

A SOCIAL LEADER OF KANSAS CITY

Attributes Her Excellent Health to Peruna.



MRS. W. H. SIMMONS. MRS. W. H. SIMMONS, 1119 E. 8th St., Kansas City, Mo., member of the National Annuity Association, writes:

"My health was excellent until about a year ago, when I had a complete collapse from overdoing socially, not getting the proper rest, and too many late suppers. My stomach was in a dreadful condition, and my nerves all unstrung."

"I was advised by a friend to try Peruna, and eventually I bought a bottle. I took it and then another, and kept using it for three months."

"At the end of that time my health was restored, my nerves no longer troubled me, and I felt myself once more able to assume my social position. I certainly feel that Peruna is deserving of praise."

There are many reasons why society women break down, why their nervous systems fail, why they have systemic or pelvic catarrh. Indeed, they are especially liable to these ailments. No wonder they require the protection of Peruna. It is their shield and safeguard.

SAWYER'S EXCELSIOR BRAND

Oiled Clothing and Slickers

Make you comfortable in uncomfortable weather. Our Excelsior Crack-Proof Brand Police Coat is a great favorite, one of our specialties for general use. Dealers everywhere carry the "Sawyer" Coats and Slickers—if not with you, write for catalog and prices.



H. M. SAWYER & SON, East Cambridge, Mass.

You can identify Alabastine by the trade mark, but you can't fully appreciate all the reasons why you should identify it unless you

Write today for booklet and full information about how you can make your home more beautiful at little expense by using it.



SICK HEADACHE

Positively cured by these Little Liver Pills. They also relieve Bile-dress from Dyspepsia, Indigestion and Too Hearty Eating. A perfect remedy for Dizziness, Nausea, Drowsiness, Bad Taste in the Mouth, Coated Tongue, Pain in the Side, TORPID LIVER. They regulate the Bowels. Purely Vegetable.

SMALL PILL. SMALL DOSE. SMALL PRICE.

CARTER'S LITTLE LIVER PILLS. Genuinely Must Bear Fac-Simile Signature. REFUSE SUBSTITUTES.

A Positive CURE CATARRH

Ely's Cream Balm. It is quickly absorbed. Gives Relief at Once. It cleanses, soothes, heals and protects the diseased membrane. It cures Catarrh and drives away a Cold in the Head quickly. Restores the Senses of Taste and Smell. Full size 50 cts., at Drug-Gists or by mail; Trial Size 10 cts. by mail. Ely Brothers, 56 Warren Street, New York.

HAY FEVER

Ely's Cream Balm. ELY'S CREAM BALM CURES COLD, BRUISES, SORE THROAT, RHEUMATISM, HAIR-RESTORER, ITCHING, BURNS, SCALDS, AND ALL SKIN AFFECTIONS.

HICKS' CAPUDINE

IMMEDIATELY CURES Headaches and Indigestion. Trial bottle 10c at drug stores.

HOW TO ADVERTISE

EFFECTIVE METHODS THAT WILL BRING RESULTS.

SHOULD TELL THE PRICES

Generalities Are Meaningless to the Public—Why the Mail-Order Man Wins—Try the Plan.

If you, Mr. Merchant, would compete with the mail-order houses there are three main essentials to success—the goods—the prices—advertising.

The last of these is quite as essential as either of the others. In the great majority of cases the local merchant has the goods, and he makes the prices, but in very many cases he either fails to do the advertising, or what he does do is not effective in the same way that the mail-order man's advertising is effective.

The writing of effective advertising is not an art, it is not a business that requires years of study to learn. A few hours of study and comparison will give you every essential detail that you will need.

It is comparatively safe to say that 75 per cent. of the advertising carried by local merchants in the local papers is worded in generalities only. Such advertisements as the following are found in every paper:

GO TO BLANK'S FOR Hardware, Stoves and Tinware. BEST GOODS. LOWEST PRICES.

The mail-order man's advertising is different. It is specific, and while the glowing descriptions given are often

should quote in his advertisement should show the public that he is giving bargains; they should be prices that would compare favorably with the prices of the mail-order catalogues, and he should impress it upon the public that he not only shows them what they are buying before they pay for it, but that the purchaser has no freight to pay, and does not have to wait an interminable time for the goods he buys, as when ordering of the mail order houses.

It is specific advertising that draws. The advertiser who describes in detail the goods he has to sell, and quotes the price he asks for it will attract the favorable attention of the public far more often than the one who deals only in generalities. It is this kind of advertising that pays. It is this kind of advertising that is attracting the dollars from the smaller cities and towns and farms to the mail-order houses of the city. It is this kind of advertising that drew \$200,000,000 into the coffers of the Chicago mail-order houses alone last year, and it is this kind of advertising on the part of the local merchants that the mail-order houses fear more than any other one thing.

But, Mr. Merchant, whether your line be hardware, dry goods, groceries, clothing or other commodities, it is well to go further than your newspaper advertising, though this is the foundation of success. Go to the local printer and have him make you little catalogues of your own. They do not need to be large affairs, but small folders of four, eight or 16 pages. Put into these folders the descriptions and prices of the goods you are carrying, or leaders in the line. Be sure that the prices quoted are right, then put one of these into the hands of every customer; keep them circulating throughout the community, and make a practice of getting out a new one every few weeks.

You, Mr. Merchant, can make adver-



By the aid of the editor the home merchant can ride the mail-order magnate out of the home community and advertise systematically and persistently. Tell the public what you have to offer, and tell it so they will understand.

misleading—a thing which Blank's advertising should never be—they attract the attention of the reader and possible purchaser because they tell about some one thing that he may possibly want.

The mail-order man makes a run on a few things which he is willing to sell at a close margin of profit in order to attract trade in his general line on which heavy profits are made. Blank should advertise hardware in much the same manner the mail-order man advertises hardware, and he has this advantage—he can invite the people of the community to visit his store and see the goods for themselves so they will know just what they are buying.

If, instead of expressing meaningless generalities in a two-inch space, Blank had used a little more space and properly displayed an advertisement something like the following he would have been sure to have attracted attention to his store, and in all probability would have been surprised at the drawing power of his advertising:

WASHDAY BARGAIN SALE

AT BLANK'S EVERYTHING NEEDED FOR WASHDAY AT BARGAIN PRICES. During Thursday, Friday and Saturday of this week

- \$3.79 for a 5 year guaranteed best quality Clothes Winger, the King of Wingers. Solid rubber rolls, steel spring and patent guide board.
\$1.48 for a good American clothes wringer, 10 inch rolls, hardwood frame.
74c for genuine "No Sag" Curtain Stretchers. Center by center and will not sag.
98c for extra heavy copper rim and bottom wash boilers.
14c for 5 dozen of the first quality Clothes Pins.
18c for 50 foot white Cotton Braided Clothes Line.
89c for hardwood folding Clothes Bar of exceptional strength for the money.
22c for full sized very best quality Wash Boards.
75c for medium sized galvanized iron Wash Tubs.
24c for 12-qt. heavy galvanized iron water or scrub pail.
45c for best quality fiber Water Pail of exceptional merit.
79c for an excellent quality of ironing boards that will not warp.
54c for an extra large heavy willow Clothes Basket.

The prices given here are of course mere fiction, but the prices Blank

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tising pay larger returns than the mail-order man secures; you can make it the mainstay of your business, and you can make it the means of killing the mail-order competition in your community. And when you do this do not begrudge the publisher the reasonable price he asks you for adequate space in his columns. He will give you better value than any other commodity you can buy.

WRIGHT A. PATTERSON.

NO THORNS IN HER PATH.

Josephine Daskam Writes in Tribute of the Golden Rule.

"I believe myself to be notably fortunate in my relations with my domestic employes. During a period of eight years, in which I have employed household labor in four widely different places, I have never once been addressed with intentional disrespect by any person in my employ," says Josephine Daskam Bacon in the American Magazine.

"I have never been left a day without my regular staff of employes, which has varied from one to five (that is to say, that I have never been left suddenly or without sufficient notice to supply the vacancy). I have never had a satisfactory worker leave me except for what I considered a good reason (in the majority of cases an advantageous marriage).

"I have never lost an unsatisfactory one except by my own dismissal. I have never to my knowledge, or even suspicion, suffered the loss of a penny's worth by theft, and my record for breakage is such that it produces utter incredulity.

"In three cases out of four I have had services willingly and frequently offered me along lines where it was not expected or requested. I have had extra money offered by me to offset extra work occasioned by sickness refused on the ground that at such times all the household expected to share the trouble.

"And as a climax I am able to state that once, at least, on my offering a raise in wages to express my appreciation of competent and devoted service I was met with the astounding suggestion that as my expenses were heavy at the time and likely to increase I had better not consider it."

Mrs. Winslow's Soothing Syrup. For children teething, softens the gums, reduces inflammation, allays pain, cures wind colic. 25c a bottle.

Every man is valued in this world as he shows by his conduct that he wishes to be valued.—Bruyere.

Garfield Tea, which is guaranteed under the Pure Food and Drugs Act, is the best remedy for constipation, sick-headache, and indigestion. It purifies the blood and cleanses the system.

Encourage Saving.

The wise father and mother will never discourage the fancies of their children for accumulating things. It is a natural instinct, inborn in the most of people, and given a little thought and care by the older heads may be turned to good account. If the child begins to collect "pretty" pebbles or shells at the seashore don't throw them out—but let them form the basis of a little geological collection, and with proper guidance the youngster will soon be looking upon "sticks and stones" with an interested and educated eye.

SPLENDID APRIL TONIC.

Easily Prepared at Home and Harmless to Use.

This is known as "Blood-Cleaning Time," especially among the older folks, who always take something during this month to clear the blood of impurities and build it up.

The following is the recipe as given by a well-known authority, and anyone can prepare it at home:

Fluid Extract Dandelion one-half ounce, Compound Kargon one ounce, Compound Syrup Sarsaparilla three ounces.

Get these simple ingredients from any good pharmacy and mix by shaking well in a bottle. The dose is one teaspoonful after meals and at bedtime.

Everybody should take something to help the blood, which becomes impoverished and almost sour after the winter season, especially those who are subject to Rheumatism, Catarrh, Kidney and Bladder trouble.

It is said that one week's use of this mixture will clear the skin of sores, pimples or boils.

This is sound, healthy advice, which will be appreciated by many readers.

HAD NERVE, BUT NO MONEY.

Unlucky Man's Modest Request for Pecuniary Assistance.

Raymond Hitchcock, the comedian, while in New Orleans a few months ago, took the opportunity of going to the races. During the afternoon he cashed several tickets, the result of good guesses. He was feeling happy after the last race, and started for the automobile which was to convey him back to his hotel. As he was about to climb into the machine he felt a hand on his arm, and a man shouted in his ear:

"Hello, Hitchcock, how are you? Hear you put a crimp in the bookies to-day?"

Hitchcock blushed and shook hands sheepishly, not recognizing the man, and not wishing to show it.

"Say, I want to speak to you confidentially," said the stranger.

"All right; what is it?" asked the comedian.

"Well, I am up against some hard luck to-day. They cleaned me and I want to get home. Now, don't let any one of these people see you, but slip me enough for car fare, will you?"

"Sure," said Hitchcock, placing his hand in his pocket. Then he paused and queried: "Where do you live?"

"Vancouver," was the answer. Hitchcock took a flying leap for his machine, and unless the visitors at New Orleans are more glibble, the impetuous one is still looking for car fare.—Harper's Weekly.

ROMANTIC DEVONSHIRE.

The Land Made Famous by Philpotts' Novels.

Philpotts has made us familiar with romantic Devonshire, in his fascinating novels, "The River," "Children of the Mist," etc. The characters are very human; the people there drink coffee with the same results as elsewhere. A writer at Rock House, Orchard Hill, Bideford, North Devon, states:

"For 30 years I drank coffee for breakfast and dinner but some 5 years ago I found that it was producing indigestion and heart-burn, and was making me restless at night. These symptoms were followed by brain fog and a sluggish mental condition.

"When I realized this, I made up my mind to quit drinking coffee and having read of Postum, I concluded to try it. I had it carefully made, according to directions, and found to my agreeable surprise at the end of a week, that I no longer suffered from either indigestion, heart-burn, or brain fog, and that I could drink it at night and secure restful and refreshing sleep.

"Since that time we have entirely discontinued the use of the old kind of coffee, growing fonder and fonder of Postum as time goes on. My digestive organs certainly do their work much better now than before, a result due to Postum Food Coffee, I am satisfied.

"As a table beverage we find (for all the members of my family use it) that when properly made it is most refreshing and agreeable, of delicious flavor and aroma. Vigilance is, however, necessary to secure this, for unless the servants are watched they are likely to neglect the thorough boiling which it must have in order to extract the goodness from the cereal." Name given by Postum Co., Battle Creek, Mich. Read the little book, "The Road to Wellville," in pkgs. "There's a reason."

Carpets can be colored on the floor with PUTNAM FADLESS DYES. Ask your druggist. 10c per package.

Japan Exports Much Copper. Japan exported last year over \$11,000,000 worth of refined copper.

It Cures While You Walk.

Allen's Foot-Ease is a certain cure for hot, sweating, callous, and swollen, aching feet. Sold by all druggists. Price 25c. Don't accept any substitute. Trial package FREE. Address Allen S. Olmsted, Le Roy, N. Y.

Our distinctions do not lie in the places which we occupy, but in the grace and dignity with which we fill them.—Emerson.

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., 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 obligations made by him.

WALDING, EYMAN & MARVIN, Wholesale Druggists, Toledo, O. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surface of the system. Testimonials sent free. Price 75 cents per bottle. Sold by all Druggists.

Take Hall's Family Pills for constipation.

Other people's happiness gives a pessimist a headache.

RHEUMATISM AND NEURALGIA. ST. JACOBS OIL. The Proved Remedy For Over 50 Years. Price 25c and 50c.

BACKACHE AND DESPONDENCY. Lydia E. Pinkham's Vegetable Compound. Mrs. Pinkham's Standing Invitation to Women.

NO MORE MUSTARD PLASTERS TO BLISTER. THE SCIENTIFIC AND MODERN EXTERNAL COUNTER-IRRITANT. CAPISICUM VASELINE. CHESEBROUGH MFG. CO.

W. L. DOUGLAS \$3.00 AND \$3.50 SHOES. BEST IN THE WORLD. SHOES FOR EVERYBODY AT ALL PRICES.

34 YEARS SELLING DIRECT. Our vehicles and harness have been sold direct from our factory to you for a third of a century.

Fertile Farming LANDS. Cheap Easy Terms. In the Best Section of the South. Louisville & Nashville R. R. Co.

FARMS THAT GROW "NO. 1 HARD" WHEAT. (Sixty-three Pounds to the Bushel). FOUTZ'S Horse and Cattle Powder.