

Medicinal Plants

By H. LOWATER, Chicago

Teach the Value of Many Neglected Weeds

WAS the spring time ever linked in your mind with sulphur and medical teas? What a course of "doctoring" the youngsters used to get, not only in the spring but at other times! Most of those old but prized recipes had been handed down from one generation to another. They consisted largely of roots, barks, herbs and the like that could be found in the fence corners, along the roadside or in mother's garden, and were gathered when in certain stages of growth. Has the use of these old-fashioned medicines gone not to return? No.

The old motherly practice has disappeared, but I find the same simples are used by our most intelligent physicians and kept for sale in most drug stores.

Dandelion, tansy and pokeweed are often prescribed for the same disorders that our mothers prescribed them. Oh, no, not by the old names, but under certain cabalistic characters, which the chemist understands, but the reading of which would sound learned and potent to us laymen, if patients.

I have often seen near Garfield park, on vacant lots, in masses of sweet clover, many of these medicinal plants, also in the gardens and waste places on the outskirts of the city.

These same simples are the bases of most of our best cough and vegetable compounds, but instead of being made from good American plants they are generally manufactured from costly imported products. Why? Because the city man out of a job does not realize how money is planted under the roots of these plants; because the boy or girl living in the suburbs does not know how to recognize these plants except as weeds and has never been taught when to harvest them. Many of them are pests, but still they are money-producing things if one knows how or when.

Why should this and one other topic not be the subjects of occasional school talks with illustrations?

A few minutes twice a week with prepared charts in place of many "frills" now used to kill time would impart much useful information.

The two topics I refer to are:

1. Simple medicinal plants, how to find and when to harvest them.
2. Insects beneficial to man and how to recognize them.



During the last quarter of a century I have been watching with interest the growth and improvements made in our great city. Most of the improvements have been in sidewalks, streets, buildings, transportation and communication, all of which have been advantageous to commerce, while at the same time in a subordinate way to all the people.

On the other hand, I regret to say that my observation has led me to conclude that this city, as well as many others, has been neglectful of one thing which is of paramount importance to the health and happiness of her entire population, and that is suitable public comfort stations conveniently located and distinctly prominent.

For neglect in this respect is the primary cause of multitudinous ailments, and among them are headache, indigestion, Bright's disease of the kidneys, rheumatism and so forth. I do not deem it honorable for myself, as a medical man, to remain silent on this most important question.

City authorities should see that public health and comfort stations be installed as rapidly as possible, designated by understandable signs, and they should advertise the locations in our public newspapers.

Not more than one person in a hundred in the city of Chicago knows of our excellent, finely equipped public comfort station situated in the City hall at Washington and LaSalle streets.

Tests are to be made by the Panama canal commission to determine the value of cement mortar applied to iron plates by the "cement gun" as a preservative of iron. Twelve plates 6 3/4 x 14 inches have been coated with a one-to-three mortar of cement and sand after they were cleaned to a gray metal by the sand-blast process. Six of these have been covered with a half-inch coating and the remaining six with a one-inch coat on one side and a 1 1/2-inch coat on the other.

Three plates of each kind have been sent to Balboa and three to Cristobal, where they will be kept immersed in salt water to test the mortar method of preventing corrosion.

Two plates of each kind will be taken from the salt water, both at the end of three months, and one-half of the coating will be removed to determine the condition of the metal.

The duration of the test for the balance of the plates will be determined later.

Value of Cement Mortar as Iron Saver

By JOHN R. HOWLAND

Habit of Obeying Dictates of Honor and Duty

By DR. CHARLES W. ELIOT

six, ten or twelve, but which are entirely inapplicable to boys or girls of fourteen, sixteen or eighteen. Thus the motive of fear is one of these transitory motives on which organized education in the past has almost exclusively relied; yet fear is a very ineffective motive with adults.

Advertising Talks

PERSISTENCE IS NECESSARY

Merchant Must Advertise Twelve Months in Year to Forge Ahead of His Competitor

Thomas J. Balmer, dean of advertising men in the United States, was the guest of the Denver Ad. club at luncheon at the Albany hotel the other day. He spoke on the "Past, Present and Future of Advertising."

"I notice," said Mr. Balmer in his introductory sentence, "that I am referred to as the 'dean of advertising men.' I want to say to you now that there never has and never will be a dean of advertising men." Advertising is a business in which there is no room for a 'dean.' It is a profession in which everybody is constantly forging to the front. They are pressing forward so rapidly that no man can remain in the van long enough to be a captain.

"Advertising is a difficult game. It has gone through more vicissitudes from its very beginning probably than any other profession. Those in it suffer because of beliefs. Many merchants are skeptical; few have confidence in the efficiency of advertising and its ability to produce results. It is because men hate progress, not so much because of their antagonism to progress in itself, but because they have inertia. The man who doesn't know his subject, is not up-to-date in his matter, is not fit to be in the profession. He is like the surgeon who performs a criminal operation—he is a drawback to the rest of the profession.

"Advertising to bring results must be persistent and be followed up. Sixty per cent. of the business failures recorded annually are due to the fact that the man advertised a little and failing to secure results, gave it up just when he should have put more money into it.

"Statistics," said Mr. Balmer, show that it is only the man who advertises 12 consecutive months who forges ahead of his competitors. You won't find a physician allowing a patient to take merely one dose of a prescription. Why? He realizes that one dose will do no good. He insists upon the patient taking the whole prescription or none at all. The same principle applies to advertising.

"If we look back through history we will find that every good and beautiful thing has at one time or another been under the ban. Advertising is just beginning to come into its own. Merchants are finally accepting the doctrine that is the most forceful and greatest medium of distribution the world knows."

Mr. Balmer made a strong plea for clean advertising. He said:

"It is the only kind of advertising that pays. It may not pay you at first but in the long run if you adhere to this principle you will win out over all competitors. Never accept an unclean ad. Honesty is always the best policy. If honesty didn't pay people wouldn't be honest. The unclean advertiser is rapidly losing ground and if he doesn't take warning now and bar fakes and fakers, the day is coming when Uncle Sam will take a hand in the matter and force him to clean up."

Holds Up Publicity Maxims.

George Frank Lord, a well-known advertising man, in a recent address on "The Cash Value of Educational Advertising," lauded the daily newspaper as the best medium for the advertisement of commodities.

"They obtain greater results and are cheaper," he declared, "than circulars. 'Don't talk in bunches in 'ad.' writing. Don't be too oratorical—keep down to the plane of writing as though addressing an individual. Too many 'ad.' writers imagine they are 'Teddy' Roosevelt addressing the mob.

"There is no line of business that cannot be advertised if it is done along the right line.

"Find the distinctive quality of your goods and emphasize it concretely. 'Common sense is the requisite of the successful 'ad.' writer.

"A two or three inch 'ad.' in a daily newspaper twice or thrice a week is often better than a whole page in a magazine."

Political Advertising.

Politicians today more fully appreciate the value of newspaper advertising in winning votes or creating public sentiment than at any time in the history of the country. They have about concluded that the money that was formerly employed in barbecues, torchlight processions and numerous mass meetings can be more profitably employed in presenting the issues of the campaign and the claims of the candidates in brief, well-constructed articles in the advertising columns of the daily newspapers.—Editor and Publisher.

Stick to Truth.

Tell the truth about your goods, and beware of the man who suggests that you advertise them deceitfully. A shady reputation is a cloud that has no silver lining—and it's mighty easy to get. And when a concern once gets it! "How often does your railroad kill a man?" asked the facetious drummer. "Just once," replied the conductor.

THE BEST TIME TO ADVERTISE

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

There is a popular saying that runs something like this:

"The best time to advertise is all the time."
Like most sayings this sounds clever. This one is misleading and untrue.

The best time to advertise is determined by weighing, analyzing, sifting, and finally adopting a method that common sense shows will fit nicely into your requirements.

My business happens to be one which does not justify the use of large space.

Two or three inches single column is about the limit of the present advertisement.

A small space like that will show to best advantage on days when the fewest ads appear.

So the first question I ask the publisher is this:

"What days in the week do the department stores use the least space?"

When I learn what these days are, I take the other days of the week. This helps both the publisher and me.

He is anxious to get copy on days when the advertising is light, and I get the best positions on those days.

If you happen to have a seasonable article, the time to advertise it is when it is needed—that is so plain that to tell it here seems silly.

Department stores, clothiers, haters, and other merchants find it desirable to advertise most at that period in the week when the help in factories receive their pay.

One of the fallacies which has become more or less fixed is the idea that it doesn't pay to advertise in the summer.

It would be just as logical to say people stop breathing in the summer time as to say they stop buying then.

Hans Wagner, the great ball player, when asked the secret of his success in batting, replied:

"I hit 'em where they ain't."

So one of the good times to advertise is when the others are not advertising.

The first mission of an advertisement is to be seen.

Run your eye over this self-same paper, and note how some ads stick out, while others don't.

This object lesson is under your eyes every day, and you can learn better by observing how others do it than I can tell you.

Attention, however, isn't the whole thing, because it must be favorable attention, or the reader will not stop and read.

The old idea of using a startling headline, or saying something outlandish and bizarre, has gone the way of other foolish things.

A freakish ad, has the same effect as a loud vest on a man.

Neither the ad, nor the man will make you feel like giving up your money.

The best time to advertise has got to be figured out on the basis of common sense, and no one can tell you so well as you can tell yourself by trying out your own ideas.

The best advertisement is that which is as plain and simple as you can possibly make it.

Fine writing is not so effective as facts.

Go right to the heart of the theme with the first word, get the thing said quickly, and then stop.

Josh Billings told it all in his gem: "I don't care how much a man talks if he only sez it in a few words."

Overlaudation Poor Advertising.

A. L. Gale, president of the Omaha Ad. club, gave an interesting psychological lecture to that organization at its weekly meeting in the Paxton hotel the other day.

He explained many magazine and local advertisements and commented upon them, explaining the good points and bad points principally from a psychological and visual viewpoint.

He told how good advertising agencies sent their men into the various fields to study the proposition to be advertised and dwelt at length on the value of the advertiser's first-hand information of the subject he is handling.

In advertising psychological terms he discussed negative and positive suggestion, showing how the positive and pleasant suggestion in an advertisement had the greatest power of appeal. The overlaudation of goods, he said, is one of the most serious mistakes the ad writer can make.

Had Its Own Brain.

An inexperienced colored girl had just been installed as housemaid. Having eyed a patent bottle with much curiosity for some time, she asked her mistress: "And what sort of thing is dat, ma'am?" "That," replied madam, "is a bottle that will keep things either hot or cold."

"Land sakes, honey," exclaimed the astonished dandy, "how is it gwine to know whether you want to keep things hot or cold?"—Woman's Home Companion.

Free Advertising Undignified.

Get rid of the notion that advertising is undignified unless it is free, says E. W. Howe in his new Magazine. As a matter of fact that is the kind that is not dignified. Every setting sun sees a greater recognition of the dignity, importance and value of paid advertising.

The KITCHEN CABINET



THE year's at the spring
And day's at the morn;
Mornin's at seven

The hillside's dew-pearled
The lark's on the wing
The snail's on the thorn
God in his heaven—
All's right with the world.
—Robert Browning.

THE VALUABLE LEMON.

The lemon is a palatable medicine and one that is especially good for the blood. For thick, sluggish blood and an inactive liver, the juice of a lemon in a glass of water every morning on rising is a most beneficial tonic. The lemon juice should be taken without sugar and drunk at least half an hour before eating, to give it time to be absorbed into the system before anything is taken into the stomach.

As a drink, hot or cold lemonade still stands first on the list of drinks. In combination with other foods and fruits it is also both refreshing and stimulating. A few tablespoonfuls of lemon juice in barley water is a splendid drink for the sick.

There is a zest about a dish of lemon jelly to be served with different meats (fish and poultry), which is especially pleasing.

When serving bananas and oranges, fruits that are nearly always on the market, a bit of lemon juice squeezed over the fruit brings out the flavor of each.

In preparing frozen dishes, like raspberry or grape ice or ice cream, a tablespoon of lemon juice not only enhances the flavor, but makes the color more beautiful; a desirable addition to any dish.

Lemon juice and olive oil, with salt and cayenne pepper, is a simple and easily assimilated salad dressing for many vegetables and fruits.

As a garnish for fish, cut in dainty slices or in eighths, there is no prettier decoration, if combined with a touch of parsley.

Lemon Sauce for Puddings.—Stir until well mixed, a tablespoonful of flour and a half cup of sugar; add a cup of boiling water and cook until smooth; add a tablespoonful of butter, two of lemon juice and a little of the rind. Pour over the well-beaten yolk of an egg.



OH FOR a bookie and a shade nooke.
Eather in doors or out;
With the grene leaves whilpering overhead
Or the streete cryers all about.
Where I made reade all at my ease,
Both for the newe and old;
For a jollie goode booke whereon to looke,
Is better to me than golde.

EXPERT LAUNDERING.

There are people, and those who should know better, who labor under the impression that laundry work is merely a matter of muscle, and that any one with the physical strength and little intelligence will make a good laundress. There was never a more mistaken idea, as we have learned by sad experience.

A successful laundress must be an educated woman, something of a chemist, a good fair amount of judgment and a conscientious, painstaking worker.

There is knowledge to be used in the choice of soap and starches, in the removing of spots and stains.

To do the right kind of laundry work it is necessary to know how to wash the most delicate colors without fading them.

Most colors may be retained by a salt or vinegar bath, a tablespoonful to a quart of water. A general rule is to immerse all light colors in salt water and dark colors in vinegar.

Blue is a delicate color, yet any shade may be permanently fixed by being soaked before it is laundered for half an hour in eight or ten quarts of water in which is dissolved an ounce of sugar of lead.

Green is another frail color; a lump of alum in the rinse water will set this color.

There are three important things to consider in washing colored clothes, after the treatment which sets the color. First, they should never be washed in boiling hot water; second, soap should never be rubbed on, but always dissolved, and third, they should always be dried as quickly as possible in the shade and ironed, when possible, before they are quite dry, and on the wrong side.

If a garment is only slightly soiled, the rubbing and sousing in the soapy water will cleanse it, then the rinsing should be very thorough. The whole process should be done as quickly as possible.

The most careful washer may ruin the result of her work by careless ironing.

To be a good ironer means much practice and infinite patience.

Nellie Maxwell.

Great Labor Bureau.

In the Civil Service Commission the United States Government has the greatest employment bureau in the world. Over half a million people are on the Government payroll, and of these nearly half are receiving pay as the result of competitive examinations.

THREE BIG SHIPS HELD BY ONE COOK

Steamers Brazos, Comanche and Comal, Were All Late in Getting Away.

OILER STARTS SCRAP

He Hit the Man Who Prepared the Food and Two Labor Unions Were Then Involved Which Delayed Sailings Several Hours.

New York.—A cook of the steamer Brazos made an effort to defend himself the other afternoon against the charges of an oiler of the Firemen's union that he did not know how to cook. The last argument of men of the sea, coastwise or otherwise, is a scrap, and the oiler and the fireman had it. The cook got the worst of it and the skipper of the Brazos decided to leave the fireman behind.

The fireman appealed to his union, and all hands on three ships under the same management, the Brazos, the Comanche and the Comal, decided to back up the aggressive fireman. They said the cooks had not been treating any of them properly anyhow.

The Comanche was the only ship that got out of dock at the foot of Spring street with all her force of eighteen firemen. They refused, however, to work until they received assurances that the oiler would be taken back. She sailed promptly at 1 p. m. and got as far as Liberty Island. The skipper told of his plight by wireless and H. H. Raymond, head of the line, got busy trying to straighten out the trouble. The Atlantic Coast Seamen's union, which has general control of the subsidiary unions of coastwise seafarers, also got in the game, having a contract with the lines to furnish firemen who would stick.

The firemen of the Brazos and the Comal deserted their ships at the pier and stood by awaiting the result of negotiations between the representatives of the unions and Mr. Raymond.



The Cook Got the Worst of It.

who had volunteered to arbitrate the trouble. A tug with Marine Superintendent Rockwell went down to the Comanche, whose firemen had an independent grievance against a cook on their ship, and there was an earnest talk between the union representatives, Mr. Rockwell, the skipper of the ship, and the aggrieved firemen. Mr. Raymond wanted to get the three boats away, with their passengers and freight, and finally did after they had been held up more than four hours.

The oiler was taken back pending investigation of the case against the cook. The cook's union will make an effort to adjust its troubles with the firemen's union meanwhile.

Count as Master of Kennels.

Pueblo, Colo.—Pueblo is probably the only city in the country which can boast of a member of the nobility for a dog handler. Count Von Bulow of Germany, well known in many sections of the United States and particularly in this city, who returned here a short time ago strictly "on his uppers," has just been tendered the position of master of the kennels in Pueblo.

During the last four or five years Von Bulow, claiming to be a real count, has been identified with some remarkable performances of various descriptions.

His most noteworthy accomplishment occurred three years ago when, it is alleged, he persuaded a Pueblo woman, Mrs. Christina Pfummer, who had \$300,000 in the bank, to marry him. Von Bulow, it is said, spent the money, his wife deserted him, then died, and he is back in Pueblo after an absence of two years.

Ends Own Life at 80 Years.

Chicago.—Charles Stein, for 20 years a manufacturer in Milwaukee, and a brother of former Superior Judge Philip Stein, shot and killed himself the other day at the Hyde Park Rest Cure, where he had gone for medical treatment. He was eighty years old. Suicide is attributed to ill health.