# Advertising Talks

## ADVERTISING ADVICE FOR THE MERCHANT

### Branch of Business That Requires Careful Study, But Brings Good Returns.

Advertising copy should be prepared with care and should be given as much attention as is given to buying goods. Every effort should be made to be truthful and not to exaggerate. There is no necessity for using big words or flowery language. Eighty-five per cent. of the people to whom you are appealing in your ads do not understand big words if you use them, and it is that 85 per cent. that you want to get into your store. Have your advertising copy read simple and direct, so that a child can understand. And after you have written an ad, read it over yourself and see how it sounds. Set aside a certain hour or period of your business day to your advertising, just the same as you open your mail when you go to the store the first thing in the morning. It is the right arm of your business, and it can make or break you. Give it your thought and attention. Study your competitor's advertising and compare it with your own.

**Urges Use of White Space.**

Use cuts or pictures to illustrate your ads if you can, and use white space. Don't endeavor to fill up every nook and corner of your space. A small ad well displayed, with an attractive illustration or white space around inside the border, will many times attract more readers and bring better results than a larger ad crowded with type. The same is true of your windows. Don't try to put all your merchandise in your display windows. A few articles tastefully displayed, with price tags or descriptive lines, in an attractively decorated window will reach more people than filling up that window with a lot of stuff which people look at, and then pass on without remembering anything they have seen.

**Clerks Should Read Ads.**

Insist upon your clerks reading your ads and paying particular attention to them. I would not have a clerk in my store who did not take a daily newspaper and who did not take enough interest in his or her work to read my ads, not only to know whether anything was being advertised in their department, but also endeavor to impress them with your desire to have their suggestions in regard to selling more goods in their department. A great many times a wide-awake clerk can suggest to a department head or manager that a certain line of goods is not selling, and an ad with a cut price on these lines the next day will start them moving.

Insist that your clerks familiarize themselves with your store and your store policy, and in every possible way make them appreciate that they must go out of their way to please every customer, and give as much attention and be as pleasant with a customer buying five cents' worth of goods as one buying $50 worth. The five-cent customer today may be a $50 customer tomorrow.

**George Fitch on Advertising.**

George Fitch, the humorist, in a recent article on advertising, said: "Advertising began when the eager merchant went out on the street and jogged the pedestrian by the elbow to get his attention. This was wearisome work, and sometimes the pedestrian hit back. Nowadays the merchant can jog a million men by the elbow through the public print, while he himself is beating a worried golf ball out of a sand pit.

"Advertising is a peddler who brings the wares of the world into the house each day and tells you how cheap and good they are.

"By advertising a man can dispose of a mountain of sawdust at one dollar per ounce, Troy weight. Without advertising he can offer frankincense and myrrh to all comers free of charge until the stuff spoils on his hands.

"Advertising makes millionaires and presidents, makes great actors out of fur coats with indifferent fillings, supplies widows with husbands, babies with homes and deserts with people. Advertising gets some people into society and others into jail. Advertising supports literature and makes nations boom. The country which advertises waxes exceeding great in immigration problems, while the land which has no press agents crumbles away and is discovered by archaeologists in the dim presently.

"Advertising made Homer great thousands of years after he was born, and introduced Rameses to admiring friends 4,000 years after he had retired from circulation. Chicago consists of Goshen, Ind., plus advertising. Advertising has kept Sarah Bernhardt young and attractive for sixty-several years—and the lack of it made Poe starve at forty."

**The Engine of Business.**

Advertising is the engine of business, but even an engine needs coal and water before it can accomplish anything. Advertising needs your thoughtful study and a personality and sense of fair dealing with it to make it profitable.

Advertising can be with you either a six per cent. net investment or a 26 per cent. net investment, just as you make it yourself. It is not an expense. Money invested in advertising a store or a business which grows by reason of this advertising means that every dollar you have invested in advertising can be added to the value of your store or your business or your trade mark as it increases.

A teacher asked her class in spelling to state the difference between the words "results" and "consequences." A bright girl replied: "Results are what you expect, and consequences are what you get."

Advertising is today, in the abstract, the greatest business asset. You can make it an asset or a liability in your business, just as you choose. It is up to you.

## FARMER SHOULD ADVERTISE

### Local Newspaper Affords Excellent Means for Disposing of Products to City Folks.

The local newspapers afford the farmer a means of disposing of farm products on a par with its value to the local merchant. But the farmer must make proper use of its columns or the expense will be another of the many leaks that the farmer suffers from, writes C. T. Chamberlain of Michigan.

My neighbor raised ten bushels of early potatoes more than he used during summer and fall, and required for seed. Potatoes for eating purposes brought 75 cents per bushel. My neighbor paid one dollar a peck for seed and he decided to get some of this expense money back. Instead of selling them for 75 cents he put them down in his dry cellar and the next spring advertised them in the local daily thus:

"Last summer I paid four dollars the bushel for my early Five Weeks potatoes. The dealer said if I planted them in April I could have them to eat in mid-June and he told the truth. I have a few of those potatoes to spare and I'll cut the price in two for my neighbors. Get them at once, two dollars per bushel."

This ad. was run three days for one cent a word—or it would have been had not the farmer cancelled it the second day. He sold out the first day and could have sold three times as many.

Another man has named his farm and sells every article of produce under this name. It is a guarantee of quality as patrons know and he could sell much more than his seventy acres will produce.

This man sells to a small city market, 5,000 population, and delivers his produce. He doesn't call it out, huckster fashion, from door to door, but has a telephone and takes orders by it. His ads. in the local papers keep the people informed of what he has to sell and orders are given and time of delivery arranged over the phone.

## SAYS NEWSPAPER ADS BEST

### Banker Declares Better Results Come Than When Magazines Are Used.

Newspapers were pronounced far superior to magazines as an advertising medium by F. O. March of E. B. Smith & Co., bankers, in an address on "Financial Advertising" at a round table luncheon of the Poor Richard club, Philadelphia, the other day.

Experiments have recently been made by New York firms, Mr. March said, in advertising with syndicated and individual newspapers in most of the big centers of the country. The carefully tabulated record of results shows that heavier and quicker response came from the newspapers than from similar advertising placed with magazines.

"Financial advertising has changed considerably in recent years," said Mr. March. "Financial houses are coming to realize that bonds and stocks are subject to the same laws of distribution and sale as potatoes. They accordingly are not satisfied with merely inserting a card in the paper calling attention to the number of years they have been in business, but specifically state why the bonds they offer are best."

Mr. March pointed out that advertisements in old city directories show that only a short time ago the "card" advertisement was not used by the grocer. He said that bankers usually balk at more blatant methods of displaying their wares on ethical grounds.

"Having determined the nature of the advertising," continued Mr. March, "where it shall be placed becomes the next problem. We have found that the newspapers are by far the best mediums."

"What I object to is, whin I pay ten or fifteen cents f'r a magazine, expectin' to spend me avenin' improvin' me mind with th' latest thoughts in advertisin', to find more than a quarther iv th' whole book devoted to lithrachcor."

**A Doubtful Compliment.**

The readers of the following testimonial, were found, as a rule, to rather doubt the efficiency of the remedy to which it referred.

This particular recommendation read:

"Dear Doctor: I used to have three bald spots on my head, but after using several bottles of your remarkable remedy I now have only one."

## PROPER CARE DURING MOLT

### Hens That Have Completed Process and Regained Normal Condition Before Winter Most Desired.

The early-molting hens are the most desirable ones, because they will have completed the process and regained their normal physical condition again before winter sets in, and therefore will be in better shape for the arrival of cold weather and will lay more eggs. The hens that are not well clothed with a new coat of feathers by the time the weather turns cold will not prove very profitable as winter layers, because cold weather will still further retard the molt and the fowls will suffer quite a bit with the cold.

Molting may be hastened somewhat by withholding the greater part of the food supply ten days or two weeks and then give the fowls all they will eat of rich flesh-forming and feather-



Dust Bath.

producing foods. During the entire time they should receive a few handfuls of sunflower seeds each day, as these are very good in helping to loosen up the feathers. Feed with care, however, as too many would have a bad effect, causing an unnatural molt.

Plenty of meat and green food are very essential to getting fowls through the molt successfully. Give them lots of green cut bone or ground beef scraps, and all they will eat of various kinds of green stuff, grass and vegetables. A little linseed meal, added to the mash two or three times a week, will be found to be very beneficial at this season.

See that the fowls have cool, fresh drinking water at all times. Keep down lice and mites, as many of the deaths during the molting period are caused by these pests and not on account of any hardship attending the molting process, as many people suppose. Provide dust baths in which the fowls may wallow whenever they want to, and these will help to exterminate vermin as well as furnish healthful exercise and pleasure to the birds.

## SILAGE MAKES BEEF PROFITS

### Conclusion Taken From Bulletin by Experts of Indiana Agricultural Experiment Station.

The addition of corn silage, once daily to a ration of shelled corn, cottonseed meal, and clover hay, reduced the cost $1.83 for each hundred pounds of gain and increased the total profit $8.85 per steer.

The addition of corn silage twice daily to a ration of shelled corn, cottonseed meal, and clover hay, reduced the cost $3.17 for each hundred pounds of gain and increased total profits $11.19 per steer.

The substitution of corn silage for clover hay in a ration of shelled corn, cottonseed meal and clover hay reduced the cost $4.35 for each hundred pounds of gain and increased the profits $17.97 per steer.

The more nearly corn silage replaces the clover hay in the ration, the cheaper was the gain and the greater the profit.

The silage used in this trial contained an unusually high per cent. of dry mattre and was, judging from previous experience, more efficient for fattening cattle than silage containing a higher per cent. of moisture.

A ration of shelled corn, cottonseed meal, oat straw and corn silage (twice daily) proved to be as efficient for fattening cattle as a ration of shelled corn, cottonseed meal, clover hay and corn silage (twice daily).

The above conclusions are taken from a bulletin by Messrs Skinner and King of the Indiana agricultural experiment station giving the results of a steer-feeding test where the value of corn silage, as a fattening ration was tested.

## KEEP HENS IN GOOD FLESH

### Keep the Fowls Busy, Feed Them All They Will Eat and They will Make the Best Records.

(By M. PURVIS.)

Hens that are kept thin in flesh will not make good egg records. Professor Rice of Cornell, had a lot of hens killed and their laying condition noted, during his absence. He then examined the carcasses and was able to pick out the best layers by simply choosing those which showed the most fat. Keep the hen busy, feed her all she will eat and she will make the best record possible.

**Dairy's Golden Era.**

This is the golden era for those who know how to handle dairy products. Good prices are the rule. All [illegible] commodities have [illegible] tel, and the [illegible] ers are [illegible]


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.

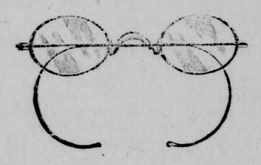
GENUINE CASTORIA ALWAYS
Bears the Signature of
Chas. H. Fletcher.

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. Remember the name.
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. Quinin. 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 KIDNEY PILLS
For Backache Rheumatism Kidneys and Bladder
Contain No Harmful or Habit Forming Drugs
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 Fair Store—all big Chicago firms.
Local sales agents wanted for distributing "Yaak" (special). Write to the YAAK Mfg Co., department A. A., Chicago.
[mar.6-'13,8w

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 & 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.

| | *117 | 107 | †109 | *111 | 163 | †101 |
|---|---|---|---|---|---|---|
| | A.M. | P.M. | P.M. | A.M. | A.M | A.M. |
| Lv. Baltimrre | 7.05 | 2.45 | 2.45 | .... | 7.40 | .... |
| Denton | 11.01 | 6.44 | 6.32 | 1.22 | 10.37 | 8.55 |
| Ar. Rehoboth | 11.30 | 7.16 | 8.08 | 12.04 | 12.08 | 11.54 |
| | A.M. | P.M | P.M. | P.M. | P.M. | A.M. |

West Bound.

| | *103 | 116 | 102 | *112 | *114 | *118 |
|---|---|---|---|---|---|---|
| | A.M. | P.M. | P.M. | P.M. | p.m. | p.m. |
| Lv. Reboboth | 6.39 | 4.45 | 5.15 | 6.44 | 4.50 | 5.40 |
| Denton | 8.16 | 6.32 | 7.03 | 7.40 | 6.27 | .... |
| Ar. Baltimore | 11.50 | 10.15 | .... | .... | 10.15 | 10.15 |
| | A.M. | P.M. | P.M. | P.M. | p.m. | p.m. |

*Sunday only. ‡Saturday only. †Daily except Sunday

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





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.

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