



Resinol Soap is a real baby soap

because it is absolutely free from the harsh, injurious alkali present in most soaps, while it contains the same soothing, healing, anti-septic balsams as Resinol Ointment, so that it is usually sufficient to prevent rashes, itchings, chafings and other distressing baby skin and scalp troubles.

Your druggist sells Resinol Soap (25c) and Resinol Ointment (50c). For sample of each write to Dept. 1215, Resinol Chemical Co., Baltimore, Md.

Make the Liver Do its Duty

Nine times in ten when the liver is right the stomach and bowels are right.

CARTER'S LITTLE LIVER PILLS gently but firmly compel a lazy liver to do its duty. Cures Constipation, Indigestion, Sick Headache, and Distress After Eating. SMALL PILL, SMALL DOSE, SMALL PRICE. Genuine must bear Signature.



Popular Exploration.

North polar exploration had attracted the attention of adventurous and ambitious men for nearly 400 years before Peary reached the top of the world. Search for the south pole has always proved less attractive, and only during the last 140 years have explorers turned their attention toward the goal recently reached by Amundsen.

Barber Shops in China.

Since the Chinese revolution a great many Chinese have had their eyes cut off, and this has led to the opening of a large number of barber shops throughout the far east wherever Chinese are located, says an exchange. Several progressive business men of Singapore, anticipating this, imported a large number of American barber chairs, and they are now unable to get supplies quickly enough. It has also been learned that the Chinese insist on having American hair clippers, and refuse all other makes offered them.

It would seem that American manufacturers of barbers' supplies should experience a large increase in their Oriental trade.

WANTED INCENTIVE.



She—Would you save me if I should start to drown?
He—Sure, if your father is well rated.

A Large Package Of Enjoyment—

Post Toasties

Served with cream, milk or fruit—fresh or cooked.

Crisp, golden-brown bits of white corn—delicious and wholesome—

A flavour that appeals to young and old.

"The Memory Lingers"

Sold by Grocers.

Postum Cereal Company, Limited, Battle Creek, Mich.

Advertising Talks

MEN BEHIND THE COUNTER

Retail Clerk a Most Important Factor in Merchandising World—Qualifications He Needs.

Reams and reams of stuff have been written about the qualifications of a man in most every trade and profession, but when we get right down to cases the same qualities that make a successful clerk would make a successful man in any line.

I have read with much amusement articles on the clerk's department and things of that sort by men who have built up successful mercantile businesses, and they tell how the clerks should always be neat and clean, finger nails trimmed, voice modulated, and give advice of that nature in large doses.

I believe that any human being who amounts to much, no matter how he earns his living, has enough self-respect and pride to care for his personal appearance. The two qualifications most necessary to success are, of course, knowing what to do and how to do it. While service must be the watchword of every business, whether it be manufacturing or mercantile, I do not know of any man who must carry out the word "service" to its fullest extent more than the retail clerk.

I believe that salesmanship over the counter calls for just as high an order of salesmanship as salesmanship on the road, and in my experience behind the retail counter I made it a point to study the character and likes and dislikes of all the regular customers, so as to make them permanent customers, and to do the same with the chance customers so as to make them regular customers.

To go on in an abstract way naming the different qualities, specifying them as courage, perseverance, etc., which a clerk should have is simply to enumerate the qualities which are necessary to make any man a success.

I believe that it is the time that ensues between waiting on customers that works most damage in a retail store. The clerk should keep himself occupied during that time in keeping his stock in shape and figuring out little schemes for displaying the goods and talking them, so that when he goes to bat the next time a customer comes to his counter he isn't thinking of matters foreign to the business.

If the clerk has any ambition at all, and he isn't much of a clerk unless he does have, he desires to become the proprietor of the store himself, or to become a travelling salesman. It doesn't make any difference which desire he has, the means to the end are the same—to study his employer's business as if it were his own, to know all the why of everything, the buying, the accounting, as well as the selling.

I believe that every retail clerk will take a renewed interest in his work if he will think of his work not as simply the handing of something across the counter, but as work which is the most vital and most important in the business world.

Practically all the products of the world are eventually sold across the counter by the retail clerk, and to just the degree that he studies his work and its significance will he become a factor in the mercantile world.

Horse Sense.

If you work for a man, in heaven's name, work for him. If he pays wages that supply you your bread and butter, work for him, speak well of him, stand by him, and stand by the institution he represents. I think if I worked for a man, I would work for him. I would not work for him a part of his time, but all of his time. I would give an undivided service or none.

If put to the pinch, an ounce of loyalty is worth a pound of cleverness.

If you must vilify, condemn and eternally disparage, why, resign your position, and when you are outside, damn to your heart's content. But, I pray you, so long as you are a part of an institution, do not condemn it. Not that you will injure the institution—not that—but when you disparage the concern of which you are a part, you disparage yourself.

And don't forget—"I forgot" won't do in business.—Fra Elbertus.

Many a hen cackles for another to lay; but a business man should not depend upon competitors to advertise for him.

Principles of Salesmanship. Skill, Perception, Decision—these are the bedrock bases of salesmanship. Skill sweeps away the obstacle of non-acquaintance and creates a favorable impression. Perception recognizes an opening for what it is—a lead to opportunity. Decision materializes the opportunity by closing the bargain on the spot. Create—see—decide, and you will sell.

Worth Advertising.

A thing that is worth putting in the window is worth advertising.

WHY IT PAYS TO ADVERTISE

BY HERBERT C. MAY.

There are many owners of enterprises who must be convinced that advertising will benefit them. There are many others who believe they should advertise, and would, if they knew how.

By telling them what others have done, are doing and how they did it, it is possible to be an aid to them in learning how to apply advertising to their own particular needs.

They will learn through exchanging and discussing experiences and plans practised by others. These experiences and discussions are to be had by reading, by association, by listening to others talk and discuss advertising.

When you once thoroughly feel the necessity of advertising and begin its study it will be found to be one of the most fascinating studies you can make. Its foundation rests upon the science of psychology. What is more entertaining than studying how to influence and direct other people's minds to follow yours?

Every advertiser is or should be a firm believer in bringing to the non-advertiser a knowledge of the benefits to be derived from honest, truthful advertising.

The influence produced by the advertising of an article, a city or state, by several individuals, is catholic. The catholicism, even though each desires to sell only his own particular goods, in proportion, creates a greater demand than does a single advertiser. Each thereby receives greater returns than if he had the entire field and had to develop it himself.

In a few instances the public's confidence has been imposed upon by dishonest advertisers. This has caused some doubt to exist as to the truthfulness and honesty of all advertisers. This doubt has almost been eliminated. It is a fact now that unless an advertiser's goods are meritorious and reliable, he cannot be permanently successful.

You have heard men say that they don't believe in advertising, that they give the customer the benefit saved thereby. That sounds very nice to the customer who wants to believe it without investigating. Have you ever found that he sold as good goods at a better price than the man who advertises?

Who pays for the advertising, anyhow?

The advertiser doesn't, for he would go broke. The consumer doesn't, for he would refuse to trade with the advertiser.

Nobody pays for it—but it pays both the advertiser and the consumer. As the advertising becomes more effective, demand for the commodity increases and its cost of manufacture and selling decreases to the point where the manufacture and selling becomes so highly specialized that the cost is cut from 50 to 100 per cent.

The advertiser then finds that by lowering his selling price a larger field is opened up among a class of people who before could not afford to pay the price.

GET BUSY!

Do it. Get your body into action. Your Brain imagines—your Brawn utilizes the thought. Inspiration conceived the Panama Canal; perspiration built it.

Schubert composed the "Unfinished Symphony" in his mind. We can hear it because he created it.

Marconi saw the wireless telegraph in his brain. There'd have been no Titanic survivors if he hadn't made the coherer.

Get your dreams into action. Idle dreamers live in the clouds and on their uppers. The practical dreamer lives in the clouds and on Fifth Avenue. Castles in the air are pretty, but the store feeds the kiddies.

Utilize your imagination. Visions of a future Marshall Field's are all right in their place, but a clever window display means customers now. Don't be a stick-in-the-mud. DO SOMETHING!

Advertising.

That newspapers are better mediums than magazines for advertising automobiles is the conclusion of the Henderson Motor Car company of Indianapolis. It has turned to the use of newspapers exclusively as a result of an experiment made with newspaper advertising on a large scale, the results of which are stated by the general manager in this paragraph:

"The returns from the beginning of our campaign were simply wonderful. We were forced to add and keep adding to our stenographic and clerical force until we were working almost twice as many stenographers as any automobile concern in Indiana. And still we were behind. It has simply been impossible to take immediate care of the flood of telegrams and letters of application for the Henderson agency which we have been receiving."

Those Priceless Moments.

Firemen say that the first five minutes at a house on fire are worth the next five hours. Similarly in advertising; the first five guineas spent on starting a campaign rightly are worth the next five hundred spent in carrying it out.—Thomas Russell, London, England.

HERE AND THERE IN THIS BUSY WORLD

Two sections of a big water main in Kansas City were blown up by dynamite. The break will require three days to repair.

John D. Archbold testified in corroboration of Senator Penrose's statement about Standard Oil contributions to the Roosevelt campaign fund in 1904, and attributed "unjust attacks" to refusing to give \$150,000 more. Senator Penrose was examined and repeated his statement.

Attorney-General Wickersham announced that the American Telephone and Telegraph Company had got within the Anti-Trust law.

MARKETS.

(New York Wholesale Prices.)

MILK.—The wholesale milk price is 3 1/2c a quart, in the 26c zone, or \$1.71 per 40-quart can. Butter, Creamery, extras 25 @ 26 1/4 Firsts 25 @ 25 1/2 Seconds 23 1/2 @ 24 1/2 Thirds 23 @ 23 1/2 State, dry, mixed, 21 @ 22 Good to prime 23 1/2 @ 24 1/2 Common to fair 21 @ 22 Process, extras 21 @ 24 1/2

Eggs. State, Pa., and nearby, henney, white, fancy and new laid 31 @ 32 State, Pa., and nearby, selected, white, fair to good 27 @ 30 State, Pa., and nearby, selected, whites, common to fair 23 @ 27 Brown, henney fancy 25 @ 27 Gathered, brown, mixed, 21 @ 22 Western, gathered, white 24 @ 25 Fresh, gathered, extra 24 @ 26

Fresh Killed Poultry. Chickens—Barrels, Phila. & L. I., by squab broilers, per pair 50 @ 55 Phila. & L. I., fancy, per lb 25 @ 26 Penn. broilers, fancy 24 @ 25 Western, dry picked, 24 @ 25 Wn. dry pick, corn fed, 2 lbs each 22 @ 23 Western dry picked to average 18 @ 20 Western, scalded 18 @ 24 Turkeys. Old hen and toms, mixed 16 @ 17 Other Poultry. Old cocks, per lb 12 @ 12 Spring ducks, L. I. & east'n 12 @ 12 Spring ducks, Pa. 18 @ 18 Sqs., pr white 10 lbs to dz 4 @ 40 Sqs., pr white 6 1/2 lbs to 2 @ 20 Sqs., dark per dozen 1 @ 15

Vegetables. Asparagus, Jersey, dz bunches 1.25 @ 2.25 Beans, W. N. E., per basket 75 @ 1.00 Carrots, per basket 50 @ 75 Long Island, per bag 50 @ 75 Baltimore, per basket 50 @ 75 Beets, per barrel 1.50 @ 2.00 Cabbages. Per 100 1.00 @ 1.50 Per 100 50 @ 75 Cauliflowers, Long Island, per barrel 2.00 @ 3.00 Cauliflowers, state, per barrel 1.50 @ 2.00 Corn, Jersey, per 100 ears 50 @ 60 Cucumbers, per bbl 2.50 @ 3.00 Cucumbers, per packages 2.50 @ 3.00 Eggplants, per crate 1.00 @ 1.50 Per basket 50 @ 75 Horseradish, per barrel 5.00 @ 6.00 Lettuce, per basket or crate 2.50 @ 3.00 Lima beans, per basket 75 @ 80 Mushrooms, per basket or crate 1.25 @ 1.50 Onions, per basket 50 @ 60

Oranges. Ct. Valley yellow, 100-lb bag 1.25 @ 1.50 Orange Co., red, 100-lb bag 1.00 @ 1.25 L. I. yellow, per basket 60 @ 70 Jersey, per basket 60 @ 70 Va. and Md., per bbl 1.50 @ 2.00 Balt., yellow, per basket 50 @ 60 Pears, per basket or bag 50 @ 75 Parsley, state, per crate or basket 30 @ 40 Peppercorns, per lb 1.50 @ 2.00 Romaine, per basket 30 @ 60 Radishes, per 100 bunches 2 @ 10 Spinach, per bbl 2.00 @ 2.50

Sauerkraut. Marrow, per bbl 1.00 @ 1.50 White, per barrel 75 @ 1.00 White, per basket 35 @ 60 Turnips, per bbl 2.00 @ 2.50 Crooked neck, barrel 75 @ 1.00 Crooked neck, per basket 40 @ 60 Per box 2 @ 40 Tomatoes, per box 20 @ 50 Per carrier 30 @ 60 Potatoes, per lb 5 @ 7 Turnips, per bbl 2.00 @ 2.50 Turnips, white, per bbl 1.00 @ 1.50 Turnips, white, per 100 bunches 1.00 @ 2.00

Apples. Southern, white, per bbl 1.25 @ 2.25 Jersey, round, per bbl or bag 2.00 @ 2.50 Jersey, long, per bbl or bag 1.50 @ 1.90 Long Island, per bbl or bag 1.50 @ 1.90 Swits, Jersey, per basket 1.50 @ 1.75 Sweets, southern, yellow, bbl 2.25 @ 3.50 Sweets, southern, red, per bbl 2.50 @ 3.25 Yams, southern, per bbl 2.00 @ 2.25

Fruits and Berries. Apples, new, H. P. 2.50 @ 3.00 Duchesse, per barrel 2.25 @ 2.75 N. Pip 2.00 @ 2.50 Sour B 2.00 @ 2.50 Sweet B 2.50 @ 3.00 Windfalls 1.00 @ 1.75 Pears, barrel 3.50 @ 4.50 Bartlett 2.50 @ 3.75 Keffler 2.50 @ 3.00 Le Conte 3.00 @ 4.00 Grapes, per carrier 60 @ 75 U. R. 75 @ 85 N. C. Del 75 @ 85 Md. N. Y. 75 @ 85 Currants, per 60 @ 8 Fancy 3 @ 5 Small 3 @ 5

W. N. Y. 8 @ 11 Up R 8 @ 10 N. Blackberries, per qt 7 @ 10 N. J. 8 @ 12 N. J. 9 @ 15 Pa. 7 @ 13 N. J. 6 @ 10 Peaches, per crt 50 @ 71.00 N. J. 50 @ 71.00 Md. 50 @ 71.00 Ga. fancy 1.25 @ 1.75 Muskmelons, per crt 50 @ 71.00 N. J. 50 @ 71.00 Balto 60 @ 75 Del 50 @ 71.00 Md. 50 @ 71.25 Va. 60 @ 71.00 Watermelons 12.00 @ 20.00 N. C. 100.00 @ 200.00 N. C. car 100.00 @ 200.00

LIVE STOCK. BEEVES.—Medium and common grades 16 1/2c; bulls, 25c; bologna cows a little stronger; steers, \$6 @ 9.30; oxen, \$4.85 @ 8; bulls, \$3.25 @ 5; cows, \$2.25 @ 5.60; calves, \$2. CALVES.—Common to prime veals sold at \$6.50 @ 10 per 100 lbs.; culled at \$4.50 @ 6; \$3.50; yearlings, \$3.74 @ 25; City dressed veals, 11 @ 15 1/2c; country dressed, 10 1/2 @ 14c; dressed grassers and buttermilks, \$9 @ 12. SHEEP AND LAMBS.—Common to prime sheep (wens) sold at \$2.50 @ 4 per 100 lbs.; culled \$2 @ 2.25; choice lambs at \$5.75 @ 8.75; culled \$4 @ 4.50; dressed mutton at 7 @ 9c; dressed lambs at 10 @ 12c. HOGS.—Medium and light weight hogs sold at \$8.75 @ 8.90 per 100 lbs.; roughs, \$7.50. HAY AND STRAW.—Hay, large bales, timothy, prime, 100 lbs., \$13 1/2; Nos. 3 @ 11.50; shipping, \$8 @ 9c; clover, mixed, light, \$1.05 @ 1.15; heavy, \$1.00 @ 1.15; straw, fine, \$5 @ 6; 1st, \$4 @ 5; 2nd, \$3 @ 4. Spot Markets at a Glance.

Wheat, No. 2 red, to ar 1.08 Oats, new standard 47 1/2 Flour, spring patent, barrel 5.75 Corn, steamer, yellow nom. Lard, Ref., Cont., cwt 11.25 Corn, city hulk 1.00 Pork, mess, barrel 20.00 Coffee, Rio No. 7, lb 14c Tea, Formosa, lb 14c Sugar, fine, gran., lb 6c Butter, extras 26 1/2 Cheese, specials 18 Eggs, 20c Cotton 2.00c Tobacco 50 Havana, R. D. 50 Conn. wrapper 60

MAST TREES FOR THE CROWN

Mark of the Broad Arrow Was Placed on Pines in the Plymouth Colony.

In the provincial charter of 1691, under which the Plymouth colony and the province of Maine were united with Massachusetts, it was provided that all trees of the diameter of 24 inches and upward of 12 inches from the ground, growing upon land not heretofore granted to any private person, should be reserved to the crown for the furnishing of masts for the royal navy. Harper's Weekly observes:

A surveyor general of woods was appointed to see that this provision of the charter was carried into effect. Near the coast all white pines of suitable dimensions were marked with the "broad arrow"—three cuts through the bark with an ax, like the track of a crow. This was the king's mark.

Long after the revolution had obliterated the royal authority men who had been taught in boyhood to respect the king's mark hesitated to cut such trees.

In felling a tree it was necessary to "bed it" to prevent its breaking. This was done by cutting the small growth and placing small trees across the hollow, so that there should be no strain upon one section more than upon another when the monster pine struck ground.

The mast was hauled out of the woods on one strong sled, whether in winter or summer, and so many oxen were required that the hind pair were often choked in crossing a hollow, being hung up in their yoke by the pulling of those ahead of them.

A mast hauling was a great event, and everybody within walking distance came to see it.

FACE MASS OF ECZEMA

Brownville, N. Y.—"Cuticura Soap and Ointment cured me of a stubborn case of eczema which followed a severe case of scarlet fever. My body and face was a mass of sores so that I was practically a shut-in. I grew worse until my hands and feet were swollen and running sores. I tried many remedies. One kind which I used fairly burned my skin up so that it would drop off in scales as if it was scalded. But thanks to good advice I then used Cuticura Soap and Ointment. In a short time I was entirely cured. Now my skin is clear as ever and I have had no return of the disease. I hope this letter will help the suffering ones who are fighting eczema." (Signed) Miss Edna Bidwell, Jan. 10, 1912. Cuticura Soap and Ointment sold throughout the world. Sample of each free, with 32-p. Skin Book. Address post-card "Cuticura, Dept. L, Boston."

No Concern.

"Mr. Mips must be a singularly pure and upright man."

"Why do you think it is unusually so?"

"Somebody told him there were well-defined reports that a Burns detective had been operating secretly in the neighborhood he frequents, and he said it was nothing to him."

Important to Mothers

Examine carefully every bottle of CASTORIA, a safe and sure remedy for infants and children, and see that it bears the Signature of *Charles H. Fletcher*. In Use For Over 30 Years. Children Cry for Fletcher's Castoria

Patriotism.

Marks—So your Italian barber refused to shave you. Why was that? Parks—I told him I'd just had a Turkish bath.

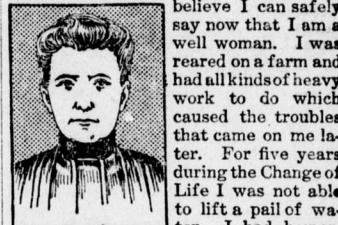
Mrs. Winslow's Soothing Syrup for Children teething, softens the gums, reduces inflammation, allays pain, cures wind colic, &c. a bottle.

People who build castles in the air are never sure of their ground.

CRITICAL TIME OF WOMAN'S LIFE

From 40 to 50 Years of Age. How It May Be Passed in Safety.

Odd, Va.:—"I am enjoying better health than I have for 20 years, and I believe I can safely say now that I am a real woman. I was reared on a farm and had all kinds of heavy work to do which caused the troubles that came on me later. For five years during the Change of Life I was not able to lift a pail of water. I had hemorrhages which would last for weeks and I was not able to sit up in bed. I suffered a great deal with my back and was so nervous I could scarcely sleep at night, and I did not do any housework for three years."



"Now I can do as much work as any woman of my age in the county, thanks to the benefit I have received from Lydia E. Pinkham's Vegetable Compound. I recommend your remedies to all suffering women."—Mrs. MARTHA L. HOLLOWAY, Odd, Va.

No other medicine for woman's ills has received such wide-spread and unqualified endorsement. We know of no other medicine which has such a record of success as has Lydia E. Pinkham's Vegetable Compound. For more than 30 years it has been the standard remedy for woman's ills.

If you have the slightest doubt that Lydia E. Pinkham's Vegetable Compound will help you, write to Lydia E. Pinkham Medicine Co. (confidential) Lynn, Mass., for advice. Your letter will be opened, read and answered by a woman, and held in strict confidence.

Whittemore's Shoe Polishes



"GILT EDGE" the only ladies' shoe dressing that positively contains Oil. Blacks and Polishes ladies' and children's boots and shoes, shines without rubbing. 25c. "French Gloss," 10c. "STAR" combination for cleaning and polishing all kinds of rubber or tan shoes. 10c. "Dandy" size 25c. "QUICK WHITE" (in liquid form with sponge) quickly cleans and whitens dirty canvas shoes. 10c and 25c. "ALBO" cleans and whitens canvas shoes. In round white cases packed in zinc-tin boxes, with sponge, 10c. In handsome large aluminum boxes, with sponge, 25c. If your dealer does not keep the kind you want send the price in stamps for a full size catalogue, charge paid. WHITTEMORE BROS. & CO. 20-26 Albany St., Cambridge, Mass. The Oldest and Largest Manufacturers of Shoe Polishes in the World.

READERS

of this paper desiring to buy any thing advertised in its columns should insist upon having what they ask for, refusing all substitutes or imitations.

AGENTS—Grand opportunity for men, women and boys to make easy money selling our product. Send 12c for convincing sample—this will be returned with first order. We certainly offer a liberal proposition. East Coast Freshets Co., 30 Church St., New York.

Quickly relieve THOMPSON'S EYE WATER Sold every where. Booklet free. JOHN L. THOMPSON SONS & CO., Troy, N. Y.

EARN MONEY NURSING Shows How PHILADELPHIA SCHOOL FOR NURSES 222 Chestnut Street Philadelphia, Pa.

W. N. U., NEW YORK, NO. 35-1912.

We Lead You To Fortune and Happy Life in California

Messrs. J. S. & W. S. Kuhn, the Pittsburgh bankers, are doing in the Sacramento Valley what the U. S. Government is doing elsewhere for the people.

There is ten times more net profit per acre in California irrigated land than in the East and with less labor.

Let us take you where there is comfort and happiness besides profit, climate equal to that of Southern Italy, no frosts nor snow, no thunderstorms nor sunstrokes.

Let us take you where big money is now being made, markets are near, demand for products great and income is sure.

Let us take you where railroad and river transportation is near, where there are denominational churches and graded schools.

Now is the time to buy this land—get in with the winners, the great Panama Canal will soon be ready and you can share in its triumphs; farms are selling rapidly, and we strongly urge you to purchase as soon as possible.

You can buy this land on very easy terms—\$15.00 an acre now and the balance in ten yearly payments.

Give us an opportunity to take up all details with you—write us now.

Let us send you our fine illustrated printed matter telling all about it. Write for it at once—it gives you absolute proof.

KUHN IRRIGATED LAND CO. Dept. 134

501 FIFTH AVENUE NEW YORK, N. Y.