

Advertising Talks

LOTS OF GOOD NEWS IN ADS

Those Who Skip Part of Newspaper Containing "Store News" Miss Interesting Reading.

Do you get all the news of the day when you read your newspaper? Perhaps you do, but you miss a whole lot of news when you skip the "ads."

What the market page is to the business men and manufacturer, what the grain quotations are to the grain dealer and farmer, what the financial quotations are to the banker and broker, that and even more are the "ads." to the majority of the readers of a paper—the members of the fair sex.

There they not only get a line on bargains, but much of their knowledge of styles and fashions. The advertisements in a paper are as much news to a woman as is the story from Washington on the first page, the whipping of another "white hope" on the sporting page, or the closing of a great deal on the financial page.

There may have been a time when this was not so—when all that was conveyed in an advertisement was simply publicity or bargains. But with a better understanding of the psychology of the buyer, the great stores have set an example in advertising that even the smaller ones have followed, and the advertisement of today is no longer merely an index to bargains, but it is all the phrase implies—"store news."

Here we find the story of the business man who finally after a struggle with manufacturers and jobbers has gotten hold of a select lot of goods at a low price and is keen to give his patrons the benefit of the advantage.

There we find the story of the business man who through some error in judgment of himself or his buyers has found himself overstocked with a certain line of goods, and with another season coming on must clear his shelves, even if he has to stand a loss.

Then there is the tragedy of the commercial world—the manufacturer or the business man who has notes and obligations falling due and has but one way to get the ready cash—by clearing his store of the goods.

But these are not all the things the "store news" tells, says the Cincinnati Commercial. We have glimpses of styles passing and to come, fashion hints from abroad and from the great fashion centers of our own country. The style of hats to be worn, the matter of dress, even the manner in which my lady is to adorn her head, are revealed in these columns.

No wonder the "ads." of the morning paper are so keenly scrutinized by the fair sex—they are full of the news of the stores.

SIDEWALKS FOR ADVERTISING

How Arkansas Town Raised Money for Building Cement Walk to Fair Grounds.

Wishing to extend a cement sidewalk a distance of three or four blocks to the new fair grounds, and having no funds for the purpose, the town of Hope, Ark., constructed the extension by selling, each outlined block of it as advertising space. A plat was made of the walk, showing it divided into numbered squares. A few of the squares were retained, on which to place a short history of the town, giving names of prominent men, various industries, population at different dates and the names of county and town officers at the time, and the remainder were sold for advertising.

In most cases the advertising was done by forming the letters in the top coat before the final set, but a few of the advertisers furnished aluminum letters and numerals, about three inches high. Although the sidewalk has now been laid for some time, the outlines of the letters are said to be as when first made.

Advertising requires confidence and time. Advertising is nothing more or less than a salesman. Possibly the first advertisement may not produce the desired results, or the second, third or fourth. Continuity in advertising is what pays.

Professional Advertising.

Why should advertising constitute a breach of all medical etiquette, and why should it be contrary to all the tenets of the profession? It will be a distinct step forward when medical men ask themselves these questions and discuss them without prejudice. In the days of the general practitioner there may have been some possible justification for the profession's action in frowning upon the practice of advertising by doctors, but this is an age of specialists, and it is a question if the physician, who has concentrated his life to the study of certain forms of diseases and who has acquired special knowledge and skill in his treatment of these, is doing full justice to his country, and to humanity generally, if he does not make the fact widely known through advertising.—Free Press, Winnipeg, Canada.

WHO PAYS THE BILLS?

Do Advertised Goods Cost Consumer More Than Non-Advertised Goods?

By W. D. SHOWALTER.

A rather droll phase of the development of newspaper advertising in America has been the perpetual discussion as to "Who pays for the advertising?"

For to advertise a store adequately in newspapers of large circulation does cost rather large sums of money. The non-advertising shopkeeper seeks to convince his friends that he can sell more cheaply because he does not have to pay for advertising—and, to the thoughtless, his argument seems sound.

Of course if it were sound there would be no such thing as newspaper advertising on any large scale—perhaps the whole system would fall, and there would be no more advertising at all.

Primarily, your shopkeeper advertises that he may sell more goods—not that he may receive higher prices for them.

A Convincing Illustration.

Take, in illustration, two tailors, of Nassau street, New York. Their rent expenses are alike. Tailor Jones spends \$100 a week for newspaper advertising. Tailor Smith spends nothing. His fixed expenses are, therefore \$100 a week less than those of his competitor, Tailor Jones. Does that money go to his customers? Let us see.

His total "fixed expenses"—the cost of rent, light, heat, telephone, services, etc., amount to \$300 per week. He must make a profit of that amount each week, or lose money. If he makes and sells 30 suits in a week he must make a profit on each suit, above the cost of materials, etc., of \$10 in order to make expenses. We will assume that his output is a little more than that number of suits weekly, but that he does aim to make an average profit of \$10 per suit.

Tailor Jones, who advertises, must add \$100 per week to his fixed expenses—making \$400 he must earn as profits, above manufacturing costs, each week, in order to make expenses.

His advertising expenditure, however, enables him to figure on making a hundred suits each week. Thus, if he figures an average profit of \$5 per suit above manufacturing costs, he will have paid expenses—including his advertising appropriation—and will have a personal net profit of \$100 each week.

Consumer Saves Money.

In the "working out" of the matter, therefore, the man who buys a suit of Smith, who does not advertise, pays him a profit of \$10. The man who buys a suit of Jones, who does advertise, pays him a profit of \$5.

It is difficult to figure out just how the buyer has paid Jones' advertising bill—for he has saved \$5 over what his suit would have cost if bought of the tailor who does not advertise.

The whole problem rests upon the volume of business done—the number of sales made with practically the same fixed expenses. The advertiser, with a larger volume of business, can accept a smaller per-sale profit.

NEWSPAPERS ARE THE BEST

Strongest Advertising Medium, Declares Coal Merchant—Make "Copy" Attractive.

Newspaper advertising received another indorsement the other day when C. Frank Williams, delegate to the Pennsylvania Retail Coal Merchants' association, in session at Reading, declared that when all other methods of publicity had failed he came back to the newspapers. He said in part:

"Advertising depends on localities. I have tried various ways of advertising to bring my business before the public, but in the end I have always gone back to the newspapers. I tried circulars, personal solicitation and post card methods, but none was as successful as the newspaper. Change your 'ad.' from time to time and people will read it, especially if it is an attractive 'ad.' A whole lot depends on the 'ad.' I believe in that remark made by John Wanamaker several years ago, when he said that by advertising in newspapers a man received five times as much for his money as he could in any other way."

Native Advertising in China.

Traders in China have quite as high appreciation of the value of advertising as any other people in the world. In China the biscuits bear the imprint of the baker, and ducks bought in the Celestial markets frequently show on their backs a big red stamp bearing the name of the seller. Chinese shops have large signboards which show an odd mixture of the poetic and the commercial traits of the people. Here are a few examples: "Shop of Heaven-sent Luck," "Tea Shop of Celestial Principles," "The Nine Felicities Prolonged," "Mutton Chop of Morning Twilight," "The Ten Virtues All Complete," "Flowers Rise to the Milky Way."

A charcoal shop in Canton calls itself the "Fountain of Beauty," and a place for the sale of coal indulges in the title of "Heavenly Embroidery." An oil and wine establishment is the "Neighborhood of Chief Beauty," and "The Honest Pen Shop of Li" implies that some pen shops are not honest.

CAMP FIRE STORIES



SHELL GOES LONG DISTANCE

Interesting History of 12-Inch Projectile Used in Spanish War—Traveled Four Miles.

Screaming out its defiant message of possible death and disaster, a 12-inch 1,000-pound shell was sent across the Bay of Santiago on the fateful morning of July 3, 1898, from one of the battleships—Texas, Iowa or Indiana. The shell traveled a distance of between three and four miles and found lodgment in the side of a rocky hill just behind Morro castle, the charge being unexploded. It now reposes peacefully on the sidewalk in front of a store in Carson street, Southside, near Twenty-seventh street, but minus the charge.

Thousands of people pass the spot daily, but little or no heed is given by them to this interesting relic of Uncle Sam's encounter with the one-time great power of Spain.

The shell was shipped on October 20, 1899, by Capt. Surgeon James McKay, United States navy, to his father, Stephen McKay, of this city, and is much prized by the latter as a relic and souvenir.

Capt. McKay gave an interesting description of the circumstances attending the firing and finding of the shell. He states: "The shell was fired from the Indiana or Texas from a distance of between three or four miles, and it was doubtless fired at the eastern battery, a concealed battery of several old bronze cannon situated in a hollow in the bluff, and only visible from several miles at sea. Our ships paid great attention to this particular battery from noticing that, while the muzzles of the cannon were visible over the embankment before firing, they disappeared simultaneously with that operation. Now from the excellent habit drilled into the men of the navy of overestimating rather than doubting the strength of the enemy, they decided the battery must be composed of modern rifled disappearing guns, and acted accordingly. Every now and again, and when the ships seemed most quiet, one or another would drop a carefully calculated shell in such close proximity as to keep the artillerymen working the guns in a state of constant terror. This shell, from its position, must have flown over the guns and men at just sufficient height to clear the ridge and plunge into the hill beyond. It missed its mark by a very small margin. However, the hundreds of holes, some large enough to form a cellar for a large dwelling, scattered all about and within the battery, the dismounted, crippled and half-buried pieces, and the general wreck made of nature in the entire vicinity, speak only too eloquently of the excellent marksmanship of our gunners, and the splendid conduct of our ships in general."

"When Admiral Sampson visited the above-mentioned battery some months after the surrender, he smilingly told how they had been fooled by the strange disappearing qualities of the old guns. Many of these old pieces dated back to 1718 and were masses of most wonderful and beautiful hand carving, but the gun carriages were not more than 100 years old, hence the parts did not fit and the recoil mechanism (great buffer springs) being useless the piece on being discharged would bound back into the air the full length of the carriage (15 feet). The muzzles were visible over the cement before firing, but their rebound fight carried them far out of sight, hence the disappearing guns which deceived our men for a while."

The shell, singular to relate, shows but slight marks of its impact with its rocky billet, another proof of the care with which American projectiles are fashioned.—Pittsburgh Dispatch.

Where the Gray Hairs Came From.

The attitude of the commanding generals of the north and south toward each other, after the final surrender, writes Mr. Thomas Nelson Page in his recent book on General Lee, is one that the world regarded with astonishment, and that Americans may forever look back upon with pride. In illustration, Mr. Page offers an engaging anecdote from Long's memoir of Lee.

It appears that on the afternoon of the day of the surrender at Appomattox, Meade paid a friendly visit to Lee at his headquarters. In the course of the conversation, Lee turned to Meade, who had been associated with him as his officer of engineers in the "old army," and said, pleasantly: "Meade, years are telling on you. Your hair is getting quite gray."

"Ah, General Lee," was Meade's prompt reply, "that is not the work of years. You are responsible for my gray hairs."

Guying a Bombproof.

The southern soldiers had little respect for what were known as "bombproofs," the fellows who had easy positions in the rear. On one occasion a smartly dressed young officer belonging to this kindred canted over to a depot where a regiment of men were awaiting transfer. As soon as they saw him they began guying him.

"Oh, my, ain't he poaty!"

"Say, mister, whard' ye git that bled shu'?"

"Does yo' grease yo' har with ham fat or bow?"

The KITCHEN CABINET



ACHIEVEMENT is not gained by chance; Fate stoops not laurels to confer; Only the men of worth advance And take the proffered crown from her.

HELPFUL HINTS.

To Make Pear Honey.—This is as delicious as quince honey, and may be used for so many nice dishes, cake fillings and desserts. Grate four pears, the hard, nice-flavored variety, add a pint of cold water and two pounds of sugar; cook until thick and it drops from the spoon like honey. Skim occasionally while boiling. This is delicious served on griddle cakes.

An unusual sandwich is prepared of the white meat of a chicken run through the meat chopper and pounded to a paste. Mix with a little whipped cream, season lightly with horseradish and salt and cayenne. Stir in a little dissolved gelatine and let stand until firm; cut in slices and arrange with rings of stuffed olives on buttered bread.

Roll ripe sliced tomatoes in cornmeal or bread crumbs and fry until brown. Serve hot.

A substitute for maple sirup: Boil twelve clean corn cobs in two gallons of water until there is only a gallon left. Drain the water and strain. To each pint of the water add a pound of brown sugar and boil until thick.

Add a few drops of vanilla to the cocoa when it is ready to serve. It enhances the flavor.

Wash your diamond ring in alcohol and it will come out bright and clean. The white of an egg swallowed will dislodge a fish bone in the throat.

A safety pin makes a good substitute for a bodkin.

Use your water color paints to brighten up the faded roses on your hat. It is easy to do, and they will look fresh and new.

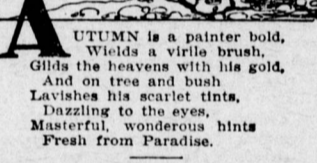
Corn meal dampened with kerosene is fine for sweeping carpets and oiled floors.

A bicycle pump is good to clean out wicker chairs and carved wood hard to reach with a brush or duster.

Chloroform will remove grease from the most delicate fabric without leaving a trace.

Put you cake of chocolate through the meat grinder, then seal it in a can and it is always ready to use at a moment's notice.

Cut open a piece of garden hose and tuck a piece on the bottom of the step ladder to keep it from slipping.



SWETS FOR THE LITTLE PEOPLE.

Here are some sweets that the small folks will like, and are not harmful for them to eat in moderation:

Children's Delights.—Beat the whites of four eggs until stiff, and add very gradually, while beating constantly, two-thirds of a cup of fine granulated sugar. Continue beating until the mixture holds its shape. Then fold in a third of a cup of fine sugar and half a teaspoonful of vanilla. Sprinkle with colored sugar, nuts or cocoanut, and bake in a moderate oven.

Angel Cake.—Take a cupful of egg whites, beat until stiff; add a quarter of a teaspoonful of cream of tartar and a pinch of salt while beating. Fold in a cup of sugar carefully, to hold the lightness of the eggs. Flavor with vanilla, then fold in a cup of flour that has been sifted with a quarter of a teaspoon of cream of tartar. Bake fifty minutes in a slow oven.

Spice Snaps.—Heat half a cup of molasses to the boiling point; remove and add a fourth of a cup of sugar, one and a half tablespoonfuls each of butter and lard and a tablespoonful of milk. Mix and sift two cups of flour with a half teaspoon each of cloves, soda, cinnamon and nutmeg; add to the first mixture. Take out a third of the mixture and roll as thinly as possible. Cut with a small cutter and bake in a moderate oven.

Maple Walnuts.—Heat one cup of powdered sugar, a cup of maple sirup, a fourth of a cup of milk and a tablespoonful of butter to the boiling point. Boil to the soft ball stage—that is, a soft ball is formed when a little is dropped in cold water. Remove from the heat and beat until creamy. Add a cup of walnut meats and a pinch of salt. Drop on greased pans to cool.

Nellie Maxwell.

Weeds in View.

"If he is so dreadful why don't you get a divorce?"

"I don't believe in divorces."

"You poor thing! I—"

"So I shall just start to do my own cooking and trust in Providence."

The Way.

"I should think they could easily run a funny department in the Congressional Record."

"How would they do it?"

"Why, look at all the jokers they save in the bills."

INTERNATIONAL SUNDAY SCHOOL LESSON

(By E. O. SELLERS, Director of Evening Department, The Moody Bible Institute, Chicago.)

LESSON FOR SEPT. 29.

REVIEW.

GOLDEN TEXT—"The words that I have spoken unto you are spirit and are life."—John 6:63.

That Sabbath most dreaded by many superintendents and schools is the one known as "review Sunday." It is indeed a test of the ability and skill of the teachers as well as a test of the kind of work done during the past three months. Some condemn the Bible school and compare its work with that of the day school, not taking into consideration the differences of paid and volunteer teachers, the time devoted to study, the discipline and countless other features.

One method of review is to call out the lessons, twelve in number, and make some comment upon each one or else have some person report upon the subject matter, the golden text, etc. This method may be preceded by having some one tell of that period in the life of Christ from which these lessons are taken; another tell of some events in contemporaneous history and the places Jesus visited during this time. After such statements it would be wise to have a brief statement made as to the subject matter of the lessons for the entire quarter, e. g., how many have to do with miracles, teachings, etc. Also a statement of the principal persons whom Jesus met. It so happens that during this quarter there is no closely connected thread that runs throughout the lessons and one is at a loss to know just what governed the committee in their selection.

It would be well therefore to require a written test from the pupils. A set of questions covering the work of the quarter could be prepared and given to the scholars a week in advance and from this set of questions a half dozen could be selected on the day of the review and the scholars be required to write their answers during the class hour.

What Lessons Teach.

When it comes to selecting the main truths taught in each of the lessons of course there will be a wide variety of opinions. We may therefore be pardoned if our suggestions may not agree with those suggested by others.

Beginning with lesson one it seems as though the Master is seeking to show us that all manner of sin can be forgiven except that sin which ascribes to the devil the work of the Son of God. This full and complete rejection of Christ and his work of redemption is what is known as the unpardonable sin.

The second lesson has to do with the seed, the sower and the soil. It is a great illustration of the method whereby Christ is to extend his kingdom and of the various sorts of soil, (hearts) in which the seed is to germinate.

The third lesson is another illustration of the propagating process. In it we are shown both the intensive and the extensive growth. By the reference to the leaven in this lesson we are taught, as also in other parables, that in this kingdom evil will also be present.

Lesson four, the lesson of the wheat and the tares, is a further teacher along the same line with the added significance of the harvest and the separation incident thereto.

Lesson five teaches us something as regards the value of this new kingdom. Its value was sufficient to compel heaven to yield its dearest treasure.

Lesson six and seven have to do with the power of Jesus over wind and wave, over the man possessed of demons and over disease and death. Let us bring out the reason why Jesus thus manifested his power, viz., "that they might see the power of God resting in him," John 5:36.

Faith Essential.

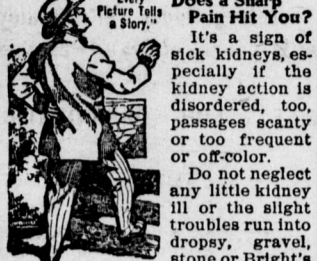
Lesson eight has to do with the great fact that God has so set forces at work in his kingdom as to make the faith of man an essential requisite in its advancement among men.

Lesson nine deals with the death of John the Baptist and the eulogy of Jesus as to John's character and work. The implacable hatred of rebuked evil; the culmination of unbridled lust; the terror of a stricken conscience and the reward of the faithful are some of the truths suggested in this lesson. Notice that in this lesson there is no record of any word of Jesus.

Lesson ten, the sending forth of the disciples and the rules that are to govern their conduct is logically followed by the great invitation presented in lesson eleven.

Lesson twelve deals with the feeding of the five thousand. He is the living bread who alone can satisfy the hunger of the countless multitudes of mankind. He is the ever-sufficient and the all-sufficient Lord and Savior. Of course such a review will be rapid and perhaps incomplete, but it will show that he has sayings for all circumstances and power over all conditions of life. It will show that his sayings have in them the spirit of life, that will communicate vitality, and that their efficiency and their effectiveness depends entirely upon the response which we make to them.

Whenever You Use Your Back



"Every Picture Tells a Story." Does a Sharp Pain Hit You? It's a sign of sick kidneys, especially if the kidney action is disordered, too, passages scanty or too frequent or off-color. Do not neglect any little kidney ail or the slight troubles run into dropsy, gravel, stone or Bright's disease.

Use Doan's Kidney Pills. This good remedy cures bad kidneys.

A TYPICAL CASE—

T. M. Harley, 315 East Fifth Ave., Rome, Ga., says: "Gravel nearly killed me; opiates were my only relief. The kidney secretions were scant and my back fairly throbbled with pain. Doctors didn't help me and finally I took Doan's Kidney Pills. The boxes cured me and the trouble never returned."

Get Doan's at any Drug Store, 50c. a Box

Doan's Kidney Pills

Whittemore's Shoe Polishes



GILT EDGE, the only ladies' shoe dressing that positively contains Gilt Black and Polishes ladies' and children's boots and shoes, shines without rubbing. "French Glass" is STAIN KILLER combination for gentlemen who take pride in buying their shoes look Al. Restores color and lustre to all black shoes. Polish with a brush or cloth. 10 cents. "Elite" size 25 cents. If your dealer does not keep the kind you want, send us the price in stamps for a full size package, charges paid.

WHITTEMORE BROS. & CO.,
20-26 Albany St., Cambridge, Mass.
The Oldest and Largest Manufacturers of Shoe Polishes in the World.

DEFIANCE STARCH never sticks to the iron

FOREIGN BELIEFS ARE QUEER

Spanish Wedding is Ruined if One Person Appears Entirely in Black—Some Other Signs.

In Spain the wedding is spoiled if one of the guests appears entirely in black, or if the bride looks into a mirror after orange blossoms and yell are fast in her headress.

When a person's hair ends split, it's taken by the superstitious for a sign that she is either a witch or has been bewitched. As blond hair splits more readily than dark hair, all witches, spirits and sorceresses have blond or red hair, according to the standard of art.

On the marriage eve there is often much good-natured rivalry between the groom and the bride in the Slav countries as to who shall blow out the candle, for the person who does will be "first to die." It is impossible to trace the origin of this superstition, yet it prevails in aristocratic society as well as in the peasant's hut, even as like this, that "to insure the life and health of the 'children' the woman must occupy the right side of the bed. In addition, she must not smoke before her forty-fifth year.

There is a superstition in this country and many others against burning a broom. The bud of birch broom is used in Southern Germany as a preventive against erysipelas. These buds, a piece of yellow wax and some other articles are enclosed in a pink silk bag, secured with red silk and worn on the back of the neck. The person must change his shirt every Friday.

RIGHT HOME

Doctor Recommends Postum from Personal Test.

No one is better able to realize the injurious action of caffeine—the drug in coffee—on the heart, than the doctor. Tea is just as harmful as coffee because it, too, contains the drug caffeine.

When the doctor himself has been relieved by simply leaving off coffee and using Postum, he can refer with full conviction to his own case.

A Mo. physician prescribes Postum for many of his patients because he was benefited by it. He says: "I wish to add my testimony in regard to that excellent preparation—Postum. I have had functional or nervous heart trouble for over 15 years, and a part of the time was unable to attend to my business."

"I was a moderate user of coffee and did not think drinking it hurt me. But on stopping it and using Postum instead, my heart has got all right, and I ascribe it to the change from coffee to Postum."

"I am prescribing it now in cases of sickness, especially when coffee does not agree, or affects the heart, nerves or stomach."

"When made right it has a much better flavor than coffee, and is a vital sustainer of the system. I shall continue to recommend it to our people, and I have my own case to refer to." Name given by Postum Co., Battle Creek, Mich. Read the little book, "The Road to Wellville," in pkgs. "There's a reason."

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