

Advertising Talks

ADVERTISING IS LIKE TEACHING

Constant Repetition Necessary to Secure Results of Real Value.

"Advertising," writes a man who has thoroughly studied the subject, "is a broad term. A great deal of advertising is merely published, for the sake of giving information and not with any definite idea of creating a favorable attitude in the public mind. A person may obtain information from books on any subject, but the teacher would not encourage this as the best method of developing the mind, or securing an education. The successful method, adopted by the world's greatest thinkers, is based on the fact that our memory retains those things which are repeated again and again. Such things as the multiplication table and spelling, become so firmly fixed in the mind, as to be almost instinctive. Advertising, to be successful, must accept this same psychological fact, as its basis.

"Let us consider, for example, how one is taught to speak German. Suppose you devote two hours, each day for a year, to this study, you would unquestionably acquire some knowledge of the language; but, if you merely devote an hour or two a week, the same period, little would be accomplished. Or if you devote two hours, each day, for three or four months, then stop three or four months, begin again for a similar period and discontinue your study again, your mind would retain comparatively little; by following such a plan. Follow the latter plan in advertising and the public will know little about your school. Follow the former plan and, at the end of the year, they will have a fair knowledge of what you offer. Suppose you keep up studying German, two hours each day, for a period of three years. At the end of that time you will have acquired such a knowledge of the language, that it will be ready for a part of yourself. Keep up an advertising campaign persistently, for three years, and the knowledge of your institution will be as much a part of the mental make-up of the regular readers of the newspaper, in which you advertise, as the German language would be of your own, after consistent study. If you continue to devote some time, each day, year after year, to speaking, or reading German, you will retain what you have acquired and strengthen your ability as a German student. Keep up your advertising, year after year, and you will gain the cumulative effect.

"Suppose a student does study German, each day for a year. Does he know it all? Can he stop? No, he has only begun. Suppose the advertiser advertises daily for a year. He may accomplish little, the first few months, but at the end of the year, he sees fair results. Can he stop? No; he has hardly begun. It may take a German student several years to really master the language and it may take you, as an advertiser, just as long to make your institution thoroughly well known. Suppose the student stops his practice in speaking and reading German. Gradually he will lose the knowledge, that he has acquired, while by devoting some time each day, he could have retained his knowledge. Let an advertiser stop advertising and it is surprising how soon the public loses sight of him.

"There is both an art of teaching and a science underlying it. Both, to be successful, must influence the human mind. Much can be accomplished in teaching, by appealing to the emotional side. It is likewise true that in advertising, it is possible to play upon the feelings of the reader. In both, however, it is necessary to take into consideration, how knowledge is acquired. Things, which are done over and over again, finally become, apparently automatic. The advertiser must present his case in a variety of ways, but must depend upon exactly the same method.

"The most important things to be remembered, in order to make a success of advertising, is that it takes time and constant repetition to secure results of real value. No lasting good can be accomplished in either teaching, or advertising, in any other way. Frequent repetition, extending over a considerable time, is absolutely necessary, and this frequent repetition can only be accomplished by newspaper advertising.

"Any kind of an announcement, a circular, a hand-bill, or a telephone message will give information. That, however, is not essentially advertising. If you want to make your name a household word, you must do it by the same method that the teacher uses, frequent repetition.

It Finished Him.
There was a man who hustled not—
To luck he trusted;
He would not advertise a dot—
And so he rusted,
And likewise busted.

The Reason Why.
Any way you take it, advertising pays. A mud turtle lays just as many eggs in a season as does a hen, and lays them all in a bunch, which is bound to be more of a mental strain; but the turtle doesn't advertise and she has done, and the result is there's a hundred calls for her eggs in the restaurants where there's one for turtle's.

ADVERTISING TO GET RESULTS

The Right Kind Certain to Bring an Increase of Business for the Merchant.

Advertising is simple to some people and very difficult and complicated to others. The former class never spends a dollar on printing ink without the assurance of good returns. The other class, sometimes spends thousands of dollars without the slightest result.

Is it a mystery? Not at all. A thoroughly experienced person can tell beforehand whether an advertising campaign will pay. It is not easy to say just what form of advertisement will give the best results, but it is easy enough to select the method of advertising which will give such results.

There is a right way and a wrong way of conducting an advertising campaign, and good advertisements and good mediums may prove worthless if the advertiser has chosen the wrong way.

Speaking generally, the mail-order system is one of the wrong ways, although it may pay individuals. It is merely a substitute for the regular retail, for the true and tried old system of retailing merchandise. Take the case of the retail grocer who sells a private blend of tea and who is trying to build a big demand through the mails. He may ultimately create a fair business by mail, but it should be obvious even to himself that a far wider outlet awaits a similar article pushed through the usual trade channels.

Mail order business is an unnatural business and is not likely to be a permanent feature of the country's commerce.

The magic of advertising? That's right. The magician's wand cannot do the expected job with one wave, however, nor can it work its wonders through a single class of mediums. The public must be reached, and each of these branches of the advertising job must receive proper treatment. If one is neglected in the least there will be disappointment. The retailer's advertising task is, as a rule, much simpler than the manufacturer's, except, of course, when he wishes to push his own private brands into general distributive channels.

NEWSPAPERS WIDELY READ

Old Circus Manager Finds Them Better Today for Advertising Purposes Than Billboards.

"The billboards don't tell a story any more," said an old circus manager recently. "They were good when they were a novelty, and for that matter have uses yet, because there are exceptions to every rule, and a rule that won't bend will break.

"The newspapers create an atmosphere. You get right close to a man and with his pocket and home. It's like being introduced to some one and taking him out to lunch to get better acquainted.

"In the circus world we have to get immediate results from our advertising. In most places we play only a day. It is too late to tell people what a good show we had after we have left town. There was a time when billboards told them this because the circus was practically alone in the field of great pictorial displays, but nowadays everything on the billboards is 'circused,' so we lose our punch. Hundreds of men read the papers now where one read twenty or thirty years ago. They look to the newspapers to entertain, to instruct, to advise and direct. Births, deaths, marriages, prize fights, weather predictions, seasons, Wall street reports, near philosophy, the latest music for the turkey trot. Where do you go to find it? Just in the columns of the daily papers, of course, and I don't think I was wrong when I figured out that ninety per cent of the people would look in the same place for information regarding the coming of the circus."

I object to the term "advertising expense." Right advertising is not an expense and never was. It is an investment, a business endowment policy, which, almost from the start can be made to pay its own premiums and a large profit, besides accumulating a fund that guarantees the advertiser every dollar of his investment.—George Dyer.

Best Time to Impress Public.
"If business men," says a Chicago writer, "lie down during the summer months, saying to themselves nothing can be accomplished in the heated season, they are taking a fatal view of business—fatal because neglect of any chance to add to the volume of their trade is a lost opportunity. The fault is their own.

"Such business men forgetting the opportunity of the public to read advertisements.

"No period of the year affords such an opportunity as does the heated season. People encircled in comfortable spots, feeling too indolent to engage in any active pursuit, turn to reading matter for a means of enjoyment, recreation and time-passing.

"In such a time, when business cares are laid aside temporarily, the mind is in the most receptive mood of any period of the year. Impressions made by reading are strongest and strong, pungent advertising forces itself on the attention in a way to fix the impressions gained indelibly on the mind."

To Stop "Fake" Advertising.
Of considerable interest to reputable real estate dealers throughout the country is the fact that the New Jersey legislature recently passed an act to prevent fraudulent real estate sales. The act makes "fakes" real estate advertising a crime and provides that maps of tracts being developed shall be approved and certified. The act also declares that it shall be just as much a crime to reproduce a picture which is not correct as to print a misleading statement.

WANT PARENT LOVE

Young Men Ever in Need of the Wisest Guidance Because They Are Young.

"THE young man is in danger because he is young," said Rev. G. W. Muckley, pastor of the Linwood Boulevard Christian church, Kansas City. "The youth believes himself wise, but he is ignorant. The world to him is a closed book, because of his lack of experience. However, it is impossible to put old heads on young shoulders, though if the young man would listen to those older and more experienced, he would be in less danger. Because of his youth and ardor and enthusiasm, the young man is attracted to the things in life that seem the brightest, but which too often are evil.

Rev. Mr. Muckley spoke of guides and habitues of great art galleries becoming indifferent to the beauties about them, as they become accustomed to the pictures and statuary. "But the artist who does not visit these galleries so often sees the beauties about him, and fully appreciates everything he sees," he continued. "The world is much like an art gallery, but by no means so safe. The young man walking through the world is attracted by everything he sees and is apt to be led away by the glamor."

He further spoke of the parent love for children, and the readiness with which a mother or father will condone an evil in a son. He spoke of King David's inquiry of his son, Absalom, after his son's strife: "Is the young man, Absalom, safe?" David had instructed his generals to deal gently with Absalom, but one of them, conforming to a message from God, killed Absalom, while he hung suspended by the hair from an oak tree. While David mourned the death of his son all Israel rejoiced.

Pernicious Doctrine Condemned.

The pastor cited instances of men who upheld this motto and who finally went to the penitentiary for dishonesty.

"The most pernicious doctrine of which I know," said Mr. Muckley, "is that which teaches a young man should sow his wild oats. It is because of this teaching that we have so many mental wrecks. The Bible tells us that which a man sows, so shall he reap. Many fail, just because they have not prepared in youth for the responsibilities of life.

"The parents should teach their children the secrets of life, rather than have them learn on the streets. I should favor even the placing of signs of warning to young men where traps exist. As the United States government has placed signs of warning at the entrance of Death Valley so should the welfare board or some other civic body place warnings over every house of death that is in the pathway of our youth.

"The youth and all of us must have amusement, but care should be exercised in the selection of those amusements. A playing card may look innocent enough, but it is the tool of the gambler. Church people who play bridge whilst lose interest in the church and set bad examples for others. Any form of amusement, such as theaters, that scoffs at virtue, is dangerous."

NEED OF THE "MUCKRAKER"

Term Should Not Be One of Reproach, Since Work Is for the Common Good of All.

What a confusion of ideas there is in our modern use of the word "muckraking!" It has been so wrested from its original meaning that John Bunyan would not recognize it. In the great allegory the sordid pilgrim gave his whole attention to the straws and rubbish and ignored the angel above his head. His conduct was reprehensible. But today when a brave man lays bare the corruption of a town or city it is called "muckraking," and sometimes frowned upon by ease-loving burghers, when it is really ethical and social sanitation. Often the investigator brings to our attention unpleasant facts; but if they are facts we ought to be grateful to him. Any man who warns us about some overlooked disease-breeding refuse near our house, that man deserves our thanks. Why stigmatize the person who is trying to prevent the spread of disease, physical or social? "Muckraking" foregoeth! Our protest should be made not against the "raking," but against the "muck." And "muck" or graft or inefficiency must first be pointed out before the cleansing can take place. Many cities of our land have better public service today because of the efforts of certain resolute muckrakers. We need more of this work rather than less. As long as there is muck, just so long let it be raked out into view and condemned and removed. Let the reformer, rake all the more bravely and thoroughly, because he lifts his eyes now and then and sees above his head the angel of a municipal ideal.—Christian Register.

Discipline of Life.

Sooner or later we find out that life is not a holiday, but a discipline. Earlier we will discover that the world is not a playground. It is quite clear that God means it for a school. The moment we forget that, the puzzle of life begins. We try to play in school. The Master does not mind that so much for his own sake, for He likes to see his children happy; but in our playing we neglect our lessons. We do not see how much there is to learn, and we do not care. But our Master cares. He has a perfectly overwhelming and inexorable solicitude for our education; and because he loves us he comes into the school sometimes and speaks to us. He may speak very softly and gently or very loudly. But one thing we may be sure of: The task he sets us is never measured by our delinquency. It is measured by God's solicitude for our progress; measured solely by God's love; measured solely that the scholar may be better educated when he arrives at his Father's home.—Henry Drummond, D. D.

If angels had to live with some men there would be more fallen ones.

ECZEMA IN WATER BLISTERS

448 Congress St., Chicago, Ill.—My eczema broke out like little water blisters. Each one I would scratch and would itch until I would scratch it open, then the water would run out and it would get sore. I first got the eczema on the back of the hand and I scratched it so hard I made it all sore. Then I got it on my legs just above the ankle and above the knee.

"I used what they call _____ and it stopped the itch but it got worse. Then I used _____ In all I had the trouble for about two years. One day I saw the advertisement of Cuticura Soap and Ointment in the paper. I wrote for a sample of Cuticura Soap and Ointment and I tried them and then bought some more. Cuticura Soap and Ointment left my sores nice and smooth. I used them for six weeks, and am now cured; the eczema left no marks." (Signed) F. W. Horrich, Oct. 19, 1912.

Cuticura Soap and Ointment sold throughout the world. Samples of each free. Write for them to The Cuticura Soap Co., Dept. J., Boston. Adv.

How Students Got Fresh Eggs.

An Indianapolis traveling man witnessed a novel feat by students of De Pauw university at Greencastle the other day. He said he was at a station in that city, and standing near was a poultry car loaded with live poultry. The hens were cackling and "carrying on" at a great rate. A crowd of students stood around the car, and when a hen produced a nice, new, fresh egg a student reached his arm through the side of the car, seized the egg and made for a nearby store, where he tried it over a gas jet.

"There were at least twenty students around the car," said the traveling man, "and the hens kept them busy all the time I was there. I don't know how many eggs the students got, but it was a busy bunch of hens. Just before my train pulled out I heard one student say to another: 'Gee, I never ate so many eggs in my life!' There was no question about the freshness of the eggs."

Soon Due.

"Society ladies are taking up the suffragette causes."

"I always looked for it. Now we'll see the high handshake in politics."—Courier-Journal.

It may be natural for a woman to be fat, but it is unnatural for her to admit it.

A man plays the game of love for past-me; a woman plays it to win.

The Case.
"There is no excuse for crime."
"May be not, but there's generally a warrant for it."

Main Point.
"I would die for you, my darling!"
"How sweet of you! Is your life insured?"

Mrs. Winslow's Soothing Syrup for Children teething, softens the gums, reduces inflammation, allays the pain, cures wind colic, etc. A bottle 15c.

Art and Gemmon Sense.
It is of no use to spend money by the handful on the arts unless it is done with common sense and a love of those arts. The arts are stronger than ourselves. We must serve them faithfully. If we talk in an impudent manner about "elevating" an art we are only giving ourselves away and showing our ignorance. No one can "elevate" the dramatic art unless he can and will write a play higher than "Hamlet" or "Faust" and surpassing the Greek dramatists.—A. E. F. Horniman.

What She Wanted.
One day in the spring the orphans from the asylum were taken in motor cars out to the park. A society woman, accompanied by her stylish little daughter, was driving through the park in a big limousine car. They stopped and watched the procession of little orphans, and the mother explained that the little boys and girls had no homes and no fathers or mothers.

After she had finished she discovered that her little daughter was almost crying, and her eyes were filled with tears.

"Why, what's the matter, dearest?" she asked.

"Oh, mother," was the sobbing reply, "I want to be an orphan. Can I?"—Harper's Monthly.

Not Practical.
In Oregon a law intended to prevent the marriage of the unfit has encountered a practical difficulty. It prescribed an examination of the blood as a precaution against tuberculosis and other diseases, but the fee fixed in the law was less than physicians would accept, and they say that for the work required \$15 or \$20 would not be too much. If fitness for marriage cannot be determined cheaply than that, the Caucasian must be as Bret Harte put it, "played out." It is unwise to make marriage laws burdensome.—Springfield Republican.

He Picked Them Out.
"Oh, Harold," cried the small boy's mother, surveying the bedraggled figure of her darling, "why do you always manage to slip in the muddy places?"

"Because, mamma, the dry places aren't muddy."

Real Stuff.
"Is he one of your promising citizens?"

"Better than that. He's one of our old performers."—Detroit Free Press.

Many a fellow who weds an heirless marries Miss Fortune.

Be thrifty on little things like bluing. Don't accept water for bluing. Ask for Red Cross Ball Blue, the extra good value blue. Adv.

Quits Literal.
Teacher—Now, what is a sentence?
Bright Pupil—Thirty days, miss—Boston Transcript.

Already Supplied.
An agent for automobiles accosted a man who was standing in the main street of the village.

"Now, sir," he said persuasively, after recounting the advantages of the various kinds of cars. "I should say a nice runabout would be just the thing for you."

"Thank you. I have one. She's in this store buying a new gown."

Found Londoners Cold.
The high commissioner of New Zealand did not like his reception in London when he first went there—a plain citizen, then—24 years ago. He had nobody to talk to, and instead of staying a month or six weeks, as he intended to, he departed within a few days for Washington, where he appears to have received what is known as the "glad hand."

Thomas MacKenzie took great pleasure in recalling his first impressions of London at the Atlantic Union dinner in that city recently.

Even in the Child Mind.
This incident was related by Mark Twain with great glee about a certain little girl friend who "shone as an authoress." One day she handed her devoted sympathizer the sheets of a story which read thus:

"A man was seated in a chair by the fireside brooding over his troubles. He was sad because his wife was dead. Suddenly a specter appeared before him, and it was his wife. She said: 'Dear, I could not bear to see you so sad and discontented, so I have come to comfort you. You must not be sad. You must be bright and happy. It was best that I should leave you when I did, because I was going to get a divorce.'

Peculiar Pets.
An English major with a penchant for entomology asserts that the hornet is "a gentle, inoffensive creature, very suitable for a pet." This reminds one of an incident in the life of the late Lord Avebury. Traveling one day on a railway train with a pet wasp in his pocket, he hurriedly thrust his hand into his pocket to get his ticket, and the wasp stung him. He did not blame the wasp, however, as his hurried action had frightened the creature. Wasps have frequently become pets, but the major is said to be the first to turn the hornet into one.

Too Far in the Future.
Of a favorite child comrade Mr. Clemens related that they once conversed together gravely considering the little girl's plans for rearing her future children, of whom there were to be two—a boy and a girl. The girl, naturally enough, was to be named after her mother. Asked what would be the boy's name, the child answered, "A reproachful look in her brown eyes."

"Why, Mr. Clemens, how can I know what I shall call him until I know his father's name?"

Be thrifty on little things like bluing. Don't accept water for bluing. Ask for Red Cross Ball Blue, the extra good value blue. Adv.

Quits Literal.
Teacher—Now, what is a sentence?
Bright Pupil—Thirty days, miss—Boston Transcript.

Already Supplied.
An agent for automobiles accosted a man who was standing in the main street of the village.

"Now, sir," he said persuasively, after recounting the advantages of the various kinds of cars. "I should say a nice runabout would be just the thing for you."

"Thank you. I have one. She's in this store buying a new gown."

Found Londoners Cold.
The high commissioner of New Zealand did not like his reception in London when he first went there—a plain citizen, then—24 years ago. He had nobody to talk to, and instead of staying a month or six weeks, as he intended to, he departed within a few days for Washington, where he appears to have received what is known as the "glad hand."

Thomas MacKenzie took great pleasure in recalling his first impressions of London at the Atlantic Union dinner in that city recently.

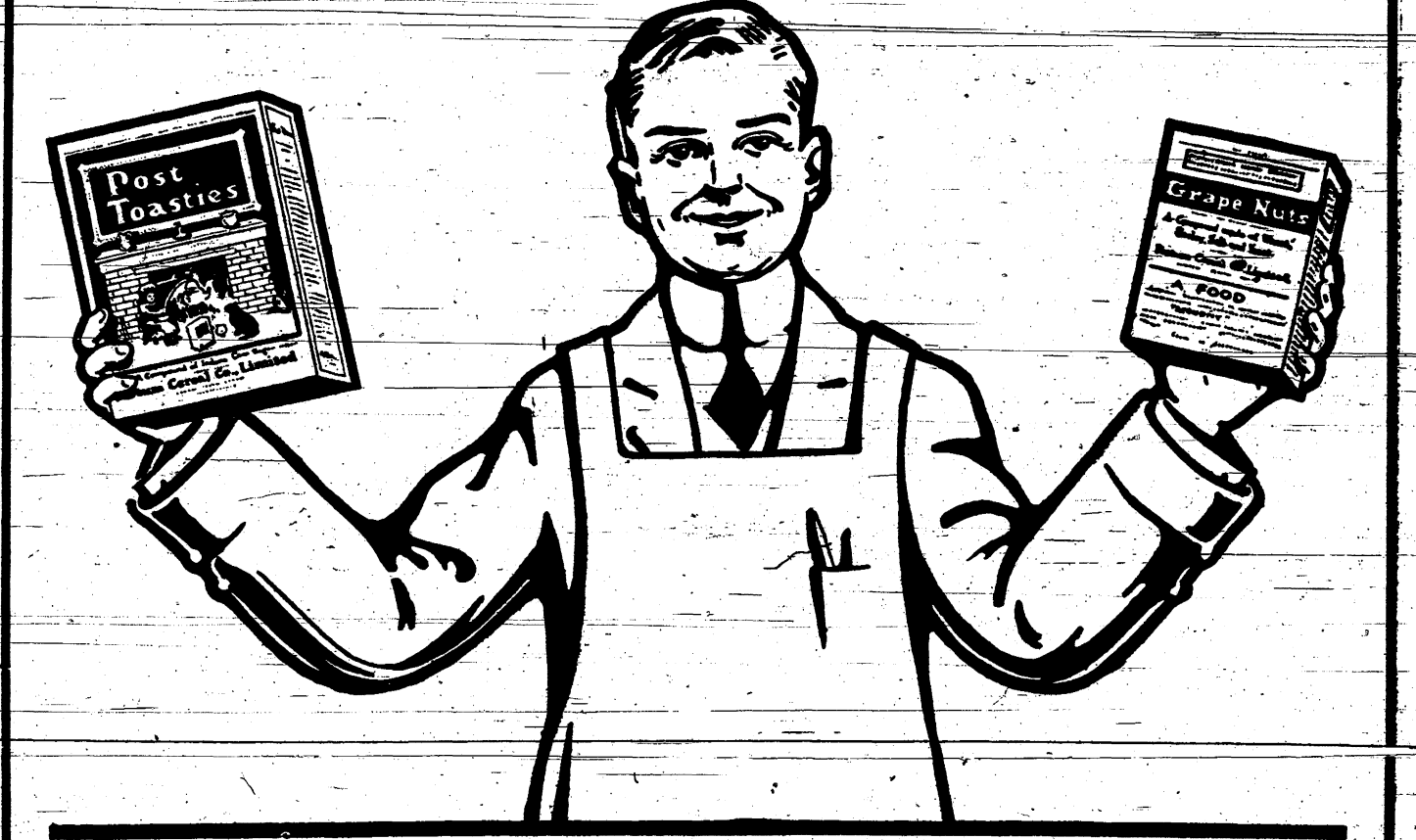
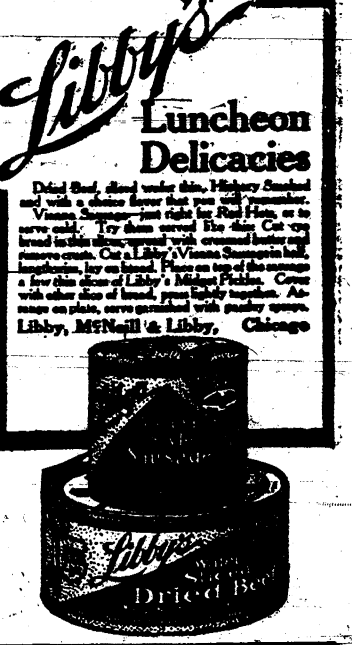
Even in the Child Mind.
This incident was related by Mark Twain with great glee about a certain little girl friend who "shone as an authoress." One day she handed her devoted sympathizer the sheets of a story which read thus:

"A man was seated in a chair by the fireside brooding over his troubles. He was sad because his wife was dead. Suddenly a specter appeared before him, and it was his wife. She said: 'Dear, I could not bear to see you so sad and discontented, so I have come to comfort you. You must not be sad. You must be bright and happy. It was best that I should leave you when I did, because I was going to get a divorce.'

Peculiar Pets.
An English major with a penchant for entomology asserts that the hornet is "a gentle, inoffensive creature, very suitable for a pet." This reminds one of an incident in the life of the late Lord Avebury. Traveling one day on a railway train with a pet wasp in his pocket, he hurriedly thrust his hand into his pocket to get his ticket, and the wasp stung him. He did not blame the wasp, however, as his hurried action had frightened the creature. Wasps have frequently become pets, but the major is said to be the first to turn the hornet into one.

Too Far in the Future.
Of a favorite child comrade Mr. Clemens related that they once conversed together gravely considering the little girl's plans for rearing her future children, of whom there were to be two—a boy and a girl. The girl, naturally enough, was to be named after her mother. Asked what would be the boy's name, the child answered, "A reproachful look in her brown eyes."

"Why, Mr. Clemens, how can I know what I shall call him until I know his father's name?"



A "Get Acquainted" Offer

(In Michigan only)

A Package of Post Toasties FREE

With a Package of Grape-Nuts

You get acquainted with the winsome flavor of Post Toasties without it costing you a penny. Just order from your grocer a package of Grape-Nuts at the regular price, 15c, and say:

"Package of Post Toasties FREE"

and along will come a full-size package of these delightful toasted bits of Indian Corn—with our compliments—while they last.

The complimentary supply is limited. Everybody is to have a "get acquainted" package—so your grocer has only one free package for each customer. They'll be snapped up in a jiffy—

If you want a free package, be quick!

Grape-Nuts is the ideal food made of whole wheat and malted barley. Digests easily. Builds sturdy muscles and keen brains.

Both Post Toasties and Grape-Nuts are perfectly cooked at the factory and ready to eat from the package.

Served with cream and sugar—or fruit juice—Post Toasties and Grape-Nuts are deliciously appetizing and wholesome.

IDEAS for HOME BUILDERS

Mr. William A. Radford will answer questions and give advice FREE OF COST on all subjects pertaining to the subject of building, for the readers of this paper. On account of his wide experience as Editor, Author and Manufacturer, he is, without doubt, the highest authority on all these subjects. Address all inquiries to William A. Radford, No. 117 West Jackson boulevard, Chicago, Ill., and only enclose two-cent stamp for reply.

One of the most frequent demands made upon architects and builders is for a house of moderate cost, yet one that will satisfy persons of taste and refinement and come up to what they feel a home ought to be. With the advancing scale of prices both for building material of all kinds and for the skilled labor required to fashion them into a permanent residence, the problem of satisfying this demand seems to become more and more difficult of solution.

The writer has given a great deal of study to this matter, and has come to the conclusion that the way out lies not in going without, as so many families do—continuing indefinitely the old, unsatisfactory renting life, nothing is to be found in running far into debt—also as many do—contracting obligations far beyond their safe ability, and mortgaging the future happiness and safety of the home.

No, the problem is rather one for the architect to meet, unwilling as they usually are to help much along lines of economy. Architects ordinarily are paid a certain percentage, ranging from 5 to 12 per cent, on the total cost of labor and materials entering into the construction; so it is only natural if they seem a trifle uninterested and lukewarm about holding down the expense. Nevertheless, it is a fact that the skilled architect, in designing a house—especially if he has given that branch of the work special study—can so plan that the expense will be within reach of modest means, let the house be convenient and attractive, making a thoroughly desirable home.

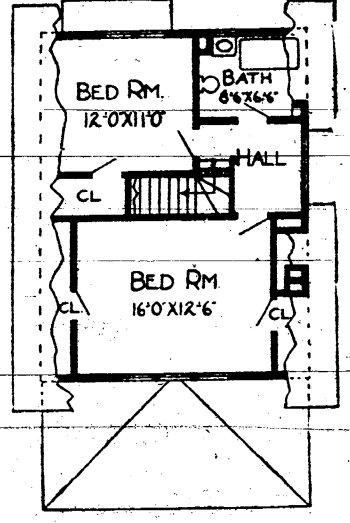
Simplicity of design, construction and arrangement is a present-day tendency that helps along very materially to this end. The elaborate and costly ornamentation of former years, the zig-zag scroll work, the towers and spires and the much cut-up floor

plans find no favor with home builders today. Builders now have to depend more on the symmetry and right proportion of their different parts for their attractiveness; and the convenience of housekeeping and of home life in general are the factors that determine the arrangement of interiors rather than the desire for mere display.

The architect's task is probably more difficult under this new order of things than formerly; at least more careful thought and study are required if a house of medium size is to have any distinctiveness or individuality of appearance. But with a skilled designer who will really work to that end a thoroughly desirable

residence may be planned which will fully meet the requirements of the case, yet still be within the reach of the family of moderate means.

The accompanying design is a good example of what may be accomplished along the lines mentioned. This is a house of good size, 22 feet 6 inches by 33 feet 6 inches, having a very large living room, dining room, kitchen and two large bedrooms, bath room and three closets on the first floor; arrangement of the rooms as well as their size, lighting, etc., is according to the most approved ideas of today for convenience and sanitation; the exterior, although simple and plain, is exceedingly attractive; the construction is thoroughgoing and substantial, using waterproof

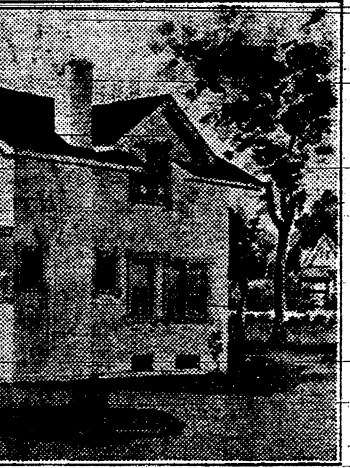


grade of plumbing and electric lighting and with a satisfactory basement heating plant, the cost of this house should not be more than \$3,000.

WAS LOVING THE SPARE ROOM

Baby Remarks Led Mother to Fix Up the Rest of the House for the Family.

A mother was often puzzled by the request of her little daughter to be allowed to go up to the "spare bedroom" and "stay a few minutes," as she childishly phrased it. The tiny four-year-old was the youngest in a crowded household of children and grown people, and the press of daily work left little time for aesthetic culture. Only in one spot had the mother spent time or money to add anything like adornment, and that was because the guest



room was so little used that it seemed best to bestow the one or two nice things there to save them from rough usage. It was a dainty green and white room, and, like Bunyan's Chamber of Peace, it looked toward the sun rising.

One morning, in the midst of the rush and scramble to "straighten out things," it occurred to her to follow the little one, and see what she might be doing. She peeped in at the door and paused in wonder. There on the floor in a square of softened sunshine lay the missing baby, a look of supreme content on her chubby face, all the irritation and crossness of the morning gone entirely out of it.

"What are you doing here?" the mother had it on her tongue to say, but stopped and only looked the question.

"I'm just loving this lovely room!" said the child, smiling her answer. "It feels nice, muvver."

The mother pondered the matter for a day or two and then they open the guest room for general family using, whenever guests were not in it. Moreover, she began to brighten the rest of the house with little beauty touches.—Mother's Magazine.

Danger of Drifting Into Rut. Most of us have to do very much the same sort of work every day. In this we are constantly exercising one set of muscles or one group of mental faculties. The other muscles or faculties are not exercised. These become flabby or atrophied from disuse, while those become tired from wear. Thus a man grows into a rut. He develops only one part of himself. A hobby prevents all this. It enables a man to keep his mental and physical balance, and when the time comes for him to give up business he has an interest in life that will prevent him from running down like a clock that has not been wound.

Stars Far Hotter Than Sun. The temperature of seventy stars has been calculated by a German astronomer from comparisons of the astrometric intensity in different portions of the sun's spectrum. One star, Gamma Pegasus, seems to have the inconceivable heat of more than 400,000 degrees C. The next is much cooler, Gamma Cassiopeiae, at 50,000 degrees, but this is vastly hotter than Alpha Centauri, the coolest, at 1,150 degrees. By the same scale of computation the temperature of our sun is found to be 4,950 degrees. The hottest stars are the helium stars, and those showing bright hydrogen lines in their spectra.

LETTER FROM THE STATE CAPITOL

EMPLOYEES OF INDUSTRIAL ACCIDENT BOARD MUST WAIT FOR PAY.

SUPREME COURT RULES ON THE DISPUTED POINT.

State Tax Commission Will Change Plan of Handling Work and Will Give Personal Attention to All Complaints.

[By Gurd M. Hayes.]

As the result of an opinion rendered by the supreme court, the commissioners and employees of the industrial accident board will have to wait until the next legislative convenes before they will be able to draw any pay for the services they rendered the state during the month of June, as the court refused to grant Commissioners Kinnane, Kennedy and Deves a writ of mandamus to compel Auditor General Fuller to deduct from last year's appropriation the money the accident board paid for rent and office fixtures. Had the court complied with the demand for a writ of mandamus and Auditor General Fuller had been required to refund to the commission the money it paid for rent and office fixtures, the appropriation of \$25,000 which was authorized by the special session in 1912, would have been sufficient to have paid all expenses until the new appropriation was available July 1.

It was the contention of the industrial accident board that the legislature did not intend that the printing bills, rent and cost of fitting up the offices should be paid from the \$25,000 appropriation. "Such a construction, in our opinion, clearly unwarranted," says the court. "The relator's petition shows that the rent for their offices amounts to \$1,200 per annum; that they have expended for furniture some \$3,000 and that the cost of stationery and printing is about \$3,500 per annum. It is scarcely conceivable that the legislature intended to add to the sum specifically provided this additional amount—an amount more than 25 per cent in excess of the appropriation itself."

The court then points out that the board knew as early as September, 1912, when the act went into effect that it would be impossible to pay expenses until July 1, 1913, and keep within the appropriation, and calls the attention of the commissioners to the fact that although the legislature was in session more than three months this year they made no attempt to secure a deficiency appropriation, which they might easily have done. In its opinion the court upholds the interpretation placed on the statute by Attorney General Fellows and former Attorney General Wykes.

During the next few months a complete revision of the system of operating the state tax commission will go into effect and Commissioners Barnes and Carney believe that by paying more individual attention to the work of the employees better results will be obtained for the people of the state of Michigan.

The commissioners announce that they will give individual attention to the work of the field men and instead of leaving the correction of assessments to subordinates to a large extent, they will supervise it personally. A bureau of complaints will be established and those who have a grievance will be sure of receiving immediate attention. The commissioners claim that no complaint will be too small or too unimportant to receive the consideration of the commission.

Some changes are contemplated in the rules governing the operations of the field men. Commissioners Barnes says that hereafter a field man will be required to inform people that they are agents of the state tax commission and that efforts to secure information by misrepresentation will not be tolerated. George G. Winans, of Hamburg, son of ex-Governor Winans, and democratic candidate for state highway commissioner at the last election, has been appointed as a member of the examining staff of the commission. However, the new administration has made comparatively few changes in the department as a majority of the employees appointed during Governor Osborn's term of office have been retained.

At the present time there are about 75 men on the pay roll of the commission. About three-fourths of this number are field men who have been employed in the appraisal of property in the various counties of the state.

Last year an army of 18,824 men and women was employed as teachers in the public schools of Michigan and the aggregate wages paid in 1912 amounted to \$9,522,326.67, according to statistics taken from the annual report of Superintendent of Public Instruction L. L. Wright.

The report shows that 10,297 teachers were employed in the graded schools of the state, while the ungraded schools retained 7,577 instructors.

G. A. Bergland's sawmill at Bergland, on Lake Gogebic, burned; loss \$50,000.

State Treasurer Maister has sent notices to 250 banks that the state will call in \$5,000,000 in order to apportion the primary school fund July 1. The apportionment of primary school money will be about \$7 per capita. It is estimated that about 15,000 children will not share in the apportionment, as there are some districts where last year's fund has not been used.

HOME TOWN HELPS

GARDENS TURNED INTO PARKS

Movement Started in Baltimore That If Successful Will Make a Real "City Beautiful."

Two years ago there was inaugurated in Baltimore a movement, or perhaps it might be better termed a propagandism, which aimed at the pulling down of the fences which hedge the back lots that extend from the rear of dwellings to the middle of the city. Each householder was expected to beautify his particular back yard by the planting of flowers or shrubbery, or, at least, by raising a carpet of grass. When all the householders in a block act upon this suggestion the result will be to create a small park in the rear of their homes. When the scheme is realized fully the back window outlook will be upon a spread of flower gardens—a blooming small paradise.

The idea has not yet materialized in a way to make Baltimore a city of flower gardens, all over and everywhere, but about in spots there are evidences that a good many householders have had their imaginations touched by the poetic suggestion. The home garden committee, which has its headquarters at 812 Fidelity building, is doing much to promote the backyard garden movement.

Scattered over the city there are thousands of back yards that are now beautiful with blooms and green shrubbery. In the majority of instances, however, these are boxed-in affairs—each little garden is carefully segregated from the neighboring gardens on either side. The pulling down of the division fences would at once enlarge the vistas, and if all the division fences on both sides the midway alleys were pulled down there would be the effect of a diversified garden park. There may be obstacles in the way of pulling down the back fences, but they are generally obstacles that can be removed. The convincing evidence that the difficulties can be obviated is that, in instances, they have been obviated.

LIKE THE SCHOOL GARDENS

What Children of Los Angeles Have Done Those of Any Other Community May Copy.

Though it is but a small stretch of years since first we heard of local school gardens, the movement has been one of the most rapid in development of anything touching public life during that time. We now have gardens at 75 schools in this city with 75,000 children actually working in them from a half hour to three hours a week, says the Los Angeles Times. In addition about 15,000 of these children are doing some sort of gardening at home. Surely this is a most satisfying and gratifying showing, considering how recent and how crude the movement during the first year after its introduction. At first no support or even encouragement was given it by the local school officials, and funds for its launching and maintenance were collected from an apathetic public by a few noble, zealous club women, who had more than a dream of a glorious future for this great educational feature of modern school life.

Cleveland is Awakened. Forty of the leading artists of Cleveland have appointed a committee, representing the new Art club, to call upon five citizens and respectfully ask them to stir the artistic conscience of the sixth city in the United States.

The committee will be asked to devise ways and means for forming a vast Municipal Arts association, whose duties will be to arrange for the holding of art exhibitions, to look after the matter of esthetic culture in Cleveland.

Our little stagers are running away ahead of us, said Professor Curtis. "Pittsburgh, Cincinnati, Detroit, and even we—and tiny Toledo. He said that the patronage of symphony concerts and devotion to many art forms in the city proved that the people are hungering and thirsting for the good and the beautiful. People merely want someone or some organization to take the lead.

Electric Street Stoves for Police. In Glasgow the police on night duty are being afforded facilities for warming food and tea at certain street telephone and signal boxes. To this end the boxes are fitted with electrical hot plates, which can be switched on to the corporation mains and utilized for warming food or drink. Twenty minutes are allowed for supper, and the circuit is so arranged that the heater element cannot be left under current when not in use, even if the user omits to switch off. Each box is also fitted with a telephone communicating with the nearest police depot, and a red signal lamp controlled from the superintendent's office. When glowing, this signal indicates that telephone communication is required with the first constable who sees it.—Electricity.

Ratio of Trees to People. A publication devoted to landscape gardening, arboriculture and kindred subjects has been giving attention to a tree census and to the ratio of trees to inhabitants in several eastern cities. It reaches the conclusion that "a self-respecting American city ought to be distinguished by the extent of one live shade tree in every five living human inhabitants." Springfield, Mass., is given a ratio of one tree to every five inhabitants; Worcester, Mass., one to eight, and Hartford, Conn., one to ten.

Asa H. Browne has resigned as secretary of the Port Huron Business Men's association.

Fifteen tons of machinery went in to Thunder Bay river at Alpena, which was hoisting machinery for the pile driving operations at the plant of the Great Lakes Stone & Lime Co., tipped over. The huge boiler and end of the pile driver sank to the bottom of the river in 14 feet of water. An old dock gave way causing the same to dock.

HOME TOWN HELPS

GARDENS TURNED INTO PARKS

Movement Started in Baltimore That If Successful Will Make a Real "City Beautiful."

Two years ago there was inaugurated in Baltimore a movement, or perhaps it might be better termed a propagandism, which aimed at the pulling down of the fences which hedge the back lots that extend from the rear of dwellings to the middle of the city. Each householder was expected to beautify his particular back yard by the planting of flowers or shrubbery, or, at least, by raising a carpet of grass. When all the householders in a block act upon this suggestion the result will be to create a small park in the rear of their homes. When the scheme is realized fully the back window outlook will be upon a spread of flower gardens—a blooming small paradise.

The idea has not yet materialized in a way to make Baltimore a city of flower gardens, all over and everywhere, but about in spots there are evidences that a good many householders have had their imaginations touched by the poetic suggestion. The home garden committee, which has its headquarters at 812 Fidelity building, is doing much to promote the backyard garden movement.

Scattered over the city there are thousands of back yards that are now beautiful with blooms and green shrubbery. In the majority of instances, however, these are boxed-in affairs—each little garden is carefully segregated from the neighboring gardens on either side. The pulling down of the division fences would at once enlarge the vistas, and if all the division fences on both sides the midway alleys were pulled down there would be the effect of a diversified garden park. There may be obstacles in the way of pulling down the back fences, but they are generally obstacles that can be removed. The convincing evidence that the difficulties can be obviated is that, in instances, they have been obviated.

LIKE THE SCHOOL GARDENS

What Children of Los Angeles Have Done Those of Any Other Community May Copy.

Though it is but a small stretch of years since first we heard of local school gardens, the movement has been one of the most rapid in development of anything touching public life during that time. We now have gardens at 75 schools in this city with 75,000 children actually working in them from a half hour to three hours a week, says the Los Angeles Times. In addition about 15,000 of these children are doing some sort of gardening at home. Surely this is a most satisfying and gratifying showing, considering how recent and how crude the movement during the first year after its introduction. At first no support or even encouragement was given it by the local school officials, and funds for its launching and maintenance were collected from an apathetic public by a few noble, zealous club women, who had more than a dream of a glorious future for this great educational feature of modern school life.

Cleveland is Awakened. Forty of the leading artists of Cleveland have appointed a committee, representing the new Art club, to call upon five citizens and respectfully ask them to stir the artistic conscience of the sixth city in the United States.

The committee will be asked to devise ways and means for forming a vast Municipal Arts association, whose duties will be to arrange for the holding of art exhibitions, to look after the matter of esthetic culture in Cleveland.

Our little stagers are running away ahead of us, said Professor Curtis. "Pittsburgh, Cincinnati, Detroit, and even we—and tiny Toledo. He said that the patronage of symphony concerts and devotion to many art forms in the city proved that the people are hungering and thirsting for the good and the beautiful. People merely want someone or some organization to take the lead.

Electric Street Stoves for Police. In Glasgow the police on night duty are being afforded facilities for warming food and tea at certain street telephone and signal boxes. To this end the boxes are fitted with electrical hot plates, which can be switched on to the corporation mains and utilized for warming food or drink. Twenty minutes are allowed for supper, and the circuit is so arranged that the heater element cannot be left under current when not in use, even if the user omits to switch off. Each box is also fitted with a telephone communicating with the nearest police depot, and a red signal lamp controlled from the superintendent's office. When glowing, this signal indicates that telephone communication is required with the first constable who sees it.—Electricity.

Ratio of Trees to People. A publication devoted to landscape gardening, arboriculture and kindred subjects has been giving attention to a tree census and to the ratio of trees to inhabitants in several eastern cities. It reaches the conclusion that "a self-respecting American city ought to be distinguished by the extent of one live shade tree in every five living human inhabitants." Springfield, Mass., is given a ratio of one tree to every five inhabitants; Worcester, Mass., one to eight, and Hartford, Conn., one to ten.

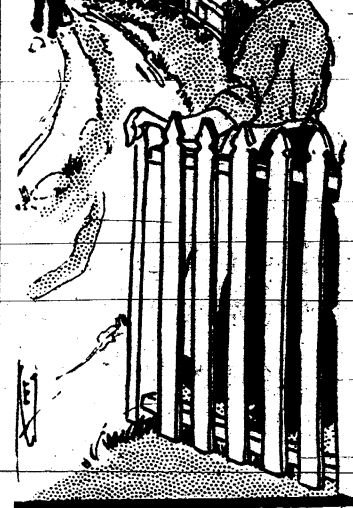
Asa H. Browne has resigned as secretary of the Port Huron Business Men's association.

Fifteen tons of machinery went in to Thunder Bay river at Alpena, which was hoisting machinery for the pile driving operations at the plant of the Great Lakes Stone & Lime Co., tipped over. The huge boiler and end of the pile driver sank to the bottom of the river in 14 feet of water. An old dock gave way causing the same to dock.

The ONLOOKER

HENRY HOWLAND

The DEPARTURE



I saw a nestling yesterday. Step forth and gaze around. And though the old birds did their best To coax it back within the nest, It flattered to the ground.

They sought in vain to have it stay, To still accept their care. And, as it left the old home tree, The parent birds excited there. Went darting here and there.

I saw a nestling fly away, And pity filled my heart. They whom we cherish graduate And leave us sighing at the gate As proudly they depart.

Confident Man's Waterloo. "No," said the grim old captain of industry, "I guess I'll have to decline your proposition. You might be just the right man for the place; still I'm afraid I must give it to some one else."

"But, my dear sir," urged the self approving applicant, "I'm positive that you will make a sad mistake if you decline to give me the position. As I told you when I made my application, I have never failed at anything in my life. I'm positive."

"That's just it. No man can amount to much without failing at something or other, and I don't want you to begin at my expense."

Might Give Stamps With Them. "So those five plain-looking ladies are daughters of Blunk, the merchant prince?"

"Yes. Rather curious that they don't get married. The youngest of them must be getting pretty close to thirty."

"It is strange. And he seems to be such a firm believer in the efficacy of trading stamps, too."

Of Course He Did. "If I were nominated for the presidency of the United States," said Mr. Henpeck, "I would—"

"You nominated for president of the United States?" his wife interrupted. "What are you thinking of? You mean if we were nominated, don't you?"

Then he changed the subject.

All Dead Ones. "In India barbers rank high. So cially, they are the equals of the priests."

"Say, where do poets come in over there?"

"Same place they do here."

"Where's that?"

"Among the illustrious dead."

REMINDED HIM OF HER. "Oh, ma," said little Harold, who had spent the holidays with his uncle Thomas out in the country, "I got terribly homesick."

"I'm so sorry, dear."

"Yes, they had a big turkey gobler out there."

"But I don't see why a turkey gobler should make you homesick."

"Why, you see, he had such a big double chin that every time I looked at him I couldn't help thinking of you."

BEAUTY OF PARIS

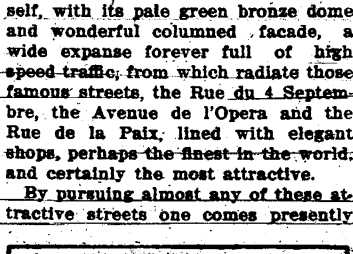
French Metropolis a Wonderfully Interesting Place.

Its Millions of People, Picturesque Streets, Fine Old Houses of Many Periods, and Marvellous Water Stretches Attractive.

Paris—"Tout Paris"—a very large order indeed! "All Paris," with its three millions of more-or-less happy inhabitants, its twenty thousand acres of beautiful and picturesque streets, lined with countless elegant apartments, fine old houses of all periods, beautiful gardens and wonderful water stretches, is a subject to hold one in a state of constant delight for days and months and occupy one's pen almost indefinitely.

So wonderful and versatile is the interest of Paris that it is difficult to tell where to begin. To the traveler who begins at the grands boulevards, as most travelers do, Paris appears in its most characteristic modern atmosphere, a busy, speedy hum of morbid traffic, dashing and crossing and intersecting, constantly getting tangled (as it by miracle) disentangling—an artery of rapid transit flanked on each side by broad pavements lined with immense trees and walled at an always uniform height by tall apartments with beautiful iron balconades. Alternating shops and cafe-restaurants constitute the ground floors of these buildings, and also, often, their other floors; large gilded signs appear through the tender green of April foliage; glaring posters bearing conventional ballet girls and Parisian rones, announce the night's attractions at the playhouses, or sing the praise of a liquor or cordial. The center of all this activity, this rushing and whirling of taxi cabs and motor buses, this loudness of posters, this gaily and association of the boulevard is rightfully the place of the opera, surrounded by the opera itself, with its pale green bronze dome and wonderful columned facade, a wide expanse forever full of high speed traffic, from which radiate those famous streets, the Rue du 4 Septembre, the Avenue de l'Opera and the Rue de la Paix, lined with elegant shops, perhaps the finest in the world, and certainly the most attractive.

By pursuing almost any of these attractive streets one comes presently



Residence of President Poincaré.

to the banks of the Seine and finds oneself in the midst of the world's acknowledged finest municipal landscape gardening—the Tuilleries, extending from between the outstretched wings of the Louvre and continued beyond the Place de la Concorde (whose Egyptian obelisk is a veritable pivot of traffic) by the Champs Elysees, crowned by the great triumphal arch of Napoleon, beyond which lies the Bois de Boulogne. To the side is the broad Seine with its many bridges, its little waters sparkling in the warm sun, its waters fringed with bathouses and piers, and people washing clothes and dogs with an almost equal amount of splashing, and here and there the little long, low omnibus steamers clearing their way through the yellow-green water as they ply rapidly up or down stream between Auteuil and Charenton. Up the river one sees the island of the Cité, the first and earliest Paris, with the peaked towers of the Conciergerie, the spire of St. Chapelle and the gray twin-towers of Notre Dame de Paris.

KING PAID A "COMPLIMENT" Told That His Dog is More Beautiful Than He, and Far Younger, He Tips Girl.

Geneva.—The king of Wurtemberg is taking his holiday this year, in walking excursions. He goes quite alone, except for his favorite dog. He is staying at one of his country places near Friedrichshafen, on the other side of Lake Constance. He came over a day or two ago in the little tourist steamer to the Swiss shore at Rorschach. As a simple traveler, he went into a bar and ordered a glass of beer.

"You have a beautiful dog," said the Swiss waitress as she served him.

"Yes, more beautiful than I am," replied the king.

"That is true," said the girl, glancing at the king, "and certainly he is far younger."

"You are perfectly right," replied the king.

He drank his beer and laid a gold piece on the table. The girl ran after him down the street, saying he had forgotten his change. "Oh, no," answered the king, "you are to keep the money as a souvenir of the king of Wurtemberg, to whom you have paid an unaccustomed compliment of sincerity."

Short Sentence for Murderer. Nashville, Tenn.—Five years in jail for slaying her sweetheart, Charles Cobb, was the sentence imposed upon Mrs. Anna Dotson here. The jury rendered a verdict of "involuntary manslaughter." Dr. Walter Dotson, her husband, is prominent here.

Secrets. Dark secrets are the kind that women are always glad to bring to light.