, but that doesn't mean that I buy large quantities of space and fill it full of type that I get results. The very fact that this is an age of publicity makes it all the more difficult to prepare winning advertisements. Hundreds of advertisements are being printed daily. The country merchant's printed announcements must compete with those of the city merchants and mail order houses, which, by the way, are carefully prepared by advertising specialists. The advertiser must therefore make his advertisements attractive. He must study first of all the layout, he must carefully plan an arrangement so that he may obtain an effective appearance.

But although the arrangement and layout should be the first consideration of the advertiser, it is evident from the appearance of most country merchants' ads that their first consideration is the text. Here again the merchant has some difficult work mapped out for him. He must first determine what to advertise, and then comes the description and argument. Assuming that he has gained the attention of the reader, the success of the announcement now depends upon the ability of the advertiser to create a strong desire for his offering.

The most profitable and most difficult method of advertising, and which method is seldom used by the small town merchant, is to exploit quality, style, newness, worth and desirability of his merchandise with consistent price as a minor consideration. But you can imagine the country merchant with his shelves attempting to determine the logical items to advertise, attempting to describe the features of his merchandise which will appeal to the public, attempting to choose or rather find the words, phrases and expressions which will suggest the desirability of his wares? Does not this suggest to your mind some of the problems of the country advertiser?

Or, if he chooses the less difficult but more frequently used method of appeal, he will talk price in his announcements. He will continually be holding "special sales," selling goods for cost and less. And if he gives values even half as great as his advertisements tell about, he will find himself conducting business at a loss or, if, after leading his customers to expect wonderful bargains, he attempts to obtain regular prices, he will soon discover that his ads have lost all effectiveness.

But in this age of publicity, the public looks to the merchants' announcements, not always for the story of a wonderful bargain event, but for the expecting to find information on what is good and what is bad, information to help them decide what they want, information concerning the most advantageous place to secure what they desire.

So the successful advertiser in city or village must choose for his subjects goods in which the public is interested; he must describe the goods in an interesting, truthful and forceful manner; he must advertise frequently and regularly, but most important and difficult of all, he must make his ads attractive, appealing and easily read.

TRAVESTY ON GOOD TASTE

Leviah Display of Ill-Assorted Pictures Constitutes an Offense to Eye and Brain.

"How not to arrange pictures in a dining room is well illustrated in a house which I visited in another state not long ago," said one woman in conversation with another in a Philadelphia trolley. "I made a note of the arrangement and here it is."

She fished in her satchel and drew out a memorandum.

"It was an oblong room, and the walls were generously hung with pictures upon a large-figured and striped wall paper background," she said. "On the west wall hung a large colored lithograph—a basket of peaches framed in light oak and flanked by two small water-colors in ebony frames, the one including a cucumber and a potato, and the other a vivid-red tomato and carrot.

"The south wall boasted an Angelus, in oil, a really good reproduction in a small rich gold frame. Next this was a colored print of Dutch children, framed in passepartout. The third picture was a fine engraving in a large carved oak frame of a lady standing in a boat among pond lilies, and the wall was further adorned by two highly-colored prints of hunting scenes in cheap gold frames.

"There was even more startling variety and contrast on the east wall. A cheap print of a pastoral scene was hung in a big silver frame. Next to it was a triple picture, three different photographs of a small child in a black frame. The 'Stag at Eve' came next in a large oak molding. Then there was a hand-painted plate decorated with the head of a lady and a bunch of grapes. A burnt-wood panel with fruit design hung next to a small colored chromo of clover in fancy oak frame, and a large oblong mirror; and two china wall pockets, with a peacock and a peacock feather, hung on either side of a large colored picture of dead game.

The fourth wall was happily occupied almost entirely by the windows and a door, and gave the tired eye and weary brain a needed rest."

Thimbles 228 Year Old.

There was a time when that useful protective covering for industrious fingers, the thimble—which dates from 1684—was very costly. Indeed only well-to-do women could afford to wear one. Afterward, however, they were made of lead and other common metals and today you can get quite a serviceable article for a halfpenny.

The Dutch finger hat (finger hood) became in England the "thumb bell," from its bell like shape. It was originally worn on the thumb to parry the thrust of a needle pointing through the stuff, and not as at present, to impel it.

All the world over the thimble is a symbol of industry. The gift of one to a little girl is taken as a hint that she should learn to sew or that her clothing needs mending.

Fashion in thimbles is very luxurious in the east. Wealthy Chinese women have thimbles carved out of mother of pearl and sometimes the top is a single precious stone.

Look Well to This Day.

Listen to the salutation of the dawn—look well to this day! For yesterday is but a dream and tomorrow is only a vision, but every day will live like a memory, every day a dream of beauty, and every tomorrow a vision of hope. Look well, therefore, to this day!—From the Sanskrit.

Willie's Blunder.

"How old are you?" asked the little boy of the lady who was calling on his mother. "Why, Willie!" exclaimed his mother. "You must not ask a lady a question like that. It's not polite." "Why, mamma? She isn't supposed to tell the truth."

THE MARKETS

LIVE STOCK.

ST. LOUIS.—Native beef steers, \$17.50-\$18.00; cows and heifers, \$15.00-\$16.00; stockers and feeders, \$12.00-\$13.00; Texas steers, \$16.00-\$17.00; cows and heifers, \$14.00-\$15.00; calves, in car load lots, \$15.00-\$16.00. Hogs—Mixed and butchers, \$17.00-\$18.00; good heavy, \$18.00-\$19.00; rough, \$15.00-\$16.00; light, \$16.00-\$17.00; pigs, \$12.00-\$13.00. Sheep—Woolens, \$12.00-\$13.00; mixed, \$10.00-\$11.00; native, \$11.00-\$12.00; western, \$10.00-\$11.00; lambs, \$14.00-\$15.00; western, \$13.00-\$14.00.

GRAIN.

ST. LOUIS.—Wheat—No. 2 red, \$1.00-\$1.01; No. 3 red, \$0.99-\$1.00; No. 4 red, \$0.98-\$0.99; No. 1 northern, \$1.02-\$1.03; No. 2 northern, \$1.01-\$1.02; No. 3, \$1.00-\$1.01; No. 4, \$0.99-\$1.00; No. 5, \$0.98-\$0.99; No. 6, \$0.97-\$0.98; No. 7, \$0.96-\$0.97; No. 8, \$0.95-\$0.96; No. 9, \$0.94-\$0.95; No. 10, \$0.93-\$0.94; No. 11, \$0.92-\$0.93; No. 12, \$0.91-\$0.92; No. 13, \$0.90-\$0.91; No. 14, \$0.89-\$0.90; No. 15, \$0.88-\$0.89; No. 16, \$0.87-\$0.88; No. 17, \$0.86-\$0.87; No. 18, \$0.85-\$0.86; No. 19, \$0.84-\$0.85; No. 20, \$0.83-\$0.84; No. 21, \$0.82-\$0.83; No. 22, \$0.81-\$0.82; No. 23, \$0.80-\$0.81; No. 24, \$0.79-\$0.80; No. 25, \$0.78-\$0.79; No. 26, \$0.77-\$0.78; No. 27, \$0.76-\$0.77; No. 28, \$0.75-\$0.76; No. 29, \$0.74-\$0.75; No. 30, \$0.73-\$0.74; No. 31, \$0.72-\$0.73; No. 32, \$0.71-\$0.72; No. 33, \$0.70-\$0.71; No. 34, \$0.69-\$0.70; No. 35, \$0.68-\$0.69; No. 36, \$0.67-\$0.68; No. 37, \$0.66-\$0.67; No. 38, \$0.65-\$0.66; No. 39, \$0.64-\$0.65; No. 40, \$0.63-\$0.64; No. 41, \$0.62-\$0.63; No. 42, \$0.61-\$0.62; No. 43, \$0.60-\$0.61; No. 44, \$0.59-\$0.60; No. 45, \$0.58-\$0.59; No. 46, \$0.57-\$0.58; No. 47, \$0.56-\$0.57; No. 48, \$0.55-\$0.56; No. 49, \$0.54-\$0.55; No. 50, \$0.53-\$0.54; No. 51, \$0.52-\$0.53; No. 52, \$0.51-\$0.52; No. 53, \$0.50-\$0.51; No. 54, \$0.49-\$0.50; No. 55, \$0.48-\$0.49; No. 56, \$0.47-\$0.48; No. 57, \$0.46-\$0.47; No. 58, \$0.45-\$0.46; No. 59, \$0.44-\$0.45; No. 60, \$0.43-\$0.44; No. 61, \$0.42-\$0.43; No. 62, \$0.41-\$0.42; No. 63, \$0.40-\$0.41; No. 64, \$0.39-\$0.40; No. 65, \$0.38-\$0.39; No. 66, \$0.37-\$0.38; No. 67, \$0.36-\$0.37; No. 68, \$0.35-\$0.36; No. 69, \$0.34-\$0.35; No. 70, \$0.33-\$0.34; No. 71, \$0.32-\$0.33; No. 72, \$0.31-\$0.32; No. 73, \$0.30-\$0.31; No. 74, \$0.29-\$0.30; No. 75, \$0.28-\$0.29; No. 76, \$0.27-\$0.28; No. 77, \$0.26-\$0.27; No. 78, \$0.25-\$0.26; No. 79, \$0.24-\$0.25; No. 80, \$0.23-\$0.24; No. 81, \$0.22-\$0.23; No. 82, \$0.21-\$0.22; No. 83, \$0.20-\$0.21; No. 84, \$0.19-\$0.20; No. 85, \$0.18-\$0.19; No. 86, \$0.17-\$0.18; No. 87, \$0.16-\$0.17; No. 88, \$0.15-\$0.16; No. 89, \$0.14-\$0.15; No. 90, \$0.13-\$0.14; No. 91, \$0.12-\$0.13; No. 92, \$0.11-\$0.12; No. 93, \$0.10-\$0.11; No. 94, \$0.09-\$0.10; No. 95, \$0.08-\$0.09; No. 96, \$0.07-\$0.08; No. 97, \$0.06-\$0.07; No. 98, \$0.05-\$0.06; No. 99, \$0.04-\$0.05; No. 100, \$0.03-\$0.04; No. 101, \$0.02-\$0.03; No. 102, \$0.01-\$0.02; No. 103, \$0.00-\$0.01; No. 104, \$0.00-\$0.01; No. 105, \$0.00-\$0.01; No. 106, \$0.00-\$0.01; No. 107, \$0.00-\$0.01; No. 108, \$0.00-\$0.01; No. 109, \$0.00-\$0.01; No. 110, \$0.00-\$0.01; No. 111, \$0.00-\$0.01; No. 112, \$0.00-\$0.01; No. 113, \$0.00-\$0.01; No. 114, \$0.00-\$0.01; No. 115, \$0.00-\$0.01; No. 116, \$0.00-\$0.01; No. 117, \$0.00-\$0.01; No. 118, \$0.00-\$0.01; No. 119, \$0.00-\$0.01; No. 120, \$0.00-\$0.01.

PRODUCE.

NEW YORK.—Butter—Creamery extra, \$17.00-\$18.00; state dairy, \$16.00-\$17.00; imitation creamery first, \$15.00-\$16.00; Eggs—Nearby white fancy, \$10.00-\$11.00; nearby mixed fancy, \$9.00-\$10.00; fresh, \$8.00-\$9.00; preserved, \$7.00-\$8.00; Turkeys—15 lbs. or over, \$12.00-\$13.00; 12 lbs. or over, \$11.00-\$12.00; 10 lbs. or over, \$10.00-\$11.00; 8 lbs. or over, \$9.00-\$10.00; 6 lbs. or over, \$8.00-\$9.00; 4 lbs. or over, \$7.00-\$8.00; 2 lbs. or over, \$6.00-\$7.00; chickens, \$5.00-\$6.00; ducks, \$4.00-\$5.00; geese, \$3.00-\$4.00; turkeys, 15 lbs. or over, \$12.00; 12 lbs. or over, \$11.00; 10 lbs. or over, \$10.00; 8 lbs. or over, \$9.00; 6 lbs. or over, \$8.00; 4 lbs. or over, \$7.00; 2 lbs. or over, \$6.00; roosters, \$1.00.



TASTY? Yes indeed—
they're just pickles—crisp and fine—just as good as you could put up at home and far less troublesome. But then—you should try Libby's Olives or Catsup—in fact, any of



Always Buy—Libby's
Don't accept a substitute. Whether it be relish—soup—meat—appetizers—preserves or jams—insist on the Libby label. Then you're sure of satisfaction.

At All Grocers
Libby, McNeill & Libby
Chicago

STRAIGHT TIP.

Grumpy Passenger—This boat seems to me to be doing a frightful lot of tippin', steward!

Steward (smiling)—Yus; that's more'n the passengers do!

The Moon's Offspring.

Looking out of the window one evening, little Marie saw the bright, full moon in the eastern sky, and, apparently, only a few inches from it, the beautiful Jupiter, shining almost as brightly as the moon itself. Marie gazed intently at the spectacle for a moment, and then turning to her mother exclaimed:

"Oh, mother, look! The moon has laid an egg!"

No Social Tact.

At a club dance an enthusiastic member approached a rather dull member and said to him:

"Say, for heaven's sake go over and talk to Miss Fryte. She is sitting all by herself."

"But—but what shall I say to her?"

"Tell her how pretty she is."

"But she ain't pretty."

"Well, then, tell her how ugly the other girls are. Ain't you got no social tact?"

The Hairloom.

A Pittsburg drummer, in a small town dropped into a place to get a bite to eat. The place looked familiar, but he didn't know the proprietor.

"Been running this place long?" inquired the drummer.

"No; I just inherited it from my father."

"Ah, yes. I knew him. I recognize this old cheese sandwich on the counter."

Its Advantages.

"I think the pillory ought to be revived as punishment for this frenzied financing."

"Why so?"

"Because it provided a fitting penalty in stocks and bonds."

Important to Mothers.

Examine carefully every bottle of CASTORIA, a safe and sure remedy for infants and children, and see that it bears the Signature of **Dr. J. C. Fitch** in Use For Over 30 Years. Children Cry for Fletcher's Castoria

She Knew It.

Stella—This is the presidential year. Bella—I know. The farmer we board with keeps eight bull moose that chase you every time you go out.

Dikey's Old Reliable Eye-water cures sore or weak eyes. Don't hurt. Feels good.

The value of forethought is often demonstrated by the after effects.

The humor of some people is so delicate they ought to take a tonic for it.



EFFECTIVE.

First Waiter—Did that Arizona ranchman give you a tip?

Second Waiter—I should say he did! He told me if I didn't step lively he'd blow off the top of my head!

A Question of Names.

In some of the country districts of Ireland it is not an uncommon thing to see carts with the owners' names chalked on to save the expense of painting. Practical jokers delight in rubbing out these signs to annoy the owners.

A constabulary sergeant one day accented a countryman whose name had been thus wiped out unknown to him.

"Is this your cart, my good man?"

"Of course it is!" was the reply. "Do you see anything the matter with it?"

"I observe," said the pompous policeman, "that your name is obliterated."

"Then ye're wrong," quoth the countryman, who had never come across the long word before, "for me name's O'Flaherty, and I don't care who knows it!"—Youth's Companion.

She Was a Duster.

Mrs. Sutton advertised for a woman to do general housework, and in answer a colored girl called, announcing that she had come for the position.

"Are you a good cook?" asked Mrs. Sutton.

"No, indeed, I don't cook," was the reply.

"Are you a good laundress?"

"I wouldn't do washin' and ironin'; it's too hard on the hands."

"Can you sweep?" asked Mrs. Sutton.

"No," was the positive answer. "I'm not strong enough."

"Well," said the lady of the house, quite exasperated, "may I ask what you can do?"

"I dusts," came the placid reply.—Everybody's.

Deliberating.

The Rev. James Hamilton, minister of Liverpool, while on holiday in Scotland, had a narrow escape from drowning. Accompanied by a boy, Mr. Hamilton was fishing for sea trout when he slipped on a stone, lost his balance, and being encumbered with heavy wading boots, had great difficulty in keeping his head above water. Finally he managed to get back to the shore, although in a very exhausted state, and said to the boy: "I noticed that you never tried to help me."

"Na," was the deliberate response, "but I was thinkin' o'."

Good Salt.

Aunt Sarah, cook in a Richmond family, took home a dish of macaroni from her mistress' table for the education of her own family. When her children had been assured that it was good they proceeded to eat with great gusto. The next morning Aunt Sarah discovered two of her offspring in the yard turning over stones and soil and scratching vigorously in the earth.

"Heah, yo' chillun!" called out Aunt Sarah, "what yo' all doin'?"

"We's a-buntin'," was the reply, "fo' some mo' of dem macaroni worms."

Mixture of Caution and Economy.

At the Union depot a few evenings ago a mother who had gone to see her daughter, a miss of about 18 years, safely started on a journey, was heard to give the young lady the following words of advice just before the train started: "Now, goodby, my dear. Take good care of yourself and remember not to be too free with strangers on the train. But if a nice looking man should speak to you be polite to him—he may buy your supper for you."—Kansas City Star.

'Twas a Pretty Thing.

The young man produced a small square box from his pocket.

"I have a present for you," he began.

"I don't know whether it will fit your finger or not, but—"

"Oh, George!" she broke in, "this is so sudden! Why, I never dreamed—"

But just then George produced the gift—a silver thimble—and it got suddenly cooler in the room.—Ladies' Home Journal.

The Usual Way.

"Yes; he committed political suicide."

"How can a man commit political suicide?"

"By shooting off his mouth."

The Worrier.

Knicker—Does Jack worry?

Bocker—Yes; he wants to pasteurize split milk.—Judge.

A better thing than tooth powder to cleanse and whiten the teeth, remove tartar and prevent decay is a preparation called Paxtine Antiseptic. At drugists, 25c a box or sent postpaid on receipt of price by The Paxton Toilet Co., Boston, Mass.

A woman never thinks her husband so unreasonable as when he expects her to be reasonable.

LEWIS' Single Binder, straight loo—many smokers prefer them to 10c cigars.

It's easier to lead some men to drink than it is to drive them away from it.

STATES AWAKING TO DANGER

Additional Hospital Beds for the Treatment of Tuberculosis Are Being Established.

Nearly 4,000 additional hospital beds for consumptives in 29 states were provided during the year ending June 1, according to a statement issued by the National Association for the Study and Prevention of Tuberculosis. This makes a total of over 30,000 beds, but only about one for every ten indigent tuberculosis patients in this country.

In the last five years, the hospital provision for consumptives has increased from 14,428 in 1907, to over 30,000 in 1912, or over 100 per cent. New York state leads in the number of beds, having 8,350 on June 1; Massachusetts comes next with 2,800; and Pennsylvania, a close third, with 2,700. Alabama showed the greatest percentage of increase in the last year by adding 57 new beds to its 42 a year ago. Georgia comes next with 107 beds added to 240 a year ago. New York has the greatest numerical increase, having provided over 1,800 additional beds in the year.

Making Cheese in Cider Days.

Cheese was made by the old-time farmers in the summer on the cooperative plan by which four cattle owners owning say 14 milk cows, received all the milk night and morning, according to the dilly yield of their little herd. Thus given two families having five cows each, one with three and one with one, supposing that the average yield per cow was the same, in two weeks, two owners would make five cheeses each; one would press three, and one only one cheese, but this one would be as good and as large as any of the rest.—"Nobility of the Trades—The Farmer," Charles Winslow Hall, in National Magazine.

THE PROPER THING.

First Society Queen—What! Divorced again?

Second Society Queen—Well, dear, one must keep up appearances.

RASH ALMOST COVERED FACE

Warrenville, O.—"I have felt the effects of blood poisoning for eighteen years. I was never without some eruptions on my body. The terrible itching caused me much suffering and discomfort, while the rubbing and scratching made it worse. Last spring I had a terrible breaking out of blistering sores on my arms and limbs. My face and arms were almost covered with rash. I could not sleep and lost nineteen pounds in five weeks. My face was terribly red and sore, and felt as if my skin was on fire. At last I tried a sample of Cuticura Soap and Cuticura Ointment and I found them so cool, soothing and healing, that I got some Cuticura Soap, Cuticura Ointment, and Resolvent. I bathed with hot water and Cuticura Soap, then I applied the Cuticura Ointment every night for two months, and I am cured of all skin eruptions." (Signed) Mrs. Kathryn Kraft, Nov. 28, 1911. Cuticura Soap and Ointment sold throughout the world. Sample of each free, with 32-p. Skin Book. Address post-card "Cuticura, Dept. L, Boston."

Simple Explanation.

To illustrate a point that he was making—that his was the race with a future and not a race with a past—Booker T. Washington told this little story the other day.

He was standing by his door one morning when old Aunt Caroline went by.

"Good morning, Aunt Caroline," he said. "Where are you going this morning?"

"Lawsee, Mist' Wash'ton," she replied. "Ise done been whar Ise gwine."—Kansas City Star.

Seemed Like More.

The Professor—In 140 wasps' nests there are an average of 25,000 insects.

The Student—Why, professor, I disturbed just one nest one day, and I'll bet there were more than 25,000 in that one!

Stop the Pain.

The hurt of a burn or a cut stops when Cole's Carbolic Acid is applied. It heals quickly and prevents scarring. Sold by druggists. For free sample write to J. W. Cole & Co., Black River Falls, Wis.

"How can a man commit political suicide?"

"By shooting off his mouth."

Another Matter.

Hewitt—We aim to please.

Jewett—But what do you hit?

The man who sticks closer than a brother, is sometimes a second cousin.

Garfield Tea is invaluable for all irregularities of the liver, kidneys and bowels. It is made from pure and wholesome herbs.

I say the degree of vision that dwells in a man is a correct measure of the man.—Carlyle.

Mrs. Winslow's Soothing Syrup for Children teething, softens the gums, reduces inflammation, allays pain, cures wind colic, &c. &c. A bottle.

A truthful fisherman always knows where to draw the line.

If your digestion is a little off color a course of Garfield Tea will do you good.

And the Lord also helps those who help others.

TESTIMONY OF FIVE WOMEN

Proves That Lydia E. Pinkham's Vegetable Compound is Reliable.

Reedville, Ore.—"I can truly recommend Lydia E. Pinkham's Vegetable Compound to all women who are passing through the Change of Life, as it made me well woman again suffering three years."—Mrs. MARY BOGART, Reedville, Oregon.

New Orleans, La.—"When passing through the Change of Life I was troubled with hot flashes, weak and waxy skin, and a headache. I was not fit for anything until I took Lydia E. Pinkham's Vegetable Compound. I am recommending it to my friends because of what it has done for me."—Mrs. GASTON BLONDEAU, 1541 Polymnia St., New Orleans.

Mishawaka, Ind.—"Women passing through the Change of Life can take nothing better than Lydia E. Pinkham's Vegetable Compound. I am recommending it to my friends because of what it has done for me."—Mrs. CHAR. BAUER, 523 E. Marion St., Mishawaka, Ind.

Alton Station, Ky.—"For months I suffered from troubles in connection with the change of life, and I thought I could not live. Lydia E. Pinkham's Vegetable Compound made me well and I want other suffering women to know about it."—Mrs. ENNA BAILEY, Alton Station, Ky.

Deism, Mo. Dak.—"I was passing through Change of Life and felt very bad. I could not sleep and was very nervous. Lydia E. Pinkham's Vegetable Compound restored me to perfect health and I would not be without it."—Mrs. F. M. THORN, Deism, Mo. Dak.

Resinol Ends Skin-troubles

RESINOL Soap and Resinol Ointment stop itching and burning instantly and quickly clear away all trace of eczema, ringworm, rash or other distressing skin-eruption.

Resinol Soap 50c and Resinol Ointment 50c by mail, postage paid. Send for sample to Resinol Co., Dept. L, Boston, Mass.



Make the Liver Do its Duty

Nine times in ten when the liver is right the stomach and bowels are right.

CARTER'S LITTLE LIVER PILLS gently but firmly compel a lazy liver to do its duty.

Cures Constipation, Indigestion, Sick Headache, and Distress After Eating.

SMALL PILL, SMALL DOSE, SMALL PRICE.

Genuine must bear Signature **WATERBURY**

A WONDERFUL DISCOVERY.

In this age of scientific research and discovery, it is not surprising that the most valuable discoveries are made in the field of medicine. In the past century, and among them, the discovery of the germ theory of disease, which has been used with great success in the treatment of many of our most deadly diseases, and the discovery of the germ theory of disease, which has been used with great success in the treatment of many of our most deadly diseases, and the discovery of the germ theory of disease, which has been used with great success in the treatment of many of our most deadly diseases.

DAISY FLY KILLER placed anywhere, exterminates all flies, mosquitoes, and other insects. It is safe for all animals, and does not stain or discolor. Sold by druggists. For free sample write to J. W. Cole & Co., Black River Falls, Wis.

PARKER'S HAIR BALM cures itching scalp, dandruff, and keeps the hair soft and glossy. Sold by druggists. For free sample write to J. W. Cole & Co., Black River Falls, Wis.

THOMPSON'S EYE WATER cures all eye troubles, including redness, itching, and inflammation. Sold by druggists. For free sample write to J. W. Cole & Co., Black River Falls, Wis.

CENTRAL OREGON is the place for good land. It is fertile, and well watered. For more information, write to the Oregon Land Company, Portland, Ore.

LAUNDRY FOR SALE—BEST-PAYING most modern laundry plant, country, near city. Best land. Good laundry Co., Farmington, Minn.

W. N. U., ST. LOUIS, MO., 22-1912.

Death Lurks In A Weak Heart

2 Years In Suffering of weak heart "RECOVERED" Made by Van Vleet-McCord Drug Co., Memphis, Tenn. Price \$1.00