Advertising Talks

SUSTAINED EFFORT IN BANK ADVERTISING

The Only Kind That Is Effective and Productive of Results.

By WARREN R. GILLIAM.

A few months ago we received in our morning's mail a request from a banker in the middle west to send some one to tell him how to advertise his bank so that he could get his money back—plus profit.

I went to see him, and he told me that his bank had been established in the community ever since the town was little more than a "crossroads." He related how the farmers settled on the land nearby, increasing in numbers every year; how the bank grew, how the town "took on" electric lights and later paved streets. Then how another man, seeing an opportunity, started a bank on the corner across the street, and how it grew. Finally he foresaw the probability of still another competitor "coming to town," so he "got together" with the bank across the street and jointly they bought or otherwise secured control of all the available bank corners in town (for they had monopolistic tendencies), thus blocking the inroads of the probable newcomer.

Several years passed, during which the town and surrounding country continued to increase in population and wealth.

One day the "ghost" appeared in real life and began to make inquiries regarding choice locations for starting a third bank. He was a young man with push and energy plus, but became nearly discouraged when he learned there were no corners available in the business section, and if he were to go ahead, it must be on a corner a couple of blocks "out of town."

However, he organized his bank and opened for business "in the country." Immediately he formulated a definite advertising policy and proceeded, via the mailing list and local papers, to tell the community not only the name of his bank, but just what it stood for. He encouraged thrift by advertising the savings department from every angle under the sun, he explained the methods of building credit, he pointed out the convenience of the check book, he worked up a patronage for every sort of banking service he had to extend, and he never told the same story twice.

He went on the theory that if the public only knew how helpful a good bank could be, there would be no lack of patronage, and he is not yet through telling them how to use his bank to their advantage.

The two old banks in that town have recently combined, but their aggregate deposits are not equal to the bank "in the country." True, all three are good, sound banks, but the bulk of the growth has come to the new one, and my client admits that "Sustained Effort" in intelligent bank advertising has had a practical demonstration in his town; that he has been convinced of the wisdom of it and now wanted our organization to take hold and direct the new advertising appropriation into profitable channels.

Newspaper space is the cheapest commodity on earth if it is properly used, yet many bankers have told me they considered their newspaper expenditure as merely a donation to the local papers. (These are the sort of advertisers who use a standing card and imagine they are advertising. Such "advertising" is not wanted by live papers, and if the "donation" is discontinued there will probably be no grief in the newspaper office.)

Let's get right down to "brass tacks," Mr. Banker, and apply the same cold scrutiny to this advertising proposition that you do to the collateral of the trembling applicant for a loan. Being equipped by nature and training to hold all sorts of business propositions up to the daylight and turn them inside out, you have a habit of wanting your money back.

Then let's play the game according to the rules. What are the rules? Formulate a definite advertising policy. If you are inexperienced, get some help. Then when you have made your appropriation, part of which should go to your local papers, get some competent person to write your copy, which should be educational in character, and by all means newsy, yet dignified.

Never print the same copy twice, imagining that people are going to read it the second time—why, they won't even read about a Kansas cyclone twice. Why should they read your ad again?

Then "get the habit" of "Sustaining your Effort." Remember that the results are cumulative. You must educate your public and you can't do it in a few lessons either. Every banker ought to realize this and he ought to know just why it is so.

Knowing why will not only save him a great deal of expense, but will make him a great deal of profit. Some minds respond quickly to convincing argument. Some are gradually, but none the less certainly, convinced, and

RAISING GUINEA PIGS

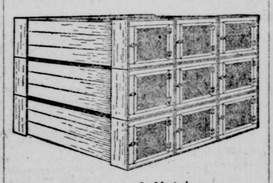
Serve as Pets and for Many Scientific Purposes.

Little Animals Are in Much Demand for Experimental Use in Preparation and Standardizing Serums and Antitoxins.

(By D. E. LANTZ.)

Guinea pigs, or cavies, are raised chiefly for two purposes—as pets or fancy stock and for scientific uses.

For four centuries the guinea pig was regarded merely as a pet and bred for show and fancy alone. Being a plastic animal, it was considerably changed during this period, and several strains and modifications of the original were developed. Thus, besides the smooth-haired forms, we have the Peruvian, which is a very long-haired type, and the Abyssinian, a type with rather long hair standing out in curi-



A Stack of Hutches.

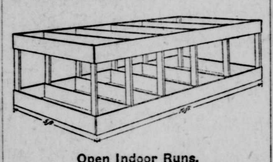
ous rosettes all over the body. The long-haired cavies are not recommended for ordinary pets, as their coats need much care. The smooth-haired require less attention and make equally attractive pets. They have the advantages of being easily kept and of never biting when handled. However, it is not advisable to subject pet animals of any sort to much handling or fondling. Even dogs and cats are always the worse for such treatment, and pet rabbits or guinea pigs soon show the results of much handling in their roughened coats and lack of sprightliness. Long-haired guinea pigs, especially if intended for show, require some handling, since the hair has to be brushed frequently. This is best done while the animal rests on a high shelf where it need not be held during the brushing.

Guinea pigs are in much demand for experimental use in the preparation, testing, and standardizing serums and antitoxins. They are well adapted for this purpose, being small and easily handled. Their use in medical research is steadily increasing, and some of the large institutions, unable to secure a steady supply of reliable stock for their own purposes, have set up breeding establishments of their own.

Sometimes guinea pigs found in bird stores are unfit for laboratory experiments. They have been previously used for serum or antitoxin tests or may be the offspring of animals that have survived such tests. Unless the dealer knows the source from which the animals came and can guarantee that they have never been used for experiments, he can rarely sell them to institutions. Any breeder undertaking to supply animals to laboratories must give absolute assurance as to their suitability for experiments. If he can do this and furnish the animals as needed, he should be able to command good prices for them and to establish a permanent and lucrative business.

The chief enemy of the guinea pig is the common rat. Preventive measures should be taken for the extermination of rats; after they have thoroughly established themselves about the premises it is no easy task. In a neighborhood that is rat-infested, buildings intended for housing guinea pigs should be made absolutely rat-proof.

The rearing of guinea pigs requires no extraordinary knowledge and no great outlay of capital. Little space is needed to accommodate the ani-



Open Indoor Runs.

mals, which are hardy and easily managed. They make interesting pets and are useful food animals. The constantly increasing demand for them in scientific investigations and medical research insure a ready market for reasonable numbers at prices that should be remunerative to the producer.

EMBRACES WOMAN.

Ernest K. Coulter, author of "The Children in the Shadow," tells of a lecture he delivered in Toronto not long ago. Throughout his talk he referred to mankind as "man." After he had finished, a woman who looked as though she might have been a militant advocate of woman's suffrage pressed her way to the platform and accosted him.

"You have been speaking about man, man, man, all the evening and you have said nothing about woman. Now, where does woman come in?"

"Madam," replied Mr. Coulter in a conciliatory tone, "man embraces woman."—Literary Digest.

DREAD "PRISON OF SILENCE"

Ingenuity Exhausted by Portuguese Jailers to Make Lives of Inmates Miserable.

Entombed in a grim castle on the outskirts of Lisbon are some of the most miserable men on earth. These are inmates of Portugal's "prison of silence." In this building everything that human ingenuity can suggest to render the lives of its prisoners a horrible, maddening torture is done. The corridors, piled tier on tier five stories high, extend from a common center like the spokes of a huge wheel.

The cells are narrow, tomb-like, and within each stands a coffin. The attendants creep about in felt slippers. No one is allowed to utter a word. The silence is that of the grave. Once a day the cell doors are unlocked and the 500 wretches march out, clothed in shrouds and with faces covered by masks, for it is part of this hideous punishment that none may look upon the countenances of his fellow prisoners. Few of them endure this torture for more than ten years.

HE WANTS TO LIVE



"This is the kind of cake my poor husband used to eat."

"What? Take it back! I don't want anyone to be sayin' this is the kind of cake poor Wayside Willie used to eat?"

BEE PLAGUE IN ENGLAND.

Men are doing the work of bees in the south of England. Somerset, which has hitherto been free from the Isle of Wight bee disease, is now visited by that plague. The large bee colony at Milborne Park has been destroyed. Out of 41 stocks only one remains. The garden of a bee farmer named Taylor is strewn with the bodies of paralyzed bees. In the south of England a shortage of fruit is feared owing to lack of bees and their fertilizing labor. Men are being engaged to carry the pollen on cotton woll from blossom to blossom. The disease has now spread all over the United Kingdom. Somerset was the only county that had not been attacked. In Buckinghamshire 90 per cent. of the bees have been carried off.

TIME SAVING.

"We could save a great deal of time by leaving 'Dear Sir' and 'Yours truly' off our letters," said the sadly practical person.

"So we might," replied the man who likes the little formalities. "But we might save still more by not stopping to put on collars and neckties in the morning.

INFLAMMATORY.

Hotel Clerk—I found the "Not to Be Used Except in Case of Fire" placard those college boys stole out of the corridor.

Manager—Where?

Clerk—They had nailed it over the coal bin.

MARCH OF PROGRESS.

"Are our literary standards getting higher?"

"Unquestionably. I haven't seen a prune joke in I don't know when."

LESSER EVIL.

"Guess I'll go fishing tomorrow. If I don't I'll have to beat the rugs."

"Take my advice, old fellow, and beat the rugs."

DIFFERENCE.

"My friend says he has a runabout in his mind's eye."

"Why, I thought you had those things on your finger."

HIS HABIT.

"There goes a man who can always get a foothold in business."

"Who is he?"

"My chiropodist."

CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of Chas. H. Fletcher 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 Diarrhœa 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.

BUSH & GERTS PIANOS

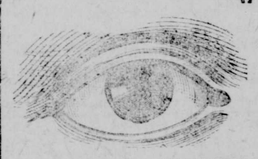
The most popular of the age. Strictly high-grade, having thousands of artistic endorsements from well known musicians, used in over four hundred public schools and over three hundred conservatories of music.

THE ONLY EXCLUSIVELY UNION LABEL PIANO MANUFACTURED

Every piano has the name of the manufacturers—BUSH & GERTS, Chicago, cast in the plate. Buy no piano that does not have the name of the real manufacturer cast in the plate, or you will be getting nothing but a stencil.

Send for a copy of "The Story of the Stencil." Also make application and receive one of our beautiful souvenirs—sent free. Agents wanted in all unoccupied territory. Pianos shipped direct to customers, freight and expenses prepaid. EASY PAYMENTS. Factory on the Main.

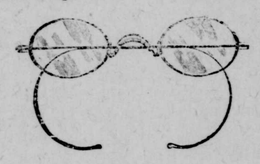
BUSH & GERTS PIANO CO.



We intend to devote our time & attention this year to the EYES.

OPTICAL WORK IS OUR SPECIALTY WE EXAMINE EYES FREE FIT & WORK & QUALITY THE BEST

If you wear spectacles come in and let us try and fit you with a pair



"ITSIT GRIP" Holds Without Hurting

T. W. Smith CO.,

Denton, - - - - - Maryland.

The Baltimore News

AN INDEPENDENT NEWSPAPER

Published Every Afternoon, Including Sunday

A Newspaper for the Home, for the Family Circle

Covers thoroughly the news of the city, State and country.

Complete market reports.

Buy it from your local newsdealer or order it by mail.

One month.....30c. | Six months.....$1.75
Three months.....90c. | One year.....$3.50

The Baltimore News, Baltimore, Md.

Ayer's Hair Vigor

Ingredients: Sulphur. Glycerin. Quinia. Sodium Chlorid. Capsicum. Sage. Alcohol. Water. Perfume.

Anything injurious here? Ask your doctor.
Anything of merit here? Ask your doctor.
Will it stop falling hair? Ask your doctor.
Will it destroy dandruff? Ask your doctor.

Does not Color the Hair

J. C. AYER COMPANY, Lowell, Mass.



FOLEY'S HONEY and TAR Compound

For Coughs and Colds. Safe for Children. Contains No Opiates.

FORSALE BY C. H. REDDEN, DENTON MD.

FOLEY KIDNEY PILLS
FOR RHEUMATISM KIDNEYS AND BLADDER

FOLEY'S KIDNEY CURE
Makes Kidneys and Bladder Right

NEW BEAUTY COMPLEXION

Has created a furore among the

Beauty Seekers

Fascinated with

YAAK "SPECIAL"

The Newest Beautifier

Wonderful for Pimples, Coarse Pores, Freckles, and Blackheads

Plumps Wrinkles Out

KEEP YOUNG LOOKING FOR YEARS

An astonishing product for plumping out wrinkles, hollow cheeks, to a velvety, smooth, exquisite complexion, and keep young looking for years The Chicago fair sex have suddenly become beautiful and fascinating.

Everywhere you look, walk or turn, you hear women and men talking—"Yaak," "Yaak," "YAAK" special. The Chicago beauty seekers have rushed about to get the latest beautifier called "Yaak." Judging from their desperate effort in the department stores and druggists, that "Yaak" (Special) is quickly gobbled up by the mad rush of women, and impossible to supply the enormous demand. "Yaak" is delicate, harmless and fascinating to the skin, absolutely free from dangerous drugs. "Yaak" (special) is purely vegetable Herbs, Oils of Nuts, Lily-bulb Juice, Cerasine, Olive Oils and Cocoanut Chips, which give the face a healthful, glowing appearance. Apply a little at night, and every morning; you will quickly see a surprising change. The newest, irresistible, brilliant complexion beautifier has suddenly made a tremendous stir among the wrinkled faces, pimply faces, freckled faces and coarse pores. It is said to be the greatest preparation in the wide world to remove forever those ugly facial blemishes, and with amazement, makes the face satin-smooth, plump, and pearly-white. For those who have pimples, blackheads, and coarse pores of long standing will be astonished how quickly they can get rid of those homely features with "YAAK" (Special). It never fails to give quick results. No samples given; the ingredients are special products. A large shipment of "Yaak" (special) reached Chicago, and it was quickly gobbled up in a few hours. Many disappointed women, failing to get it, left their names with cash for the next shipment of "Yaak" (special) expected in a few days. "Everything gone," "'Yaak' is all sold out," "Will have more in a few days," are the short answers from clerks. Many society women, beauty parlors, and residences have telephoned in their orders thick and fast to the department stores and druggists. Heavy mail orders from out-of-towns are coming in fast for "Yaak" (special). The demand has been enormous. "Yaak" (special) gives the face an extremely brilliant, fascinating, plump, youthful glow. An exquisite refined complexion. It comes in two sizes: $1.00 per box, and also 50 cents per box. But if your facial blemishes are of long standing, then get the larger size box, you will surely need it for permanent results. Your town druggists can probably get it for you from the wholesaler. Or else send your money orders to any of the Chicago business firms. Will be shipped to you promptly by mail.

Economical Drug Co. (Opposite Marshall Field Co.)
Siegel-Cooper Co.
The Public Drug Co.
Buck & Rayner's (3) Drug Stores.
Rothschild's big department store, and The BIG Falt Store—all big Chicago firms.

Local sales agents wanted for distributing "Yaak" (special). Write to the YAAK Mfg Co., department A. A., Chicago.

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Established 1857

G. Ober & Sons Co.

Baltimore, Md.

FERTILIZERS

Standard of Quality

We are the oldest makers of Commercial Fertilizers in the United States. Our policy in making fertilizers is to secure a formula having the correct proportions of different high-grade raw materials combined to secure the largest possible yields. Our Guarantee of Analyses and constituent elements of fertilizers we offer can be implicitly relied upon. We aim to bring the plant to its maturity in a perfect healthy state.

For prices and terms write or call on our agent:

SOMERS BLAKE

Denton, Maryland

CASTORIA

For Infants and Children.

The Kind You Have Always Bought

Bears the Signature of Chas. H. Fletcher

M. D. & V. Railway Co.,

Railway Division.

Schedule Effective May 26 1913.

EAST BOUND				WEST BOUND		
*117	†109	†103		†106	†110	*114
A.M.	P.M.	A.M.		A.M.	P.M.	P.M.
7.45	2.45	7.00	Baltimore	11.50	10.15	10.15
11.01	6.32	10.37	Denton	8.16	6.32	6.27
12.26	8.08	12.06	Reliobeth	6.30	4.45	4.50
P.M.	P.M.	P.M.		A.M.	P.M.	P.M.

*Sunday only. †Daily, except Sunday

T. MURDOCH, Genl. Passenger Agent. I. E. JONES, Div. Pass. Agent

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The Best Investment for your family—only 4¢ a week

FOUR CENTS A WEEK
AND PLENTY FOR A FAMILY OF FIVE

THE YOUTH'S COMPANION

STORIES AND ARTICLES on sports and athletics for boys and young men.

STORIES AND ARTICLES for men and women in active employments; for invalids and shut-ins.

STORIES AND ARTICLES for busy mothers and for girls at school and college.

Nobody in the family is left out by The Companion. There's something for everybody from the youngest to the oldest.

COMING!

A GREAT SERIAL STORY,

by Holman F. Day, with the strange title, "On Misery Gore." Subscribe now and make sure of this remarkable story.

THE YOUTH'S COMPANION, Boston, Mass.

SUBSCRIPTIONS RECEIVED AT THIS OFFICE



"There!"

That's the Black and Yellow Sign that put me on the road to HEALTH through the use of

BLISS NATIVE HERBS

Unequalled for Catarrh, Rheumatism, Malaria, Constipation, Chills and Fever, Female Ills, Dyspepsia and Poor Blood. It is the Best Spring and Summer Medicine in the world, bar none; builds you up; makes pure blood, good health.

200 days' treatment $1.00, and the dollar back if not benefited.

For Sale By

SMITH GOOD, Denton, Md.

Electric Bitters

Made A New Man Of Him.

"I was suffering from pain in my stomach, head and back," writes H. T. Alston, Raleigh, N. C., "and my liver and kidneys did not work right, but four bottles of Electric Bitters made me feel like a new man." PRICE 50 CTS. AT ALL DRUG STORES.

For Sale or Rent.

Two 6-room and one 7-room dwellings on Fountain avenue, also the building recently used as a Restaurant on Third Street; also two rooms 20 x 45 feet over T. W. Smith's jewelry store, in Carter Block, all located in Denton.

One Farm of 175 acres, 135 acres of good arable land. $800 worth of timber. Good buildings. Known as the "Franklin Farm." 3 miles from Burrsville, Md. Price $25 per acre.

Farm of 47 acres, 30 acres good arable grain and grass land, located 1 mile of Hobbs, 3 miles of Denton, 4 room dwelling, necessary outbuildings. Splendid neighborhood and locality. Price $2,200.00.

Two tracts of 14 acres each and one of 16 acres Fisher Land, Suburbs of Denton, Md Prices on the latter tracts right and terms reasonable.

Possession of town property Jan. 1, 1913, and of farm lands at once if necessary.

JOHN T. CARTER, Owner.

FOLEY'S HONEY AND TAR
for children; safe, sure. No opiates.

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