

VALUE OF IMAGINATION.

Life naturally must be more interesting to the person of vivid imagination than to one who lives only for the tangible things about him and who fears to dream as his fancy will because reality bears heavily upon him. We do not think that even the sum of affairs would find the indulgence of a few day dreams detrimental to his interests, while to those who look only upon the serious side of life and share only its darker aspects, a few dreams of what perhaps may come to pass would act as a tonic upon tired nerves, says the Charleston News and Courier. Our dreams are often companions to us, and sometimes we find ourselves moving unconsciously with them in a world far removed from our real habitation, but one whose promises seem easy of fulfillment and whose delights compensate for some of the hardships we may, perhaps, be called upon to bear during our waking hours. The world which is our idea of happiness, with all its wonder of accomplishment and all its measure of appreciation—the world in which we naturally play an important part—who has not seen its shining sands, and lofty summits, and flowering paths, beckoning, telling us how good it is to live and defying us to resist its appealing call? We cannot all gain its shores and discover long-hidden secrets, but, at least, we can turn its promises to our advantage and make our day dreams cases, as it were, in the desert spots of life.

James H. Collins, writing of "the orderly German mind," notes that a generation ago the chief exports of Germany were philosophy, poetry, music and emigrants, while today she ships machinery, chemicals, textiles and other manufactured products, and the mere thought of her competition scares America and has brought England to the verge of hysteria. How has this come about? You could put all Germany, and Pennsylvania to boot, in the state of Texas. Yet there are upward of 70,000,000 Germans. With scant natural resources, the Teuton had to think hard and make the best of it. Just as in scholarly and scientific research, his agricultural and industrial labors have been intense, methodical, plodding, thorough. He has taught the world how to farm. He is supreme in the economic use of chemicals.

It is rather comfortable to hear that the opinion of experts in the Lake Superior region is decidedly adverse to the view that the supplies of iron ore at the present rate of increased use will last only a short time. Those familiar with the region point out billions of tons in the Cascade range, besides millions proved up in the Negamun, Ishpeming and other ranges to the west ward of the latter. Possibly a strict analysis of the prophecy of short life for our ore supply would disclose that it refers only to the exhaustion of the Mesaba deposits. Even then they are predicated on the maintenance of a rate of increase in mining equal to the exceptional one of the past two decades. Apart from the correctness of that calculation the fact is well known that there are vast deposits of ore yet practically untouched.

Look into the eyes of the oriental and you look into orbs that are opaque to Occidental discernment. A mystic and alien light hints an appalling gulf of sentiment. But somewhere behind the screen with which the patient Chinaman holds his dignity of solitude there beats a heart as ready to bleed at the story of suffering of his own people as that of the stranger all too prone to call him devil. The "heavenly Chinese" is perhaps not so peculiar as his reputation.

A so-called expert says that snakes must be protected. For obvious reasons, those who disagree with him will be afraid to do anything but give an apparent acquiescence, if they do not wish to subject themselves to serious suspicion.

The oldest woman in New York died the other day at the age of one hundred and seventeen. She did not advise the world to follow her mode of living. Blessings on her soul!

"Women always are and constitutionally ought to be tougher than men," says Prof. Tyler of Amherst college. Still, no man ought to leave it to his wife to bring up the kitchen coal.

"Woman is stronger than man," opines Professor Tyler. At any rate, a good many of us are led to believe that she is stronger in the vicinity of the jawbone.

Finally a good word has been said for the English sparrow. Somebody claims to have found that it eats the cotton masie scale. Go it, birdie.

A Belgian aviator made a flight of 56 miles, accompanied by his three steers, which is a record for four persons, also for family confidence.

We feel safe in making the prediction that the 1911 season will show as much persistent activity as the 1910 model.

Whether a beam amounts to anything or not depends not upon the beam, but upon the people beamed.

Advertising

Talks

"WHY NEWSPAPERS?"

No Other Kind of Advertising Possesses So Many Elements of Producing Profit—An Advertisement is Only Good When It is Read.

By GUY S. OSBORN.

Everybody takes a daily newspaper. It is read by every member of the family. The daily newspaper responds to every daily want of the home—national, local, society and sporting news—and last, but not least, advertising news. The house for sale, the furniture man, the coal man, grocery man, and market man—in fact, every want of the home is fully supplied through the columns of the daily newspaper. It goes into the home with a welcome to the very people you want to reach. In the newspaper you can give a headline to attract attention to your wares, thereby sifting out the people interested in your merchandise and tell them your story. Your advertisement is on the same page and right alongside the very news for which the paper is bought. You do not have to look for it—it is never lost. There is no other kind of advertising which possesses as many elements of producing profit as the daily newspaper, for it reaches and is read by every member of the family.

With the daily newspaper you can daily refresh the mind of the buying public, for the daily newspaper ad is always fresh. It never has a flavor of staleness. It enables you to keep your name and wares daily before the buying public, for the needs of today are met and supplied by the daily newspaper. An advertisement is only good when it is read—30 days or a thousand when on the book shelf counts for naught. The daily newspaper is not read as an amusement sheet or to kill idle time; its place in the family is of too great importance. Its news is so arranged that it appeals to every member of the family—father, mother, sister and brother. It has the steady producing qualities. It gets closer to the people than any other kind of publicity. You buy your paper, and every one else does, because you believe in its policies and therefore have absolute confidence in its advertising columns. A circulation that shapes the business of today and governs the expenditure of the weekly income.

No home is worth cultivating through your advertising that the daily newspaper does not go into, unless you are doing a strict mail order business. You can't keep the newspaper ad out of the home if you try. It comes in with a welcome because it's the women's shopping guide and the men's barometer of business life. If you have anything to say to the public, tell it to them through the columns of their daily newspaper. It is bought for both news and advertising.

Signboards and street car cards, when used by advertisers, undoubtedly help in making names known, but that is all they can do. Newspapers, after all, must do the EDUCATING—must tell WHY the article should be used.

THE AGE OF ADVERTISING

More Attention Now Being Paid to That Department Than Ever Before.

Writers of advertisements are giving more attention to the matter in their productions. Newspaper readers are also doing more in the way of giving attention to the advertisements than they did ten or fifteen years ago, and there are at least three reasons for that. One is, that the advertisements are better reading than they formerly were. Another is the ads are changed often, while the third and chief reason is, prices are quoted more freely than in the past, and there is no getting around the fact that the housewife who lays any claim to thriftiness is on the lookout for bargains. The merchant who has his ear to the ground is aware of this and words his messages accordingly.

When you read a merchant's advertisement, you are reading what he has to say to you about his wares. He invites you to come and see what he has for sale. He wants your trade and takes the only way known to him to reach you. The advertising columns of a newspaper so far as they represent, are representative of the live business men of the town, and you will find therein the names of the merchants who want your trade. Without exception they are the progressive men of the city; men who keep their stocks up-to-date and are not afraid to tell about their goods.

Advertising as a Salesman. An Iowa exchange quotes the following on the merits and superiority of advertising as a salesman: "Advertising is a salesman that is always at work, but never wears a customer; that calls on the same man until he is convinced, but never annoys him with its insistence; that wastes no time, wastes no words, and that can always gain an audience and a hearing. Among salesmen, advertising has free access to President Taft and Mr. Morgan, to my lady in her chamber, to the bride of the most exclusive home; it marches unchecked past the secretary of the big merchant and enters without hindrance the store of the retailer. When it cannot tell its story to a man in his office, it can always gain his attention in his home, or reach him through his wife or daughter."

THE HEART OF ADVERTISING

By GEORGE S. BANTA.

It is an error into which many merchants have fallen to think that to advertise is merely to subscribe for a certain amount of space in the newspaper, or some other medium, which costs them money. This is not advertising; it is only the evidence of advertising. When your favorite Plymouth Rock has placed an egg to her credit she isn't slow in letting you know of the fact, but the noise she makes over the event is no more the egg than the advertising space in the newspaper is the advertising it should represent.

The heart of advertising consists in good and important news to the public. It is effective insofar as the public knows and recognizes that it is genuine, truthful and timely. The more we know about advertising, the more sharply we discriminate in its favor. Advertising men refuse to class as advertising standing cards and unchanged advertisements, so-called, in the newspapers.

This is not the fault of the newspapers, nor of advertising, as such. What would you think if it came to you day after day, and week after week, with just exactly the same stories and news items? Of course, it would be uninteresting and the editor would not only have an angry lot of subscribers, but every advertiser would be coming in with a big complaint. Yet many advertisers entirely overlook the fact that people take a newspaper for news. The readers do not care where they find that news, whether in the news or the advertising columns, but wherever it is they read it and act upon it. A real live newspaper is the greatest action-producing force in the community.

The merchant who wants his advertising to pay will not forget to put into it a big, throbbing heart. He will have something new—he will have something of especial interest at his store. This will be the heart of his advertising and he will put it into the space he uses in his home newspaper. Other mediums, like calendars and signs, will hold forth his name to the public, but they cannot, from their very nature, be endowed with the real heart of advertising. The advertiser must depend upon the newspaper to carry to the public the news of his store and by intelligently using its columns he can turn dull days into bright and busy ones.

BEST ARGUMENT IS BEST AD

Copy That Appeals Only to the Eye is Pale and Impotent, Declares Newspaperman.

In objecting very vigorously to the statement that if an ad catches and tickles the eye it is sure to be effective, Newspaperman takes a fall out of a writer who has been unduly playing up the importance of "visual sensation." The advertising writer who depends on that doesn't know his business. In the opinion of Newspaperman, argumentative advertising that reaches a conclusion—that makes a distinct mental sensation—is the advertising that will deliver the results. It argues:

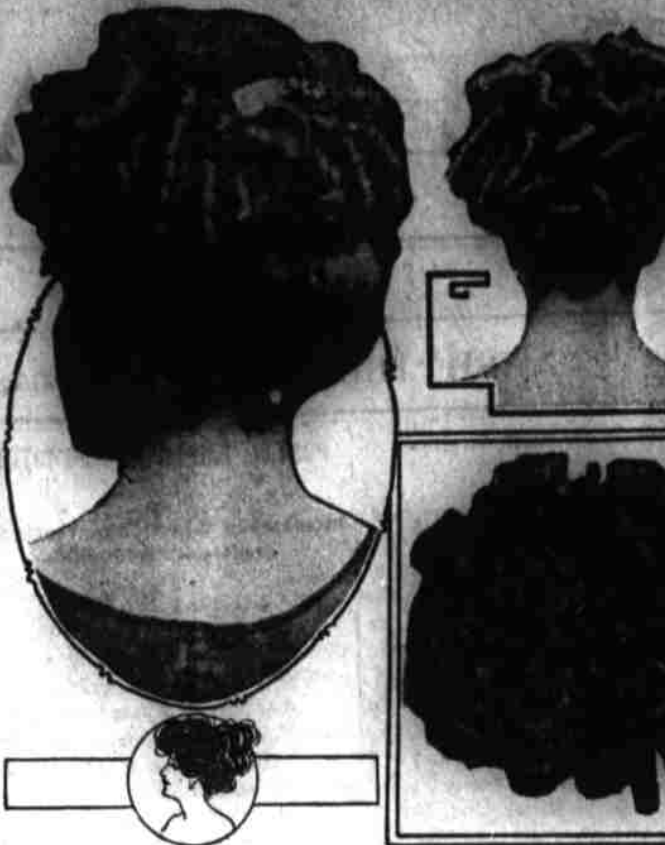
"Advertising that consists of nothing more than ocular pleasantries is pale and impotent. It is like the china platter without a sizzling steak upon it. The picturesque dices of pictorial Chinks may make a distinct visual impression, but it is the broiled meat with the red juice oozing out of it that tells me I am going to have something that will nourish my body. "It must be remembered, too, that there is an existing demand for merchandise which influences readers of newspapers and magazines to search for advertisements relating to that which will meet their requirements. The eye-catching device will help a woman locate an advertisement, but it will not persuade her to spend \$10. The want of the article and the price she must invest have combined to stimulate her interest, and she will read everything in a newspaper or magazine touching the topic uppermost in her mind. "The best-selling talk will capture her money, and the best selling talk will always be found in the best advertisement."

"Advertising has reached the point where it is regarded as news by readers of newspapers, and in order to make it effective it must be news."

Hammerstein and the Press. Oscar Hammerstein is suing Mme. Tetrassini for \$225,000, alleging breach of a contract which entitles him to the services of the diva until the close of 1913, says the New York Mirror. He presented his testimony before United States Commissioner Shields. Benjamin P. Spellman, Mme. Tetrassini's lawyer, questioned Mr. Hammerstein at some length. The impresario claims to have made the singer's reputation by his astute publicity methods. Tetrassini's voice and Hammerstein's press department are about equally responsible for her popularity, he maintains. This is worth remembering.

Advertising Pays. This is an assertion as true as news paperdom and must be true, else the years of agonies would have utterly destroyed the strength and advertising would not be today the potent and card which binds together friends and acquaintances and popularity.

Suit Coiffure to Hat



IF it is true (as those who make it their business to know, say it is) that American women have less hair than the women of other lands, then we are compelled to admire the cleverness with which they conceal this deficiency. One would naturally infer that a variety of styles in hairdressing would be impossible to them, but this is not the case at all. By using switches, chignons, transformations and the many other devices of dealers in hair goods, all the pretty conceits in the changing fashions in coiffure are copied and our gentlemen continue to look to-day demure, tomorrow vivacious; another day finds them with a stately coiffure and then again they effect simplicity. No doubt Cleopatra rung all the changes within her knowledge or invention in matters of dress to aid her in earning the greatest tribute paid to her fascinations: "Age cannot wither, nor custom stale, her infinite variety." Just now we must concern ourselves with suiting our coiffures to both large and small hats. The new imports for midsummer are more than large, one may almost call them enormous. The large hats require a coiffure designed to fill in the space under the brim next the face and head, otherwise they look grotesque and their beauty is wasted. The small hats require only enough hair visible about the face to frame it, but it is necessary to have a coiffure under the hat, for the hat must be taken off. The puffed chignon shown in the picture is woven in a long strip like that used for a "transformation." This strip is drawn together at intervals leaving quite large spaces on the under side of the coiffure, which are covered by the puffs and curls on the outside. These open spaces afford ventilation, and they also make it possible to arrange the chignon in a great variety of styles. What with them and the hair bands now universally worn there is no end to the variety of coiffures that fashion makes possible. The chignon placed high on the head so that it is in the crown of the hat solves the problem of the small turban and makes a stately and beautiful coiffure. The puffs are crowded together a little and pinned down over a coil of the natural hair (or two coils) placed on top. Usually no other support is needed for this coiffure. In case the natural hair is very thin a small pompadour may be arranged by using a small hair roll before the chignon is planned to place—Julia Bottomley in the Illustrated Milliner.

HEADGEAR FOR THE MOTOR

Attractive in Design and Affords Ample Protection Against the Flying Dust.

Here is a very attractive way of arranging headgear for motoring. The sleek rose straw shape is wound with a blue silk scarf, which terminates in



a loose chon at the side. A rose silk fringe frames the face and a chiffon veil of the same color is gathered on to the crown, to be thrown back off the face if preferred. No pins at all are required, except for fixing the bonnet on the head.

Buy Ready-Made Linens. Most housewives nowadays effect a great saving in many ways by buying their bed linen and towels ready made. These are offered attractively hemstitched at reasonable prices. But you must conform to regulation sizes and quantities. Many mistakenly believe that they can economize by buying sheeting or toweling by the yard and doing the hemming or hemstitching themselves. The woman of leisurely hours who loves to sew and who perhaps wants to elaborate the hems with more or less intricate draws work may find this worth while. Most women will find it advisable to stick to the ready-made.

Quaint Frocks. When children form a part of the bridal procession they are often dressed in quaint little frocks copied from styles of other lands or of the years gone by. Many of these are quaint, old styles adapted to the fashion of the present day, but all are pretty and make the child an attractive attendant at wedding.

Large Collars. Extremely large collars of heavy lace are being worn on many suits and dresses. Some are called the "Charlotte Corday" collars, and all are charming. Sailor collars, with or without jabots, are being shown by all the leading blouse shops. Materials are varied, and trimming is applied in many ways.

TUB DRESSES FOR A DOLLAR

Dainty Frocks in All Sorts of Designs Are Now Well Within the Reach of All.

It is astonishing how many dainty frocks for the summer can be made these days setting the limit of expenditures at \$1, including the patterns and threads. Never before have so many delicate designs been shown in inexpensive lawns and gingham, and the business girl should begin now to make the smart little dresses which she will wear to the office during the coming summer. Two things should be remembered. One is that much trimming of any sort detracts both from the cool effect of the gown and makes it bad to launder; the second is that however dainty the very light materials are they are far less serviceable than a plaid or a plain buff or blue dress. As to the question of expense, begin with the pattern. Choose one of the new ones that are capable of being carried out in several different fashions, with or without the high waist line or with long or short sleeves and with or without yoke. Thus for 15 cents you will provide yourself with a pattern for several frocks. Next, a few yards of white mull and some inexpensive lace will make broad collars and cuffs and a fichu or a dainty pointed neck, all of which will serve as trimming, for your gowns. Then as to materials. Gingham, plain ones, may be purchased as low as 8 and 10 cents a yard. A good quality of lawn in dark colors is only a cent or two more in price.

Paper for Stitching. When you buy a bolt of narrow ribbon, save the paper on which it is wound, and use this later to place under soft materials when stitching them, to avoid puckering. You will find this much better than tearing up strips of newspaper for the purpose.

Ribbon Holder. Cut four three and one-half inch circles out of thin cardboard, tack Dresden silk on one, and white soft silk on the other, being careful that it is on smoothly. Trim of all superfluous ends and sew the circles together firmly. Whip a tiny valencienne lace on the edge of these and repeat the process with the remaining circles. When this is done insert a bolt of baby ribbon between them, and with a stiletto make two holes from top circle through bolt and bottom circle. In these insert a short piece of baby ribbon, tying in bow on top and in this bow put a bone ribbon threader.

WASHINGTON GOSSIP

The White House Is Closely Guarded



WASHINGTON.—Probably no other building in America is so well policed as the White House. It takes 42 men to do it daily. If any mischievous stranger should seek entrance, he would not get far. Twenty-four men guard the outside of the building and 18 the inside. Eight are in the executive offices. Fourteen guard the White House within and without at night. The number of men enumerated does not include the secret service men who guard the person of the president and who are sometimes in service to guard the members of the president's family. Every door in the White House has its policeman constantly on guard. There are always two in the basement of the executive offices, where there is a large door leading from the street for the reception of supplies. There is always a policeman at the kitchen entrance. Two men in livery, not policemen, guard the main entrance into the White House at the north portico. In the daytime there is a policeman in the east room, one each at both stairways that lead to the private apartments of the president and his family on the upper floor. There is a policeman always in the basement, the entrance to which is from the east wing of the mansion. At night a policeman guards the basement corridor of the interior, another

the corridor of the main floor and another the corridor of the upper private floor.

Outside there is constant vigilance in front and in the rear, if the White House may be conceived as having any rear. The south front is as beautiful as the north front and indeed more so. A policeman is always on guard at the south portico, and especially so at night. One parades with the regularity of a sentryman the half covered corridor leading from the White House to the executive offices.

That the White House should have to be thus carefully guarded may seem strange to Americans whose chief executive is after all only a democrat who is a citizen temporarily, holding a high public office. But it is necessary. Three Presidents have been assassinated, although none ever at the White House. It would seem none ever could be because of the vigilance kept there. But a fierce light plays upon the White House and the occupants of it, especially the president. It attracts all kinds of people, and cranks are ever dangerous. Many is the one apprehended before he has gone far. And in this land of liberty there are also other people who have dangerous ideas centering on the life of the chief magistrate.

Besides, Americans, and especially American women are very inquisitive, and given much to vandalism. They come in shoals to Washington, and their first thought is the White House. They want to inspect it from bottom to top. They want to miss nothing, and many of them would like to take away mementoes. Their audacity and lack of manners and observance of other proprieties is amazing.

Bankers Quick to Detect Bad Money

THE exact chance of any one person having a bad piece of money is hard to determine, for the reason that no one, not even the secret service, knows at any one time just how much counterfeit currency is in circulation. But from years of experience the government agents at Washington have figured out that in paper money the proportion of bad to good is about \$1 to \$100,000, and in coin somewhere between \$2 and \$3 to \$100,000.

The larger the coin or bill to be counterfeited the greater the danger of detection and the need of a more expensive plant. The commonest way of making spurious money is the turning out of base metal coins—but the operation is expensive. Silver, for instance, cannot be successfully cast. Base coins with silver in them must therefore be struck off in a steel die—a die representing days of work on the part of an expert engraver. Then there must be a powerful press to make the impressions, to say nothing of all the expenses of running a chemical laboratory and keeping it secret. In the counterfeiting of paper money there are three methods used, copying by hand, photographic reproduction, and the raising of genuine bills from lower to higher denominations. It takes a good man a whole day to change one bill. Fives raised to tens are the most frequent offenders of this sort. The workman thus makes \$5 a day. And yet in spite of all care and all precautions, counterfeiters are eventually run to earth. Why? Three reasons: Bank, secret service and system. In the long run most money in circulation comes into the hands of some bank. And there—the counterfeit, good or bad, eventually meets its downfall. Tellers and cashiers handle so much currency that they seem to be gifted with second sight. If he cannot tell at first glance whether the money is bad, he consults two monthly counterfeiting magazines and usually finds what he is after. The magazine people co-operate with the secret service. And the next teller or cashier who gets the mate of the note knows right off what the counterfeit is.



It takes a good man a whole day to change one bill. Fives raised to tens are the most frequent offenders of this sort. The workman thus makes \$5 a day.

And yet in spite of all care and all precautions, counterfeiters are eventually run to earth. Why? Three reasons: Bank, secret service and system. In the long run most money in circulation comes into the hands of some bank. And there—the counterfeit, good or bad, eventually meets its downfall. Tellers and cashiers handle so much currency that they seem to be gifted with second sight. If he cannot tell at first glance whether the money is bad, he consults two monthly counterfeiting magazines and usually finds what he is after. The magazine people co-operate with the secret service. And the next teller or cashier who gets the mate of the note knows right off what the counterfeit is.

Woman Soldier Now Seeks a Pension

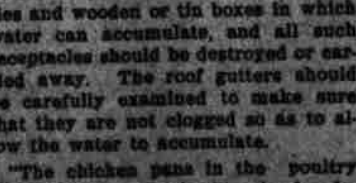


NOT many men have had the varied and adventurous life led by Mrs. Louise E. Bliss of Sheridan, Wyo., who has just applied for a pension on the grounds that, dressed as a man, she served four years in the federal army as a member of Company G, Sixty-third infantry, from Illinois, from 1861 to 1865. Mrs. Bliss is now an old woman, with white hair and wrinkled face, and is almost destitute. In one cheek she bears the scar left by a bullet fired at Vicksburg; a long gash across the upper left arm is a memento of Corinth and a Confederate saber.

According to the story told by Mrs. Bliss to the pension agent, and sworn to by her, she was living in Illinois at Jonesboro, when the war broke out. She was enthusiastic and patriotic and wanted to join the army, but of course could not do so in skirts. So she cut off her hair, obtained a suit of men's clothing and applied for enlistment. In the excitement and hurry of the early days of enlistment, when there were thousands of applicants, the disguised girl was passed and found herself a member of Col. McCowan's regiment, the Sixty-third infantry. She was assigned to Company G under Captain Richardson.

After drilling and being otherwise "whipped" into line, the Sixty-third straggled south, and with it went the girl soldier. For four years she stood the strain of army and camp life, taking her "medicine" as it came to her, and in all ways being treated as were the other soldiers of the regiment. Just before the war ended the true sex of the young soldier became known to her, she was living in Illinois at Jonesboro, and immediately after being mustered out of the service because of the termination of hostilities, she married John Silber, who had served in the same company and regiment with her throughout the war.

Uncle Sam Warns Against Mosquitoes



these pests of mosquitoes will breed. In slightly marshy ground a favorite breeding place is the footprints of cattle and horses. In one country village, which contains many small vegetable gardens in clay soil, during a rainy season mosquitoes were found breeding abundantly in the water accumulating in the furrows.

Even in the house these mosquitoes breed in many places. Where the water in flower vases is not frequently changed mosquitoes will breed. They will breed in water pitchers in unused guest rooms. Public dumps are great breeding places, because here accumulate old bottles, cans, boxes, bits of tin or iron vessels and other objects in which water may accumulate for a time.