# The Art of Advertising

By DWIGHT NORWOOD

Mr. Broadrib, the proprietor of a territory to sell it in, sold me a stock on credit, and I located in a small town called Mercerville, in the center of my field of operations. I advertised largely in the country newspariers and was already occupied by a cleaner see, I have borrowed so many small lived, and ne took me to his more realist the fixed strength of the fixed strength of

I found myself up against the Excel sier dirt remover continually. Wher ever I culted to sell Broadrib's elemning powder I found that they had just re ceived a package of the Excelsior remover for trial, and since the article was satisfactory there was no chance in that family for mine. I concluded to kill competition by means of the nawapapers, not by attacking the remy own goods by Ingenious advertise

was at a loss to understand how this American says: had come about till she noticed that a

my ad. laughed heartlly, and I noticed at once an increase of sales. But I soon saw that the Excelsior agent had resolved to fight me on my own ground. The Union County Clarion appeared

The contract to remove the dirt for the foundation of the new schoolhouse has been awarded to the Excessor dirt re-

Being in for it, I sat down to think of a new way of overtopping the Ex celsior folks with the following result:

A farmer, having bought a package of Broadfib's caning powder at Brewerville, driving home got stuck in a mudhole Throwing some of the powder under the wheels of his wagon, the soil was reserved down to smooth bedrock, and the wagos wheels shone spick and span in the sun.

How long this war of ads, would have lasted had not my opponent become personal I don't know

found that some of the water charged in the ring.
With this clearing powder had passed through the ears and nostrils and washed ences said a control out like brain.

a fictitious name, to M. E. Tuttle. box 24, Hammerton postoffice, stating that I would like to buy a couple of dozen puckages of the Excelsion temover and would call at his office for the purpose if an address were given This brought the street and number

I found a little cottage on a side was the person who wished to buy a could of orme of second or designer of or month of sell. She asked what I wanted it for, and I told ber that I wanted it to remover, but feared when I told her why I wanted it she would refuse to sell. She asked what I wanted it to remove from that territory the agent of the Excelsior article, as she was interfering seriously with the sale of Broadrib's cleansing powder, which street. Upon asking for the agent of

the corners of her pretty mouth as pack horses. she replied that it would require a thousand packages to remove the agent, but if I cared to buy so many she would sell them to me at the wholesale price and with all the discounts she had obtained from the ownars. I asked her if the thousand packalso if there would be enough to re- American. move the agent to my office as clerk and advertisement writer.

"Not if your propose to store the Broadrib cleaning powder and the Excelsior remover in the same building." she replied. "Why not?"

"Together they would eradicate the ground under the building and it would collapse."

When we shoke seriously I learned that she was trying to support an in- minute is equal to that of a ton weight valid mother by selling the remover, falling from a height of twenty-one and I took myself off to another field, miles. leaving the one about Mercerville to her. But I paid her \$15 a week to write ads. for me and made a fortune out of them.

I didn't feel like keeping all the profit one for \$20, to show my lady friends,to myself when the girl had produced Meggendorfer Blatter. It by her ingenuity in writing ade. So I offered to divide it with her. She refused to take it as a sift, where I prevailed upon her to do so as my fown. Danish Preverb.

### WOES OF THE POOR RICH.

How the Wife of One Wealthy Man Got Her Spending Meney. In the American Magazine, in a story by Rebecca Hooper Eastman, is a satire on the poor rich, in which the wife of a wealthy man tells as follows how she gets hold of her spending

"Kitty, dear, I can't bear that you

these cakes at a certain woman's explementary to that expression. I work change for \$1 a loaf, cash. Kitty—I ed over him for half a dozen sittings, leave my car at a nearby hotel, waik then determined to give up the matter through the hotel to the exchange on of trying to paint his portrait. But on the next street, wear a plain suit and a the day I came to this resolution my thick vell, which I put on in the hotel sandlady told me that a gentleman had dressing room. Nobody knows."

| Sandlady told me that a gentleman had taken one of her rooms who, she thought, knew a good deal about art and suggested that I get some points almost everything else made of glass.—
| WHAT CALISES CRYSTALS? | Sandlady told me that I get some points almost everything else made of glass.—
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Large Part In Nature.

It stated that a woman bad put a pear in a supersaturated solution, or that were too light and still others that number of soiled clothes to soak on can this be produced only by the in I had left out entirely. I made the Saturday night and on Monday morn troduction of one of the crystals?" Ed. corrections, and the picture was im not the good thing some people may ing hid found them laundered. She gar Lucien Larkin in the New York proved, but was far from satisfactory imagine," said a young woman who

tear in the paper inclosing Brondrib's tion are obscure phenomens. Let wat if I should take more rest.

tending powder on a shelf above the cleaning powder on a shelf above the clothes had be out some of the constant rated when perfectly still then tet the had seen little of the environs of Flor.

tents, which had faller in the wash containing vessel be suddenly moved, ence, concluded to go about a bit. The shelt that I prized very highly because tub. tapped or disturbed; then crystals of next day I made an excursion to Fie it was unique and cannot be duplicat-Every one who enet me after seeing the dissolved substances will instantly sole, on an eminence several miles ed. I spent considerable money and form. Fure water, distilled, may be from friorence and reached by trotley had the assistance of a headquarters

the liquid will crystallize. Hany solu- bave done"

"This little understood process undergeneral structure of our house-the earth."

End Came Quickly. The experiences of local jewelers Boboli gardens and leaving word for with prospective bridegrooms have Luigi that I would not need him, left

Glacier National Park

Inductive and Deductive. Deductive reasoning is from theory to facts, while inductive reasoning is I told my landlady of my good for ter. This startled Manafield into ex-

Pelicy, Not Peliteness this morning and give your seat to a came I gave him 35 france. stout lady. Dibbs-Yes; it was a question whether she or I was going to stand I have 50 francs to spend." n my feet-Philadelphia Ledger.

Train Momentum The momentum of a modern twelve car railroad train running a mile a

Fixed Beth Ways

Please give me two bills for my hat

It is too late to throw water on the cinders when the he the ends of the earth."

# She Got Even With Him

By EDITH V. ROSS

should misjudge me, and so I am going I was studying art in Italy in the suggested by a scientist familiar with Broadrib's cleaning powder, gave me to tell you what not a soul in this hope of being able to return to Amer. the subject that the logical successor world knows. I have absolutely no ica and set up as a portrait-painter. Will be glass. money and no way of getting any. My My headquarters were Florence, where the requirements of iron and steel and money and no way of getting any: may any nearquartees were released, nature, the requirements of iron and steel and husband doesn't think it is necessary I lived in a room looking out on the with improved methods of manufactor me to have money when I can river Arno. Being a woman, I had ture will be a great deal cheaper, charge things I owe you a dollar, been careful to find a private family. There is an abundant supply of the charge things in the month who month take month. One day I saw

efficient the scenery of the article in ... "We have one of the finest cooks in and pose for me at a france a sitting. Stand a great deal of hard usage and my district. Indeed, the advertisement New York, as you know, and I order. Little Little Little Little Little had a pair of eyes the serve many of the purposes for which him to make cakes. He thinks they expression of which he could not catch from the purposes for which him to make cakes. In reality I sell besides other features which were compared to the catch from the purposes of interest of the catch from the country of the purposes of interest of the catch from the catch these cakes at a certain woman's ex-plementary to that expression. I work of glass which will be as strong and

I showed him my work and my mod mover, but by calling attention to An Obscura Process That Plays a el, at the same time asking what prevented me from catching the boy's ex-In answer to the question. Will a pression. He showed me certain lines.

My first ad I was well pleased with sudden far ever cause crystals to ap that I had drawn too heavy, others. Mr. Warfield told me that I had been has never yet been accused of being

mometer placed below the surface. Mr. Warfield on the staircase. He belt.
"Keep the whole very still and the asked me if I did not feel refreshed; "That was all well enough, but the water may be cooled a number of and I admitted that I did. "I think," other day as I was walking down degrees below the freezing-that is, he said, "that if you look at your work Broadway I saw Mr. Detective, He crystallizing-point without crystalliz after a day of rest and recreation you saw me, too, and remembered that he ing. Suddonly strike the vessel and will be better satisfied with what you had seen me somewhere, but had evi-

tions of superdensity will thus behave. True enough; my portrait struck me He 'shadowed' me for a block; then "This little understood process under as being far less imperfect than be when I turned into a store he slipped iying the fascinating mathematical science of crystal forming plays a highly lie model before me again and worked come out. Again he shadowed me till important part in nature in the building of solids, of crystalline rocks and general structure of our house—the might not see it till roady to resume by remember that he had known me as my work on it. When I looked at it a client, not as a victim, for as I lookthe next day I found that I had rather ed back he seemed to have a sheeplah injured than improved it. Disgusted, look in his face as he turned and walk I resolved to spend the morning in the ed rapidly away."-New York Globe.

One jeweler in recounting his experilast seen it. "It is remarkable," I said, the appointment of Willett, who was a
secon said a roung man came into his." how one's physical condition affects wealthy merchant and trader and had

jeweler said was just the proper senti-i notwithstanding that it seemed to me mayor again in 1607. The municipal ment.

A month later the young man return—
ed and told the whole history of his marital life in five words, "Can't you cut that out?" pointing to the engray.

Luigi but Luigi fiving 1 showed it was not only although police duties devolved largely upon the mayor, and he was police at sentence.—Indianapolis News. I could not touch it without marring government of which he was the head touch it again

i was sadly in need of money and took it to a dealer He seemed very Glacter National park is in northern much pleased with it and told me he Montana and is bounded on the north thought be could sail to for a good

of Broadrib's cleansing powder, which The methods of transportation in the aged to make so ready a sale and for park are by automobile, horse stage, such a price, but his only explanation There was a slight quirking up of jaunches on the lakes and saddle and was that it was a fine bit of work. I returned to my quarters hoping to get ten misapprehended for conceit. a better explanation from Mr. Warfield, but found that he had left Flor under a tin roof upon which a sudden ence.

from facts to theory. Deduction is tune, but she did not seem to be much claiming, "What's that noise?" sometimes mere dreaming, oftentimes surprised. I began to think I had not sir," was the answer. very foolish dreaming, while induction realised the artistic ability that was in stop!" ordered the actor flercely, New ages were her entire stock and if she is the same reaching out from particu- me. The landlady's daughter, though York Globa. would guarantee not to buy any more: lar facts to general laws.—New York she rejoiced with me, did not seem to wonder at my good fortune.

I sent for Luigi to make him a handsome present in addition to 10 francs I nevolent employer to his stenographer, "Gibbs-I noticed you rise in the car had paid for his sittings. When he "that you have something in reserve "Grazia, signorinal" he said. "Now

"Not 50, Luigi-35," "No, algnorina; it is 50. With the 15 francs Signor Warfield paid me"-

He stopped short.

"What! Signor Warfield paid you 15 francs?" "Yes, signorina. But I was to say nothing about that." ....

"What did he pay you the money

"For sittings. He painted in the picone for \$10, to show my husband, and ture every day when you were away."

"there's a big black bug on the ceiling,
one for \$20, to show my lady friends.—

For a moment I was too astonished
"All right, son," said the professor for words, then I exclaimed: "What busy with his essay; "step on it and a fool I have been! But I'll be even don't bother me." with him if I have to follow him to

> I kept my word. I married him six months later in Switzerland.

#### THE ERA OF GLASS

It May Come After Our Iren Ore Deposits Are Exhausted.

The iron ore deposits of the world are being rapidly exhausted and the time is not far distant when we will have to get along without iron and steel. Before that day arrives some substitute for these valuable things will have to be found, and it has been

largely in the country newspapers and envised in a buggy, carrying my four thinks have forgotten, but I have who would take me in. One day I saw materials from which glass is made, package of the cleaner on the floor behind the seat. My field of operations when I can.

"I want to tell you that I have just in whom I recognized at once an art want to tell you that I have just in whom I recognized at once an art was already counted by a discovered a way to make money. You int's model. I maked him where he positions.

#### BELATED RECOGNITION.

ed by a Detective.

"Acquaintance with a detective is "Supersaturation and crystal forms, working too hard and would do better an adventuress or anything else that is

put into a closed container and a ther. When I returned in the evening I met detective, but without recovering the

dently forgotten the circumstances

come personal I don't know The next been many and varied. Some wish to the house.

The agent of Broadrib's cleaning powfor washed his too yesterday, dropping a little of the powder in the water. The basin soon bécaus filled with dirt. It was inducted into office in basin soon bécaus filled with dirt. It was one whether they can be engraved found that some of the water started by the first mayor of New York, Thomto take a half-dozen sizes to be sure-of a fit and some bring "beautiful verses" portrait was on my casel where I had june, 1665. Governor Richard Nicolis, to see whether they can be engraved tooked so much better than when I had june. Finding was responsible for looked so much better than when I had ture Empire State, was responsible for through the ears and nostrils and washed out his brain.

Fearing that the campaign would degenerate into mud slinging, I resolved to find the Excessior agent and gain his consent to a division of the territory. I addressed a note, signed with a fictitious name, to M. E. Tuttle,

> A Wonderful Drummer. Probably the most remarkable drum-

Mansfield's Humor. Richard Mansfield's humor was of One night the company was playing downpour of rain caused a terrific clat-

"I trust, Miss Tappit," said the b for a rainy day."

"Yes, sir," said the earnest young woman, "I am going to marry a man named Mackintosh."

Perfectly Plausible. Cautious Customer-But if he's young horse, why do his legs bend so? Dealer-Ah, sir, the poor animal has been living in a stable too low for him. and he's had to stoop!-- Exchange.

"Pa's Solution. "Oh, papa," called Willie excitedly "All right, son," said the professor

# **BOSTON EXCURSION**

\$1100 Round Trip

Friday, August 7

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