

SEAVERN'S

In purchasing a piano you want to be particular that it contains the SEAVERN'S PIANO ACTION.

The action is the most vital part of the instrument; being practically the works. You want the best to be had in your piano, and when you secure the finest action manufactured you give life to the instrument.

The SEAVERN'S ACTION is the best action made. It has been on the market for over fifty years. It has a light touch, as well as delicacy and power.

Insist upon having a SEAVERN'S ACTION in the piano you purchase.

If you wish further information, write:

SEAVERN'S PIANO ACTION COMPANY
Established 1851
CAMBRIDGE, MASS.

Hunt's Cure

Is GUARANTEED to stop and permanently cure that terrible itching. It is compounded for that purpose and your money will be promptly refunded WITHOUT QUESTION if Hunt's Cure fails to cure Itch, Eczema, Tetter, Ring Worm or any other Skin Disease. 50c at your druggist's, or by mail direct if the box isn't. Manufactured only by A. B. RICHARDS MEDICINE CO., Sherman, Texas

PREVENTION

better than cure. Tutt's Pills if taken in time not only cure, but will prevent.

SICK HEADACHE

biliousness, constipation and kindred diseases.

Tutt's Pills

LOVE AND THE AEROPLANE

Some Good Advice for Those Daring Mortals Who Would Do Their Courting Aloft.

Secure a nice roomy aeroplane, and place in it an old-fashioned sofa or armchair. Then put the girl in, get in yourself and turn on the power.

Do not be in any hurry. Get far enough up so that you can be preoccupied for a few moments without landing.

It is just as well to strap the girl in. She can't get away, of course, but you can kiss a girl in an aeroplane much easier if she is firmly secured.

Always keep one hand on the steering apparatus and the other on the girl; but if worst comes to worst, let go the steering apparatus.

The following schedule, if adhered to, will prevent ordinary accidents:

Five hundred feet up, hold girl's hand.

Six hundred feet up, arm around her waist.

Seven hundred feet, drop everything and hold girl, working steering apparatus with both feet.

Be careful, when you alight, not to come down near a church. In the excitement of the occasion you may forget yourself and marry the girl. Many fatal accidents have resulted in this manner.—Puck.

Feminine Financiering.
He—I've won our bet on the football game and you owe me ten kisses. She (a commercial school graduate)—Very well, I'll give you a draft on mamma.

Free lunch is sometimes pretty expensive food.

For Breakfast

???????

The Happy Reply—

Post Toasties

A crisp, dainty food that pleases young and old.

Wholesome Economical Convenient

Serve with cream or milk (hot or cold).

"The Memory Lingers"

POSTUM CEREAL CO., Ltd., Battle Creek, Mich.

Advertising

Talks

PROFIT IN BANK ADVERTISING

Seattle Institution Increased Its Deposits Three Million in Less Than a Year.

In an address before the Dallas (Tex.) Advertising club, recently, S. C. Dobbs, president of the Associated Advertising clubs of America, said, among other things:

"In Seattle there is a certain bank that was 15 years getting its savings deposits up to \$3,000,000. During that period a certain young man had worked up to a position of some authority. He went before the board of directors and suggested advertising. They were duly shocked; in fact, some indignant. Hadn't they been advertising all these years, publishing at stated intervals their financial condition? Hadn't they gotten out booklets showing the front of the building and the burglar-proof vaults? Hadn't they issued calendars and souvenirs, all in strictly dignified way?"

"The young man, however, persistent as well as logical, finally secured an appropriation. They secured the services of a high-class advertising man who was skilled in bank advertising. In ten months the bank increased its savings deposits to \$6,000,000, or, in other words, accomplished under the force of advertising in ten months (and that was during the panic three years ago) what it had taken them 15 years to do without advertising. Today they have savings deposits exceeding \$10,000,000.

"In virtually every city in this country one or more papers are bending their efforts to the giving of a square deal—publishers who say that no unclean thing can be advertised in their columns—who will not print wildcat land and mining schemes. The standard magazines are even in advance of the daily papers, and are eliminating from their pages every advertisement of a questionable nature. Many of our best publications today stand back of and guarantee the statements in their advertising columns.

"One publication that I know has turned down in the past 18 months approximately \$200,000 worth of business that has been offered because the head of this publication could not recommend the articles advertised to its readers. Isn't your advertisement or mine worth more in the columns of this publication? There are no laws in our statute books that require this rejection on the part of the publisher, but it is the high laws of moral ethics and right dealing that prompts such action."

ENCOURAGE LOCAL PAPER

Merchants Should Co-Operate With It to Advantage of Both, Says Advertising Manager.

"Few merchants and corporations realize the full value of adequate and systematic use of newspapers in advertising their business," declared Ben S. Jacobs, advertising manager for Conrad & Co. of Boston, before the Pilgrim Publicity association of that city.

"A local paper ought to be encouraged," said Mr. Jacobs "it is the most powerful agent of public opinion in the community and the broadest carrier of your own talk about your store. Papers should cater to the advertisers and the merchants should co-operate with the paper to the mutual advantage of both. The newspaper is usually willing to do what it can. A city ought to have civic pride in a clean newspaper with modern type, neatly printed; and if this is so, the advertisements generally pay much better. Get in touch with the newspaper man. He is generally a mighty decent sort of fellow, and he and you should be in business together for mutual profit."

The public judges your faith in your goods by your publicity.—Makin's Messenger.

Eternal Advertising. The indispensable necessity of persistently advertising even the best known and best proved commodities may be a poor indication of the constancy and alertness to its own interests of the general public, but it has often been attested and proved true by business men of long standing success and experience. One such assures Tip that three years' steady advertising was necessary to produce a successful result, while even after a commodity had an established place in the market "to be a short time out of the advertising was dangerous."

An English Point of View. A recent London police court case brought to general notice a new phase of the outdoor advertising evil. A constable found a man painting ads. on a pavement, and charged him with "wiffully depositing paint upon the footway."

ADVERTISING AN INVESTMENT

Give It the Same Study, Thought and Attention as Every Other Branch of the Business.

By Henry Nathan.

Advertising, if figured as a dividend-paying investment and an asset in good will, instead of a direct expense against your earnings, should have the same careful consideration that you give to the selection and purchase of your stock in trade.

Ask any sales manager what he considers his most valuable asset, and he will reply: "My advertising copy." If this is true, and experience has taught us that it is, then why not give the same time and consideration to this valuable asset that you would to your other investments in order to increase its earning power.

When you send your salesman into new territory, do you consider his salary, expenses and equipment a direct expense against the income of your firm or an investment that should bring you a certain percentage of actual profit in dollars and cents, besides a valuable asset in good will? You equip this salesman with the best samples of your products, you make his display as convincing, attractive and appealing as possible, you furnish him with a price list in which the selling price of every article is based not only on the actual cost of production, but on the selling investment (commonly called selling expense). What is the main object in view of all these preparations? To get the prospective customer interested in your line, to influence him, to convince him, to make him—buy.

Your advertisement is also sent out, whether it be through the columns of a newspaper, a magazine or a trade journal or in the form of a letter, circular, booklet or catalog. Its same objective point is the same prospective customer and it delivers the same message. Have you given the same amount of time, thought and study to the equipment and preparation of this representative as you did to your traveling salesman?

When a soldier is sent to the front to fight, he is equipped with the best ammunition obtainable to vanquish his opponent—to hit the mark. When your advertisement goes forth to battle, competition, is it equipped with the necessary ammunition of suggestion, conviction and sales force to rout competition?

The salesman throws his personality, his enthusiasm, his very life into his sales arguments. Do you live in your advertisements? Is the personality of your firm represented in every word of your advertising copy? Do you make your advertisements as suggestive, as appealing and as convincing as you expect your salesman to make his arguments?

You are convinced that your goods are as good, possibly better than those produced by any of your competitors; you believe you can give your customers better service; you are certain that your prices are the fairest consistent with the high quality of your goods. Have you ever taken the trouble to consider why your goods are the best, why your service is superior, why your prices are right? Because you have taken time and given thought to the consideration of the investment you made in your raw material, in your labor, in your equipment and in your systematic production of your products. Now that you have these goods for sale, is it not as important that you give the same thought to the proper investment of your sales organization? Is it not essential that to create a demand for your product, your advertisements must "hit the mark"?

The buyer does not always know what he wants, therefore your advertisement must tell him—must educate him. He wants to be told and is often willing to pay a premium to procure the right goods and to get the proper information about the goods he buys. Let your advertisements suggest to him the proper course to follow in the selection and purchase of his goods.

In other words, study your customer's wants, study the buyer's conditions and environments. Give as much time and thought to the preparation of your advertising copy as you do to the manufacture of your goods, and the installation of your equipment, handle it in as systematic a manner as you handle your highest salaried employees and your advertisements will prove a dividend paying investment bringing in dollars for every penny spent.

Judicious use of white space, strong borders, unique arrangement of borders and other expedients are adopted by advertisers in the efforts to make their displays attractive.

Is Best Protection. Advertising of the right kind is greater protection for an article than any patent ever granted. Almost every marketable article can be imitated, reproduced, substituted or infringed, but the one article in every line that is best known and best fixed in public favor is that which is best advertised, regardless of whether it is the original article of its kind or not.

Moral, Don't Stop. An old sportsman said: "It is commonly believed that fish do not bite so well when the wind is in the east (or the west—I forget which); but I have noticed that the fellow who kept right on fishing brought home the biggest basketful."

God's Covenant of the Law

By PASTOR RUSSELL of Brooklyn Tabernacle

TEXT—The Lord, whom ye seek, shall suddenly come to his temple, even the Messenger of the covenant, whom ye delight in, said Jehovah of Hosts; but who may abide by the day of his coming?—Malachi III, 15.

Six thousand years ago in Eden our Maker, in justly sentencing his disobedient children to death, intimated that ultimately the seed of the woman would bruise the serpent's head. The hidden promise was the first intimation of the divine mercy which our gracious Creator purposed in himself from before the foundation of the world. Ever noble, kind and gracious, our Creator restrained his mercy for the good of his creatures—that they might learn to appreciate the exceeding sinfulness of sin. For the good of the angels also, and that they might fully know of his justice, as well as of his wisdom and power, God insisted upon dealing with his creatures from the standpoint of exact justice. They had sinned and thereby had forfeited all claim upon the eternal life which he had given them conditionally.

Eternal torment, as we have already seen, did not in any sense or degree enter into the divine intention. His sentence upon man, plainly stated, was, "Dying thou shalt die," not, "Living thou shalt live in torment." "The soul that sinneth it shall die" (Genesis II, 17; Ezekiel xviii, 4). God intended to exemplify in his dealings with our race a principle of divine government to be made operative everywhere—ultimately among all his creatures on the spirit plane, as well as upon the earthly.

Israel's experiences of tribulation and bondage in Egypt were probably necessary to prepare them for God's great proposition—that they should keep the law and as a reward have life everlasting. As it is written, "He that doeth things shall live of them" (Leviticus xviii, 5). Israel joyfully rejoiced in this manifestation of divine preference for them more than for all others of humanity. The law covenant was mediated. The sacrifice of bulls and of goats made a typical atonement for them for a year, so that they might enter into the covenant relationship with God. But when they attempted to keep the law they were disappointed. They failed. The law of God being the full measure of a perfect man's ability, and the Jews, like other men, being imperfect, found that they had undertaken an impossibility.

Not a Jew kept the law perfectly. Not a Jew, therefore, gained eternal life during the first year. But God, foreknowing this, had made preparation for a repetition of the atonement day every year, so that the people might continue striving to attain eternal life. Year after year, century after century, they failed, and discouragement took the place of hope. God was teaching them a great lesson respecting the need of better sacrifices than those of bulls and of goats, and also teaching them that there is no other means of justification in his sight. They got blessings under the covenant—educational blessings, but not the blessings hoped for, not life eternal. Hence they were not in a position to become, as they had hoped, a national Messiah, a national seed of Abraham, for the blessing of all the nations.

The first-begotten of the Father, as his glorious agent in the great work of creation, had the honor granted him of becoming the great messenger of the covenant, the great prophet, priest and king of Israel, the great Michael of Daniel xii, 1. But there were tests connected with his attainment of this high position: (1) By faith he must lay aside his heavenly glory, in obedience to the Father's will to become a man—not a sinful man, but a perfect man—holy, harmless, undefiled, separate from sinners. (2) Thus prepared to become the Redeemer it was his privilege to make full consecration of his earthly interest and the Father's pleasure to beget him of the holy spirit at Jordan in the spirit nature on the highest plane. For three and a half years his sacrifice burned upon the altar. It was indeed better than the sacrifice of bulls and goats, for it was a corresponding price for Adam; an eye for an eye, a tooth for a tooth; a man's life for a man's life. (3) When Jesus had thus sacrificially parted with his earthly life he experienced a resurrection change from human nature to spiritual, like what he was originally, only higher and more glorious. Thus he was at once both a sacrifice and the spirit-begotten priest who offered that sacrifice.

Then why did he not at once begin his great work as prophet, priest, king and new covenant mediator for Israel and through Israel for the world? It was because there was to be more than one sacrifice in the divine plan on the day of atonement. When this bride class shall have completed her sacrifice in and under the merit of the great priest, then every arrangement for the blessing of Israel as Abraham's seed and of all nations through Israel will have forthwith commenced. Thus seen the revelation of Israel's great messenger of the new covenant is very important not only to the Jew, but also to the world of mankind, who must receive their blessings under Israel by a compliance with the same new law covenant.

HIS VIEW.



"They call that a statue of Victory; it must have been a hot fight."

STUBBORN ECZEMA ON HANDS

"Some nine years ago I noticed small pimples breaking out on the back of my hands. They became very irritating, and gradually became worse, so that I could not sleep at night. I consulted a physician who treated me a long time, but it got worse, and I could not put my hands in water. I was treated at the hospital, and it was just the same. I told that it was a very bad case of eczema. Well, I just kept on using everything that I could for nearly eight years until I was advised to try Cuticura Ointment. I did so, and I found after a few applications and by bandaging my hands well up that the burning sensations were disappearing. I could sleep well, and did not have any itching during the night. I began after a while to use Cuticura Soap for a wash for them, and I think by using the Soap and Ointment I was much benefited. I stuck to the Cuticura treatment, and thought if I could use other remedies for over seven years with no result, and after only having a few applications and finding ease from Cuticura Ointment, I thought it deserved a fair trial with a severe and stubborn case. I used the Ointment and Soap for nearly six months, and I am glad to say that I have hands as clear as anyone."

"It is my wish that you publish this letter to all the world, and if anyone doubts it, let them write me and I will give them the name of my physician, also the hospital I was treated at." (Signed) Miss Mary A. Bentley, 93 University St., Montreal, Que., Sept. 14, 1910.

Parliamentary Quarrel.

"I, sir, aim always at the truth!" "Well, all I have to say is, you're a very bad shot."—Le Sourire.

MILLIONS OF FAMILIES are using SYRUP OF FIGS and ELIXIR OF SENNA

FOR COLDS AND HEADACHES, INDIGESTION AND SOUR STOMACH, GAS AND FERMENTATION, CONSTIPATION AND BILIOUSNESS, WITH MOST SATISFACTORY RESULTS.

NOTE THE NAME

CALIFORNIA FIG SYRUP CO.

IN THE CIRCLE ON EVERY PACKAGE OF THE GENUINE

THE WONDERFUL POPULARITY OF THE GENUINE SYRUP OF FIGS AND ELIXIR OF SENNA HAS LED UNSCRUPULOUS MANUFACTURERS TO OFFER IMITATIONS, IN ORDER TO MAKE A LARGER PROFIT AT THE EXPENSE OF THEIR CUSTOMERS. IF A DEALER ASKS WHICH SIZE YOU WISH, OR WHAT MAKE YOU WISH, WHEN YOU ASK FOR SYRUP OF FIGS AND ELIXIR OF SENNA, HE IS PREPARING TO DECEIVE YOU. TELL HIM THAT YOU WISH THE GENUINE, MANUFACTURED BY THE CALIFORNIA FIG SYRUP CO. ALL RELIABLE DRUGGISTS KNOW THAT THERE IS BUT ONE GENUINE AND THAT IT IS MANUFACTURED BY THE CALIFORNIA FIG SYRUP CO. ONLY

NOTE THE NAME

CALIFORNIA FIG SYRUP CO.

PRINTED STRAIGHT ACROSS, NEAR THE BOTTOM, AND IN THE CIRCLE, NEAR THE TOP OF EVERY PACKAGE OF THE GENUINE. ONE SIZE ONLY. FOR SALE BY ALL LEADING DRUGGISTS. REGULAR PRICE 80c PER BOTTLE.

SYRUP OF FIGS AND ELIXIR OF SENNA IS ESPECIALLY ADAPTED TO THE NEEDS OF LADIES AND CHILDREN, AS IT IS MILD AND PLEASANT, GENTLE AND EFFECTIVE, AND ABSOLUTELY FREE FROM OBJECTIONABLE INGREDIENTS. IT IS EQUALLY BENEFICIAL FOR WOMEN AND FOR MEN, YOUNG AND OLD. FOR SALE BY ALL LEADING DRUGGISTS. ALWAYS BUY THE GENUINE.

CALIFORNIA FIG SYRUP CO.

CABBAGE PLANTS EARLY HEADERS

Our High Grade Frost Proof Cabbage Plants are now ready for distribution. It is impossible to get any better or more reliable plants than ours, as we use nothing but the best seeds from old growers of undisputed reputation. Try ours and be convinced. Don't look for cheap seeds or plants from which to grow crops, but seek quality if you would succeed. Prices C. O. B. Midgetts 1 to 2,000 at \$1.50 per 1,000; 2 to 5,000 at \$2.50 per 1,000; 5 to 10,000 at \$3.50 per 1,000. Write for lower prices on larger quantities. Full amount and safe delivery guaranteed. Cheap express rates to all points. S. M. Gibson Co., Box 5, Moggott, S. C.

W. L. DOUGLAS

UNION \$3, \$3.50 & \$4 SHOES FOR MEN MADE BOYS' SHOES, \$2.00, \$2.50 and \$3.00. BEST IN THE WORLD.

If I could take you into my large factories at Brockton, Mass., and show you how carefully W. L. Douglas shoes are made, the superior workmanship and the high grade leathers used, you would then understand why Dollar for Dollar I Guarantee My Shoes to hold their shape, look and fit better and wear longer than any other \$3.00, \$3.50 or \$4.00 shoes you can buy.

Do you realize that my shoes have been the standard for over 30 years, that I make and sell more \$3.00, \$3.50 and \$4.00 shoes than any other manufacturer in the United States? Quality counts. It has made W. L. Douglas shoes a household word everywhere.

CAUTION! Some genuine without W. L. Douglas name and price stamped on the bottom. If your dealer cannot supply you with W. L. Douglas shoes, write for Mail Order Catalog.

For Sprains



"Gave Me Instant Relief"

"I fell and sprained my arm and was in terrible pain. I could not use my hand or arm without intense suffering until a neighbor told me to use Sloan's Liniment. The first application gave me instant relief and I can now use my arm as well as ever."—Mrs. H. B. SPRINGER, 921 Flora St., Elizabeth, N. J.

SLOAN'S LINIMENT

is an excellent antiseptic and germ killer—heals cuts, burns, wounds, and will draw the poison from sting of poisonous insects.

25c., 50c. and \$1.00

Sloan's book on horses, cattle, sheep and poultry sent free. Address

Dr. Earl S. Sloan, Boston, Mass., U. S. A.



Dropsy

Removes all swelling in 8 to 20 days; effect a permanent cure in 30 to 60 days. Trial treatment given free. Nothing can be fairer. Write Dr. H. H. Green's Sons, Socialists, Box 5, Atlanta, Ga.

TAPE WORM WITH HEAD

Sure and quick removal guaranteed, \$3. Drug list Theo. Niedlich, 1532 Second Ave., New York City

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UNION \$3, \$3.50 & \$4 SHOES FOR MEN MADE BOYS' SHOES, \$2.00, \$2.50 and \$3.00. BEST IN THE WORLD.

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W. L. DOUGLAS, 125 Spark St., Brockton, Mass.