

ADVERTISING TALKS

"EVERYBODY IS DOING IT." DOING WHAT? ADVERTISING.

First the squalling infant, with the full-face "ad." Loudly bawling after milk; he don't know "dad."

Argument effective, in the rising son, Gets the goods delivered, and the first night's wan.

Next the tardy schoolboy, with his top to trade, Boosts the merit of a top, like this one's made; Trades it off for jack knife, with the "side unseen," Whetting barter's appetite, to keep it keen.

Then the budding lover, dressed with careful pride, Whispers in the maiden's ear—sounds like "birds"; Skillfully he's building good impression; Maiden will surrender, if the "ad's" not wrong.

Now the man of commerce, in the swim he'll wade, Argument convincing, but with air more staid; Searching for impressions, that will long persist, In the minds of "prospects" who are on his list.

Last the grizzled "brain," scarred with traffic's care, Advertisements, "mong bulls and bears," Proud of battles fought and won, in business strife, Advertising spirit only ends with life. —J. O. Frazer.

IMPORTANT BUSINESS FACTOR

Merchants Must Use Newspaper Columns If They Expect to Keep Abreast of the Times.

Each year the volumes of newspaper advertising becomes larger than before. During the last holiday season the newspapers the country over carried a volume of advertising never before approached in extent or in cost to the advertiser. It has come to the point where it is necessary for a merchant to use the columns of the press if he expects to remain abreast of the times as regards merchandising. He realizes that a vast majority of people read the papers and he knows that to a large degree they are influenced through reading the advertising matter presented. Time was when, especially in the smaller communities, patronage went by favor. John Jones traded with Tom Smith, because they were personal friends. Of course this still is the case in some instances. But, as a rule, John Jones trades where he feels he is doing best for his pocketbook. The merchant who gets his trade in this convincing manner no matter whether he knows Jones by sight or not. There are exceptions, but as a rule it is the merchant who advertises intelligently who gets the patronage of the more intelligent customers, those who read and seek to profit as a result of their reading.

ADVERTISING EFFICACY SEEN

Brings to Light Man Who Has Only a Little Finger but Who Still Continues at His Work.

The claim of publishers that one can get most anything one wants by advertising has received further support. Dr. J. J. Scanlon of London, who is investigating the monetary loss involved in injuries to the hands in connection with the workmen's compensation act, published an offer of \$5 for a workman who, having lost the thumb, index, middle and ring fingers of one hand by accident, was back at his work. William Stanford, a railroad employee, claimed and was given the reward. Nineteen years ago Stanford lost all the fingers except the little finger of his right hand, but he not only proved that he had since continued his duties, but demonstrated that he could paper, paint and mend shoes, play the organ and write with the maimed hand.

Advertised With Old Prescriptions. In the Bulletin of Pharmacy a druggist of Owosso, Mich., tells how he fills his town with the mysterious numerals "50,000." This simple inscription was shown in the local papers, and worked up some curiosity, after which his show windows suddenly bloomed with 50,000 old filled prescriptions which he had accumulated during the years previous, thus calling attention to his good reputation as a dispenser and, incidentally, to the volume of his business. The results are said to have been very satisfactory.

The Printed and Spoken Word. Religious advertising? Why not? The preacher can reach at one time only those few hundreds within range of his voice. The printed newspaper word counts its audience by thousands. And what we read is mighty likely to make a more lasting impression on us than what we hear. The uses of newspaper advertising are just beginning to be discovered. Some day its full scope and power will be universally realized—and that day will be profitable to the newspapers and to the discoverers of the value of newspapers alike.—Jerome P. Fleischman in the Baltimore Sun.

Never, Never. Sonny—Aw, pop, I don't want to study arithmetic. Pop—What! A son of mine grow up and not be able to figure up baseball scores and batting averages? Never!

Just Lucky. "Tommy," said his brother, "you're a regular little gutton. How can you get so much?" "Don't know, it's just good luck," replied the youngster.—Christian Intelligencer.

NEW WANTS CREATED BY ADVERTISING

Price of Goods Also Reduced Because of Greater Business Done.

When the papers are filled with advertisements there may be readers who ask themselves whether the cost of all this publicity does not fall, in the end upon the customers of the merchants and manufacturers who pay the bills. Some there are, no doubt, who believe that advertising increases the price of the goods they buy, and some who do not go so far still wonder how such an expense can be carried by business men without incurring heavy losses. The mistake in such shortsighted views of one of the great creative forces in modern business lies in the fact that the power of advertising to make trade larger and to establish new wants and new methods of supplying them, is overlooked, says the Cleveland Plaindealer. Advertising is not merely a means of catching a larger proportion of the fish in the pond. It increases enormously the number of the fishes. Without advertising much of the business of civilized countries would wither and die. The wants of civilization would narrow rapidly because they would be general and increasing ignorance of the means whereby they could be supplied.

In a very true and vital sense, the luxuries and comforts of the age have been created to meet an artificial demand. That is a demand which is founded on widening intelligence and rising standards of taste, rather than on primitive needs native to all human beings.

Much of the beauty and interest of life in these days depends upon the wants which spring from desires that would fade out of business if they were not kept alive by the news of the great industrial and commercial enterprises of the times; that is, by advertising.

For advertising, at its best, is simply telling the news of the business world. It is making known the newest and most seasonable fruits of untold skill and industry.

Advertising is publishing abroad the results of the labors of hundreds of chemists in their laboratories and of thousands of inventors using their skill and talents to create merchandise in myriad forms, finer, sounder and more useful, as well as cheaper, than anything the past ever knew.

It is on such news that the desire for the latest fruits of civilization grows and widens. The news of business creates business. To tell what is for sale in a first-class store is not only to attract buyers from less enterprising places, but to multiply the users of the wares, and increase their expenditure.

It follows, necessarily, that the most progressive, intelligent and altogether competent merchants are the best and most persistent advertisers, and it is equally true that the holiday "ads" are guide posts pointing the way to the best bargains of the season.

This is true not merely of one city or of a dozen, but of all cities in all civilized lands. Advertising is the sign and proof of progressiveness. Effective advertisements have to be supported by good merchandise or they soon come to an end. Where advertising is continuous and done on a broad scale it is certain that the products of factories, mills and shops will be found at their best and freshest. These stocks and goods will be most thoroughly and reliably up to date.

There, also, customers can depend upon the most skillful service and the most intelligent consideration. It all goes back to the same root, which is recognition of one of the great productive forces of modern civilization.

Censoring the Advertiser. The new Danish law against unfair competition and untrue advertisements, which went into effect October 1, is not unlike certain laws already in force in Germany. It is not liked by merchants because of the provision which forbids more than two "clearing" sales a year by any store. According to the report of our Copenhagen consul, "exceptions are made in case a bankrupt stock is to be sold or the death of a partner or owner shall cause the closing out of business 'below cost,' or if a bona-fide winding up of the business is undertaken, or if the place of business is to be removed to another locality, etc. If, however, any of the above exceptions can be shown not to have been true, a criminal prosecution is possible." Nearly every European idea comes to America sooner or later, but we already have in Massachusetts a statute against untrue advertisements.

We All Read 'Em. Albert B. Kelley, an advertising expert of Philadelphia, sat in the Markham club turning the seventy or eighty pages—mostly advertising matter—of a weekly. "Advertising is such an art," he said, "that many people actually buy periodicals as much for the advertisements as for the reading matter." Mr. Kelley smiled.

"I sit in an editor's office the other day," he continued, "when a post entered. 'Glad to see you've accepted that sonnet of mine,' the poet said, feverishly pushing a check for long hair. 'I do hope it will be widely read.' 'It's sure to be,' said the editor. 'It's sure to be. I've placed it next to one of our most striking ads.'"

True Love. "You love that Perkins boy, don't you?" said the jealous little boy to his girl playmate. "Yes, I do," was the reply. "Well, if he comes around here I'll smash him to a jelly." "But, I'll still love jelly."

In Practice. Mother—Why, you destructive boy! What kind of man do you expect to be when you grow up? "I'm going to be president of a home-wrecking company."—Life.

BRACELET THAT CAME BACK

Eminent Professor Called On to Give Testimony as to Somewhat Remarkable Event.

One day recently a young woman from Newark, while standing on the steamship dock at Portland, Me., with a party of friends, suddenly uttered a scream.

"What's the matter?" her companions asked.

"I've lost my gold bracelet overboard," she answered.

While flourishing her arm over the railing she had flung the bracelet off, and the waters of Casco bay had swallowed it up.

The loss was forgotten yesterday, when at the young lady's home in this city a box of Mediterranean sardines, canned in Sardinia, was served for lunch.

While cutting up one of the sardines for her knife the young woman struck something hard.

Inside the fish was the gold bracelet, with her initials engraved to make its identification complete!

When the attention of Professor Prewitt, the well known scientist, was called to the remarkable case, he was not at all amazed.

"I have noticed for years," he said, "that sardines are growing larger. When I was a boy, sardines were no bigger than my little finger and very tender. Now, however, it is not rare to see them as long as a herring and as tough as a dogfish. I am convinced that a rapid evolution is taking place in the sardine race. Perhaps the sardine has a destiny, and will, in a few cycles of time, taken the place of the sperm whale, which is almost extinct. Perhaps the scientific theologians of the thirty-fifth century will maintain that it was a sardine that swallowed Jonah."

As to the geographical inconsistency in the story of the lost bracelet, Doctor Prewitt said:

"It is perfectly possible that the sardine, after swallowing the bracelet in Casco bay, swam all the way across the Atlantic ocean and half the length of the Mediterranean sea before being taken. The sardines of the European canneries are muscular enough to forage as far as Maine or even Labrador, and return home each night to sleep. The only thing that strikes me as dubious about the story is the fact that the sardine was caught at all. I wonder how far the creature towed the boat before the fishermen tired it out and got the gaff in its gills."—Newark News.

Lessons of Street Dangers. In these days of hustle and hurry in our busy streets, teachers might do well to give their pupils a word of warning about crossing streets. Since the advent of the automobile, street dangers seem to have increased a hundred fold. Over in England a London coroner whose court deals with a large number of accidents each year, has just expressed the opinion that the number of street accidents could be greatly decreased, if parents and school teachers would instill in the minds of the children the dangers of the streets. They ought to be educated to understand how to cross the street, he considered. Of course you will notice, it is the teacher who should teach the children. What is to be left for parents to do towards instructing their progeny?

Beats Dancing. Fan—Why don't you dance more? Tan—Well, I've had five proposals already this season while sitting out dances in the conservatory.—Judge.

Loose Screws. Very often a screw hole gets so worn that the screw will not stay in. In such a case cut narrow strips of zinc and fill the hole completely. Then force the screw in. This will make it as tight as if driven into an entirely new hole.

House Hunting. Prospective Tenants—"There's one great disadvantage about this house; it is damp." Landlord—"That's no disadvantage. If a fire were to break out it wouldn't burn nearly so fast."

Tuberculosis. Tuberculosis or consumption is rare in childhood; increases rapidly after the age of fifteen, and is most common between the ages of twenty-five and thirty. Those who escape it till the latter age are less and less prone to it as they advance in years.

Prevents Cracks. A small amount of vaselin rubbed into patent leather shoes occasionally will keep them soft and prevent cracking. Footwear of this leather should be kept tread when not in use.

RHEUMATIC ADVICE

Prominent Doctor's Best Prescription Easily Mixed at Home.

"From your druggist get one ounce of Toris compound (its original sealed packages) and one ounce of syrup of Sarsaparilla compound. Take these two ingredients home and put them into a half pint of good whiskey. Shake the bottle and take a tablespoonful for each meal and at bed-time. This is said to be the quickest and best remedy known to the medical profession for rheumatism and backache. Good results come after the first dose. If your druggist does not have Toris compound in stock, get it for you in a few hours from his wholesale house. Don't be influenced to take a patent medicine instead of this. Insist on having the genuine Toris compound in the original one-ounce sealed, yellow packages. Hundreds of the worst cases were cured here by this prescription last year. Published by the Globe Pharmaceutical Laboratories of Chicago.

IDEA ANNOYED OLD GOLDE

He Knew From Experience That College Education by No Means Unfitting for Work.

"Woodrow Wilson naturally believes in a college education for boys and girls alike," said a banker at the Princeton club in New York.

"Mr. Wilson, lunching with me here, once said in his quiet way that the old idea about a college education unfitting a lad for work had quite died out."

"We no longer hear," he declared, "stories like that of Gobsa Golde."

"When Gobsa Golde's son Scattergood," he explained, "desired to go to Princeton, he said to the old man: 'Father, is it true that boys who go to college are unfit for work afterward?'"

"Of course it ain't true!" snorted the old man indignantly. "Why, I've got a Princeton graduate running my freight elevator, two of my best coal heavers are Harvard A. B.'s and a Yale S. B. is my star truck driver."

ETERNAL LAW OF CONTRARIES.

"Do you ever give your husband Christmas hints?" "Of course I do." "Do you? Why, the least hint makes my husband so mad!" "Pooh! you don't know the combination. I tell my husband I don't want what I do want, and then I get it."

Shopping Instinct. A rural postmaster tells this story of one of the patrons of his office, a boy of thirty, not to say penurious, stock. When the lad comes into the postoffice he will thrust his wizened face up close to the window and, in his slow, Yankee drawl, inquire most earnestly:

"Have you got any postal cards?" "Yes," the postmaster replies. "How much be they 'tday?" "A cent apiece."

Then the boy, screwing up his eyes in the intensity of his thought over the question he has to decide, always stops for a while to weigh the consequences. Finally, he will reply solemnly:

"Wal, I'll take one."—Youth's Companion.

WHITE PIMPLES ON HEAD. Ransom, Ill.—The trouble started on our baby when he was only about two weeks old. Started like little white pimples, looked like an old scab of blood and matter. His whole head was covered for a few months, then it went to his ear, shoulders, and his whole body. It seemed to come out thick and sticky on his head, while on the other parts of his body it was more like water coming out of the skin. He would scratch until the eruption would be all covered with blood and gradually spread. The least little stir or rub would cause the sores to bleed, spread and itch. Never had a full night's sleep, restless all night.

"The sores were horrid to look at. It lasted until he was about two and a half years old. Then we saw an eczema advertisement in the paper to use—but it did no good. Then we used Cuticura Soap and Cuticura Ointment. We put the Cuticura Ointment on thick at bed time and put a tight hood on so he could not scratch the sores. Then we washed it clean with Cuticura Soap and warm water twice a day, and he was completely cured." (Signed) Mrs. E. F. Sulzberger, Dec. 30, 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." Adv.

Just Because. "Why was the beauty doctor so angry with Anna?" "Because she told him she was coming to him to get a few wrinkles."

SHARE INTO YOUR SHOES. Allen's Foot-Ease, the Antiseptic Powder for tired, aching, swollen, nervous feet. Gives rest and comfort. Makes it difficult to walk. Sold everywhere. Etc. Don't accept any substitute. Write for sample address Allen & Gilmated, Le Roy, N. Y. Adv.

Almost Thrown Away. "The fish I had from yesterday wasn't fit to eat. I was obliged to give it to my servants!"—London Opinion.

Real Test. Gabe—How can you tell a genuine diamond from a fake? Steve—Try to hook it.

Of Course. "What did your lawyer say when you stated your purpose to him?" "He said it was fee-ible."

COULD STAND PLAYFUL DOG

Young Man Considerably Relieved When He Learned the Animal Was Not in Earnest.

"Have you seen papa's new dog, Carlo?" she asked as they sat in the parlor.

"Yes," he replied, uneasily. "I have had the pleasure of meeting the dog."

"Isn't he splendid? He is so affectionate."

"I noticed he was very demonstrative," returned he, as he moved uneasily in his chair.

"He is very playful, too. I never saw a more playful animal in all my life."

"I am so glad to hear you say that."

"Because I was a little afraid that when he bit that piece out of me the other evening he was in earnest. But if he was only in play, of course, it's all right. I can take fun as well as anybody."

No Hurry for That Vehicle. A short-sighted old lady in a hurry to mount a tram car held up her umbrella and shouted to the driver of a passing vehicle, "Stop! Stop!" to which the driver replied, "Don't be in a hurry, mum; it ain't your turn yet." It was a hearse.

She Knows. "You never thank a man for giving you a seat in a street car?" "Not any more," replied Miss Cayne. "I used to until I noticed that almost invariably he was going to get out at the next corner anyhow."

FLYING AGE.



"How old is De Swift's youngest child?" "It can't be more than a year old. It's just learning to fly."

Not on the Program. A little four-year-old girl, whose parents had been discussing an approaching meeting in connection with the Society for the Prevention of Cruelty to Children, begged to be taken. Her mother explained that the meeting would not amuse her, but she persisted in her demand, and finally her mother agreed to take her if she promised to be very quiet.

She was very good throughout the greater part of the proceedings, but after listening patiently to the speeches for some time she whispered to her mother:

"Mummy, this is dull! When is the cruelty going to begin?"

PAINFUL, TRYING TIMES

Housework is hard enough for a healthy woman. The wife who has a bad back, who is weak or tired all the time, finds her duties a heavy burden. Thousands of nervous, discouraged, sickly women have traced their troubles to sick kidneys—have found quick and thorough relief through using Doan's Kidney Pills. The painful, trying times of woman's life are much easier to bear if the kidneys are well.

An Iowa Case. "I was troubled with a severe nervous disease, which was caused by a disordered stomach and kidneys. I had severe backache, headache and dizzy spells, and my limbs were swollen. I took Doan's Kidney Pills and when everything was healed, I cannot praise them too highly."—J. H. Jones, Iowa.

Get Doan's at Any Store, 50c a Box. DOAN'S KIDNEY PILLS. FOSTER-McLELLAN CO., Buffalo, New York.

GOOD SEEDS

BEST IN THE WORLD. New Crop of Choice Pines. In addition to a lot of extra FREE SEEDS given with every order. BIG SEED BOOK FREE. Our Grand Big Illustrated Catalog of all Farm and Garden Seeds is now ready and free to you. Write for it today. Send name and address of neighbors who buy seeds. Address: RATEKIN'S SEED HOUSE, SHENANDOAH, IOWA.

Have You a Disordered Stomach and Liver?

Do you start the day feeling that the whole world is against you? You cannot hope to "make good" under these circumstances. Nobody can. You must have a clear brain and every organ in perfect trim to do justice to yourself.

Dr. Pierce's Golden Medical Discovery

Will Bring Quick Relief

Dr. R. V. Pierce found years ago that a glyceric extract of Golden Seal and Oregon grape roots, queen's root and bloodroot with black cherry bark, would aid in the assimilation of the food in the stomach, correct liver ills and in nature's own way enrich the blood, tone the entire system and consequently help in the restoration of perfect health. Many who have used Dr. Pierce's Golden Medical Discovery testify that they have been restored to health when suffering from stomach and liver ills. Let this famous old medicine start today to lead you to health and strength.

Now—if you prefer—you can obtain Dr. Pierce's Favorite Prescription Tablets of your druggist at \$1 per box, also in 50c size or send 50 one-cent stamps to R. V. Pierce, Buffalo, for a trial box.

You can learn all about hygiene, anatomy, medicine, etc., from the People's Common Sense Medical Adviser, by Dr. R. V. Pierce, a newly revised, up-to-date edition of which is now offered, in cloth covers, post-paid, for 81 cents in one-cent stamps, to cover cost of wrapping and mailing only. Address, Dr. Pierce's Invalids Hotel, Buffalo, N. Y.

Don't be poisoned by sluggish bowels. Dr. Pierce's Pleasant Pellets regulate and invigorate stomach, liver and bowels. Sugar coated, tiny granules.

GOT LEFT IN THE RUSH.

5 PER CENT SOLUTION OF THIS COMPOUND WILL Kill Germs of Difteria, Pink Eye, Epizootic, Catarrhal Fever and Influenza, under the microscope. Given on the Home's Tongue, it unites with the fluids of the alimentary canal, throws into the blood poisons through the glands and repeats the process of disease. Assisted by the action of the stomach, it kills the germs of disease, cleans, cures and prevents the spread of disease. SPOHN'S URE. 10 cents, 50c a dozen; 50c, 10c a dozen.

SPOHN MEDICAL CO., Bacteriologists, GOSNEN, IND.

Stops Backache

Sloan's Liniment is a splendid remedy for backache, stiff joints, rheumatism, neuralgia and sciatica. You don't need to rub it in—just laid on lightly it gives comfort and ease at once.

SLOAN'S LINIMENT

is good for sprains, strains, bruises, cramp or soreness of the muscles, and all affections of the throat and chest.

Got Entire Relief. MR. GEO. BUCHANAN, of Welch, Okla., writes:—"I have used your Liniment for the past ten years for pain in back and stiffness and find it the best Liniment I ever tried. I recommend it to anyone for pains of any kind."

Relieved Severe Pain in Shoulders. MR. J. UNDERWOOD, of 2000 Warren Ave., Chicago, Ill., writes:—"I am a piano polisher by occupation, and since last September have suffered with severe pain in both shoulders. I could not rest night or day. One of my friends told me about your Liniment. Three applications completely cured me and I will never be without it."

Price 50c, 50c, and \$1.00 at All Dealers. Send for Sloan's free book on home medicine. Address: Dr. Earl S. Sloan, Boston, Mass.



Death Lurks in a Weak Heart

It Lurks in Suffering or Weak, and "SERVICING" Made by Van Vleet & Co.