

Jiggs-That deaf and dumb woman certainly is garrulous. Jaggs—Is that so? Jiggs-Yes. When no one is around

to talk to she makes her right hand talk to her left. Wanted to Know the Culprit. The following story was told recent-

by Austin Haines to a party of friends he entertained at luncheon: "Down in a little Florida town two

negro families live in shanties about a stone's throw apart. They obtain their drinking water from a shallow open well located midway between the two houses. A fence which separates the two yards is built up to the well on both sides. Every evening after her day's work is done, it is the custom of one of the negro mammies to pick up buckets and go to the well for water. One day the owner of the property moved the fence back about feet from where it originally stood. That evening when Eliza started out with her pail she fixed her eye on the fence and made straight for it. Walking hurriedly along the beaten path, she plunged into the shallow well with a splash. Her screams brought immediate assistance, and as she climbed out and spied the fence ten feet away she indignantly exclaimed: 'Now, who done moved dat well?" "

### A Special Favor.

Customer—I want a ton of coal. Dealer—Yes, sir. What size? Customer—Well, if it's not asking too much, I'd like to have a 2,000pound ton .- Brooklyn Life.

It always makes good! What? Garfield Tea, the Natural Laxative, composed entirely of pure, wholesome and healthgiving herbs.

A woman laughs when she can and weeps when she will.-Proverb.

Mrs. Winslow's Soothing Syrup for Children teething, softens the gums, reduces inflamma-tion, allays pain, cures wind colic, 25c a bottle.

When a man's conscience troubles him he thinks he has indigestion.

Garfield Tea, a laxative of superior qual-y! For those suffering with constipation. Ity! For the

Men may be born modest, but womto acquire all they get



WHEN it's meal timeand your appetite is keen-and you try to think of some tasty things to eat -don't tax your mind-don't fret and fume. Order



Hot or cold, they are servable in a jiffy, and equal the imported kind in taste and flavor.

Once you have learned



Scheme for Placards That Is New and Has Made Headway—Story of a Western Financier.

It now seems to be a consensus It now seems to be a consensus among bankers, especially among small town bankers, that good strong advertising placards placed in the bank windows play a judi-cious part in bank advertising. While the idea is practically new in this country, its gradual arrival in con-nection with the growth of advertis-ing generally throughout the United ing generally throughout the United States was not unexpected.

Some years ago a merchant in a small western town entered into the banking business, bringing with him an advertising instinct which he had developed in his business. Before that time the bank of which he became president had covered its large front windows from top to bottom with a black blind on which the name of the bank was painted in large gold let-ters. These letters were partially ob-scured by massive iron picket work, although the large double door entrance into the bank itself was not so guarded.

The merchant's selling instinct rebelled against the waste of advertising. space.

"We, too, are selling something, the use of money," he reasoned with his cashier. "Basic selling principles are largely the same, whatever the com-modity. Why should we not make this window help us get in more money and help find more people to use our money?" he asked. "I believe that good sane window displays will pull more business for us just as they used to soll more gened in my acres. We'll to sell more goods in my store. We'll try it.'

the steel bars came down and the black glaze was removed so that all passersby, some of whom did not know what a bank looked like inside, could see right through to the presi-dent' private office in the rear. The big time lock safe made a much better safe place for your money impres-sion than did the old "keep out" winlow bars, and the sight of others transacting business inside had the same kind of attraction, though less in degree, as does a crowd of shoppers around the retail counter. Add to this a clever series of window displays in which a variety of plain show cards strongly urged the various uses of this bank, then apply various good merchandise principles in other ways, and it is not strange that this bank actually doubled in business during the second year of the merchantic so the second year of the merchant's regim as president.

"And I know that at least 30 per cent. of that increase is directly due to our show window advertising," concluded the merchant banker.

## NEVER GIVE UP.

By ARTHUR W. NEWCOMB.

Napoleon was a military genius. He was brilliant, aggressive, bold-

a master of stratagem and lightning-like in his decision in emergency. Von Moltke was an efficiency en-

gineer of warfare. He had decided, before war was declared, just what was the objective point of the conflict-what he wanted to accomplish.

Then he planned, in detail, just what moves he must make to gain that end. His plans made, he provided, down to the tiniest item, everything needed at every stage of the game. He had all these things where they were instantly available at the right time and place.

His system of warfare admitted of unforeseen emergencies. Everything had been anticipated.

Grant was neither a meteoric mili-tary genius nor did he have an opportunity to plan in advance the war in

which he fought. But he could take defeat after

"THE SOUL OF ADVERTISING" Beautiful Word Picture of Harrington Emerson Given at Dallas Convention of Advertising Clubs.

The following beautiful word picture of the "Soul of Advertising' from the address delivered by H by Har rington Emerson at the Dallas vention of the Associated Advertising Clubs of America. The philosophy,

wisdom and genuine poetry of the address will commend it to all; "Consider three of the most at-tractive and beautiful things that live -flowers, fruit, women. It is from them that we shall learn about the

soul of advertising. "The flower wants the been and the butterfly to help it. It it is not helped it will not ripen into fruit, it will fade, wither and die. It must advertise. So it decks itself out with all So it decks itself out with all imaginable beauty of form and color, it pours out perfume that is carried miles afar. Those who scent the per-fume, those whose eyes are charmed by the color and form, hasten to where the flower is.

"In the flower is. Can find the soul of advertising, and also cencrete, definite examples of

successful advertising practice. "The soul of advertising, as of other psychological control of humanity. consists in first liking the one you claiming you serve so that he will in turn like you. There is a gulf beturn like you. There is a gulf be-tween getting up as good a watch as can be made for the money and asking a dollar for it, and taking a man's dollar and giving him as little as possible in return. There is a tremen-dous difference between running the safest steamers in the world, incidentally also the fastest and most luxuri-ous as are the Cunarders, and charging high prices for the tickets and giving speed and luxury and neglect-ing every underlying moral principle of efficiency.

"Therefore, the soul of advertising further consists in making the client, the buyer, serve commercial ends by first giving him what he most needs, in such agreeable form that he is willing and eager to purchase. A dinner prepared by a French chef is more healthy, more digestible than one prepared by the unskilled cook and inci-dentally it tastes so good that we are willing to pay three times as much for it. The whole aim of the good cook is to put what is good, not what is bad, in palatable form. Therefore, the fact is recognized that the more solid benefits are etherialized, are spiritualized, are made romantic not by direct appeal to the 'grosser instincts of self-preservation, race preservation and parasitism, three major instincts, but by appeals of color, of perfume and of taste. The stincts fower never advertised the fact that it had proteids and hydrocarbons, very useful to bees and butterflies as food and building materials. It ad-vertised color and beauty and sweetness and took pains to put something of transcendent value back of them. advertised starch fruit never The and cellulose, it advertised color and beauty, and aroma and lusciousness, and it gave with these qualities transscendent food value. Woman does not advertise her usefulness, she advertises her attractiveness, and woman who makes good gives all the real essentials, a whole life of self-

effacing devotion. "To what extent have advertisers grasped the soul of advertising?"

A paper must circulate in the family if it is going to be a pay-ing proposition to the advertis-er. The home is where the advertisement is laid upon the table for discussion; in the home the family council is always in session; bargains and advertised articles are discussed and arrangements made with the family exchequer.

Advertising a Factor. Advertising today is one of the biggest factors in the commercial world. gest factors in the commercial world. The retailer and manufacturer no longer asks, "Does advertising pay?" but he asks, "What kind of advertising pays best?" He realizes that he must advertise in order to keep his business alive and growing. In years back,



FIGHTING AT FORT STEDMAN

One of First Regiments to Charge Enemy Was 208th Pennsylvania— Stirring Activities.

Your description of the battle of Fort Stedman, March 25, 1865, prompts memory of the stirring activities of the early morning hours of that day. I have a letter from a comrade who stated: "After reading the two last issues of The National Tribune on the Fort Stedman fight one would suppose that our brigade was not in it," etc. You, of course, could not cover the

many interesting details, and for this reason I will make some amplification which will probably interest comrades, writes Miles C. Huyette of Buffalo, N. Y., in the National Tribune.

The 208th Pennsylvania was on the Bermuda Hundred front-under Butler in the Eighteenth Corps-from late in August, 1864, until late in October, when we were relieved by a brigade of



"Form Your Company."

colored troops from the Ninth Corps, and we crossed to the south side of the Appomattox river, and formed a part of Hartranft's Division, Ninth Corps. Our winter quarters were in a depression a little north of the Avery House, division headquarters.

The night of March 24-25 was foggy and damp. The smoke of smoul-dering campfires hung low; all night long the usual crackle of the muskets of the pickets kept up, punctuated with an occasional "hee-haw" of the army mules. We slept fully clothed About 4:30 a. m. I was awakened by an occasional cannon shot, more intense crackle of musketry-nearly volley firing—and the rebel yell. I thought best to get ready for trouble, and, without waking my messmates, I took the three canteens and went to a low spot in the swale, where we had barrel sunk in the mud, filled the canteens with water. When I returned to the hut a mounted offi-cer or orderly (in the darkness I could not determine which) galloped by from division headquarters, and as he passed shouted: "Form your company, and double-quick for Fort Sted-man. Don't wait for anybody."

The company (B) was quickly formed, and we started for the fort. To the left rear of Fort Haskell we ran into the rebel skirmishers. We then lay down and began firing. Our line was nearly at right angle to our main line of works and our left about 100 yards to the rear of Fort Haskell. Mortar shells were dropping, by the ton, at an angle from the left, and shrapnel from the same general di-rection; minie balls and, later, canister, from our own cannon, which had been captured at Fort Stedman and turned on us, from the front.

Fort Haskell was a rim of fire to the north and west. In the darkness we could not determine if or not the foe was in possession of Fort Haskell, and it was difficult to prevent the

## WASN'T A FIVE O'CLOCK TEA. Class One of Chess Fanatics Properly

Objected to Garrulousness of His Opponent. Two elderly chess fanatics were absorbed in a game at the Merchants' institute in San Francisco recently. Both were experts and rigid follow-ers of all the rules of the game, written and otherwise. For nearly five

hours neither had spoken a word. Backward and forward, moving and countermoving, the game swung, with no perceptible advantage to either player." Finally one of the old fellows made a fatal break. Quick as a flash his opponent moved his knight into position, and softly murmured, "Check!"

The other player, making no effort to conceal his displeasure, rose from "What's the matter?" demanded his

"I certainly am. I'll be hanged if I can play chess with a darned old chat-terbox!"—Saturday Evening Post.

Left No Room for Doubt. Wichita lawyers are yet talking about the way Wallace B. Baker, who about the way wallace b. baker, who was found guilty recently in the dis-trict court of selling mortgaged property, showed his ignorance of married life. The prosecuting attor-ney was trying to show that Baker ney was trying to show that Baker wasn't married. He asked Barker the following questions:

"Did you ever send your wife any dresses?" Yes, I sent her four dresses."

"What kind of dresses did you send her! "I sent her one good dress and

three common dresses. "How much did you pay for the

good dress, Mr. Baker?" "Oh, I guess about \$4.50."

The lawyer put Mr. Baker down then and there as an unmarried man and a poor guesser .- Exchange.

On Land and Sea. "Circumstances alter cases even in LIVER PILLS.

human nature." "Yes. Take Jorkins, for instance. He's one of those grandiose Chester-fields who would give up his seat in a lifebcat to a woman, and then make an attempt to lead the saloon orchestra in 'Nearer, My God, to Thee' as the ship sinks." "I see. On land, Jorkins is the fel-

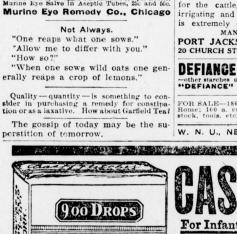
low at six o'clock who horns through the women and children and gets a window seat in his homebound street car."

Melody Sometimes Becomes Malady. That persons have very diverse ideas and tastes in music was exemplified in an incident at a pupil's vocal recital lately. A young woman was having quite a struggle with a song and one

woman in the audience said to her companion: "Isn't that a beautiful melody?" The other looked bored and said: "It sounds more like a malady to

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"GILT EDGE," the only ladies' shoe dress ively contains OIL. Blacks and Polish-hildren's boots and shoes, shines withou 25c. "French Gloss," 10c.

STAR" combination for cleaning and polishing a inds of russet or tan shoes, 10c. "Dandy" size 25c 'QUICKWHITE" (in liquid form with sponge uickly cleans and whitens dirty canvas shoes

"ALBO" cleans and whitens canvas shoes. round white cakes packed in zinc-tin boxes, with spo 10e, In handsome, large aluminum boxes, with sponge, If your dealer does not keep the kind you want s he price in stamps for a full size package, charge

WHITTEMORE BROS. & CO. 20-26 Albany St., Cambridge, Mass The Oldest and Largest Manufa Shee Polishes in the Wor

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THERAPION

dy "THERAPION" No. 1. No. or No.3 is what they require and have been seeking in vain during a life of misery, suffering, ill healt and unhappiness. Therapion is solidby druggists of mail \$1.00. Fougera Co., 50 Beekman St., New York

## WATER WATER WATER

A Pneumatic Water System furnishes water for the cattle, at the barns, sprinkling, irrigating and throughout the house and is extremely effective in case of fire. MANUFACTURED BY

PORT JACKSON ENG. & MFG. CO. 20 CHURCH ST., AMSTERDAM, NEW YORK

DEFIANCE STARCH-16 ounces to "DEFIANCE" IS SUPERIOR QUALITY.

FOR SALE-186 A. ONEIDA CO., N. Y., NR, Rome; 100 a. cult.; 7 r. h., barn, outbldgs., stock, tools, etc. FIERL, Box 319, Chicago W. N. U., NEW YORK. NO. 27-1912.



	their real quality—you will	feat and still keep on fighting.	when a merchant went into business,	men from firing in that direction. The	14:5		Alurava Dougha
	always want them.	After the enemy had worn himself	he prepared for at least two or three	other companies of the regiment	in a		Always Bought
		out beating Grant—though he had him whipped to an utter standstill—Grant	years' loss, before he could establish his trade and put his business on a	formed on our right. As daylight approached a slight air	52	ALCOHOL-3 PER CENT AVegetable Preparation for As-	
	Always Buy—Libby's	was discovered plodding doggedly into	paying basis. Today with the proper	As daylight approached a slight air movement made a rift in the pall of		similating the Food and Regula-	Bears the
	D. 1. 1. 1. 1. 1.	battle.	advertising, he can make his store pay	smoke over Fort Haskell, and we		ting the Stomachs and Bowels of	Dears the
	Don't accept a substitute.	History has not decided which was	all the expenses the very first year and make a good profit the second	could see Old Glory waving from its	23	INFANTS CHILDREN	Dours and N.N.
1	Libby's Foods present a wide	the greatest general. Look around and you will find these	year. This applies also to the manu-	ramparts. It looked good, and, oh how we did chees! The starry flag	191	TRAINING STUHILUMANN	Signature A.N
	assortment, all the acme	three types—anmong others—in the	facturer. In years back he had to send	never before looked so good.	ALC O	Promotes Digestion, Cheerful-	
	of quality and reasonable in	world of business.	out salesmen to develop new terri-	It is a matter of official record that	1	ness and Rest Contains neither	of AV
	price.	Not one man in a million possesses or can develop the genius of a Na-		the 208th Pennsylvania was the first	222	Opium.Morphine nor Mineral	
	At Every Grocers	poleon.	ness on a paying basis. Today the	regiment to charge the line of the en- emy, and cleared the rebels out of our	100	NOT NARCOTIC	GAN
				line from Fort Haskell to Fort Sted.	E.	Recipe of Old DrSAMUEL PITCHER	
	Libby, M <sup>c</sup> Neill	ers of calculation, foresight and con-	a paying basis quicker than the re-	man, recapturing Batteries 11 and 12		Pumpkin Scod - Alx Senna -	IXP
1	& Libby	structive imagination of a Von Moltke -although you and I can develop more	tailer—he can start out with an ad- vertising campaign, distributing his	and capturing 350 prisoners. Scott	P:N	Rochelle Salls Anise Seed -	
1		and more of it.	goods, get new accounts, make his	Eckert (Co. B) was the first man back in Fort Stedman, and he was followed		Poppermint - Bilarbonale Soda -	A . 110 IN
1	Chicago		goods known to the consumer, and al-	by the right of our regiment.	15	Worm Seed -	<b>U U U U</b>
	Libby's	refuse to acknowledge himself beaten: can keep on fighting to win as long as	most over night, as it were, build up a	The order to "charge" reached	100	Clarified Sugar Wintergreen Flavor	
	Foods	life is left in his body-and perhaps	prontable business.	LieutCol. Heintzelman 15 to 20 min-	100	Aperfect Remedy for Constipa-	MA. Use
	Are illu a	afterward The Business Philosopher.	Copy Must Be Live.	utes after we had regained full pos- session of the works. When the or-	2.07	tion . Sour Stomach, Diarrhoea,	14.0 000
	A 7 Minina Stienna		Most merchants are beginning to	der to charge was given I was on my	2:0	Worms Convulsions Feverish- ness and LOSS OF SLEEP	I IP For Aug
1	Ready to Sausage		appreciate the importance of live news- paper advertising. In fact, many of	knees, opening a box of ammunition.	Fei,	ness and LOSS OF SLEEP.	V For Over
1	Ready to WIENER WURST	see the farmers patronizing the home		Many of the men were out of car- tridges and were taking from car-	E C	Fac Simile Signature of	• • • • • • • • •
	Serve	merchants, the laborers spending the	so specialty stores, such as men's	tridge boxes of the wounded and dead.	100	Chart Fletcher.	Thinty Veene
L		money they earn with their tradesmen, and all animated by a spirit that they		Your description of the close and	124	THE CENTAUR COMPANY.	Thirty Years
ī	DAISY FLY KILLER placed anywhere, at-		etc., are devoting as high as 90 per	deadly fighting does not paint the	2.20	NEW YORK.	
7	ici, Mar W Astron files. Neat, clean or-	they can be bought at home. The spir-	cent. of their advertising appropriation	word-picture as red as conditions jus- tified. It was the first place I saw	125	At6 months old	ABABABIA
	cheap. Lasts all season. Made of	it of reciprocity, between men and		footprints of men in puddles of hu-	136	35 DOSES - 35 CENTS	
	metal, can't spill or sip over; will not soll or	mechanics, tradesmen and manufac- turers, results every time in making		man blood. Blood was on my boots	150		
1	injure anything Guaranteed effective.	the town a perfect one to do business		when the fighting ended. It was hell! When we gained full possession of	10	Guaranteed under the Foodand	
1	Sold by dealers of		viding you keep it alive.	the works firing ceased.		Exact Copy of Wrapper.	
-	ABOLD SOMERS, 150 Defaib Ave., Brooklyn, N. Y.	and there are a private the contained	· · · · · · · · · · · · · · · · · · ·		-	3 Ly	
					12.54	and the second second	an at each reader and the
						the second second second second second	