

# Advertising Talks

## PROFESSIONAL ADVERTISING

BY BERT M. MOSES.

Everybody now recognizes advertising as something reputable except the lawyers, dentists and doctors.

Even the preachers of Dallas, Tex., gave up their pulpits on a recent Sunday to laymen, who talked on advertising.

But the professions of law, dentistry and medicine still conceive it to be more honorable to seek and accept "free readers" than to pay for legitimate publicity like other good citizens.

A young man devotes several of the best years of his life, together with many remittances from home, to acquiring knowledge and skill in the profession.

When he seeks to turn that knowledge and skill into a livelihood, ethics and precedent limit him to a little tin sign tacked up beside the door.

He is like the south pole—he must wait until somebody comes along and discovers him.

The whole proceeding is more than ridiculous—it is almost brutal.

If a man knows how to cure disease—if he knows how to fill teeth—if he knows how to draw up a contract—the public is entitled to also know about it.

And that man, being a resident of the land of the free and home of the brave, has the right to realize on his skill and knowledge by making his merits known.

To remain silent and let those with established practice gather in the coin is silly and preposterous, and the marvel is that a perverted proposition like that should ever have secured a foothold.

I think if I had the ability to do anything well—if I possessed the necessary skill to render a valuable service to the community—I would surely advertise that skill and ability in the newspapers and pay for the advertising.

And in doing this I would have fully as much respect for myself as those misguided professional folks who do nearly every kind of advertising except the kind that costs money, and maybe I'd feel even superior to them.

Advertising is as honorable as the professions themselves, and the time is about here to lift the ban and let the young men free when they depart from college with the parchment under their arms.

I'd rather be an honest advertiser than the blind follower of a code that dates back to the days that are covered with dust.

## ADVERTISING THAT PAID

**John Arbuckle Declared He Spent Millions in Publicity, But It All Came Back.**

John Arbuckle, the millionaire coffee man of New York, advertised in the want columns of the Sunday newspapers for two business assistants of high caliber. The number of replies he received astonished him and he sent a photograph of a pile of them three feet high and several feet in circumference to one of the New York newspapers with a letter, in which he said in part:

"Advertisement is the life of a newspaper—so I take the liberty of sending you a photograph of the answers I have received from the advertisement I put in last Sunday's newspapers. These answers come largely from men of large business caliber (\$5,000 to \$10,000 a year salary men). I have spent millions of dollars advertising, but it has all come back to me many times over. When you have a good honest thing advertise it freely and you will be amply repaid for the money you have spent in advertising.

"Many of the newspapers, referring to my advertisement, take it for granted that I am making arrangements to retire from business. I have no idea of retiring, but hope to die in harness. A friend of J. Pierpont Morgan asked him how old his father was when he retired from business. Mr. Morgan said: 'Over eighty years of age, and he would be alive today if he had not given up his business.'"

Advertising cannot make a success of a poorly managed business, and most businesses which have succeeded through advertising had with them the capacity to succeed without advertising. Advertising simply shortens the time and emphasizes the success.

## Questions of Values.

The late Marshall Field stopped one of the smallest cash boys in his store and said:

"My boy, how much do they pay you?"

"Four dollars a week, sir," replied the boy.

"That is more than twice as much as I got when I was your age."

"Well," said the boy, "perhaps you were not worth so much to your firm as I am to mine."—Farm and Fireside.

## KANSAS HAS GROCER-EDITORS

Merchants Are Printing Small Journals to Advertise Their Goods Among Customers.

The Kansas grocer is breaking into journalism. In a number of the small towns of the state, small two, four or eight page newspapers are being published by the men whose regular business is to weigh out sugar and measure up the supplies for the kitchen tables of their customers.

While he stacks the articles in the market basket of the housewife, the editor-grocer finds out who the newly arrived visitor in the community is, who was married during the week, and other items to fill up the local columns of his paper. At intervals of one, two or four weeks, the store newspaper makes its appearance.

The store paper is generally published in a town too small to support a regular weekly, and in such places meets a need of the storekeeper by advertising his place of business and at the same time with its news features fills a niche in the community that gives it a welcome place.

In a town where no paper is published, effective advertising, which is just as essential to the success of the small storekeeper as to the owner of the city department store, becomes a problem. Window displays and hand bills left in buggies and autos reach only a part of the field.

Printer's ink publicity of some kind is essential if the merchant wants to keep the people informed of what is going on in his store. It must be sent out at regular intervals. Probably not more than one-half of his customers take any one newspaper. Those living on farms owe no allegiance to any particular town. The county seat paper may appeal to some. Others will take the paper published in the town where they know the most people, while still others will take nothing but the city daily.

These conditions make a place for the store paper. No subscription fee is charged. The local news in the paper makes a demand for it and in this way the merchant keeps the name of his store before the people of his community and keeps them advised of bargains, changes and new goods.

Real advertising is only incidentally writing. It is salesmanship that simply happens to be talking per the printed page—happens to be because it found a magnificent big opportunity to talk thus through the eyes of 10,000 humans at once instead of through the ears of the 10,000 in succession.

## GOOD DISPLAY IS VALUABLE

Goods of the Merchant, Attractively Shown, Helps Sales—Signs Draw Attention.

"Many stores are so prim and neat in the arrangement of goods that there is little or no inducement to buy," says a writer in the Dry Goods Economist. "This may read like a paradox, but the point is that, while neatness and cleanliness are to be commended, the goods must be so displayed and ticketed that they will induce purchases. When goods are on the shelves or under the counter, where they cannot be examined or seen, people will only buy what they come for.

"If displays cannot be made on the counter, then a table or some other stand should be set apart for making seasonal displays of goods, with price tickets on them. These displays should be changed every two or three days.

"In this connection dealers will always do well to make use of the various signs and store displays provided them by the manufacturer. These things are always valuable in drawing attention.

"But pursuing this policy you will find that customers, as soon as they have made their regular purchases, will examine these displays to see what you have new to offer, and many sales will be made which otherwise would have been lost.

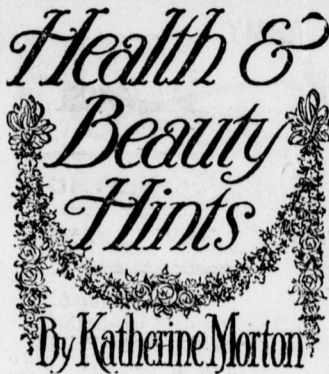
"The variety five-cent and ten-cent stores, especially those of the better sort, give lessons in the art of display that can be used with benefit by tradesmen in every line."

## Big Advertising Waste.

The business man's waste paper basket has increased 100 per cent. in size during the last seven years. The fact leads to the inquiry, Why? The answer is to be found in the mass of ineffective and undigested circular and other advertising matter that daily pours into the office of every active business man only to find a resting place in the waste basket. Some of these advertisements are so poor that their typographical appearance condemns them; some are so badly written that they create no desire to purchase; others have merit and carry a message, but the message has been sent to the wrong person. Much of the waste basket could be eliminated by the employment of more intelligence in the preparation and distribution of advertising matter.

## Why "Knocking" Is Bad Business.

If you knock your competitor you are told you are making a psychological error. True. But what does it mean? Simply this: that the normal mental tendency is fair-play. If you violate that standard in the buyer's mind, you will create a repulsion, thereby spoiling your chances for a sale.—A. T. Osborn.



The beauty of the skin depends to a great extent upon the health of the sebaceous glands. These are little underlying ducts supplying the skin with the grease needed, and if their secretions are suppressed, the pores are stopped up and some complexion defect or other will result.

One must keep the pores of the skin unhampered of old oil and dead cuticle to have a good complexion, and when they seem inactive there is nothing to do but to resort to massage and very thorough bathing with hot water and a good soap. Cold water is useless against the deep seated dust and grease of the skin, even with the aid of soap. Moreover, it tends to contract the pores, making it still harder for them to yield their contents. So as a preparation for helpful massage, which is meant further to clear the stopped-up pores, the face bath must not only be hot but very complete.

There is much contention that soap is injurious to the skin, but this is by no means true. The influences of soap are tonic, antiseptic and cleansing, so that a soap must really be very bad to hurt the skin—contain, in fact, the strong alkali which scorches and irritates. A good face bath with very hot water and a bland soap leaves a smooth skin like marble, and with repeated and systematic bathing the rough one is much improved. Work thick soap suds or a soap jelly well into the pores, and rinse with repeated waters. Dab it partly dry with a soft oil towel, and then sit down with a pot of good cold cream, or a little almond oil, and proceed with the massage.

Begin by massaging the muscles of the cheek just in front of the upper half of the ear, using the three first fingers of both hands. Rub outward and upward in a circular manner, with a firm yet gentle touch, covering a spot about the size of a silver dollar. If the muscles are correctly located, the upward motion will pull the skin taut about the corners of the mouth, rubbing out the drooping line at the side of the nose. If the face is heavily lined here, massage will in time so strengthen the muscles that the furrows will be much softer, or disappear entirely.

Next massage the temple muscles in the same way. These are still more easily detected by the even greater influence they exert on the lines each side of the nose. The regular and systematic massage of them will prevent the formation of crow's feet, those fine lines at the corners of the eyes which laughing faces with thin skin take on so often at an early age.

Some unguent or other is undoubtedly required with massage, for otherwise the cuticle would be much irritated, and the benefits of any face cream are increased tenfold if it is used with massage. For the face constantly made-up with cosmetics, rouge and a fancy powder or liquid white, it is also necessary to cleanse the skin first with the grease before using water upon it, for otherwise the bath will only force the makeup down into the pores.

If the face skin is very delicate, do not dash cold water upon it after the hot bath, as this interferes with the circulation and is considered harmful by all the beauty people. Where the skin is very inactive two face steams could be taken a week, the massage immediately following these.

An astringent of a harmless and invigorating sort is often needed after massage, especially if the pores are inclined to be big, and all authorities agree that a first-class cologne is the best for this. A formula for farina cologne, which is much used in this way, follows below:

Oil of bergamot ..... 1 ounce  
Oil of neroli ..... 6 drams  
Oil of rosemary ..... 6 drams  
Oil of lemon ..... 3 drams  
Oil of cloves ..... 1 dram  
Oil of lavender ..... 1 dram  
Rectified spirit ..... 1 gallon

The druggist would put up this formula more perfectly than it could be done at home, or else supply a bottle of German cologne, which would be very nearly as good.

## Arranging the Veranda.

Do not crowd the veranda to overflowing with odds and ends, or all its comforts and charm will be dispelled. Arrangements should always be perfected to make it desirable as an outdoor living-room, well lighted at night and suitable for breakfast, luncheon, tea and even dinner. And if in a vicinity where mosquitoes and flies swarm, screens must completely inclose the porch space.

## Dark Slippers.

At the present moment slippers of the paler tints are not considered good styles in Paris and footwear in richer shades of dark red, blue and violet combined with gold and silver are worn with gowns introducing those ones. These metal brocades can race their popularity to the rich Oriental effects introduced by the evening gown.

# Social Forms and Entertainments



## From Brown Eyes.

Is it proper for me to go with a young man who is engaged to another? Am going with a young man whom I like very much; how am I to find out whether he cares for me? He has told me that he loved me, but I don't know whether to believe it or not. Haven't been going with him very long. Is it all right to go driving at night? Suggest something for a "gypsy tea;" also something odd to entertain about six girls and boys. How should the invitations be written? Am going to have a visitor for a week. What must I do to entertain her all the time. I live in a small place where there are very few amusements.

## BROWN EYES.

I should not think you would want to accept attention from a man who was engaged; it does not look right and I would not do it. I would not be in haste to believe all a man told me if I had known him but a short time; better go slow and let time settle the question of how much he thinks of you. I do not believe in girls going driving alone at night without a chaperon. I do not know what you mean by "gypsy" tea, suppose you write and tell me about one for the benefit of the other readers of the column. For six girls and boys it is not necessary to write the invitations unless for a formal dinner party. Just ask them over the telephone or when you see them. Summer entertaining is always very informal. Do you think your visitor will wish to be amused "all the time?" I should have my friends meet her at a porch party in the afternoon or an evening card party or something like that.

## A Variety of Questions.

Have read and enjoyed your answers in the paper so much, have decided to ask you to please answer a few questions for me.

Which color eyes and hair are counted the stronger, and which are most generally liked by the majority of people?

How often should a young man call upon a young lady during the week, and how late should he remain?

Would it look well for a girl to tell her friend of all her former love affairs when he seems very anxious to hear about them and insists that he should know?

Do you think a girl who is seventeen too young to have young men callers?

If you have not been introduced to a young man is it proper to speak to him when he always speaks?

Hope you will not mind helping me out in this. I thank you very much. "DIXIE GIRLIE."

Scientifically I do not know whether it has ever been proven which are the stronger, light or dark haired people. I think dark hair and eyes are greatly admired and I have heard much in favor of the golden blond, although that type is said to lose its youth sooner than the darker haired, but I have seen it work both ways. It all depends upon how deeply interested a young man is. I should say that two or three times a week is often enough and ten-thirty late as he should stay on ordinary occasions. A girl must do as she thinks wise about her former love affairs. I do not think many affairs are to a girl's credit; I mean serious ones. Seventeen is plenty young enough for a girl to be in society. It all depends upon who the young man is whether you should speak to him. There is generally a way for a man to meet a girl by being properly introduced. I do not mind helping you out in the least

## Questions From Gladys.

I read your department every Sunday and would like to ask some questions. First, do you think it is all right for a girl fourteen to have boys at her party? Second, please give two or three games or contests to have when the boys and girls first come to keep it from being "stiff." Third, does the hair grow quicker plaited or hanging loose (at night)? Thank you for the help I have gotten from your department. I like it so much. GLADYS S. B.

It is perfectly right to ask boys to your party, and they like to be asked. I put all the contests I can lay my hands on right into the department; perhaps the "Nautical" one in today's paper will help you. It is best to braid the hair very loosely at night after a thorough brushing to remove the dust of the day. Thank you for your kind words regarding the department.

## Reply to "G. H." and "R. L."

I am very sorry I cannot answer your questions because I do not know; the best way to find out is to write direct in care of the stock company. MME. MERRI.

# The KITCHEN CABINET



## SOME NICE DESSERTS.

Angel Parfait.—Boll together a cup of sugar and a third of a cup of boiling water; pour over the well beaten whites of two eggs. When cold fold in a pint of double cream, whipped. Pack in half-pound baking powder cans and place in equal parts of ice and salt to mold. Let stand four hours, then unmold and serve with fresh raspberries. This amount serves eight.

Dainty Dessert.—When one has plenty of cream there are endless varieties of most delicious dishes which may be prepared on short notice. Chop a half cup of blanched almonds, cut in quarters a cup of marshmallows; add sugar to taste and stir into a pint of whipped cream. Put a spoonful of this on slices of chilled pineapple. The pineapple may be shredded and the mixture served in a sherbet cup, tasting full as well.

Pastry shells baked in patty tins, and when cold filled with sliced peaches, well sugared, and whipped cream added is a variation from the ordinary peaches and cream.

Line a sherbet cup with strips of sponge cake, fill with chocolate ice cream, arrange a tablespoonful of whipped cream on the top of each, sprinkle with chopped pistachio nuts and decorate with a candied cherry. This is called Chocolate Trifle, but is no trifling dessert.

A delicious lemon strawberry frappe is prepared by crushing a pint of ripe berries and then pass them through a sieve; add a sirup of a cup of sugar and a third of a cup of water boiled together, a half cup of lemon juice. Mix well and pack in a mold. Let stand four hours in ice and salt.

A simple and inexpensive dessert, when nothing else seems available, is cornstarch pudding. Prepare the milk and boil the starch, a tablespoonful or two to a pint of milk, sugar to taste, and if chocolate or cocoa is liked, a few tablespoonfuls of that with a bit of vanilla. Be sure to cook it long enough to cook the starch well. Serve with cream and sugar.



## MEALS WITH LITTLE HEAT.

For those who feel that they cannot dispense with meat entirely during the heated term, there are many dishes which may be flavored with meat in small quantities which serve every purpose. The agricultural department tells us that two and a half quarts of milk are equal in protein material to a pound of average beef, nine eggs have the same value, two-thirds of a pound of ordinary cheese, half a pound of peanut butter and two-thirds of a pint of dried peas, beans or lentils.

There are still people who depreciate the value of skimmed milk; it is most excellent for soup making, many puddings and for use in bread and rolls. Skim milk has nearly all of the food value left in it minus the fat. This may be supplied if needed in any of the dishes, so that the milk is as valuable practically for food as if it were unskimmed.

A cupful of meat added to a dish of vegetables or with dumplings makes a good flavored dish, and the gravy will make it go much farther. A mixture of two or three kinds of vegetables with a cheap cut of meat will serve a large family. If housekeepers studied the amount of meat necessary per capita for their family and what was considered a suitable allowance, there would be smaller meat bills and better nourished families.

Excessive protein food is dangerous, as it imposes undue exertion on some of the organs. Over-eating is a common fault and many of the diseases which our flesh is heir might be done away with if we were more abstemious.

The suggestions to cure the "meat ridden" menu are the substitution of salads, milk and milk dishes, cheese, eggs and nuts.

Nuts are so good and wholesome eaten with no accompaniment except salt, made into croquettes or baked in a loaf and served with a sauce as for meat loaf.

Sudden changes are never wise; it is better to gradually wean the family from large quantities of meat by the substitution of some of the above foods a little at a time.

When cooking a fowl add a knuckle of veal and the flavor will be nearly as good for a pie as the chicken itself for another day's dinner.

Nellie Maxwell.

## Conditional.

"Does your husband point with pride or view with alarm?"

"It all depends. When he refers to anything he has been doing he points with pride, but if it is necessary for the children or me to have anything new he views with alarm."

# WHERE DOCTORS FAILED TO HELP

Lydia E. Pinkham's Vegetable Compound Restored Mrs. Green's Health—Her Own Statement.

Covington, Mo.—"Your medicine has done me more good than all the doctor's medicines. At every monthly period I had to stay in bed four days because of hemorrhages, and my back was so weak I could hardly walk. I have been taking Lydia E. Pinkham's Vegetable Compound and now I can stay up and do my work. I think it is the best medicine on earth for women."—Mrs. JENNIE GREEN, Covington, Mo.

## How Mrs. Cline Avoided Operation.

Brownville, Ind.—"I can say that Lydia E. Pinkham's Vegetable Compound has done me more good than anything else. One doctor said I must be operated upon for a serious female trouble and that nothing could help me but an operation.

"I had hemorrhages and at times could not get any medicine to stop them. I got in such a weak condition that I would have died if I had not got relief soon. "Several women who had taken your Compound, told me to try it and I did and found it to be the right medicine to build up the system and overcome female troubles.

"I am now in great deal better health than I ever expected to be, so I think I ought to thank you for it."—Mrs. O. M. CLINE, S. Main St., Brownsville, Ind.

# GLENN'S Sulphur Soap

For the Skin. Clears the complexion, whitens the hands and is a time-tested remedy for skin diseases.

Sold by druggists. Hill's Hair and Whisker Dye, Black or Brown, 50c.

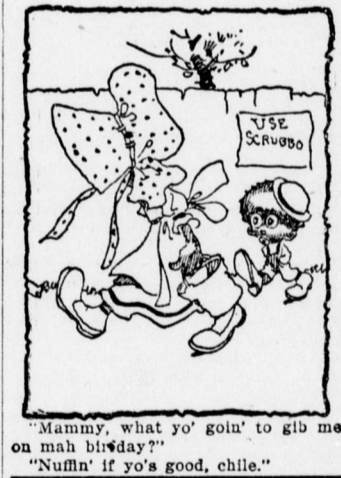
Awful. A West End woman called the attention of her husband to a little baby which was trying to sleep on the porch of its home on the opposite side of the street.

"It's lying on the bare boards, isn't it?" he observed.

"Yes, they haven't even placed a rug for the little chap to rest his head on."

The husband took another look. "And what do you think of that?" he ejaculated. "They haven't even painted the boards."—Youngstown (O.) Telegram.

## UP TO HIM.



"Mammy, what yo' goul' to gib me on mah birthday?"

"Nuffin' if yo's good, chile."

# To The Last Mouthful

one enjoys a bowl of crisp, delightful

# Post Toasties

with cream or stewed fruit—or both.

Some people make an entire breakfast out of this combination.

Try it!

# "The Memory Lingers"

Sold by Grocers.

Postum Cereal Company, Limited, Battle Creek, Mich., U. S. A.