

LAPORTE PA.

No girl is quite so eager to find the first freckle of the season as the first dandelion.

Sowing seeds of kindness is all right, and sowing grass seed is also good.

Polar exploration may be a pleasant pastime, but the average man prefers beef to dog meat.

Reports that the peach crop has been destroyed must have been delayed in transmission.

How time does fly! The Philadelphia Press has an editorial on "The Simple Graduation Gown."

Any householder can get his muscles ready for lawn mower operation by raking up around the place.

Almost time to dig up and polish the ancient jests about the highbinder who runs the summer hotel.

To a street car conductor the real progressive is the man who moves up in front when he is told to do so.

A New York woman found a chunk of dynamite in her coal, thus reducing her visible supply by one lump.

A liner has arrived in Boston with 3,200 tons of Irish potatoes, but think of the rejoicing if they had been beans.

A Yale student has deserted the forestry class to marry an actress. However she may yet send him back to the woods.

A New York court has ruled that it is libelous to call a man "a dead one." In other words, speak only good of the living dead.

Teachers in a Switzerland town are considered too old to teach at thirty. This age limit makes the Osler one quite antediluvian.

Still, if the hobble skirt should assist in ushering in the era of the low street car step it might rank as a blessing in disguise.

A New York woman says that mothers should teach their daughters to flirt. What a cheerless girlhood that woman must have had!

Someone puts forth the theory that the operation for appendicitis removes a man's temper. He certainly loses it when the bill comes in.

The feet of the Chinese women will never be bound again. This time they have put their feet down good and hard, once and for all.

The newly discovered deposit of iron ore in Pennsylvania is said to be a "mother lode." Father's load was discovered by him long ago.

The Cleveland youth who drew pay from one firm under thirty-five different names would be a valuable political asset in a close election.

A scientific experimenter is seeking a way of making aerial travel safe. There seems to be at present but one recipe for that fact: Don't go up.

A beautiful young actress has hidden herself because she received threatening letters. At the proper moment her press agent will proceed to find her.

Little boy, work hard, study well, be good, and you may grow up to be important enough to be selected to pitch the first ball at the opening game of the season.

Baseball results are as well worth worrying about as most other troubles.

The legislator who proposes to make it unnecessary for women to tell how old they are when they have business in the courts makes it appear that chivalry has not become obsolete.

Chicago now has an all night theater. It is being largely patronized by those who are afraid to go home either through fear of being held up on the way or being detected tiptoeing upstairs.

Marion, Ohio, reports that a baby weighing only one pound was born there the other day. Unfortunately it was a boy. Otherwise it might have grown up to lead some strong man around by the ear.

Des Moines policemen have been ordered to take inebriated citizens to their homes instead of to jail. No longer will they be able to fall back on the old excuse that they were afraid to go home in the dark.

In Los Angeles a course in manners has been made a part of the curriculum of the high school. We suppose Los Angeles boys and girls are being taught to give their seats in street cars to tired old people, even if they do not happen to wear jewelry.

Chinese officials of the new government have not only cut off their queues, but some of them have also taken to wearing high silk hats. Could the triumph of the Occident over the Orient be more fitly illustrated than by this capping of the climax?

Advertising Talks

BIG SUM FOR ADVERTISING

Brazil to Spend \$5,000,000 for Publicity of Her Resources—Money Well Invested.

Brazil believes in advertising. She believes that just as an individual may have resources he desires advertised, and advertising which will pay the individual, so may a nation have resources she desires to advertise and the advertising of which may prove profitable to the nation.

So Brazil has decided to spend \$5,000,000 in order that the world may know something of her resources. She is going to advertise just as an individual or a company would do so—go into the magazines and newspapers with paid matter and set forth in display type and otherwise the reasons for seeking population and trade.

Brazil will get a great more than five million dollars' worth of advertising for her money, says the Dayton (O.) News. She is already getting favorable publicity—which is advertising—and the very fact that the country is so progressive that she proposes making an advertising appropriation, is worth much to her, as it is being exploited.

That is one feature of advertising which many advertisers do not understand—a part of the psychology of advertising which they do not and can not figure upon. It is worth something to a concern to be known as a large advertiser, something over and above the value which comes from the advertising matter itself. It makes an impression upon the mind, some way, and that impression is valuable. You may never read one of Brazil's advertisements, for instance. Yet by knowing that the country is advertising, you are bound to have a higher regard for it than if it had never advertised. You will notice all the more readily any article pertaining to the country; you will think of Brazil more quickly, when thinking of South America, than you will of any other country down there. It will be the first country to attract your attention when you glance at a map, and when you go into a store and are shown a commodity grown in Brazil, you will be more likely to purchase it. And what pertains to this advertising of Brazil pertains to the firms here in the United States that advertise.

LOCAL ADVERTISING NEEDED

Necessary to Clinch Interest of Prospective Buyer of Auto for Home Dealer.

"Motor cars can be advertised, with a marked degree of success, in publications of national circulation; but local newspaper advertising is the force that is needed to concentrate the interest of prospective buyers on the dealer right there at home," says A. W. McCalmont, advertising manager of the Jackson Automobile Co. of Jackson, Mich.

"National publicity is necessary; so is local publicity. One without the other can go only far enough to fall short of the mark. The car that aims to be a success must, of course, build up a national reputation, and that means national advertising. On the other hand, the national advertising must be crystallized into local interest, and to do that and focus the power of the national publications on the dealer requires space in the newspapers.

"Suppose, for example, you read an alluring automobile advertisement in one of your weekly or monthly magazines, and you are interested to the point of promising yourself to look that car up. Four or five days or a week slip by; and you've done nothing—perhaps because you had no idea where to go to see the car. You open your newspaper some morning—or evening—and there is an advertisement on the same car. It gives the name of the dealer, his street address—even his telephone number. Your waning interest is revived when you learn where the car can be inspected. We won't say the newspaper closes the sale—but if it takes you to the door of the salesroom, it has done its work, and done it well. The rest is up to the salesman inside, but his way has been smoothed—first by the national, then by the local newspaper advertising."

Advertising Like the Ministry.
"Advertising is an art. Its exponents must therefore be students. It is like no other profession as much as it is like the ministry. You have to get people to do what you want them to do and make them pay you for doing it. You must appeal to the heart and not to the mood. Be honest. The world judges the character of a store by its advertisements."—Rev. George Wood Anderson, St. Louis, Mo.

Truth Is Safe Anywhere.
A sales talk made out of the absolute truth can be left anywhere without protection, but the whole of the national guard and the regular army, backed by the navies of all nations, cannot keep a lying sales talk from playing the star part as the victim of an assault and battery episode.—Thomas Dreier.

SUCCESSFUL ADVERTISING NOT GOVERNED BY RULES

By BERT M. MOSES, President Association of American Advertisers.

Many things in life are more or less regulated by fixed rules. There are precedents to follow, and experience goes a long way toward telling us what to do next time.

In advertising, however, it is my belief that there are no fixed laws, and success is something that has to be worked out independently of what has been done by others.

In brief, every man has to work out his own salvation. The thing that wins today is likely to make a failure tomorrow.

Not so very long ago one of the biggest and most successful advertisers of today, in introducing his product, gave a dozen packages of goods free to every retailer in his line.

The response to the advertising that followed this gift was quick and almost universal.

The goods went with a surprising rush, and the sale still continues big. Naturally the advertiser thought the underlying cause of his success was the giving away of free goods.

Quite recently this same advertiser introduced another article in the same territory where he had made his previous big success.

He followed identically the same plan of giving away free goods, and used precisely the same mediums for his advertising.

The second article, by the way, was one which is presumably far more standard than the first.

Now, do you suppose this advertiser duplicated his first success on his second venture?

Not on your life, Helen! He made just as big a failure in the second instance as he made a big success in the first.

What the trouble was no one really knows, although a dozen different good reasons might be given by a dozen different men.

Frequently it appears advisable to promote an article which sells at a popular price on the theory that many more people will buy something if the price is small than if it is big.

Theoretically, this is a beautiful proposition, but sometimes it fails when put to the test.

The biggest selling safety razor in the United States retails at \$5.

Before the advertising was started I don't suppose you could find one man in 50 who agreed with the promoter that success was probable for a common article like a razor that was going to be sold at such a prohibitive price.

However, the man believed in the scheme, and made millions out of it. He has made these millions in competition with dozens of other safety razors at all sorts of prices.

I saw a safety razor the other day that was priced at 10 cents, and it looked as though it might shave pretty well, too.

The reasons for this apparent paradox could be given by the dozen, perhaps, but to me the big reason is this:

The \$5 razor man had faith plus in his idea that he pushed the thing to the full of his belief and faith.

He worked out his own salvation regardless of rules and precedents, and that is what every advertiser has got to do if he wants to arrive at that point where he can buy full pages in the newspapers and have money to pay his bills.

Filling Empty Pews.

The town of Meeker, Colo., has a clergyman who, if anything, is successful. At last Sunday evening's services of his church a larger number of pews than usual were vacant, and, while he did not at that time comment on the remissness of the absent flock, in one of the town's newspapers this week the following advertisement appeared:

"MISSED—Last Sunday, some familiar faces and families from the services of the Methodist Episcopal church. Any person with a spirit of loyalty who will restore one or more of these to their accustomed place will in nowise lose a reward from the great head of the church and from his servants, the pastor and his co-workers." Needless to say, the erstwhile empty pews ceased to be empty.

Too Vaunting Advertising.

That advertising can be made too sensational to produce the best results was the theory advanced by S. W. Strauss in a recent address delivered before the Chicago Advertising Association at one of its noonday meetings. "Whirlwind" advertising was denounced by him as highly injurious to the investment advertising business. "The best investor is distrustful of the house that advertises in a noisy, unconventional way," said Mr. Strauss. "Safety, soundness and security do not go through the streets bawling out their virtues and the financial advertiser who makes such a noise runs counter to the fixed and prejudiced opinion of the best investors."

Of Benefit to Someone.

An old woman was once pouring a tirade into the ear of Charles Lamb more remarkable for length than substance. Observing that the noted essayist was fast lapsing into a state of oblivion, she aroused him by remarking in a loud voice:

"I'm afraid, Mr. Lamb, you are deriving no benefit from my observations."

"Well, madam," he replied, "I cannot say that I am, but perhaps the woman on the other side of me is, for they go in one ear and out the other."

IDEAS FOR HOME BUILDERS

BY WM. A. RADFORD.

Mr. William A. Radford will answer questions and give advice FREE OF COST on all subjects pertaining to the subject of building, for the readers of this paper. On account of his wide experience as Editor, Author and Manufacturer, he is, without doubt, the highest authority on all these subjects. Address all inquiries to William A. Radford, No. 115 West Jackson boulevard, Chicago, Ill., and only enclose two-cent stamp for reply.

One of the most economical six-room cottages ever built is represented in this design. It is 20 feet in width by 35 feet in length, with both porches built into the main frame. The layout of the rooms is well liked by most people; in fact, it is a very popular house, both for looks and for convenience, besides making a very cozy, comfortable home at a moderate cost.

On the first floor we have a good living room, 12 feet square, and a splendid dining room several feet larger. The living room is entirely shut off from the other part of the house—which is considered a great advantage by some housekeepers.

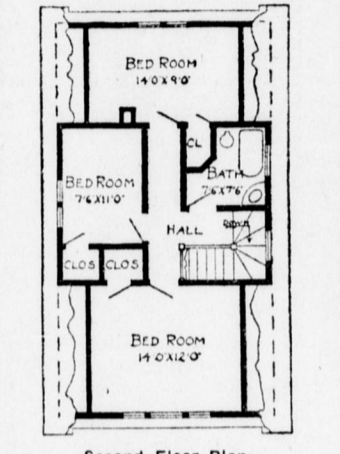
Economy also is adhered to in building the stair. The cheapest way to get upstairs is to build the steps between two partitions; and it is a very satisfactory arrangement, too, especially where you can have a window at bottom and another at the top for light, as we have in this case.

It will be noticed that economy is the prevailing idea all through the house—not parsimony, but pure, simple, straightforward economy. In the first place it is a straight-sided, right-angled plan, high enough at the side for the first story only, the upper rooms being made entirely in the roof. Of course the curb in the roof is necessary; in fact, that is the principal difference in the outside dimensions from the ordinary cottage roof. This house would be too small above for anything but an attic without the curb or gambrel in the roof.

The prevailing fashion at present is to have plenty of windows, and it is a good fashion. Nothing adds more to the comfort of a house than to have

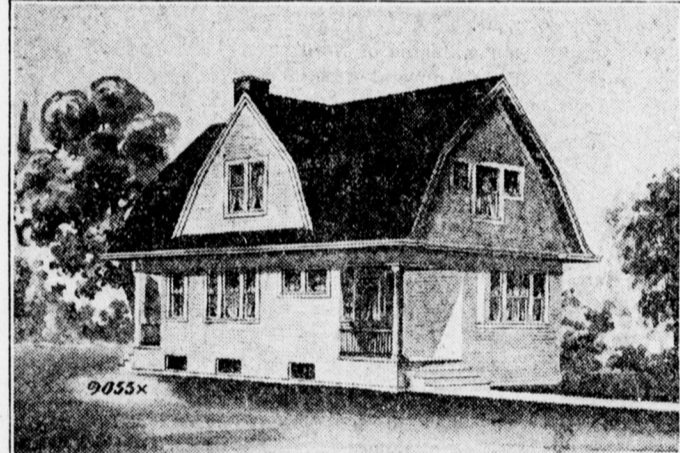
burlap or some tufted material; if tufted, it should match the cushion on the seat; and as to colors, it should also match the carpet or rug on the floor. The tufted material may reach clear to the ceiling, or it may reach only to the picture molding.

A very neat, cozy arrangement is to have a wide shelf above the seat, about six feet from the floor. Then you carry the tufted material up to the shelf, and across underneath, to a neat finish on the outer edge. Above the shelf have cupboards fitted with doors and shelves for books. The only chair in this little room then should be one of those step-ladder chairs that open up when you want to



climb up to reach something overhead.

There is room for a small writing desk in front of the window. A desk seems almost necessary in a nook of this kind; but it must be low so that it will not obstruct the light; and it must be small enough not to project very much in front of the doorway. A great deal of time may be put on this little nook, and it may be made the



most comfortable corner in the house, and one that will be liked and commented upon by almost every visitor. Porches built in this way cost almost nothing, because they are part of the house; and they look well. There are just two outside doors to this little cottage, and they are both protected by these built-in porches. It is not necessary or desirable to have a bold outside door staring directly out at everybody. Porches are modern things; and they are becoming better appreciated all the time.

Not Untold.

At a certain reception the lion of the evening was a distinguished arctic explorer.

"Mr. —" gushed a stout woman, to whom he had been introduced, "it must have been terribly lonely and monotonous away up there, so far from civilization."

"Why, no, Mrs. Chatterby," he said. "We had all the company we wanted, and our life was full of incident—sometimes distressing so."

"Still," she persisted, "you must have suffered untold hardships and privations."

"On the contrary, madam," rejoined the explorer, with a smile, "I have been telling them all this season to large audiences."—Youth's Companion.

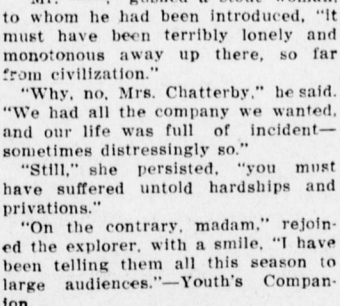
"Gentlemen First" at This Hostelery.

In Milwaukee there is a hotel which furnishes an excellent, almost luxurious table, served by a bevy of pretty, "peachy," "up-country" girls, in pink uniforms, with dainty little lace aprons, almost six inches square!

When a lady and gentleman sit down to be served, the bill of fare is always handed to the gentleman first. And not only this: his service is brought in first, and madam must wait until his every want has been catered to, before the "peach" in pink will accord the lady her attention! Sweet angels of femininity and suffragettes, what a premium to put upon bad manners among your lords and masters! And yet the ladies do not stand up in public conveyances in Milwaukee.

plenty of light. In the living room there are two windows on the side, and a triple window, on the casement order, in front—equivalent to almost five windows in this one room. Still, it is not too much; it simply helps to make a pleasant, well-lighted, airy, and comfortable front room that any woman would be pleased with. The two high windows in the hall are built high up, to be out of the way for a hall rack.

In a small house like this, you want to utilize every corner and take advantage of every opportunity to add to its capacity. The hall is not only an entrance, but it may be used to advantage as a telephone booth, and



It may be given a handsome appearance by putting in a long, heavy, oak hall rack against the left-hand side.

Opening from the far side of the dining room is a little nook or den 5 by 6½ feet in size. This may be fitted up for a children's study or for a library. It is possible to make a good deal of such a nook as this. The seat is a box with a hinged lid, having a good thick comfortable cushion on top. The walls may be covered with

Get This FREE Book Before You Decorate

It shows 20 pretty rooms in modern homes and how to get the very latest designs for your home. We will send you FREE color plans made by expert designers for any rooms you want to decorate.

Alabastine

The Beautiful Wall Tint

It is more fashionable than wall paper or paint and costs far less. It is too refined and exquisite in color to compare with any kind of kalsomine. Goes further on the wall, does not chip, peel or rub off, lasts far longer. 16 Beautiful Tints. Comes all ready to mix with cold water and put on. Easiest to use—full directions on every package. Full 5-lb. pkg., White, 50c; Regular Tint, 55c.

Get the FREE Book of 20 Beautiful Rooms. Write today. Alabastine Company, 57 Grandville Road, Grand Rapids, Mich. New York City, Desk 7, 105 Water Street.

HIRES' HOUSEHOLD EXTRACT

FOR MAKING OLD FASHIONED HOME-MADE ROOTBEER

Every home should make rootbeer in springtime for its deliciousness and its fine tonic properties.

One package makes 5 gallons. If your grocer isn't supplied, we will mail you a package on receipt of 20c. Please give his name. Write for premium puzzle. THE CHARLES E. HIRES CO., 235 N. Broad St., Philadelphia, Pa.

The dyspeptic should choose carefully what he chews carefully.

Garfield Tea keeps the liver in condition, insuring a clear head and good general health. Drink before retiring.

Milky Way Causes Glaciers.
Another suggested cause of glacial periods is that they have been due to the shifting of the milky way, such as is known to have occurred. Assuming that much of the earth's heat comes from the stars, Dr. Rudolf Spitaler finds that the change of position in relation to the milky way might have given a different distribution of temperature from that existing at the present time. The stars are not only crowded in the region of the milky way, but many of them are of the hottest type.

THESE POOR ARTISTS.

Tommy (aged eight)—Say, papa, what is the difference between an artisan and an artist?
Papa—One eats regularly and the other doesn't.

KNOWS NOW
Doctor Was Fooled by His Own Case For a Time.

It's easy to understand how ordinary people get fooled by coffee when doctors themselves sometimes forget the facts.

A physician speaks of his own experience:
"I had used coffee for years and really did not exactly believe it was injuring me although I had palpitation of the heart every day. (Tea contains caffeine—the same drug found in coffee—and is just as harmful as coffee.)"

"Finally one day a severe and almost fatal attack of heart trouble frightened me and I gave up both tea and coffee, using Postum instead, and since that time I have had absolutely no heart palpitation except on one or two occasions when I tried a small quantity of coffee, which caused severe irritation and proved to me I must let it alone.

"When we began using Postum it seemed weak—that was because we did not make it according to directions—but now we put a little bit of butter in the pot when boiling and allow the Postum to boil full 15 minutes which gives it the proper rich flavor and the deep brown color.

"I have advised a great many of my friends and patients to leave off coffee and drink Postum, in fact I daily give this advice." Name given by Postum Co., Battle Creek, Mich.

Many thousands of physicians use Postum in place of tea and coffee in their own homes and prescribe it to patients.

"There's a reason," and it is explained in the little book, "The Road to Wellville," in pkgs.

Ever read the above letter? A new one appears from time to time. They are genuine, true, and full of human interest.