

Mr. Stone: The samples that you have sent me from the Inland Printer for comparison have proved so interesting to me that I am anxious to have you tell us how you do it, how you print, how you make it pay; how you get your circulars out; how often you send them; and if you write all your matter yourself or do you have it done outside. Will you also tell us how you get the address man; by that I mean what special inducements do you present to him for a winning.

I'd like to have your letter for use in my department of the paper for August, so let me have it by June 30th.

I hope trade is good with you, and that I may have the pleasure of hearing from you soon. I am yours, E. ST. ELMO LEWIS, "Musgrove," of Inland Printer, Chicago.

Any questions you'd like to ask, do so; I might help you.

The following is from "The Inland Printer," the leading printers' 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, The Stone Printing and Manufacturing Company. Mr. Edw. L. Stone, the head of the company, and the one from whom emanates the majority of the advertising ideas, writes me as follows about his advertising:

"I believe advertising to be almost as necessary in the conduct of a printing establishment as is the printing press itself. The kind of advertising, or the method employed, is the point that needs the most consideration.

"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, same position, in our morning daily for the past eight years. This is changed regularly, every week—the advertisement being set up in our job department, in nobby style, stereotyped, and the plate sent to the newspaper. We thus attend to our own display, have the use of all the late style type, borders, etc., and find that this method encourages the systematic changing of the advertisement.

"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. All of our machinery is modern—our appliances labor-saving, etc. We have lots of type and other facilities necessary for quick work—and we tell our friends (and enemies) about them.

"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 mean, for example, suppose a handsome programme is gotten out for some public entertainment, and the programme is commented upon. On all sides we will hear: 'Stone, that's a nice programme you printed for the Flower Show.' When some other entertainment is to be given they remember that we printed the other programme, and come to us. Then we take care of the rest.

"We pay especial attention to our proofreading—and it's a winning card with schools, colleges, universities, lawyers, etc. And we tell the people about it.

"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. Our people have a metropolitan printing office at their own doors.

"And we tell them about it.

"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. A friend who had seen some of our quick work, in the shape of law briefs, told the customer if we said we would do it, they could count on it being done. We had them begging us for time.

"And we told the public about it.

"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 telegraph for paper to come by express; we work at night—all night, may be; put the job on two presses, or six, if necessary.

"And then we tell the people about it.

"We keep quite a lot of samples of our printed work, with circular price list, always ready for answering inquiries. We send out a large calendar at first of the year, and calendars on blotters each month.

"We never 'let up.' We make it a rule to answer all letters courteously and fully. If a quotation is asked on one thing, and we can suggest something better, or perhaps more economical, we do so.

"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, 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."

GOWN GOSSIP.

A dark blue blouse has a margin on the double breasted front at the opening on the side of dark green velvet. It is extremely pretty.

The overlong victorian shoulder seam has fallen to find followers, and all bodice seams are now found in their normal position at the top of the arm.

Opera headresses and theater bonnets made according to the most approved artistic methods are bows of velvet secured to the hair in front with a bone hairpin.

Bandanna necks are attractive if they are worn by the proper persons. The peculiar orange red shade or red and orange cannot be worn next the face by every one.

Jeweled and sequined garterettes and infinitum still hold the place of honor beside elegant laces and chiffon draperies on dress toilets and gowns of ceremony of the season.

An easy and pretty way to freshen a black, white or colored silk or satin bodice is to cover it with an overdress in blouse style of net, lace or chiffon the shade of the bodice or of a contrasting color.

Handsome silk corsetties in French or Russian military designs appear on smart winter coats made by Parisian tailors, and with these are associated dark furs in seal, otter, opossum, fox and astrakhan.

One of the prettiest gowns of the castor shade for the street has at the opening of the Russian blouse in the front a narrow line of burned orange velvet, upon which is a single narrow strip of sable fur, while another edge of the plain standing collar of the gown material.

One of the season's novelties in trimming cloth gowns is the machine stitching in patterns like the old fashioned quilting. The cloth is padded underneath to give it the raised appearance, and the design covers the blouse bodice, decorates the sleeves and usually extends entirely around the skirt.

THE HORSE SHOW.

The big chestnut pacer Dr. Wood, 2:11 1/2, is one of the fastest on the Boston drives.

Dick Harvey, the Palo Alto driver who had his leg fractured at Los Angeles, is obliged to still retain his crutches.

Antrim, the last son of Aberdeen to take a standard record, was 11 years old when he paced in 2:24 at Walla Walla, Wash.

The dam of Bismarck, 2:13 3/4, is owned by J. H. Richardson of Boston and is seen occasionally on the Beacon street boulevard.

Dr. Wilkes, 2:19 1/2, came out of his plaster cast with his "diekey" leg apparently as good as new and will be campaigned this year.

Orris A. Browne of Cape Charles, Va., informs us that the 4-year-old mare Lamp Girl, 2:22 1/4, is a trotter and not a pacer, as generally reported.

Dr. Wickesham of New Carlisle, O., has a yearling colt by Petoskey which, with six weeks' work, paced an eighth as a yearling in 22 seconds.

Mambrino Paymaster used to be known as Old Blind in Dutchess county, N. Y., where he was owned by Azariah Arnold, an honest Quaker farmer.

Baltimoreans will never forget that that city was once the home of Flora Temple, 2:19 3/4, and of the white legged paragon of trotters, Dexter, 2:17 1/2.

Azote worked out of his lameness behind, it is claimed, late last fall, and it will not do to figure the free for all this year without taking him into consideration.

Harry J. Brooks, the proprietor of Hotel Brooks, Baltimore, bred and still owns the little trotting stallion Hannis Blossom, 2:23 3/4. He has a number of youngsters by the European champion, Colonel Kaiser, 2:11 1/4.—Horseman.

CURIOUS CULLINGS.

The only windows in Korean houses are pieces of glass about the size of a nickel.

If an Egyptian dies before noon, the funeral must take place that same day. If death occurs after noon, the funeral may not be delayed after the next day.

Human heads formed a collection recently sold at public auction in London. There were 12 of them, from Ecuador, New Guinea, New Zealand and other places. A tattooed Maori head with a curious smell" brought 17 guineas.

The City of the Salt Mines, which is situated several hundred feet below the surface at Wieliczka, Galicia, is a wonderful subterranean city, with a population of over 1,000 men, women and children, scores of whom have never seen the light of day or the earth's surface.

An Irish sergeant in the army who died at Whittington, England, left directions that a bottle of Irish whisky should be buried with him. As the sexton objected, a candle of the dead man sprinkled the whisky over the coffin. He was arrested and tried for "indecent behavior," but was acquitted.

POINTED PARAGRAPHS.

There is nothing more uncertain than a sure thing.

The man who invests in watered stock is apt to get soaked.

The voice of the average man spoils what little music he has in his soul.

Love draws more plans for air-castles than all the other architects combined.

The woman who runs after a husband until she gets one seldom brags of her catch.

Thirteen is always an unlucky number to have at the table—when there is dinner for only 12.

It is useless for a self-made man to waste money in taking out a patent on his creation.

Drewns are illusions. Therefore when a girl's complexion is a perfect dream—well, you can draw your own conclusion.

Whenever you hear a girl refer to a man as an idiot, she is in love with him and he is in love with some other girl.—Chicago News.

FACTS ABOUT 1898.

Labor day will be Sept. 5. Thanksgiving should be Nov. 21.

The Jewish year 5659 will begin at sunset of Friday, Sept. 16.

First Sunday in Lent, Feb. 27; Palm Sunday, April 3; Easter Sunday, April 10.

On July 4 the one hundred and twenty-third year of American independence will begin.

The four seasons will begin on these days in 1898: Spring, March 20; summer, June 21; autumn, Sept. 22; winter, Dec. 21.

Lincoln's birthday will fall on Saturday and Washington's birthday on Tuesday. Decoration day and Fourth of July on Monday and Christmas on Sunday.



The jungles of Africa are not the only places in the world where a man courts death from an unseen foe. All the savages of all the barbarous nations of history have not slain one tithe of the men that have been killed by that dread assassin—consumption. One-sixth of all the deaths in the world are due to it.

Dr. Pierce's Golden Medical Discovery cures 95 per cent. of all cases of consumption. It cures by going to the very root of the evil—imperfect and improper nutrition. It corrects all disorders of the digestion, makes the appetite keen and assimilation perfect. It drives out the impurities from the blood and fills it with the life-giving elements that build up the body.

It is better to do mending while the damage is slight, than wait until the whole structure is ready to fall. Constipation is the one, all-embracing disorder that is responsible for many of our other diseases. Dr. Pierce's Pleasant Pellets cure them. They never gripe. One little "Pellet" is a gentle laxative, and two a mild cathartic. They are tiny, sugar-coated granules. Nothing else is just as good. A permanent cure.

JESTS OF THE JOKERS. He was a mere stripling of a lad. He might have been 9 years of age, or he might have been 90. Nobody could tell by looking at his face. The only mark of certainty about the youthful countenance was the sure sign that some of his ancestors had come from old Ireland.

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A Flag of Warning. Beware of the dry, tickling, hacking, morning cough, for it warns you that consumption lurks near. The famous Dr. Bull's Cough Syrup will cure it.

FEBRUARY BARGAINS. The best things on the market. A property that cost \$2,200, now renting for \$12 per month. Price, \$1,100; \$100 cash, balance \$10 per month. Apply at once.

FARMS. 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.

LOTS. 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, No. 416 Terry Building.

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.

500 acres farm near Roanoke on railroad, first-class improvements, fine orchard, plenty of timber; terms easy this is a genuine bargain at \$10 per acre.

100 acres of Back Creek pippin apple land, in good state of cultivation, 10 young bearing pippin apple trees, at \$0 per acre. This is a choice investment.

123 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. At \$10 per acre. This land is equal to land sold in Roanoke at \$50 and \$60 per acre; can be sold on any time from one to seven years; can be exchanged for Roanoke city real estate.

Real Estate Rental and Insurance Agents. No. 8 Campbell Avenue S. W. ROANOKE, VA.

REAL ESTATE FOR FEBRUARY. 10-room house with all conveniences, stable and carriage house; nice shade and select shrubbery in the yard; five minutes walk from depot. This is a bargain at the price, \$3,250.

6-room dwelling near West End Round House, very fine for railroad man. Price \$800; good terms.

6-room dwelling, cellar and bath room, southeast, near the shops, \$1,800.

REAL ESTATE AND RENTAL AGENTS, 10 Jefferson St.

FOR RENT.

6-room cottage, Roanoke street, near in, \$9.00. 8-room house with modern conveniences on Patterson avenue; stable, etc., \$16.00.

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.

Table with columns: Address, Price/Value. Includes 317 Tenth avenue, 1235 Chapman avenue, etc.

Business Property. No. 414 First street s. w., 15.00. No. 711 Third street s. w., 7.00.

RESIDENCE PROPERTY FOR SALE AT REDUCED PRICES.

10-room dwelling, 418 Eighth avenue s. w., bath room, hot and cold water attachment, lot 50x100 feet. Originally worth \$7,500; present price \$4,000.

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

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

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

JUNIUS MCGEEHEE, Agent. For the National Mutual Building and Loan Association of New York, Masonic Temple, Room No. 2.

ELLY'S CREAM BALM. A Local Disease, A Climatic Affection. Nothing but a local remedy or change of climate will cure it.