

A MATTER OF HEALTH

ROYAL BAKING POWDER
 Absolutely Pure
HAS NO SUBSTITUTE

State Grange Meetings.
 The season for the meetings of the various state granges began with December. Nearly all state granges meet during this month. Pomona granges electing delegates to the state granges should name their best and most representative men, and the resolutions bearing on farmers' interests should be carefully prepared beforehand and placed in the hands of delegates who are qualified to support the measures that they introduce.

A Working Grange.
 Arkansas City (Kan.) grange has been doing a good work in co-operation. They are saving their members \$1 per ton on coal, and on binder twine they are saving from \$3 to \$15 to each farmer. They are insuring their farm property from 1 to 2 per cent cheaper than the old line companies charge. This grange has not missed a meeting for several years.

A Public Spirited Man.
 A public spirited gentleman in Maine has supplied several of the granges in that state with grange libraries. The proposition is made that if the grange will secure a suitable bookcase and put therein forty volumes of good books he will add seventy-two volumes. Of course every grange promptly accepted the proposition under the conditions.

The grange will be thirty-seven years old Dec. 4, 1904.

Chippewa Lime Kilns.

Lime furnished in car load lots, delivered at Right Prices.
 Your orders solicited.
 Kilns near Hughesville Penn'a.

M. E. Reeder, MUNCY, PA.

Short Talks On Advertising
 By Charles Austin Bates.

I talked the other day with a man who had failed in the drug business. He said that he didn't believe that advertising a drug store paid, and that it was so different from other businesses that advertising could not possibly help it.

He said that his store had been an exceptionally good one; that the location was very fair, and that the stock was above reproach, but there were two other drug stores nearby which had been there for some time before he came. The people round about were acquainted with them, and to some they were just a little bit more conveniently situated than the new store.

My friend, the druggist, didn't try advertising. That is the way he knows that it does not pay. He said: "People do not realize that there is a difference in drugs—that the paregoric they get in one drug store is better than that which they get in another."

Advertising would have saved that man's business. By advertising he would have introduced himself to the people, and they would have become acquainted with him and his store in that way. By advertising he could tell them that there were different grades of paregoric, and that he kept the best grade; but he didn't try it, and so he knows positively that advertising doesn't pay.

Maybe he would have had to advertise three or six months, or possibly for a year, before he would have found that he was gaining actual profit on his advertising expenditure. Advertising a new business is, to a certain extent, like advertising in the dull season. It is the after-effect that must be looked at and not the immediate returns. Even if a new man were to meet his prospective customers personally, it would be some time before he would make actual buyers of them.

It is this way with a traveling salesman. The first few trips in a new territory do not consume very many pages of his order book. In the mean time he is getting acquainted—advertising. He is letting people know who he is and what he is doing, and what he wants. If he is pleasant and courteous and persistent, he will win trade, but it will take time. Do not expect an ad to do more than a man.

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Bar to Nation's Progress.
 Considering the country as a whole, our roads are disgracefully and deplorably bad. They are a bar to the financial, social, educational and religious progress of the agricultural classes which they affect directly and a source of loss to every other class which they affect indirectly. The first great step toward the correct solution of the road problem is a recognition of the fact that road improvement is not wholly a local question. The rural population has a larger interest in good roads than any other class, and it will doubtless always be found willing to pay the larger part of the expense. But the condition of the roads affects the prosperity of the whole community. It is therefore a proper subject for state and national legislation.—Congressman Brownlow in Collier's.

Nerve Slavery.

It is present-day conditions—heaping burdens of work upon the nervous system that tells the story—premature breaking up of health. It tells why so many men and women, who so far as age in years is concerned, should be in the prime of health, find themselves letting go of the strength, the power the vitality they once possessed. It is because that great motor power of the body nerve force, is impaired. Every organ depends upon its controlling power just as much as the engine depends upon the steam to put it into action. An engine won't go without steam. Neither will the heart, the brain, the liver, the kidneys, the stomach act right without their proper nerve force supply. Let any organ be lacking in this essential and troubles begin—some of them are:

- Throbbing, palpitating heart.
- Sleepless nights.
- Sudden startings.
- Morning languor.
- Brain fog.
- Inability to work or think.
- Exhaustion on exertion.
- Flagging appetite.
- Digestion slow.
- Food heavy.
- Easily excited, nervous, irritable.
- Strength fails.
- Loss of flesh and muscular power.
- Settled melancholia.
- Utter despondency.
- A picture, hideous, but easily changed to one of brightness by use of Dr. A. W. Chase's Nerve Pills. They build up the nerves and supply nerve force.



The above is the genuine package of Dr. A. W. Chase's Nerve Pills, are sold by dealers or Dr. A. W. Chase Medicine Company Buffalo, N. Y. Price 50 cents.

Don't Tobacco Spit and Smoke Your Life Away. To quit tobacco easily and forever, be magnetic, full of life, nerve and vigor, take No-To-Bac, the wonder-worker, that makes weak men strong. All druggists, 50c or \$1. Cure guaranteed. Booklet and sample free. Address: Sterling Remedy Co., Chicago or New York.

To Cure Constipation Forever. Take Cascarets Candy Cathartic. 10c or 25c. If C. C. C. fail to cure, druggists refund money.

Jayne's 1903 Almanac

Complete CATALOGUE OF DISEASES, with directions how to treat them, given in perfectly plain, yet a absolutely plain language. Every Druggist or Dealer will supply it to you FREE. If you fail to get it, a Postal Card request to Dr. D. JAYNE & SON, PHILADELPHIA, will bring it to you FREE.

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Don't expect the newspaper to do it all. Look out for the show window and the cases and counters.

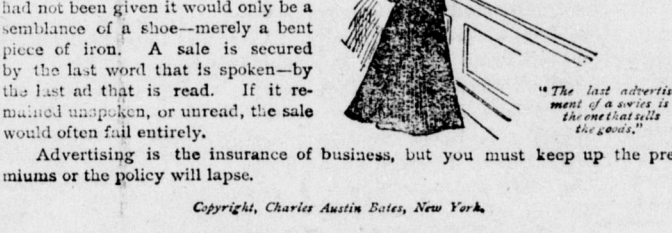
When you advertise something of special interest in the papers, fill the window with it and have it prominently displayed in the store. Have some neat tickets painted and hung up above or near the goods.

Be sure all the clerks know what is going on. If I were running a store, I would make it the first rule that every clerk should read every advertisement every day. I would have them understand just what I was trying to do with each advertisement—just what the goods were and where they came from and how they happened to be so cheap, or so good, or both.

The newspaper is sometimes blamed for the ill success of an advertisement, when the real fault is right in the store. Don't ever expect spasmodic advertising to pay. Don't ever let an issue of a paper you are using appear without your advertisement. The day you leave the ad out will probably be the very day on which somebody will look for it, and, not finding it, go to a competitor. The last of a series is the one that sells the goods. A man may see your ad thirty days in July and not buy till the thirty-first ad welds conviction into his mind.

It's the last stroke that makes a horseshoe—all the others were merely preparatory. The shoe was not a shoe till the last blow fell. If that had not been given it would only be a semblance of a shoe—merely a bent piece of iron. A sale is secured by the last word that is spoken—by the last ad that is read. If it remained unspoken, or unread, the sale would often fail entirely.

Advertising is the insurance of business, but you must keep up the premiums or the policy will lapse.



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An \$8.00 Dictionary for \$2.00

The New Werner Edition of Webster's Dictionary.

Now, and magnificently illustrated. We offer you the best dictionary ever put on the market at a low price. This is an American Dictionary of the English Language, containing the whole vocabulary of the first edition, the entire corrections and improvements of the second edition, which is prefixed an introductory dissertation on the history, origin, and connections of the languages of Western Asia and Europe with an explanation of the principles on which languages are formed. The book contains every word that Noah Webster ever defined, and the following SPECIAL FEATURES: An Appendix of 10,000 words, Pronouncing Vocabulary of Scripture names, Greek and Latin Proper Names, Modern Geographical Names, Dictionary of Antonyms and Synonyms, Dictionary of Familiar Allusions, System of Foreign Phrases, Dictionary of Abbreviations, etc., etc., together with BEAUTIFUL COLORED PLATES, showing in their actual colors the Flags of the various Nations, U. S. Naval Flags, Pilot Signals of Various Nations, Yacht Club Signals, and Shoulder Straps for Officers. THIS IS NOT THE CHEAP BOOK but a beautifully printed edition on fine paper with thousands of valuable additions of aid to all students of modern science. It is a grand educator of the masses, now offered to our readers in a sumptuous style in keeping with its great value to the people. Only in Ten Sheep with a beautiful cover design and sold at the small price of \$2.00, makes it the most beautiful, low-priced Dictionary ever published. For every day use in the office, home, school and library, this Dictionary is unequalled. Forwarded by express upon receipt of our special offer price of \$2.00. If it is not as represented you may return it to us at our expense and we will refund your money. Write for our special illustrated book catalogue, quoting the lowest prices on books. Address all orders to THE WERNER COMPANY, Publishers and Manufacturers. AKRON, OHO. (The Werner Company is thoroughly reliable.)—Editor.



FRED! Most useful of Family Hand-Books. 69th year of Publication. Printed in NINE DIFFERENT LANGUAGES. Contains Correct Calendars for all latitudes, Tides and Weather Tables, Astronomical data, List of Vents, East and other Holidays, graphic Moonlight Diagrams and various other features, to which is added a complete CATALOGUE OF DISEASES, with directions how to treat them, given in perfectly plain, yet a absolutely plain language. Every Druggist or Dealer will supply it to you FREE. If you fail to get it, a Postal Card request to Dr. D. JAYNE & SON, PHILADELPHIA, will bring it to you FREE.

WINCHESTER
 "NEW RIVAL"
 FACTORY LOADED SHOTGUN SHELLS

No black powder shells on the market compare with the "NEW RIVAL" in uniformity and strong shooting qualities. Sure fire and waterproof. Get the genuine. WINCHESTER REPEATING ARMS CO. New Haven, Conn.

Christmas Games FREE
 In each pound package of **Lion Coffee** from now until Christmas will be found a free game, amusing and instructive—50 different kinds. Get Lion Coffee and a Free Game at Your Grocers.

LAXAKOLA
 THE GREAT TONIC LAXATIVE

If you have sour stomach, indigestion, biliousness, constipation, flatulence, breath, dizziness, inactive liver, heartburn, kidney troubles, headache, loss of appetite, insomnia, lack of energy, bad blood, blotched or muddy skin, or any symptoms and disorders which tell the story of bad bowels and an impaired digestive system, Laxakola Will Cure You.

It will clean out the bowels, stimulate the liver and kidneys, strengthen the mucous membranes of the stomach, purify your blood and put you "on your feet" again. Your appetite will return, your bowels move regularly, your liver and kidneys cease to trouble you, your skin will clear and freshen and you will feel the old time energy and buoyancy.

Mothers seeking the proper medicine to give their little ones for constipation, diarrhea, colic and similar troubles, will find Laxakola an ideal medicine for children. It keeps their bowels regular without pain or griping, acts as a general tonic, builds nature, aids digestion, relieves restlessness, clears the coated tongue, restores pleasant refreshing, restful sleep and makes them well, happy and hearty. *Children like it and ask for it.*

For Sale by
 Laxakola is not only the most efficient family remedy, but a great remedy for all the common ailments of the human system. It is a powerful purgative, and its action is so gentle that it can be used by the most delicate. It is a general tonic, and its use will result in a healthy, vigorous, and happy life. It is a great remedy for all the ailments of the human system, and its use will result in a healthy, vigorous, and happy life. It is a great remedy for all the ailments of the human system, and its use will result in a healthy, vigorous, and happy life.

BEWARE OF IMITATIONS
 of **FOLEY'S HONEY AND TAR**
 On account of the great merit and popularity of FOLEY'S HONEY AND TAR for Coughs, Colds, and Lung Trouble, several manufacturers are advertising imitations with similar sounding names with the view of profiting by the favorably known reputation of FOLEY'S HONEY AND TAR.
DO NOT BE IMPOSED UPON
 We originated HONEY AND TAR as a Throat and Lung Remedy and unless you get **FOLEY'S HONEY AND TAR** you do not get the original and genuine.
 Remember the name and insist upon having FOLEY'S HONEY AND TAR. Do not risk your life or health by taking imitations, which cost you the same as the genuine. FOLEY'S HONEY AND TAR is put up in three sizes—25c, 50c and \$1.00.
 Prepared only by **FOLEY & CO., 92-94-96 Ohio Street, Chicago, Illinois.**
SOLD AND RECOMMENDED BY
JAMES McFARLANE Laporte, Dr. Voorhees Sonestown, Pa.



"The paregoric they get in one store is better than that they get in another."