

ADVERTISING TALKS
WRITTEN BY
WILLIAM C. FREEMAN.

One of my advertising friends, MR. J. H. GALLAGHER, of the Lesan Agency, in writing to me on a personal matter, said:

"I want to tell you about something that perhaps may furnish a subject for one of your Talks, although it is based on a truth that is not new."

Then he went on to tell me of an experience of his, as follows:

"I was riding up Broadway to-day, and as I passed a well-known street corner I noticed that the store there was vacant. It also came to my mind that it had formerly been occupied by a large clothing concern, one I had patronized myself, but to save my life I COULD NOT REMEMBER THE FIRM'S NAME."

"I thought and thought, even going back in my mind to a purchase I made in the store in 1900. Well, I pondered on that name until the car was far above that corner, when it finally came to me."

"Now, this isn't intended as a criticism of that firm—they moved from that corner months ago, and probably consider a sign to that effect no longer necessary. The thought that struck me at the time was HOW SOON THE PUBLIC FORGETS!"

"There is an answer I think for every advertiser who quits because he has 'ALL THE BUSINESS HE CAN CARE FOR,' and maybe, after all, it would be worth while for the firm referred to to keep a sign in the window of their former home, at least while it is unoccupied."

Yes, the basis of all successful advertising is KEEPING CONSTANTLY BEFORE THE PUBLIC—NEVER GIVING THE PUBLIC A CHANCE TO FORGET.

(To be continued.)

McFadden's - - - The Men's Store



Fall Hats FOR MEN ARE NOW READY

Stiff hats or soft hats, the newest styles, the latest colors, at prices that mean a saving to you of 50 cents to \$1 on each hat. We have some extraordinary good hats for

\$1.50, \$1.98, & \$2.50

WE ARE SELLING A LOT OF MEN'S

\$3, \$3.50 & \$4

SAMPLE SHOES FOR \$1.98

These are manufacturers' samples used to sell to dealers. As a rule they are better made and have better materials than regular stock shoes. You can buy them this week for about half the regular value.

THIS WEEK YOU CAN TAKE YOUR CHOICE OF ABOUT

300 SUITS

FOR MEN AND BOYS

1/3 LESS

than former marked prices.

Most of these Suits are medium weights, suitable for fall, winter or all the year round wear. Now is your chance to save anywhere from \$1 to \$10 on a suit.

McFADDEN'S

Everything Men and Boys Wear, 1122 and 1124 Market Street.

WARWOOD

Beachey Treats Warwood to Aeroplane Exhibition, Up River News.

The apparatus being entirely un-expected, but nevertheless witnessed by a great many of the residents of Loveland and South Warwood, Lincoln Beachey, who is giving these plane exhibitions at the state fair, yesterday afternoon about 4:30 and the first airplane to appear in local skies. He left the fair grounds on Wheeling Island about 10 minutes before he appeared here, journeyed down the river to Benwood and then landing some 400 feet north as the clubhouse hall park, in Loveland, where he landed and started back to Wheeling. His visit was quite a treat and was appreciated by the local people who could not go to the fair.

Council Meeting.

Today being the second Friday of the month, the councilmen and city officials will convene this evening in their regular monthly meeting. A number of new ordinances are to be introduced and several matters pertaining to the street lighting contract will be considered. The meeting will likely be held in the Warwood house.

To Break Camp.

Monday afternoon a meeting of the members of the Dumbo Ferry Camp club will be held at the camp of the boat on Wheeling Island, and the club will probably be a meeting of the club members will be held at the camp of the boat on Wheeling Island, and the club will probably be a meeting of the club members will be held at the camp of the boat on Wheeling Island.

Left Alone Tonight.

Left alone tonight, the city councilmen and city officials will convene this evening in their regular monthly meeting. A number of new ordinances are to be introduced and several matters pertaining to the street lighting contract will be considered. The meeting will likely be held in the Warwood house.

Richard avenue, and the new store will be opened tomorrow. Miss Rebecca Core and Miss Gail Davis have returned to Morgantown after visiting in Warwood. Mr. and Mrs. Thomas Schlegel of Urchville, Ohio, are the guests of Mrs. Phillips.

Mr. and Mrs. P. G. Thrall and family will soon move from a building they have just built on their home, Mr. Thrall having accepted a position there.

Mr. and Mrs. W. B. Slates and family have returned to their home in Zanesville after visiting Mrs. Slates' mother, Mrs. Ludwig, of Wilson avenue.

Develops That Croll, Supposed Insane Man, Created Disturbance at Wilson Home.

It developed yesterday that Croll, the supposed insane man who stabbed Prof. and Mrs. C. R. Stephens on the Island, Tuesday evening, created a disturbance at the home of Captain Tom Wilson, near ship to the Benwood residence. It is stated that Croll was hammering on Captain Wilson's door and yelling for his wife. When a man whose name could not be learned, a Croll who was wanted, a fight ensued in which Croll was knocked down and given the worst of the battle. He then ran away, and the man heard of him was when he at School Prof. Stephens and his wife.

Laundrymen To Meet.

The laundrymen will meet at the Benwood house, Monday night, to discuss the proposed new regulations for the laundry business.

COURT THEATRE.

"THE COMEDY"

COURT THEATRE.

Friday and Saturday, Sep. 8 & 9

BROWNE'S MILLIONS

COURT THEATRE.

Friday and Saturday, Sep. 8 & 9

THE WHEEL OF THE WIND

COURT THEATRE.

Friday and Saturday, Sep. 8 & 9

APOLLO THEATRE

Friday and Saturday, Sep. 8 & 9

THE WHEEL OF THE WIND

COURT THEATRE.

Friday and Saturday, Sep. 8 & 9

MILK FAT REPORT

AUGUST TESTS SHOW EXCELLENT CONDITIONS.

Only Five of 190 Samples Below Standard—A Majority Found Much Higher.

The August milk fat report, just completed by the health department, is a highly creditable one. Out of 190 samples examined only five were found falling below the standard of three and one-half per cent. A majority were much better than this figure. The full report follows:

Table with columns: Name, Address, Fat Percentage. Lists various dairies and their milk fat percentages for August 1911.

MODERN PLAGUE YIELDS TO TONA VITA

HAD SUFFERED FOR YEARS FROM STOMACH TROUBLE.

Instance Cited of Accomplishments Shown in Detroit.

"I have been sick for ten or twelve years," said Mrs. Richard Jarratt, of No. 706 Clinton avenue, Detroit. "I have doctored since," continued Mrs. Jarratt, "and have taken medicine until the very thought of it made me ill. I had what appeared to be stomach or liver trouble and I kept growing worse all the time. Several weeks ago I was completely run down."

"I did not know what a good night's sleep was for years. I would suddenly awake during the night and toss around on my pillow. Just to smell food cooking nauseated me, and when I did eat anything it would turn into a hard lump in my stomach and would distress me for hours."

"I had dull headaches and dizzy spells and felt so tired that I hated to be on my feet. I was dreadfully nervous and so depressed in spirit that I had a dread of the future. If I hurried a few steps or if I climbed the stairs my heart would beat so rapidly that it frightened me."

"Several doctors told me that I had tumors and that an operation would be necessary if I hoped to get well. In fact, on several occasions, I was about to be operated upon, but it seemed that something luckily held me back."

"Two weeks ago I was in the drug store and saw a number of people buying this Tona Vita. I had no faith in any medicine to help me any more, but I saw so many people buying this tonic that I went up to the counter and talked with one of the doctors there, and he gave me a sample of the medicine. I took it and that night slept better than for a long time. The next day I went back and got a bottle of the medicine."

"I began to improve from the first day I took it. I am now like a new person. I don't have an ache or pain and I feel strong once more and the miserable nervousness and depression are gone. I sleep and eat well and my food agrees with me. It seems like a miracle that I am so changed in about two weeks."

"The troubles complained of by Mrs. Jarratt are among the characteristic symptoms of nervous debility," says the physician who is introducing "Tona Vita."

"There are untold thousands of people suffering from this plague," continued one of these physicians. "It is common in all of the larger cities, and it is produced by nothing other than the strain of modern city life. The burden of work and responsibility, combined with an artificial environment, causes a state of nervousness which, if allowed to run, ultimately undermines the organs of the body and produces debility. 'Tona Vita' will give permanent relief in all cases of this character."

There is an attendant remedy, known as Loe's Rheubarb Laxative, which is most valuable to those suffering with chronic constipation. It has a pleasant taste, does not grip and works promptly. Thus R. Goetz & Co. have secured the agency for Wheeling, and these related preparations are now on sale at their store.

home of Mrs. William Von... on Sixth street, last night.

Six Fall.

The results of the teachers' uniform examination, held here during the institute, show that only six out of the forty-eight failed. Two teachers received first honors, six second, and twelve third, while the remainder were non-issuers.

Announcement Supper.

Miss Edna West pleasantly entertained a number of her friends with a six o'clock supper at her home on Jefferson avenue, last evening. The hostess announced the engagement of Miss Mary Maxwell to James Shipman.

Moundsville Briefs.

Miss Alice Stroup is recovering from a stroke of paralysis, suffered last Saturday.

Mrs. T. F. Clarke and Miss Beutel

Big Crowd To Fair.

Moundsville sent more than her usual quota to the state fair at Wheeling yesterday and the eyes on the local division were fixed to their utmost capacity. The city presented a good appearance. Returning last evening several extra cars were seen enroute.

E. L. Corn Roast.

A large number of the Epworth League members of Simpson M. E. church attended the corn roast at the

This Is What We Call Good Tea

WHEELING'S JAVA TEA

WHEELING'S JAVA TEA

WHEELING'S JAVA TEA

WHEELING'S JAVA TEA

WHEELING'S JAVA TEA

WHEELING'S JAVA TEA

WHEELING'S JAVA TEA

WHEELING'S JAVA TEA

WHEELING'S JAVA TEA

WHEELING'S JAVA TEA

WHEELING'S JAVA TEA

WHEELING'S JAVA TEA

FINAL SALE

Your Last Chance TO BUY SUCH MERCHANDISE AT Less Than Cost Price REFRIGERATORS

- "McCray," 115 kind, reduced to... \$85.15
"McCray," 105 kind, reduced to... \$68.15
"McCray," 80 kind, reduced to... \$55.75
"McCray," 82 kind, reduced to... \$51.10
"McCray," 84 kind, reduced to... \$33.92
"McCray," 48 kind, reduced to... \$25.61
"McCray," 42 kind, reduced to... \$21.30
"Gold Storage" \$22 kind, reduced to... \$12.93
"LaPland" \$32 kind, reduced to... \$20.92
Charter Oak, \$13.50 kind, reduced to... \$7.25
Northland, \$16.50 kind, reduced to... \$8.44
Ice Chests, \$10.50 kind, reduced to... \$5.98
Ice Chests, \$7.50 kind, reduced to... \$3.98
Gasoline Stoves, \$4.50 and \$2.75 kind, now \$2.90 and... \$1.80
Summer Ovens, \$3.00, \$2.75, \$2.25 kind, now \$2.39 and... \$1.69
Garden Hose, 50 ft., 5-ply, \$4.50 value, now \$3.00
—25 ft., 7-ply, \$3.75 value, now \$2.50
Lawn Mowers, 16 and 18 in. Drummond Mowers, \$3.75 and \$3.50 kind, now \$2.30 and... \$2.15
Odd Sizes of Screen Doors and Windows at Less Than Cost.

H. C. Franzheim Co.

Everything for Housekeeping. 1126-30 Main St. Visitors Welcome.

FOR SALE

Becker Twentieth Century Soda Fountain, 10 feet long, 6 Draught Arms, heavily silver plated, 2 Soda, 4 Mineral and 20 Syrups. Refrigerator Base, Mahogany Back Bar and Counter, large Mirror, Soda Counter, 20 feet long, Marble Top, Mahogany Front, Work Board, 12 feet long, 2 Enamelled Sinks, 2 Ice Cream Cabinets, 2 Marble Drain Boards, Metal Work German Silver, one 20-gallon Electric Automatic Carbonator, Stools and all necessary equipment; cost \$2200.00, will sell for less than half.

LOGAN DRUG CO.

1860 1911



A POSITION WAITING for the young man or woman who can fill it. Scores of such positions are open every week. Are YOU ready to fill one of them? Let us train you, make you proficient in the things that the business world wants done. Stenography, typewriting, bookkeeping, business forms and practice—a working knowledge of these is positive assurance of a good position at good pay. Let us prepare you for one of these opportunities. Books included in courses. WHEELING BUSINESS COLLEGE, Twelfth and Main Sts. Wheeling, W. Va.

Clarke, of Third street, left yesterday for Washington, Pa., where they will spend several days with relatives.

Mrs. Paul Moore has returned to her home on Fourth street, after a few days' visit with friends in Berkeley.

Mr. and Mrs. C. B. Riggs returned yesterday to Fairmont after spending a week as the guests of Mr. and Mrs. Ed Riggs, on Third street.

Miss Gladys Hunter has returned from a week's visit with relatives in Wellsville, Ohio.

Lawrence O'Connell has returned from a visit with relatives at Pittsburgh.

Samuel Meigs returned yesterday from a two days' business trip to Pittsburgh.

The Men's Bible class of the First

M. E. church held their regular monthly meeting last night.

Bids will be opened for the new church of the Church of Christ, tomorrow evening.

The foundation for the new Mount city bank building has been started and the cement floor has been nearly finished.

Mrs. Grace Hucarth, of Glenray, is the guest of her sister, Miss Eva Moore, on Sixth street.

Miss Edna Kent, of East Liverpool, is spending a few days as the guest of Miss West, on Jefferson avenue.

Miss Fern Holt, who has been ill at the Glendale hospital, was brought to her home on Jefferson avenue, last evening.

Mrs. George Bennett is confined to her home on Twelfth street, with an attack of tonsillitis.

WHAT THEY LIKED

While we cannot but view the rapid and immense growth of our business with a sensation of pride and pleasure, we have never stopped to consider its cause (we've been too busy actually doing worth-while things, perhaps); but six different customers at different times during the past two weeks made such laudatory remarks to show why they liked to deal with the PALACE that we repeat them for the benefit of others who would also like to buy under these attractive conditions."

ONE SAID: "I come because I think your prices are usually lower and I feel that I get better value for my money."

ANOTHER SAID: "Your stock is so varied that I always find exactly what I want at the price I wish to pay."

A THIRD SAID: "I like the way you let me pay my bill—you have always studied my convenience."

STILL ANOTHER SAID: "The way the goods were delivered and the trouble you went to please the customer, did delight every one at home."

ANOTHER SAID: "I really like to come to the PALACE just to look at the things I have nothing to buy. It's a pleasure to see people and to see what you have at all times."

ANOTHER SAID: "Well, I don't buy because anyone would buy from me, but I like to see what you have, in extending my business."

ANOTHER SAID: "I really like to come to the PALACE just to look at the things I have nothing to buy. It's a pleasure to see people and to see what you have at all times."

ANOTHER SAID: "Well, I don't buy because anyone would buy from me, but I like to see what you have, in extending my business."

ANOTHER SAID: "I really like to come to the PALACE just to look at the things I have nothing to buy. It's a pleasure to see people and to see what you have at all times."

ANOTHER SAID: "Well, I don't buy because anyone would buy from me, but I like to see what you have, in extending my business."

ANOTHER SAID: "I really like to come to the PALACE just to look at the things I have nothing to buy. It's a pleasure to see people and to see what you have at all times."

ANOTHER SAID: "Well, I don't buy because anyone would buy from me, but I like to see what you have, in extending my business."

ANOTHER SAID: "I really like to come to the PALACE just to look at the things I have nothing to buy. It's a pleasure to see people and to see what you have at all times."

First Showing of Fall Shirts \$1.25 and \$1.50 VALUES \$1.00

Geo. W. Fox Clothier, Hatter, Furnisher 1316 Market St. Rogers, Peet & Co.'s Clothing.

TAXICABS \$3.00 PER HOUR For Short Distance Same Price as Meter EXCELLENT SERVICE BURNS & CHURCH Hack and Transfer Line

Constable Sale STANDARD AUTOMOBILE CARS

The PALACE 1113 and 1115 Main St.