# Catarrhal Fever

2 to 6 doses often cure.
One 50-cent bottle SPOHN'S guaranteed to cure a case.
Safe for any mare, horse or colt.
Dozen bottles $5. Get it of druggists, harness dealers or direct from manufacturers, express paid.
SPOHN'S is the best preventive of all forms of distemper.

SPOHN MEDICAL CO.,
Chemists and Bacteriologists, Goshen, Ind., U. S. A.


## NEEDED SOME TOUCHING UP

**Father Evidently Has His Own Opinion of What an Honest Man Should Look Like.**

Outside the photographer's establishment in the little country town stood two figures—evidently father and son. At last they went in. "Ol' want yer to take a picture of our Joseph 'ere, maister," said the fond parent, and Joseph was promptly placed in a chair and requested to compose his features for a while. The photographer's specialty was quick developing, and soon several negatives lay before the purchaser. The father gazed uneasily at them for a space, and then said, nervously: "You say in the window, maister, as 'ew yer can touch up the pictures to give any effect agreeable to yer customers." "That is so," assented the artist, readily, hastening to add, with his best professional smile: "But in your son's case any retouching is absolutely unnecessary." "Ow, aye," said the father. "That be main like Joseph, but to tellee truth, he's got to send us wi' his testimonials for a job, and I'd like yer to alter his photo to make him look honest-like!"—London Tit-Bits.

### Always Loaded.

Apropos of a septuagenarian millionaire who had married, at Atlantic City, a buxom manicurist, a widow with four children, Henry Lowe Dickinson, the noted divorce lawyer of Reno, said:

"I thought the old boy was only flirting with her. I guess he thought so, too."

Then, with a smile, Mr. Dickinson added:

"Lots of people play with love as if it wasn't loaded!"

### Better Forget It.

Dobbs—Isn't it queer how that dear little poem, "How Grandmamma Danced Long Ago," has gone through the generations? And I guess it will live through many more to come.

Bobbs—Well, if it does I won't have the nerve to recite the up-to-date version to any of my grandchildren.

### Double Barreled Advice.

"My boy, never marry for money."

"I won't, dad."

"On the other hand, never turn you back on a young woman just because she is wealthy."—Detroit Free Press.

### Record for Ambition.

"Cholly is an ambitious sportsman."

"How so?"

"He wants to climb the Matterhorn in an automobile."—Louisville Courier-Journal.

### Not to Be Caught Napping.

Many are the charms adopted by society women with a grain of superstition in their make-up, and one of the most unique is that worn by a young matron who spends much of her time at Atlantic City. Attention being called to her curious pendant—a polished substance set in pearls and suspended from a slender gold chain—she was asked what manner of stone it might be. "Stone?" she laughed. "It's just plain, ordinary wood. You see, I have a most unfortunate tendency to boast, and at such times caution tells me to knock wood. Oftentimes there is no wood at hand, so all I have to do to save myself from my rashness is to tap my little locket. Simple, ain't it?"

### Record for Ambition.

Record for Ambition.

### Paradoxical.

"Wombat is what I call a human paradox."

"As to how?"

"Why, the fuller he gets, the more vacant he looks."

### Envious.

"What's Scribbet so cross about?"

"He has just been reading a publisher's announcement of the places where prominent authors are spending the summer."

### Paradoxical.

"Gomper says he's tired of the world."

"That's because he's been taking the rest cure al his life."

### Missed Nothing.

He and she arrived in the fifth inning.

He (to fan)—What's the score?

Fan—Nothing to nothing.

She—Goodey. We haven't missed a thing!

### Brought It Out.

Bill—Say, that ocean voyage took all of the ginger out of me.

Jill—What did you want to eat ginger for?

### Paradoxical.

"Cholly carelessly placed his pipe in one side of his mouth."

### Delightful Evening.

"They tell me you are very fond of good music."

"Never mind. Continue."—Le Rire (Paris.)

### Those Wabbly Canoes.

"What made the canoe tip over?"

### Plays No Favorites.

"Is Perkel a fair weather friend?"

"Yes. He'll steal anybody's umbrella when it rains."

## A Summer Vacation At Home

Avoid needless work, especially hot cooking, and plant to get all possible rest and leisure.

There are many ways. For instance, a hot breakfast is uncalled for in summer. There's no excuse for early morning cooking with Post Toasties in the house.

Nothing will please husband and children better than a bowl of crisp, delicious

# Post Toasties

with cream or good milk.

There is pleasure in serving this dainty food and you start the day without work or worry.

With Toasties in the pantry it takes but a moment to prepare a breakfast or lunch that pleases all — you save time and temper.

Order a package of Post Toasties from your grocer and start on your home vacation.


## Advertising Talks

### WHAT TO PUT IN YOUR ADVERTISING

**Tell Points of Special Advantage About Articles You Have to Sell.**

There is nothing so very mysterious about advertising. It is nothing more or less than sound business in the sales sense written concisely and clearly. Advertising is written salesmanship, and salesmanship should be the basis of every advertisement. The retailer with little advertising experience often is at a loss as to what to put in his advertisement. Not only thought, but how to put it so that it will produce the greatest effect upon his customers and prospective customers.

Newspaper advertising to the retailer in the smaller cities and towns can assume an almost personal aspect. He is generally personally known to a large portion of people within his home town. His advertising should be a reflection of his personal dealings with these people.

Naturalness is the thing to strive for in advertising writing. Exaggeration of quality in the goods advertised is often nothing more or less than a peculiar form of self-deception. To the customer who has almost daily dealings with you, the exaggerated form of advertising makes but little appeal. Truthful advertising of your store and of the products you handle can be made a solid basis for your future business growth. Newspaper advertising carries with it a distinct advantage.

Every advertiser who uses a daily or weekly paper asks the public to buy of him. The public is involuntarily persuaded to buy at the store whose advertising is the best and who can back up that advertising with a stock of goods of the right quality. The thought that is put into an advertisement is of as much importance as the inducement to buy. In the writing of advertising the retailer must forget his competitor for the time being. Don't even hint of his existence or say that your goods are the best unless you are satisfied that they really are. Hundreds of dealers daily use the statement that their goods are of vastly superior quality.

Other competitors handling articles of similar quality slip in under the advertising with a slightly price reduction. Special quality has come to be known as the synonym for higher prices, although it is not necessarily. When you make any statement about any article be sure that you can prove it on the goods themselves.

Do not make your advertising a vehicle for carrying your sense of humor. Grotesque cuts and the use of eight or nine different kinds of type destroy the good effects of the advertisement. Do not buy valuable newspaper space to follow it up with a few obvious phrases which are not decriptive of the articles you wish to sell. No matter how inexpensive the space in your newspaper, it should be made to say something and to say it well.

Here is a simple formula for writing a good advertisement for the man who lacks technical knowledge of it. Study the articles you have to sell thoroughly. Pick out their points of special advantage. If the price is a special inducement, play it up strong. Do not try to say too much. Pick out a few strong points and play them up logically. Every sentence should add something to the advertisement. The last one should lead up to a climax. Select the strongest feature of the advertisement for a head line. Make that head line short and a complete statement.

Advertising pays the man who uses it and the man who reads it.

### Late Summer Advertising.

Clearance sales of dry goods, clothing and other necessities are a regular feature of trade. Most merchants prefer to make heavy sacrifices rather than carry goods over a year.

At this time the advertising columns of newspapers are a trade report of the exceptional conditions that make these clearance sales necessary. By careful study of the advertising columns you can always find how to make a big dent in the cost of living.

The majority of people understand this well enough. Before reading what congress is doing to the tariff, they turn to see what their favorite merchant is doing to his stock. No matter how fine type he puts his appeal into, it affects their interests so intimately that his message receives careful thought.

If a merchant fails to give the public any news from his store at these times, it is regarded as a case of "Nothing doing." It gives the impression that he is carrying stock over another season.

### Compliment for Him.

"Your husband looks so much more intellectual since he has got to wearing glasses than he did before."

"Do you think so?"

"Yes. Hardly anybody is wondering any more why you married him."

### Professional Instinct.

"I hear the star minstrel has discovered a family skeleton in his closet."

"Then the next thing you know he'll be having it in his show, rattling its bones."

## AD MUST ATTRACT ATTENTION

**Care Should Be Exercised in Preparing Copy If Good Results Are Desired.**

Writing an ad is regarded by many business men as a dread task, and as such the task is deferred to the last moment, is given little serious thought and is finally disposed of as quickly as possible. However, this is not ad writing—it is only space filling, and is practiced only by the smaller advertisers using space that doesn't cost enough to be thoroughly appreciated. Advertisers using space in some of the Chicago Sunday papers at $700 per page are more particular about the preparation of ad copy.

Sometimes advertisers make a noise like a whole brass band in their advertising, while at the store the big event corresponds more to the noise of a tin whistle. That kind of advertising does more harm than none at all. The big noise in the advertising is all right if carried out in the store.

On the other hand, some expect to pull off a big sale on the strength of a 2 by 4 ad. Such sales usually fall flat and too often the disappointed merchant is ready to say advertising does not pay. If a special sale isn't worth advertising properly it isn't worth attempting and that is the impression the public will gain through a lax and uninteresting stereotyped way of merely announcing, "A Big Sale Now on at Smith & Co.'s. Wonderful Reductions. Everything a Bargain. Come Early and Avoid the Rush," etc., etc. The same old thing that others have been copying for 20 years.

There are so many ads that possess no originality, nothing of interest, no educational value. Because the advertiser knows all about his goods is no reason to think the people do. Something instructive is both interesting and appreciated, and here is where absolute truthfulness wins.

Sensationalism in advertising is a thing of the past. Bizarre and freakish headlines have gone the route of all other foolish things. They are obsolete, strictly out of date, in modern advertising.

Fine writing in advertising is not nearly so effective as cold facts in plain and simple language.

The public is more interested in the proposition that is offered than in the firm that is offering it, hence the headline announcing the proposition takes procedure over the name of the firm and should occupy the first and most prominent position in an ad. If the reader is interested in the thing proclaimed by a good headline that catches his eye, he will look for the name of the firm. If his eye is caught by the name of the firm at the top of an ad boldly displayed, he is not so likely to look then to see what Smith & Co. have to say, unless he has an unusual amount of curiosity or is particularly interested in the doings and sayings of Smith & Co.

An ad without a head in either words or picture is like a side show without a barker—there is nothing to draw the crowds, to arrest the attention and tell the people what is on the inside.

The first mission of advertising is to be seen. Some ads stand out and demand attention, but many are so common, so like all others, that they fall absolutely to attract any attention.

A few well chosen words descriptive of something is worth a whole catalogue of generalities.

There would be no objection to crowding an ad if the average reader could be induced to digest it, but as a rule he will not even taste it to discover its flavor.

### Bills Against Fake Advertising.

California—Morgenstern bill, making false or misleading statements in advertisements a misdemeanor; referred.

Colorado—Morris bill, to prohibit false and misleading advertisements; referred.

Iowa—Iowa State Merchants' bill, to prevent misrepresentation in advertising; urged for passage.

Massachusetts—One of the first states to enact honest advertising law and provide fine from ten to five hundred dollars for violation.

Minnesota—Nolan bill, to prevent fraudulent advertisements; passed by the house.

Missouri—The Houx bill, known as the "Honest Advertising Bill," urged for passage by Retail Merchants' association.

Ohio—Vonderheide bill against fraud in advertising; referred.

Pennsylvania—Bigger bill, prohibiting false and misleading statements in advertising; favorably reported by Judiciary committee.

Washington—The Seattle and Spokane Ad Clubs' bill against fake advertising, conveying a rider to the effect that newspapers are not held liable under this law; passed by both houses, awaiting signature of Governor Lister.

Michigan—House Bill No. 67, to regulate false, fraudulent and misleading advertising in newspapers. Referred to Committee on State Affairs.

### Hard to Find.

In spite of the fact that the hardships of travel are now much lessened, the story in the New York Tribune of the traveler who bought a ham sandwich in a railway station has not lost all of its point.

"There isn't any ham in that sandwich!" growled the traveler, as he munched his purchase.

"Oh, you haven't come to the ham yet," the attendant answered easily.

The man ate on a while longer. Then he growled again:

"There isn't any ham yet!"

"Oh," said the attendant, "youve bit over it now."

### Coaxing the Children.

A mother who wished her children to drink a glass of water each morning on rising, found it somewhat hard to interest them in the daily health drink. As an inducement she gave them a bundle of confectioners' straws and now they enjoy their morning drink immensely.

### The Devil's Weapons.

A good many people who start out to fight the devil with his own weapons wind up by tickling the devil with his own ticklers.

### Wanted to Be Accurate.

The secondary school was deep in the study of physiology. The pupils were highly interested, but disposed to be painfully accurate about their answers of questions.

One day there was a review.

"Which of you children," asked the teacher, "can tell in what part of your body the heart is situated?"

A little maid on the back seat held up her hand:

"Well, Mary, where is your heart?" asked the teacher.

"In the north central part, ma'am," answered Mary.

## FACE BROKE OUT IN PIMPLES

Falls City, Neb.—"My trouble began when I was about sixteen. My face broke out in little pimples at first. They were red and sore and then became like little boils. I picked at my face continually and it made my face red and sore looking and then I would wake up at night and scratch it. It was a source of continual annoyance to me, as my face was always red and splotched and burned all the time.

"I tried ——, ——, ——, and others, but I could find nothing to cure it. I had been troubled about two years before I found Cuticura Soap and Ointment. I sent for a sample of Cuticura Soap and Ointment and tried them and I then bought some. I washed my face good with the Cuticura Soap and hot water at night and then applied the Cuticura Ointment. In the morning I washed it off with the Cuticura Soap and hot water. In two days I noticed a decided improvement, while in three weeks the cure was complete." (Signed) Judd Knowles, Jan. 10, 1913.

Cuticura Soap and Ointment sold throughout the world. Sample of each free, with 32-p. Skin Book. Address postcard "Cuticura, Dept. L, Boston."—Adv.

### Sorry for the Overworked Artist.

"Henry," said his sister at the breakfast table the morning after, "you shouldn't ask that young artist to work so hard when he and a party of your other friends visit you."

"Huh," replied brother, coming out of a post-mortem revery of the big hand.

"You needn't try to deny it. I listened at the door a while and some one was always asking the poor artist to 'draw three' or draw some other number of pictures. At least you should have been satisfied to have him draw one at a time."

### Home Campaign.

"Is your daughter going away this summer?"

"No; she has started a flirtation with the iceman, and we think her chances for getting engaged to him are very good."

### It's Style.

"I am going to Jamaica for my holiday."

"Don't go there."

"Why not?"

"Rummy place."

At the beginning of 1913 there were approximately 12,433,000 telephones and 29,566,000 miles of telephone wire in use in the world.

A sin has many tools, but a lie is the handle which fits them all.—Holmes.

### Ready Answer.

Beggar—Can you help a poor, gent, mister?

Passer-by—Hum! What sort of a gent do you call yourself?

Beggar—A indigent, sir.


# WINCHESTER

"Leader" and "Repeater"

SMOKELESS POWDER SHELLS

Carefully inspected shells, the best combinations of powder, shot and wadding, loaded by machines which give invariable results are responsible for the superiority of Winchester "Leader" and "Repeater" Factory Loaded Smokeless Powder Shells. There is no guesswork in loading them. Reliability, velocity, pattern and penetration are determined by scientific apparatus and practical experiments. Do you shoot them? If not, better try the W brand. They are the

FIRST CHOICE OF THE BEST SHOTS.


True courage is not incompatible with nervousness; and heroism does not mean the absence of fear, but the conquest of it.—Van Dyke.

Water in bluing is adulteration. Glass and water makes liquid blue cooky. Buy Red Cross Ball Blue, makes clothes whiter than snow. Adv.

### Correct Term.

Tom—So you've been on an outing, eh?

Dick—That's a good name for it. I am "out" just $35.—Boston Transcript.

### Evidently Knew the Kind.

Mrs. M. left the house for a few moments one morning, telling little Hazel to answer the door bell if necessary. Presently there was a ring. The lady caller, learning that Mrs. M. was not at home, opened her cardcase, and in doing so a bit of tissue paper fluttered to the steps. Picking it up, Hazel remarked: "Mith, you dropped one of your thigarette papeth."—The Delineator.

### Really a Good Excuse.

A second grade boy in one of the Philadelphia schools came in late recently, when the following colloquy between the teacher and pupil ensued::

"Why are you late, Thomas?"

"Couldn't come no sooner."

"You should get up earlier. All the first grade children were here on time."

"I was up in time, but I couldn't come no sooner."

"Why couldn't you come any sooner, if you were up in time?"

"I—I—I couldn't find my pants."

"That's a good excuse, Thomas. You may take your seat."—Lippincott's.

### Rhythmical Criticism.

Prof. Brander Matthews was talking of certain past participles that have fallen into disuse, reports the Washington Star.

The past participle "gotten" has gone out in England, although it still lingers on with us. In England, gotten is almost as obsolete as "putten." In some parts of Cumberland the villagers still use gotten and putten; and a teacher once told me of a lesson on the past participle wherein she gave her pupils an exercise to write on the blackboard.

In the midst of the exercise an urchin began to laugh. She asked him why he was laughing, and he answered:

"Joe's put putten where he should have putten put."

It is easier to break a man's will than it is to sidetrack a woman's won't.

It isn't recorded that the Lord loveth a cheerful giver of advice.


Mrs. Winslow's Soothing Syrup for Children teething, softens the gums, reduces inflammation, allays pain, cures wind colic. 25c a bottle. Adv.


### Not Visible to Him.

"That fellow is sui generis."

"I never saw anything generous about him."

### Probably in Time.

"Are you an end-seat hog, Tommie?"

"No, ma'am; I'm not old enough to be a hog yet."

### Glorious.

"Did you have a nice time at the picnic, Willie?"

"Yessum. I had so much chicken and pie and jelly and other good things that I was sick for two days."

### Mean Slap.

"What's the matter?"

"What's the matter? Wombat says I'm the worst liar in town."

"Don't be discouraged. You may be the worst now, but anybody who keeps at it as persistently as you do is apt to become a pretty good liar in time."

### Girls' School in Spain.

Mrs. Laura Richards, daughter of Julia Ward Howe, has been made a member of the Maine committee for the support of the International Institute for Girls in Spain. Mrs. Richards was one of the earliest indorsers of the institute. Miss Susan D. Huntington, who has been for the last three years director at the institute, is visiting in Boston.

### Most Powerful Searchlight.

The new electric searchlight projectors made by the Allgemeine establishment of Berlin are among the most powerful yet to be produced, and their candlepower, which is too high for measurement, can only be reckoned in hundreds of millions. What a striking one is the new method of regulatang the arc. The large carbons are now moved back and forth by small electric motors and suitable gears, current being applied to the motors by a set of relays which work according to the current taken by the arc, thus securing an automatic adjustment of the arc length in the best way. The base of the projector contains other motors for all the searchlight movements and a distant lever control is so designed that turning the lever in all directions makes the projector also follow these same directions for pointing the beam. These searchlights will carry several miles and still give light enough to read by.


# Keep Your Blood Cool

## by Right Kind of Food and Enjoy Hot Weather

It's largely a matter of selecting the hot weather diet with reason.

Summer is Nature's season of activity — seed-time, growing-time, harvest-time — a time of expansion, energy—and Man is influenced to do his part — to put forth greater effort because activity is in the very air.

BUT—caution is necessary to avoid excessive heat from combustion (digestion) of heavy, greasy food (Nature's way of generating body-heat in winter), in addition to the heat of the summer atmosphere.

# Grape-Nuts

is the Ideal Food for hot weather because, being largely predigested (and concentrated) in the making at the factory, it is quickly absorbed, a small quantity affording great endurance with little effort in digesting it.

Grape-Nuts, made of Whole Wheat and Barley, contains all the natural elements of these cereals, including the phosphate of potash grown in the grain for rebuilding waste tissue cells, especially of brain and nerves.

Try for breakfast, lunch or supper:—

**A Little Fruit; Saucer of Grape-Nuts and Cream; A Soft Boiled Egg; Slice of Crisp Toast, and a Cup of Postum, hot—or iced with sugar and lemon.**

Surprising how cool, yet full of healthy energy and "go" one feels on such a meal no matter what the weather.

"There's a Reason"