

try advertising. That is the way he

My friend, the druggist, didn't



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 were two other drug stores nearby. The people and about were acquainted with them," he would have introduced himself to the people, and they would have be-

come acquainted with him and his store in that way. By advertising he could tell them that there were different grades of paregorie, 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 imme

diate 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 ing, 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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DS THAT

So frequently settle on the lungs and result in Pneumonia or Consumption. Do not take chances on a cold wearing or take something that only half cures it, leaving the seeds of serious throat and lung trouble.

Cures Coughs and Colds quickly and prevents

Pneumonia and Consumption

CONSUMPTION THREATENED

C. Unger, 211 Maple St., Champaign, Ill., writes: 'I was troubled with a hacking cough for a year and I thought I had consumption. I tried a great many remedies and I was under the care of physicians for several months. I used one bottle of FOLEY'S HONEY AND TAR. It cured me, and I have not been troubled since."

HAD ERONCHITIS FOR TWENTY YEARS AND THOUGHT HE WAS INCURABLE

Henry Livingstone, Babylon, N. Y., writes: "I had been a sufferer with Bronchitis for twenty years and tried a great many with poor results until I used FOLEY'S HONEY AND TAR which cured me of my Bronchitis which I supposed was incurable,"

THREE SIZES, 25c, 50c and \$1.00-**Refuse Substitutes**

SOLD AND RECOMMENDED BY JAMES MCFARLANE Laporte,

GREATEST THROAT and LUNG REMEDY

Dr. Voorbees Sonestown, Pa

