

A MATTER OF HEALTH

ROYAL



BAKING POWDER
Absolutely Pure
HAS NO SUBSTITUTE

Nothing Now Marks a Difference Between Republicans and Democrats Excepting Their Views on the Subject of Free Trade.

In an interesting communication to the American Economist Mr. R. S. Hinman asks the question, "What is Republicanism?" Mr. Hinman is a Connecticut farmer of fourscore years or thereabouts, ripe in experience and, as his letter shows, a deep thinker and an able writer. He is not identified with manufacturing. He is merely a tiller of the soil. He evidently clings to the antiquated notion that Republicanism and protection are Siamese twins, bound together by an arterial connection, the severing of which would be pretty certain to cause serious consequences to both twins. Many persons have in the past held this view of the vital relationship between Republicanism and protectionism. Many still entertain this belief, but it certainly seems to be true that many have argued themselves into the conviction that it would be perfectly safe and altogether wholesome for Republicanism to cut itself loose from its twin. Mr. Hinman is not of this way of thinking. He sees no particular difference between Democrats and Republicans except as to free trade and protection; that no Republican can claim to be a better citizen than his Democratic neighbor on any save the sole ground that he is a better protectionist; in short, that nothing but protection separates the two parties at this time.

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.

No. 25.

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 paragon 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 paragon, 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.

Outlook For Republican Success Peculiarly Bright.

The New York Commercial remarks that "business hopefulness is in the air. Everybody is breathing it. It is something real and tangible. The basic conditions in industry and trade are such that the people seem determined not to let politics disturb or embarrass them in the slightest degree. For once at least the bete noire of a campaign year is in hiding. Nobody is scary. The common sense of the American people is reasserting itself in a new way."

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.



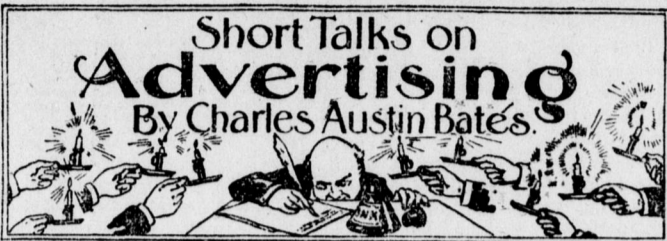
The above is the genuine package of Dr. A. W. Chase's Nerve Pills, are sold by dealers or Dr. A. W. Chase Medicine Company Buffalo, N. Y. Price 50 cents.

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 1905 Almanac

complete CATALOGUE OF DISEASES, with directions perfectly plain, yet absolutely clean language. Your 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.



No. 18.

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 printed and hung up above or near the goods.



"I would have them understand just what I was trying to do."

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.

Newly 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, to which is prefixed an introductory dissertation on the history, origin, and construction of the languages of Western Asia and Europe with an explanation of the principles on which languages are formed. This book contains every word that Rich 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, Lexicon of Foreign Phrases, Dictionary of Abbreviations, etc., etc., together with 4 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. Bound in Tan Sheep with a beautiful cover design and sold at the small price of \$2.00, makes it the handsomest, low-priced Dictionary ever published. For every day use in the office, home, school or library, this Dictionary is unequalled. Forwarded by express upon receipt of our special offer price \$2.00. If it is not as represented you may return it to us at our expense and we will refund your money. Write us for our special illustrated book catalogue, quoting the lowest prices on books. Address all orders to THE WERNER COMPANY, Publishers and Manufacturers. AKRON, OHIO. [The Werner Company is thoroughly reliable.]—Editor.



FREE! Most useful of Family Hand-Books. 62d year of Publication. Printed in NINE DIFFERENT LANGUAGES. Contains Correct Calendars for all latitudes, Eclipse, Tide and Weather Tables, Astronomical data, List of Feast, Fast and other Holidays, graphic Moonlight Diagrams and choice illustrations, to which is added a how to treat them, given in perfectly plain, yet absolutely clean language. Your Druggist or Dealer will supply it to you FREE.

Foley's Honey and Tar
cures colds, prevents pneumonia.

educate Your Bowels With Cascarets. Candy Cathartic, cure constipation forever. 10c, 25c. If C. C. C. fail, druggists refund money.

This strip is manufactured under a U. S. patent and is the neatest, strongest and most durable window shade holder on the market, and we guarantee it to be as represented or money refunded. The price, Express paid, to all points in Pa., Md., Del., N. J. and N. Y., One Dollar per doz. other states \$1.25. Your order solicited. JOHN A. PARSONS & CO., Catawissa, Pa.

Are You Pale?

Are your cheeks hollow and your lips white? Is your appetite poor and your digestion weak? Is your flesh soft and have you lost in weight?

These are symptoms of anemia or poor blood. They are just as frequent in the summer as in the winter. And you can be cured at one time just as well as another.

Scott's Emulsion

of cod liver oil with hypophosphites will certainly help you. Almost everyone can take it, and it will not disturb the weakest stomach.

It changes the light color of poor blood to a healthy and rich red. It nourishes the brain; gives power to the nerves. It brings back your old weight and strength.

All Druggists, 50c and \$1. SCOTT & BOWNE, Chemists, New York.

FORCE
Satisfies taste and appetite

LAXAKOLA
THE GREAT TONIC LAXATIVE

If you have sour stomach, indigestion, biliousness, constipation, bad breath, dizziness, inactive liver, heartburn, kidney troubles, backache, 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, assists nature, aids digestion, relieves restlessness, clears the coated tongue, relieves fever, causes 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 of family remedies, but the most economical, because it comes in two medicines, viz. laxative and tonic, and at one price, 25c. or 50c. At druggists. Send for free sample to THE LAXAKOLA CO., 122 Nassau Street, N. Y., and mention the name of your druggist. We will express to any address on receipt of 25c. in stamps or post note, all charges prepaid, a large Family size bottle of Laxakola, sufficient to last for a long time.

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 LePorte,

Dr. Voorhees Sonestown, Pa.



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

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