and produces 142,000 pounds of a year. Enough to butter both I her bread.

of the drinking cup is to go, some a strew with a fountain pen.

insanity" is the newest may yet hear of "insane lunacy sperts run out of adjectives.

shoe manufacturers announce that be feet of American women are grow-ng larger. The ungallant wretches!

The story persists that the monorall system of transportation is to go to Alanka and grow up with the country.

The Chicago youth who eloped wit girl and seven trunks would make a

The Oklahoma woman who has 13 as, all under 5 years of age, is not ing from the lack of something

There seems to be a remarkable inal unanimity of opinion about the harem skirt. It has been mobbed

Some of New York's fashionable sen are carrying canes. Must be evenient when they are pushing mby buggles.

Further evidence that China cout to wake up. A Chicago mail oder house has shipped 10,000 alarm seks to Peking.

A \$30,000,000 bread trust is being or sed in New York, and we presume that its motto will be: "Half a loaf is better than one."

Some of these decrepit old baseball

voterans who have attained the advanced age of 33 or 34 years might nd a job selling tickets. A St. Paul man has discovered that

is heir to a French throne. Our advice to him, however, is to hang to the job he now has.

A Lowell, Mass., cow gave seven tons of milk in one year. The world would be drowned in milk if everybody kept that kind of a cow. Common drinking cups have been

frowned upon by law in New York. manufacturer of the uncommon has perked up considerably. A Boston savant announces that he can photograph thought, Now we'll

know what a perfect lady really thinks a she runs for a street car and olsses it. Poultry raising is to be taught at

satgers college. Somebody there ple who do not think they know all out raising chickens. re bard is trying to organ-

likely to fail owing to the fact that all the applicants wish to be walking delegates.

Four goats, inoculated with a billion disease germs, have wandered astray In New York. However, this is not the first instance in which modern cientists have lost their goats.

A woman in a New York town owes her safety to the fact that she wore a harem skirt and the trouser part gave her freedom to run for her life. So here is one good point registered for the persecuted apparel.

A woman in Spokane has been gradexted from a school of stenography at The age of seventy and expects to take up active work. When the spirit is so young there are no limits to activity which age can impose.

A woman in Pennsylvania buried the wrong man in mistake for her husband, but, when the latter turned up alive and well, stuck to the dead man. She wisely declined to have a live ismade of her mistake.

A New Jersey magistrate has a rabhit's foot on whose powers he sets great store. To be consistent, he ought hold his court at midnight in a graveyard and so have all the proper

A Harvard professor tells us that we can live on ten cents' worth of lead a day, but it is evident that he ms overlooked the fact that lobster costs 30 cents a poind. Possibly he spects us to take a look at the out-ide of a lobster can for dessert.

an in St. Louis signed a conto him or annoy her in any other.

He must have been an excessly agreeable sort of a husband if



### WHY NEWSPAPERS ARE BEST

Read by People for the News and ing Cannot Be Gotten Away From.

Hugh Chalmers, head of the Chalmers' Motor company, but who for-merly had charge of the advertising department of the National Cast Register Co., for which he received salary of \$72,000 a year, in an address to the Publicity club at Springfield, fassachusetts, said:

"There are two excuses why any man should not advertise. So if s man is looking for an excuse between these two he always has one.

"I believe that newspapers are the best mediums for advertising because the people are always looking for news. They buy a newspaper to read the news, and they stumble into be advertising. I believe in all kinds of mediums—magazines, both weekly and monthly, and weekly newspapers. believe in any medium that has a legitimate circulation, but I particu arly believe in the newspapers as be ing the best way of reaching the people with almost anything you have to

"I believe that advertising and alesmanship are the chief factors in distribution, and the relationship between the two is the closest-in fact they are inseparable, because all ad vertising is salesmanship and all salesmanship is advertising. If you want one word that will take the place of both that one word is 'teach ing.' Advertising and salesmanship are teaching people to believe in you and in the goods you have to sell. In advertising, however, you are talking to thousands or perhaps hundreds of thousands of people at a time while in salesmanship you are talking to one or two persons at a time, so that it might properly be said that advertising conducts a public school while salesmanship gives individual lessons, but in each one you are teaching, whether it be in printed ad-

vertising or in oral salesmanship. 'Now, let's consider the advertising side of the question for a few mo ments. As I have said before, I don't think it is possible to get up any set of rules, governing advertising, be cause just as surely as you try to do this you will find the rules don't work. Instead of being a set of rules, advertising mainly consists of having the right idea and using it at the right time. That sounds simple, but it is, too, but it is one of those things so infernally simple that they are hard. We make it hard sometimes because we try to go about it with a set of rules which some one has told us about, or we try to apply it to other tests of simplicity and plainness and of common sense. To my mind there are only three fundamental principles in advertising, and these are as follows: First, be honest; second, be

sensible; third, be persistent. "I say 'be honest' because every advertiser should remember that ad vertising doesn't create value—it merely tells it. The value has to be in the article itself. Advertising ne a poet's union, but the scheme is article ever sold, and, while it is possible through advertising to create a lot of first orders through misrepresentation, yet it would be impossible to repeat such an advertising campaign, and no permanent success was ever built up on misrepresentation or

misstatement. "I say 'be sensible' because there are so many men who seem to talk about everything else but the right thing when they get to writing advertising copy. Be sensible because the majority of people who read copy are endowed with good common

sense. "I say 'be persistent' because you have to keep everlastingly at it. People soon forget-there is so much to attract their attention—and unless we keep persistently at advertising we better not begin at all. As my good friend Colonel Lafe Young of Des Moines has said. 'Every man, woman and child in this country knows that a railroad crossing is dangerous, but the railroads don't take lown their "Stop, Look, Listen!" signs.' Keep up advertising and be persistent. Wby? Because the hardest thing to find today is yesterday's newspaper. If you don't think so, try

"There is no particular mystery about advertising. In the last analy sis it is simply common sense plus

\*\*\*\*\*\*\*\*\*\*\* As soon as you make a prac-As soon as you might tice of reading advertisements you will realize what you might have missed by ignoring them. have missed by ignoring them. They are always worth reading.

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C. E. Brett, an advertising man of

C. E. Brett, an advertising man of Buffalo, says:

"Advertising is essential to seiling goods. Take the case of a department store which opened in a nearby town not long ago with the avowed intention of succeeding without the aid of newspaper advertisements. For a time all seemed to go well; but it was a mushroom growth, and that store has falled. And the reason for this is that the newspaper tells its story to half a million persons, while the salesman talks to a dozen."

ADVICE ON VALUE OF ADVERTISING

a advertising beaklet was drop ny desk recently. I cannot re-from whence it came, for I wo ike to give due credit to its author for the following gem which I clipped E IS NOT a game-

Nor le It A GAMBLE, "It is the powerful essence of seiling which, when handled in a practical, SANE manner, creates MORE BUSI-

NESS, lowers SELLANG COST, eliminates the time-wasting introductory

work of your salesmen.
"Shorn of the mystery that many attempt to put about it, advertising without waste and extravagant theories is your greatest trade by "Forget the idea that it takes big oney to advertise

"SWEEP ASIDE the awesome vell that makes a valuable trade builder

eem a mystery.
"INVESTIGATE advertising as you would investigate the claims of a big salesman covering the wide world as his territory. "Then you'll be starting on the right

track. "You'll see that judicious advertising is PRACTICAL AND PROFIT-

ABLE." This is sound doctrine. And let me add to the above the collowing from MR. JOHN WANA-

MAKER. "If there is one enterprise on earth that a 'quitter' should leave severely slone it is advertising. To make a success of advertising one must be prepared to STICK like a barnacle on boat's bottom.

"ADVERTISING DOES NOT JERK: IT PULLS. It begins very gently at first, but the pull is steady. It in-creases day by day and year by year, intil it exerts an irresistible power. What's the use of people talking coolishly about advertising? IT ALWAYS PAYS WHEN IT IS

DONE RIGHT. Why should not every man who has omething to sell advertise? And don't forget that advertising reates a market for brains as well as

or things to eat and to wear. Professional men will advertise ome day-just as successful MER-CHANTS do today.

## CURING A SICK BUSINESS

Same Principles Needed to Put Back on Profitable Basis as If Treating Human Ills.

The manager of a store put up an advertising proposition to his board of directors, which meant the expenditure of nearly \$10,000 more in the year than they had ever spent before.

One of the directors, with very de cided views, opposed carrying out the plan to the extent proposed, on the ground that it represented TOO MUCH MONEY, and wanted it cui down about half. The manager, fortified by the other

directors, fought hard to have his plan approved of. Finally, in despera tion, he said to the objecting director "IF YOU WERE SICK YOU WOULD CALL ONE OF THE BEST DOCTORS YOU COULD GET.

"Now, I have employed the BEST ADVERTISING DOCTOR in the country, who has submitted this plan. "To me it is INTELLIGENT and will cure our business ills. Just at the present time our business is sick.

"Now if a doctor prescribed for you, you went to a druggist who told you it would cost \$5 to fill the prescription, would you say to the druggist: "I don't want to spend more than

\$2.50 on that prescription — just WEAKEN THE PARTS ONE-HALF. and I will pay you \$2.50 for it!" "If you did this THE MEDICINE WOULD NOT BE EFFECTIVE and you would not get well.

"The same PRINCIPLE applies to this advertising plan of ours. It has got to be a whole cathartic instead of a half one."

This presentation of the matter brought round the objecting director. He withdrew his objections and the advertising will be put out as planned.

When you find a town where

merchants are advertising liberally you find a town where they are doing a good business. The advertising will sell the goods.

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Enthusiaem. Isn't it true that some buyers of advertising from the very sense of their duty to be conservative as buyers, to weigh all the bad as well as the good

points in the proposition, lose the enthusiasm so necessary to a successful A few days ago the writer met one of the most successful advertising managers in the country and asked him how a certain piece of advertising had "panned out." The advertising man said: "Well, our business for last mouth was just double what it was

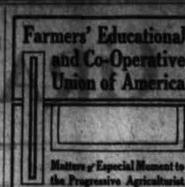
month was just double what it was
the same month last year, and your
proposition certainly is entitled to a
good share of the credit."

Some buyers would say that this
statement was a mistake; that it
never does for the advertiser to acknowledge the merits of a proposition
to the man who presents it.

We believe quite the contrary is the
case. We believe that nothing so stimulates an advertising man to redouble
his efforts to give still more afficient
service as such a frank acknowledgment of work well done.

ment of work well done.

And we believe that wise buyers of advertising realize that it is enthusions which changes a red glow into the white heat of a great success.



A boy and a farm make a good -try and keep them hit Some of the sweetest fruits and nuts are enclosed in the roughest

Some people's morals are like their othes worn on extraordinary occamany apple barrels will

seeded this year, but save all the apples there are. There's always room at the topand generally much more than there

The man with a grouch, or with the habit of a grouch, is not wanted anywhere or at any price. Some men are moral because they know it pays others because they

could not be anything else. In one minute one can learn en concerning the beauty of country life want to live there a life-time. The boss does not tell you every day how he appreciates your work It may be because he is too busy.

What a monotonous world it would be if all of our thoughts and tastes were altke-if we all preferred blue flowers or gray skies. If there was only one mudhole the township there is always one man

who will fall into it even if he has to walk a mile to find it. It is just as much the duty of a farmer to attend the precinct, township and county conventions and vote at the elections as it is to attend

church. A fad is something that is done to death in a hurry. Every souvenir post card that was mailed when the fad was in its glory was a blow that helped to bring on the end.

## DUTY RESTING UPON FARMER

Soil. Which Yields Subsistence Mankind, Should Be Conserved and Not Impoverished.

There is one duty that rests upon he farmer, and that is, he should rotect the soil. That which yields the means of subsistence to mankind should be conserved and not impov erished, as unfortunately is true to a large extent. Nature is generous and should we prove ungrateful? Not only all existence depends upon the soil, but the life of future generations as well. The law, by heavy penalty, prevents our taking anything which belongs to another, without his consent, if living. Shall we rob our children and our children's children by taking the substance from the soil, leaving to them a legacy of impoverished land?

It has been argued that the farmer will never organize and work in harmony. I believe he will. Our school system is getting away from the dead languages to living problems. Reason is asserting itself over matters of authority. Education will in the future and the day will come when a knowledge of the soil and its products will command more respect than a knowledge of Greek and Latin, and a skull full of classical learning, memorized from the ancient order, writes Frank A. Collins in the Groesbeck (Texas) Journal. The march of science is exact, commanding. It is being applied to the soil. It will bring about organization, not ruled by prejudice.

The newspaper is the great educator, for it cannot be muzzled. A college professor may be compelled to write a text book to the end that special interests be cared for, but the press subjects itself to no authority, and wields a free lance.

I do not advocate the idea that there should be warfare between the country and the town. Thousands of people in the town are working in harmony with country people, and the gether. Co-operation is our weapon, country people with them, and both gain advantage.

## **CO-OPERATION ON THE COAST**

Ten Farmers in California, Owning 1,200 Acres of Land, Morge Hold-ings into One Farm.

The spirit of co-operation has always been an element in the upbuilding of California where everybody believes in putting together instead of working criss-cross as they do in this country. Ten farmers in the San Joaquin valley owning 1,200 scress have thrown their holdings into one hig farm as a matter of economy in the cost of operation. Instead of having ten farms, therefore, each with a complement of teams and men with a lot of expensive machinery, the big ranch has been put under one overneer, and the saving in machinery, horses and other incidentals in a big Item. A huge gasoline tractor was put to work and the sland was plowed and leveled, in the almost exact middle of the big slinifa tract, at a point sufficiently slevated, a haif-zero concrete lined reservoir was built and from this leads one of the best and most elaborate concrete plan systems of irrespection. The spirit of co-operation has al

WEAPON FOR FARMERS' UNION

Time is swiftly passing by and as does history is being made, and I set if the history of the Farmers alon could be written in detail it ould not show up as well as the ore enthusiastic of us would prefer. come up with a clean re-

Some of the sweetest fruits and nuts are enclosed in the roughest shells.

The plow wounds the earth. The growing grain that follows heals the the country from their chief banking mogul in New York to hold your money in their banks, given out a s order to the membership of this great farmers' organization to hold every pound of meat, lard, butter, etc., every bushel of wheat, corn, potatoes and rice; in fact, every article of farm products then in their hands.

Who doubts for one minute the banks of the country would have been thrown open before the following Wednesday night? That is, pro-vided the farmers of the country had obeyed this order of their chief as the bankers did their New York chief. But, sad though it is to acknowledge, Charlie Barrett knew the order would not be obeyed and hence he did not

But many have co-operated together and this co-operation has shown re-sults. To illustrate: In the early days of our organisation the busin would not deal with us at all. They looked upon us as trespassers on the rights of others, without the business sense to do any kind of business other than raise corn or cotton. But by co-operation we were able in many lo-calities to control so much business that they begin to sit up and take notice. Seeing that we were not only able to conduct a business, but that we were actually doing it regardless of the ban which had virtually been placed upon us, they began soliciting our business. Last year our manager tried many cotton oil companies before he found one that would let us buy seed for them. This year several different companies tried to get our business.

The manager of one of our co-oper ative stores told me that when they first organized he made a trip to St. Louis to buy groceries, but upon arrival there found that only one wholesale grocery company was willing to sell to him. Now they are all anxious to do business with him. And so runs the history of our business experi-

Now, seriously, brethren, without co-operation the union is worth nothing. It can never hope to wield any influence either at home or abroad, with its own membership or the business world without this co-operation. What preparations are being made in your neighborhood or county to cooperate with the union this year? Have you made any arrangements to assist those who are not able to do as they would like to? If not, why not? Have you arranged to handle their distressed cotton by financing it for them? You can do so if you hav not already done so. Have you made any arrangements to handle their cotton seed, chickens, eggs, butter, etc., for them? If so, you may well expect their co-operation with you. But bethe leaders in your county must have some tangible plan to handle their stuff ready to put into operation-not

some impracticable dream Now, if your leaders have these arrangements made are you, the members of the union, going to co-operate together, thus guaranteeing the suchave a right to expect you to do so. In a recent ruling of President Charles S. Barrett he says any member who refuses to obey the orders of the union can be suspended or expelled from the order. But no one desires to do this. As you very well know, this would not attain the ends desired. We need you in the organization, and you should patronise the institutions

I want to impress on each and every member the importance of working to-

## Agricultural Knowledge.

The farmer who reads agricultural papers, books and bulletins, and at-tends farmers' institutes is no longer ridiculed as a book farmer, except by ridiculed as a book farmer, except by an occasional simpleton whose censure amounts to real praise. People are studying agriculture as never before. Once, and not very long ago, either, it was thought derogatory to the high character of the human intellect to engage it in the sordid affairs of business. Eventually brains became involved in business affairs and a in philosophy, rhetoric and became involved in business affairs as well as in philosophy, rhetoric and poetry, and later even philosophers and poets became reconciled to this humiliation of the "God-like" faculty of man. Later farmers began to invoke the intellect to insure success and began to arouse themselves from the lethargy of centuries, and to ask, why so much progress in other lines and so little on the farms. Farmers are now combining in one enthusiastic chase in a het pursuit of knowledge. Let every one of us run the race of Let every one of us run the race of

## To Prevent Rot.

Pick off and burn all "



# Wise Pages of the Upper House



We speaking from the bottom of the well of truth, has said that no man is a hero to his valet. The philosophics of the observation might have been greatly strengthening if the sage had thought to add that no United States senator is any great shakes to a sen-There is a popular in

the senate pages are studious you with buiging foreheads, learned in Constitution and deep in the myster of senate precedents. They are sup-posed to converse exclusively in par-liamentary and senatorial language, even when engaged in the youthful pastime of matching pennies in the cloakroom. These ideas probably are

These wrong impressions about the high constitutional atmosphere that surrounds a senate page come naturally enough from the superficial ob servation of visitors in the gallery. suppose that when a senator claps his hands and a page hurries noiselessly to his side and inclines a respectful ear, that the fortunate youth is report. Doubtless he will write it down in his private diary before he sleeps that night, and in later years will publish it in his memoirs where eager millions will read it. Also doubtless he won't, for the chances are the dis-tinguished senator merely requested the page to tell the bothersome constituent who has been waiting out in the marble room for the last hour, to

at another door and gone to fur Mark, too, how another dist wished senator is writing somethi at with great care while the pa tands by to receive the message. Its importance must be great, for see how the senator reads it over to the lad, inting out each word with his pencell. The page nods intelligently, fol-the note carefully and speeds awa Doubtiess he will return present with his arms full of learned bool and the senator will make a speed that will echo down the corrid

low the winged page on his errand it would not be to the congressional li-brary, but to the senate restaurant in the basement of the capitol. And if he could look over the chief's shoulder and read the note with him, he would see that the distinguished senator is mighty particular about the way his chops shall be brotled. If the senate page should take a no if the senate page accurate of his prison house he could a tale unfold that would make the muckraking mag-nines look like periodicals subsidized by Wall street. He could tell exactly passed between a leader on one side at a critical moment during a roll call. He could tell what went on out in the cloakroom when a deal was on to trade one little bill for another little

what that whispered message was the passed between a leader on one side bill, and incidentally to break a party pledge and sell out a party measure. Even the familiar designations by which pages know their masters would make mighty good copy. One senator somewhat known for his querulousness invariably is referred to by the fraternity as "Grandma," which is hardly parliamentary even in the cloak

## "Store" Revelation to New Solon

THERE is a mistaken idea ever present in the mind of a brand-new legslator when he arrives at Washington that all his stationery and stationery supplies will be furnished free. Hardly has he been shown through the capitol by some older colleague than he becomes acquainted with the fact that down in the basement of the big gray building there is one of the most complete stationery stores in the United States. He is astonished at the cheapness of everything and marvels at the fact that there he can buy thousand sheets of the finest linen aper, bearing at the top in deep old English engraved lettering the ins tion, "House of Representatives, United States, Washington," for \$2.40. He can get a high grade, fine finishe

Later the congressman is told the reason for this, and along with that information it is explained to him that

cotton paper for \$1.88 per thousand

engraving included, and another grade

with handsome lithograph superscrip-

his stationery allowance will be \$125. The reason for the cheapness of nakes not a shadow of profit.

the tremendous supply of social sta-tionery and pretty little desk ornaments and implements, such as attract the eye of women, in the stationery rooms, which may be purchased handbags, fancy reticules, pocketbooks, the daintiest of note paper, scented and otherwise, pearl or silver handled desk implements—an endless array of pretty little knickknacks. which a mere man would scorn to use as an embellishment of an office desk. The affable clerks of the stationery

tionery room in the capitol has been

A LOT CHEAPER

THAN ONE COULD

HOME ALLRICH

com will explain that this fancy goods department is an outgrowth of the habit of the American legislator to elect his whole family to office along with himself. The \$125 goes a long ways and the stationery room at quarters is that the stationery store ing seasons is as busy a mart as any similar store in the national capitol Another cause for remark in the sta- and everything at cost.

## Snobbery at the Naval Academy



CAPT. JOHN M. BOWYER, U. S. N., superintendent of the naval academy at Annapolis, at the direction of the secretary of war has applogized to Prof. Henry A. Beers of Yale uni-versity and Miss Katherine Beers, his daughter, for the recent incident at Annapolis in which an attempt was

Annapolis in which an attempt was made to exclude Miss Beers from social functions because she was earning her own living.

The incident aroused a big stir in capital circles, and Representative Korbly of Indiana brought the matter up in the house, charging that snobbery was a growing evil at the academy that called for immediate action. President Taft interested himself in the matter and directed Secretary Meyer to make a thorough investigation.

tic fleet. She was invited to one of the naval academy hops several weeks ago by a midshipman whose name has not been disclosed by the department. She attended the dance and shortly afterward left Annapolis for her home in New Haven. At the time of her departure she knew nothing of the incident in which she figured. One of the officers on duty at An-One of the omcers on duty at an-napolis suggested to the midshipman, on the supposition that Miss Beers was a domestic, that she should not have been invited by the midshipman

the battleship Michigan of the Atlan-

to the hop. The midshipman, according to the report received at the department, replied that he disagreed personally with the view of his superiors at the academy. There was, however, nothing that he could do under the circumstances. The inquiry developed that Captain Bowyer was responsible for the suggestion that Miss Beers was not a desirable guest at academy social evants. Miss Beers returned to The midshipman, according to the President Taft interested himself in the matter and directed Secretary social events. Miss Beers returned to her home in New Haven without knowledge of the rumpus that had been stirred up in Annapolis. In some by the navy department, Miss Beers was employed as a companion to the wife of Lieut, Commander William T. Tarrant, who is engineer officer of the incident and complained to the navy department.

# Fly Models to Assist Aviators

HE finithson.

ceived and soon will proceed on the paper in a series dealing will be investigations on the flying organs of various insects and birds. These vestigations, which were josters yestigations, which were josters to they would yet they



frunc Muller.

Dr. Ritters' paper is profusely fill trated with pictures showing the distance appropriate to made with

the full theorem is mucelished as the selm than a "Albilography of the Selm Writings of it E. C. Steerns," by Mary R. Riesras, Accompanying & a biographical exotch of Dr.