

Philadelphia, June 12th, 1907.

Mr. Stone: The samples that you have sent The Inland Printer for... proven so interesting to me that I am anxious to have you tell us...

The following is from "The Inland Printer," the leading printing journal of the country:

Down in Roanoke, Virginia, there is one of the largest printing establishments in the South, and one of the most progressive and up-to-date in the business anywhere...

I believe advertising to be almost as necessary in the conduct of a printing establishment as is the printing press itself.

The writer has always believed in a certain amount of newspaper advertising, and has carried two inches across double, at the top of the column, next to local reading matter...

Of course, the first thing is to have something to advertise. Advertising will not be beneficial for any length of time if the claims and representations are not as advertised.

We claim to be the largest and best equipped printing office in the State—with possibly two exceptions: they may be larger, but are really no better equipped.

It is, of course, necessary that the quality of our printing be right, and our prices right, and our promises kept.

We inclose a little advertising slip in each letter we send out and in each package we deliver.

We never mention a price in our newspaper advertising, and seldom in our slip advertising. Our experience is that when a man sees a good job of printing he remembers who did it—he does not ask what it cost.

We pay especial attention to our proofreading—and it's a winning card with schools, colleges, universities, lawyers, etc.

Our city has a population of about 22,000—we employ about sixty-five people, occupy three floors, 60 by 100 feet, well lighted and heated, fitted with gas and electric light, gas and electric power, and electric bells, dumb waiters and speaking tubes to all departments.

We recently undertook to complete in two weeks an edition of 10,000 copies of an 180-page catalogue. Our customer doubted our ability to do so.

We endeavor not to promise more than we can perform—but, after we promise it, we leave no stone unturned to keep our promise.

We never "talk about" a competitor. We blow our own horn, and find it keeps us busy.

I have tried to answer your questions, and hope I have done so satisfactorily.

I might add that I have active charge of the business; am a practical printer; write all the advertisements; keep in touch with almost every job, suggesting the change of a line here and there; believe in giving my force good tools to work with; have tried and true lieutenants at the head of the departments, who take pride in the good name of the establishment, etc.

I believe in paying good wages and exacting good service.

If I can give you any further information let me know.

There are lots of good points in that letter. You will notice Mr. Stone says, "we never let up."

Much of the success of Mr. Stone's advertising lies in that. There is no "off season" for Mr. Stone, because he always keeps at his people.

Mr. Stone's letter can be read with a great deal of profit, because it is the testimony of a practical advertising business man who has the courage of his convictions and the power to carry them out fully and completely.

THE NEW WOMAN.

Her Capacity For Organizing and Managing Important Business Enterprises.

It is one of my cardinal doctrines that women are especially endowed with the organizing and executive talent. They are quick to observe, and unless they have been brought up ignorant as babes of how money is earned they are careful in its expenditure.

A prospective mother may fear for herself against the slightest fear of danger or excessive pain by the use of Dr. Pierce's Favorite Prescription, during the period of expectancy.

It is probably an unusual thing in any country for a court to sit in judgment on the dead, but in a Berlin letter to the Chicago Record an account is given of a trial in which the accused was a dead man.

It was not his first trial. That had taken place in his lifetime, and its result had been a sentence of imprisonment for 18 months.

Thus occurred the peculiar circumstance of a dead man on trial. The trial resulted in the reversal of the former sentence, the court pronouncing the deceased not guilty.

"Mrs. Gaswell, your daughter's visit to Europe seems to have made her quite a polished young woman."

"I should say so. My land! You ought to hear her say, 'I shall be very pleased.'"—Chicago Tribune.

Twenty years ago England had 11,616 male and 14,901 female schoolteachers. Last year there were 66,310 female and only 26,276 male teachers.

Without A Rival. As a positive cure for sprains, bruises, and pains of all kinds, Salvation Oil has no equal.

"Tears are good for women," writes some old dunderhead of a doctor. "A good cry helps their nerves."

In Alabama there is a young lady too tender and fragile in her nerves to live in this wicked world.

One of the most desirable farms in Augusta county, 400 yards from the N. & W. station, 315 acres, 265 in cultivation, machinery can be used all over the place.

One good lot on Shenandoah avenue n. w., \$150.

The best lot in the Lewis addition 50x133 feet, \$175.

Two of the best lots on Dale avenue s. e. Price \$150.

A SNAP. The best bargain that has been offered in inside property for \$1,500. There is a sure profit in this.

OSWALD S. HAWKINS Real Estate Agent.



A happy mother is the happiest being in this world. To hold in her arms the dear little life—a part of her very own life—nestling, trusting and dependent on her protecting love, is the sweetest, most sacred responsibility of a woman's existence.

It gives elasticity and endurance to the organism specially concerned in motherhood, and healthy vitality to the nerve-centres. It makes the mother strong and cheerful. It gives her recuperative power. It promotes abundant nourishment and provides constitutional health and energy for the child.

It is the only positive specific for all diseases of the feminine organism, devised by an educated and skilled specialist in this particular field of practice.

Trying a Dead Man. It is probably an unusual thing in any country for a court to sit in judgment on the dead, but in a Berlin letter to the Chicago Record an account is given of a trial in which the accused was a dead man.

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"Mrs. Gaswell, your daughter's visit to Europe seems to have made her quite a polished young woman."

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Big Bargains in Real Estate.

\$2,600 buys a desirably located 10-room residence on Terry's Hill, which cost \$6,000; can be exchanged for cheaper property in part payment; balance on long time at 6 per cent. interest.

\$1,500 will buy 8-room residence, large lot, near center of city \$150 cash; \$15 per month.

\$1,500; \$15 cash and \$15 per month will get a nice 7-room house in southwest.

\$1,450, on easy payments, will take in a lovely new 7-room house in southwest, very desirably located, with modern improvements and nice shade.

500 acres farm near Roanoke on railroad, first-class improvements, fine orchard, plenty of timber; terms easy.

110 acres of Back Creek pippin apple land, in good state of cultivation, 900 young bearing pippin apple trees, at \$20 per acre.

133 acres of first-class land on the Shenandoah Valley railroad, one mile from depot, in high state of cultivation, about 100 miles from Roanoke, good improvements, fine orchard, plenty of good timber, well watered and fenced.

About 300 acres on Norfolk and Western railroad, 95 acres of fine bottom land, 55 acres of which has yielded 64 1/2 of corn to the acre, is also good for wheat and grass; 8-room house, good young orchard, has about 50 acres of as fine peach tree land as can be found in the State; can be bought for \$5,500 or exchange in part for Roanoke city property.

Very desirable dwelling No. 316 John street s. w., 10 rooms, good stable, necessary outside buildings, lot 50x150; \$3,000.

Nice 6-room cottage No. 3 Trout avenue s. w., lot 50x150, \$1,500.

Dwelling No. 366 Eighth avenue s. w., lot 50x150, \$1,500.

Three-story brick building on Shenandoah avenue, near freight depot, now used, first floor as a bottling works, and second and third as shop and dwelling, \$5,000.

6-room dwelling, No. 517 Fourth street n. e., very cheap and convenient to Roanoke Machine Works, \$700.

8-room dwelling, n. s. Belmont avenue s. e., lot 33x130 feet; beautiful location, \$2,000.

8-room dwelling, 14 1/2 Lee street n. e., lot 50x200 feet, \$1,500.

8-room dwelling, 509 Luck avenue, lot 24x90 feet, very cheap, \$2,000.

6-room dwelling, 927 Shenandoah avenue n. w., lot 25x130, \$800.

6-room dwelling, 427 Elmwood street s. e., lot 40x130, a bargain, \$650.

8-room dwellings, 924, 930 and 932 Center street, lots 25x130, all three desirably located and very cheap, \$1,100.

6-room dwelling, 711 Gilmer street n. w., lot 40x130, nice location; a bargain, \$1,100.

Vacant lot on Jefferson street, 25x170 feet, near marble yard, formally worth \$6,000; price \$2,500.

Peck Hotel, on Salem avenue, near Academy of Music, 24 rooms, a bargain, price \$3,500.

Two-story frame building, 8 rooms, 450 feet east of F street, fronting on Campbell avenue s. w., lot 50x235 feet. This is a very cheap and desirable property, price \$3,000.

A very desirable 8-room dwelling, 801 Roanoke street s. w., good outside building, hot and cold water, bath, etc., lot 50x150, a bargain, \$2,500.

House and lot, 8 rooms, north side Melrose avenue n. w., lot 75x210 feet, a most desirable home, price \$1,800.

Two-story frame building, 612 Sixth avenue n. w., very nicely located, 6-room house, price \$1,200.

10-room dwelling, 315 Randolph street, near Roanoke and Southern depot, formerly sold for \$2,000, price \$1,150.

10-room two-story dwelling, No. 375 Eleventh avenue s. w., an elegant property, none better, lot 50x130, \$3,500.

12-room two-story dwelling, 379 Eleventh avenue s. w., new house worth \$4,500, lot 50x130, price \$3,500.

10-room two-story dwelling, 377 Eleventh avenue s. w., one of the cheapest houses in the city, lot 50x130, \$3,000.

Two-story frame building on Washington street, east of G, a beauty, all modern improvements, 7 rooms, very cheap, \$2,700.

Two-story frame dwelling, 1116 South Jefferson street, worth \$3,500, price \$2,800.

Two cottages on Shenandoah avenue No. 1021 and 1023, 6 rooms, each \$900.

18-room dwelling, 31 Seventh avenue s. w., worth \$7,000, price \$5,500.

15-room dwelling, No. 364 Campbell avenue s. w. The cheapest property now on the market; just elegant, \$5,500.

FOR RENT.

6-room cottage, Roanoke street, near in, \$9.00. 8-room house with modern conveniences on Patterson avenue; stable, etc., \$16.00. 10-room house with modern conveniences on Patterson avenue, near in, \$15.00. 8-room house on Shenandoah avenue n. w., \$7.00. Small office room near Watt, Rettew & Clay's, \$6.00. Two store rooms with dwelling rooms above, corner Park street and Loudon avenue n. w. Will rent separately. Second floor arranged for boarding house purposes. Rent moderate. See

T. E. B. HARTSOOK & CO., THE RENTERS, Market Square.

FOR RENT AND FOR SALE.

T. W. Goodwin, Ag't. Office: Room No. 205 Terry Building.

February 1, 1898. DWELLINGS.

Southwest. No. 317 Tenth avenue... 19.00 No. 1236 Chapman avenue s. w... 18.00 No. 522 First avenue s. w... 13.00 No. 1724 Boulevard... 10.00 No. 1002 Franklin Road... 30.00 No. 1921 Boulevard... 25.00 No. 1726 Boulevard... 10.00 No. 509 Seventh avenue... 11.00 No. 426 Spottswold avenue... 10.00

Northeast. No. 335 Ninth avenue... 4.00 No. 529 Seventh avenue... 6.00 No. 533 Seventh avenue... 6.00 No. 428 Sixth avenue... 7.00

Northwest. No. 618 First avenue... 9.00 No. 115 Twelfth street... 8.50 No. 923 Second avenue... 15.00 No. 622 First avenue... 9.00

Business Property. No. 414 First street s. w... 15.00 No. 711 Third avenue s. w... 7.00 No. 304 Commonwealth ave. n. e... 10.00

I also have in my charge properties in all sections of the city that can be bought at great bargains, either for cash or on the instalment plan. Call and examine my list.

T. W. GOODWIN, Agent.

RESIDENCE PROPERTY FOR SALE AT REDUCED PRICES.

DESIRABLE FOR HOMES OR SPECULATIVE INVESTMENT. TERMS EASY.

10-room dwelling, 118 Eighth avenue s. w., bath room, hot and cold water attachment, lot 50x100 feet. Originally worth \$7,500; present price \$4,000.

Comfortable dwelling No. 712 Campbell avenue s. w.; lot 91x275 feet to an alley, 10 rooms, bath room and stable. Originally sold for \$10,000; present price \$4,000.

Very desirable dwelling No. 316 John street s. w., 10 rooms, good stable, necessary outside buildings, lot 50x150; \$3,000.

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A LOCAL Disease Affection CATARRH

Nothing but a local remedy or change of climate will cure it. Get a well known pharmaceutical remedy.

Ely's Cream Balm

It is quickly absorbed. Gives Relief at once. Cleanses the Nasal Passages.

Alleviates Inflammation. Heals and Protects the Membrane. Restores the Senses of Taste and Smell. Full Size 50c; Trial Size 10c at Drugstore or by mail.

OSWALD S. HAWKINS Real Estate Agent.