

CUSACK'S VIEWS ON ADVERTISING

He Is the Biggest Billboard
Man in the Business.

FEEDERS FOR NEWSPAPERS.

Advertisers Use the Billboards to Call
Attention to Their Wares and Then
Turn to the Newspapers to Tell the
People Why They Should Buy.

It hasn't been so many years since the billboard men and some of the newspapers were sworn foes, but all this has changed, according to Thomas Cusack of Chicago, who is said to be the biggest billboard man in the country, which means in the world. It is said of the billboards owned and operated by Mr. Cusack that placed end to end they would form a fence twelve feet high running all the way from Salt Lake City to New York, and he employs 1,200 men. Some of them, according to Mr. Cusack, have taken prizes in art institutes in Chicago and elsewhere, and not a few have been graduated into illustrators and cover page designers for the magazines.

Mr. Cusack was one of the pioneers in the billboard business and has been at it thirty-six years. There was a time, Mr. Cusack said, when he traveled over the country printing the signs himself.

"The newspapers, at least many of them, used to think the outdoor advertising came into competition with them," said Mr. Cusack. "On the other hand, it has been proved that there is no actual competition. Instead, one helps the other. The Chicago newspapers of late have begun to recognize this, and some of them are among our biggest customers."

How It Works Out.

"It works out this way. The man who has a big proposition to put before the public must make a campaign of advertising. The proportion of it the billboard men could hope to get would be small—not more than 15 or 20 per cent at the most. Now, when I went into business I used to hold that the newspapers were not effective as a means of advertising. I have changed my mind, and I now hold that they rank first. They are bound to get the biggest share of the advertising, and the magazines nowadays come next. We rank third or fourth."

"We are feeders for the newspapers. The small dealer, the clothier, the little collar and cuff manufacturer who wants to boom his local trade, is likely to begin with us. When he has seen the value of advertising he goes further and takes it up in the newspapers. We really create with him a demand for newspaper advertising."

"Take the case of what is now one of the biggest collar and cuff manufacturing concerns in the country. Thirty years ago I did practically all its advertising work with the billboards. Then it went into the magazines and then into the newspapers, and nowadays it uses the two latter vehicles almost exclusively. Its advertising was created and developed by the paint people."

"Then up to a few years ago a celebrated brand of tobacco was entirely advertised by painters. It has since become a great newspaper and magazine advertiser. I regard our business as the greatest auxiliary newspaper advertising has."

Cover the Country.

"Our method is used by one set of advertisers who wish to localize their displays. Then, of course, there are big advertisers whose wares we make known widely. We cover this country outside of the immediate east, and we have 17,000 bulletin boards fifty feet long and ten feet high on railroads."

"Formerly the newspapers used to fight these on the Civic federation and 'city beautiful' plan, but now they are realizing that they are an asset."

"Our work is now recognized as a necessary part of almost any well conducted advertising campaign. It is entirely different from newspaper advertising. We can simply show a picture or an exhortation. There is no space to tell why the man who reads should buy. He is told that the article is to be had or perhaps what it is for."

"If the advertiser wants to tell people why they should buy his goods he must use the newspapers. An illustration of what I mean may be found in political advertising. Out in the west painted billboards are coming into general use in political campaigns. Yet all these can show are short political slogans, for the most part—a short, catchy sentence that attracts the eye in the second it flashes past. The man who would learn more must go to the newspaper."

"Billboard advertising is on the increase all the time, just as is newspaper advertising."

"We are large subscribers to newspapers and magazines. I suppose our bill for subscriptions amounts to at least \$25,000 a year. In the old days you did not have to pay a farmer if you wanted to put up a billboard on his land. Nowadays he has come to realize that that privilege is worth something."

Yale's Oldest Graduate Dead.
Jonathan White, aged ninety-two, said to be the oldest living graduate of Yale, class of 1840, died recently in Brockton, Mass.

A NEW MONROE IN LODGE'S DOCTRINE SEEN RESOLUTION

Held to Be Revision of Foreign
Policy—Discussion
Predicted.

Maintenance Will Depend Up-
on the Country's Naval
Strength.

THAT the Lodge resolution demanding the exclusion of any corporation controlled by a foreign government from acquisition of any territory on the American continents the possession of which might menace the safety of the United States amounts to the enunciation of a new foreign policy is just dawning upon the minds of officials in Washington.

Instead of being a new expression of the Monroe doctrine it is, and was so intended to be, the declaration of a new doctrine in the international relations of the United States.

It was learned that President Taft had opportunity to have the new policy, if adopted, bear his name and to take rank with that of the president who first promulgated to the world the Monroe doctrine. Senators, it is understood, urged the president to accept this opportunity and let the declaration embodied in the Lodge resolution go before the nation bearing his (the president's) name.

Mr. Taft decided, however, that he would leave the matter in the hands of Senator Lodge, who has for a long time been plainly moving toward the enunciation of such a "hands off" policy regarding the American continents as he has now asked the senate to endorse.

Where Resolution Differs.

The policy presaged by the Lodge resolution differs from the Monroe doctrine in that it commits the United States henceforth to prohibit acts by foreign corporations or associations which heretofore only foreign nations have been barred from doing. The Monroe doctrine binds this government to view as an unfriendly act the acquisition by any nation outside the western hemisphere of territory in the American continents or the colonization of these continents by any nation beyond the seas.

The Lodge resolution, on the other hand, would make it an unfriendly act even for any corporation in any measure controlled by a nation foreign to the Americas to acquire any harbor or other territory so situated that the occupation of it might threaten the safety or communications of the United States.

Arising out of the possibility of the shores of Magdalena bay falling into the hands of a syndicate controlled by the Japanese government, the Lodge declaration goes much further than this specific case and is so sweeping as very materially to influence the course of events in the region of the Panama canal.

In the opinion of diplomats it will cause individual widespread discussion in Europe.

Preventive Against War.

Senator Lodge holds that his resolution, if adopted, will serve not only as a preventive measure against war, but

SEVERE TEST FOR AIR MEN.

Exact Requirements to Secure Master's License.

The first details of the requirements to be exacted of American aviators in qualifying them for brevet or master's license being arranged by the Aero Club of America have become known. They are declared by aviation experts to be more exacting than requirements of European aviators for similar licenses.

First tests in America for the master's license will be held on the Cicero field, Chicago, Sept. 10 to 20.

Following are the requirements for the new license as tentatively decided upon:

Applicant must be twenty-one years old, must make a cross country flight of fifty miles, around a point twenty-five miles away; must fly to a height of at least 2,500 feet, shut off his motor there and glide to a point not more than 100 meters (328 feet) from a previously indicated spot and must have taken a physical examination showing him to be sound.

Other tests will be held in New York Oct. 10 to 20.

BEST DAIRY COW IN WORLD.

Holstein-Friesian Owned in New Jersey Beats All Records.

Valdessa Scott II, a Holstein-Friesian cow owned by Bernard Meyer of Findern, N. J., has just been subjected to a test which, it is alleged, has demonstrated that she is the best dairy cow in the world.

In thirty days' test she has produced 2,029.9 pounds of milk, 131.516 pounds of fat and 164.27 pounds of butter. There were three retests in connection with these records, in which time the cow was under constant watch day and night by different supervisors.

Among those who watched the cow were Professor Alfred S. Cook of the New Jersey experiment station, who saw the cow give twenty-six pounds of milk six hours after a first milking. The milk also tested 4.70 per cent butter fat. W. D. Golding of the New Jersey experiment station was in charge of the tests.

will relieve the United States of the possibility of an embarrassing situation arising in the future. The senator is convinced that the United States should profit by the lesson of the Magdalena bay incident and save itself trouble in the future by putting out notice as to what the United States deems necessary for the preservation of its vital interests in the western hemisphere.

It is well understood, of course, and frankly admitted by senators that such a policy as the Lodge resolution involves will, like the Monroe doctrine, be a policy of the United States only so long as the government is prepared and competent to maintain it by force.

There has been talk that the Lodge resolution is aimed at Germany.

As a matter of fact, it is aimed at no power in Europe or Asia, according to its author. The Massachusetts senator has declared that his resolution is not to serve as a chip on the shoulder of Uncle Sam or for the purpose of interfering with the progress of any particular nation.

It is a fact, though, that Germany is the one nation which in advance of any fortifying policy such as is proposed by Senator Lodge would be most likely to foster the acquisition by her citizens of a harbor in the vicinity of the Panama canal.

German ships are now one of the principal means of transportation of goods to South and Central America, which American manufacturers must rely on.

German Shipping Interests.

It must be expected that her ships will be most frequently seen passing through the Panama canal, as she has already developed a carrying trade on both coasts of the American continents to which the opening of the canal will give fresh impetus. It is equally well recognized that the only deterrent to Germany's acquisition of a base in this hemisphere has been the Monroe doctrine ever since the remarkable expansion of her merchant marine began, and the Lodge resolution if adopted will put a further limitation on Germany's ambition.

It is not claimed by any of those who are supporting the Lodge resolution that it has any specific sanction in international law.

Great Britain, it is pointed out, has long maintained that the coast of Belgium and the Netherlands should not be held by the same government which controls the coast of France. The preponderant power of the English navy has enabled Great Britain to maintain this policy and insist upon its observance by other powers.

The proposed policy involved in the Lodge resolution, it is declared, rests upon conditions precisely similar to this one of Great Britain, and its maintenance will depend, like that of the British policy, upon the naval strength of the United States.

VIRGINIA MAY GET FLAG BACK.

New Jersey Has Banner Under Which "Stonewall" Jackson Fell.

Wilbur F. Sadler, adjutant general of the New Jersey national guard, surprised Lieutenant Governor Ellyson of Virginia while the latter was visiting Governor Wilson at the capitol recently by showing him a flag which Mr. Sadler believed to be that under which "Stonewall" Jackson received his mortal wound.

Mr. Ellyson was so impressed that on his return to Virginia he will try to identify the flag. If he succeeds both he and General Sadler will try to have it restored to the state of Virginia at a formal ceremony to be attended by Governor Wilson and a regiment of the New Jersey national guard.

The flag is a division corps flag and was captured at Chancellorsville, Va., by a New Jersey regiment the day after Jackson was shot. It has remained in the keeping of New Jersey ever since. Mr. Ellyson expects to see Captain J. P. Smith of Richmond, Va., who was with Jackson when he was shot, and will attempt through him to identify the flag.

The flag is of fine silk, made, Mr. Ellyson thinks, by women of Virginia, with diagonal bars of blue traversing it. Six stars are on each bar.

FIRST CHINESE JURYMAN HERE

P. C. Chiang on His Way Around the World Investigating Courts.

P. C. Chiang, who served on the first jury ever appointed in China and which, two years ago, convicted its man and had him sentenced for a long term, is in this country on his way around the world investigating the jury system and the courts under the English and the continental codes and will make an extended stay in the United States with the same object.

He said that he believed the jury system would soon become an established part of the Chinese code and that it was gaining favor every day. He spoke of the progress of his native land and admitted that that great country had long needed the awakening that it was now undergoing.

ADMINISTRATOR'S NOTICE.

Estate James Van Valkenberg, late of Scott.

All persons indebted to said estate are notified to make immediate payment to the undersigned, and those having claims against the said estate are notified to present them duly attested for settlement.

R. W. RAYMOND,
Adm'r.
Sherman, Pa., July 1, 1912.

WHEN THERE IS ILLNESS

in your family you of course call a reliable physician. Don't stop at that; have his prescriptions put up at a reliable pharmacy, even if it is a little farther from your home than some other store.

You can find no more reliable store than ours. It would be impossible for more care to be taken in the selection of drugs, etc., or in the compounding. Prescriptions brought here, either night or day, will be promptly and accurately compounded by a competent registered pharmacist and the prices will be most reasonable.

O. T. CHAMBERS,

PHARMACIST.

Opp. D. & H. Station, HONESDALE, PA.

MARTIN CAUFIELD

Designer and Man-
ufacturer of

ARTISTIC MEMORIALS

Office and Works,
1036 MAIN ST.

HONESDALE, PA.

Can we send you The Citizen?

CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but Experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is Pleasant. It contains neither Opium, Morphine nor other Narcotic substance. Its age is its guarantee. It destroys Worms and allays Feverishness. It cures Diarrhoea and Wind Colic. It relieves Teething Troubles, cures Constipation and Flatulency. It assimilates the Food, regulates the Stomach and Bowels, giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS

Bears the Signature of

Chas. H. Fletcher

The Kind You Have Always Bought

In Use For Over 30 Years.

THE CENTAUR COMPANY, 77 MURRAY STREET, NEW YORK CITY.

The Ideal Guardian



of the estates of your minor children. It has the very best facilities for the profitable and wise investment and reinvestment of the principal and accrued income.—The Scranton Trust Co.
516 Spruce Street.

For Results Advertise in The Citizen

NOTICE TO WATER CONSUMERS

The use of water
for sprinkling lawns,
gardens, streets, etc.,
is hereby prohibited
EXCEPT between the
hours of 6 & 8 a. m.
and 6 & 8 p. m.

Honesdale Consolidated Water Co.