

Short Talks On Advertising

By Charles Austin Bates.

No. 19.

A great many merchants cut down their advertising in the Summer. Some even stop it altogether.

In everyday life, when a thing is hard to do, it only calls forth greater effort. If the laborer can't move the stone, he gets a crowbar and a block of wood. He makes a lever—and the stone moves. If the crowbar isn't long enough he gets something longer. He doesn't give up—because the stone has got to be moved.

Same way in business. Trade is a stone. The funny thing is that the lighter it gets the harder it is to move. It can be moved, though. You may have to have the lever lengthened. Certainly you ought not to shorten it. The best business lever is advertising—newspaper advertising is the longest lever and the quickest to move trade.

Dull times are the times to put forth the greatest effort and the most money. People don't usually ask for what they have already. Advertising is merely asking for trade. When the store is full every day, cut down your space. When trade is slack increase your space. Don't expect that you will get a big trade in dull times, but keep count and you will find that the advertising is profitable. Profitable right at the time and enormously profitable after awhile. The very fact that only a few merchants are wise enough to advertise in dull seasons makes it all the more profitable for those who do. You are there when others are not. It gives you greater prominence. It will make your advertising in busy times much more effective.

Common sense has a great deal to do with advertising. Think about it from a common-sense standpoint. It may take some "nerve" to pay out money for newspaper space when the business isn't paying expenses, but it will pay.

More than half the business houses in the country would be ahead if they could shut up for three months in the Summer. But they don't do it.

Why?

Simply because they can't afford to. People would forget them.

Same way in advertising.

Think about it.



"The best business lever is advertising."



"You are there when others are not."

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Josef Hofmann, Pianist, as an Inventor.

Josef Hofmann, the great Polish pianist, who first played in public when six years old, and now, at twenty-four, is ranked as one of the greatest living performers, is a mechanic as well as a musician. Just now he is busy experimenting with electricity, and when not at the piano he may be found at work in his laboratory, perfecting a motor for increasing the speed of automobiles. He has applied for patents on this invention in the United States and Germany. Hofmann is gifted in many ways. An article in the Ladies' Home Journal for October on "Playing the Piano Correctly" shows him to be a writer of no mean merit, and the advice he gives is, of course, authoritative.

What's Your Face Worth?

Sometimes a fortune, but never, if you have a sallow complexion, a jaundiced look, moth patches and blotches on the skin—all signs of liver trouble. But Dr. King's New Life Pills give clear skin, rosy cheeks, rich complexion. Only 25c at P. H. Franklin's drug store.

A Fiendish Attack.

An attack was lately made on C. F. Collier of Cherokee, Iowa, that nearly proved fatal. It came through his kidneys. His back got so lame he could not stoop without great pain, nor sit in a chair except propped by cushions. No remedy helped him until he tried Electric Bitters which effected such a wonderful change that he writes he feels like a new man. This marvelous medicine cures backache and kidney trouble, purifies the blood and builds up your health. Only 50c at P. H. Franklin's drug store.

Ernest Seton-Thompson to be an Editor.

The author of "Wild Animals I Have Known," who is already famous as artist, naturalist, lecturer and writer of books, is to add another to his list of accomplishments. He has accepted a position on the editorial staff of The Ladies' Home Journal at a figure which is said to be one of the largest ever involved in a transaction of this character.

LA CROSSE LUMBER CO.

Carry Large Stocks.

Danger in Child Dreams.

New Orleans Times-Democrat

"There is more danger in child dreams than one would suppose," said a well-known physician, "and really but few persons understand how close to death the child is when passing through one of these fearful frights of the night. Nightmares frequently kill grown persons and these horrible dreams which come to the child-life are of the same kind. This is why I have always bitterly opposed telling children horrible tales. There is nothing to be gained by it. The average child cannot be frightened into doing the right thing. If a child is inclined to do the wrong thing a horrible tale will not keep him from doing it. On the contrary, horrible results may follow the horrible impression which the child gathers from the story told. Bad dreams, a night of nervousness and tumbling and rolling and broken sleep will follow.

"But there is an even greater danger in the possible death of the child from shock. Death on this account may not be common among children, but a good per cent of the persons who are found dead in bed after having retired at night apparently in good health die from this cause. It is called heart failure, and this is what it really is. But the question of what causes the heart to fail in its action is given but little thought. Now, in many of these cases shock—pure shock—caused by some horrible dream is responsible for the death of the person. He may have dreamed that he was shot through the heart, or through some other vital organ of the body, and may die before he can arouse from his slumber. Generally the prompt awakening will save the person, but under other circumstances the person will die before he can come into possession of his faculties.

"Children are very much shocked by bad dreams. They sometimes find themselves pursued by a wild animal, and they dream that they are unable to run and wake up in a most horrible condition, mentally and physically. But probably the most dangerous form of child dream is the thought, very common among sleeping children, that they are experiencing a long fall. They generally wake up before they strike the bottom of the place into which they are falling and the heart resumes its normal action. These dreams are very dangerous, and it is a wonder to me that more children are not killed. They get awfully close to death's door and the waking is generally a fortunate thing."

How's This?

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure. F. J. CHENEY & CO., Props., Toledo, O. We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions, and financially able to carry out any obligation made by their firm.

WEST & TRUAX, Wholesale Druggists, Toledo, O. WALDING, KINNAN & MARVIN, Wholesale Druggists, Toledo, O.

Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Price 75c per bottle. Sold by all druggists. Testimonials free.

Hall's Family Pills are the best.

An Anarchist Conspiracy.

From the New York Press.

With the closing of Czolgosz' day in court all the talk about anarchist plots, groups, drawing lots and the like is seen to be the empty babble that it at first appeared to the judicious. The man had no accomplices. He was under no direction. He had no code. He belonged to no sect. He had taken no oath. He was simply one American citizen of foreign extraction upon whose mind had been wrought the conviction that the American government had been perverted into an organized crime against the masses.

To proceed by legislation against men of this type before the commission of an overt act is a patent impossibility. They are simply victims of the mind poison which has permeated the political atmosphere since class hatreds have been regularly presented in party campaigns. They give no sign of their contagion till the rabies breaks out with deadly virulence. The remedy is to provide the antidote for the poison. If we pass new laws against anarchism and then go away thinking that the thing is done and the cure made, we shall make one of the greatest mistakes of our national existence. A public opinion which will promptly ostracize every speaker or writer of treason against our institutions—in daily newspapers or in fortnightly club discussions—will suppress this sort of anarchism. It will do so simply by preventing its access to ignorant minds.

Is Life Worth Living?

Then don't neglect a cough or cold, especially when only twenty-five cents will buy a bottle of Mexican Syrup. It is so soothing, and so many consumptives have been made well by its use. Read some of the testimonials on the wrapper around each bottle that prove this remedy more sure for deep seated colds, habitual coughing and even consumption, than any other remedy known to physicians, many of whom recommend and prescribe it where less efficacious remedies fail.

PALE, PUNY, CHILDREN.

If a child has a bad smelling breath, if it habitually picks its nose, if it is cross and nervous, if it does not sleep soundly, if it is hollow-eyed, if it has a pale, bloodless complexion, if it is growing thin and lifeless, give it Mother's Worm Syrup and you will remove the cause of its distress quickly. Then will its little cheeks get red and rosy, its appetite and digestion improve, and its health be better. Price only 25 cents. No other worm-killer so effective.

BE NOT DECEIVED.

Don't think you can neglect your health and reach old age. The way to longevity is to be kind to nature and then nature will be kind to you. Constipation, inactive liver, etc., are foes to nature. Mexican Root Pills help nature. Try them. They cure by cleansing and strengthening.

PAIN CAN BE CURED.

Why suffer pain? Pain is trying to kill you. Why not kill pain. Nothing kills pain, either internal or external pain, so quickly and so effectively as Gooch's Quick Relief. Cures cramp and colic.

A COMPLETE CURE.

When you take Gooch's Sarsaparilla you find it a complete cure for bad blood.

PILE-INE CURES PILES!

Money refunded if it ever fails. Anti-Ague cures Chills and Fever.