

METHODS OF ADVERTISING.

Valuable Suggestions to the Retail Merchant for Dull Seasons.

How to advertise successfully in dull times for a general retail store is a difficult subject to decide. It is at the same time a subject upon which there is a great diversity of opinion.

By dull times we mean the seasons of the year when trade is not usually so brisk as it is at other times. At these times some merchants largely increase their advertising expenditures. Others continue about the same as in busy times. Business discretion should, of course, be used by all, but as a rule those who do the most advertising at these times have the best of the argument and can bring up more good reasons to support their side than the others.

If the purpose is to draw trade, then why not advertise when you need trade the most? Of course this rule is subject to the surroundings and the circumstances. We realize that in dull times it is much harder to bring people to the store, but that is one reason why more advertising should be used or better advertisements should be used, for it is not always necessary to extend one's space where the same result may be accomplished by using the same space in making the advertisement attractive.

If possible, in dull seasons more inducements should be held out to the customer than in brisk seasons. More care should be used in selecting articles to be advertised and more thought should be given to advertisements to bring trade to your store.

Advertising, to a large extent, is cumulative in its benefits, for the value of present advertising depends largely upon what has been done before. If you discontinue advertising entirely you are leaving out some of the bricks in the wall which you are constructing and will lose a large portion of the benefits of accumulative advertisements when you begin again, there having been a disconnection in what you did before and that which you now intend to do.

The benefits to be derived from advertising are in the future as well as what you may get at the present. Advertising is something like making a snowball—the further you go the bigger it grows. If, after you have rolled your snowball a little distance, you stop rolling it, and begin another one, you are expending an extra labor instead of accumulating, while if you had kept on rolling the old one it would soon grow to much larger proportions than any new one you could start.

It is poor policy ever to stop advertising altogether. In dull times, if the amount expended must be decreased, more care than ever should be used in the preparation of the advertisements. When the fish is harder to catch be more careful in selecting your bait.

The way to advertise is an important point to consider. In dull times make your offerings just as attractive as you know how, and advertise seasonable goods, such as will be of immediate use. It is hard enough to sell unseasonable goods when people buy freely, but it is much harder to push them in unfavorable times.—Dry Goods Chronicle.

The Professor's Joke.

Professor Brewer, of Yale, is one of those rare men upon whom learning sits easily and gracefully, without weighing down in the least upon a keen sense of humor. He is described by Henry Collins Walsh, in "The Last Cruise of the Miranda," as theocrat of the breakfast table of that ill-fated ship, which took out Sir Frederick A. Cook's Arctic expedition of 1894.

One morning, four days out from New York, the Miranda was off the coast of Nova Scotia. It was cold, foggy and dismal. The gloom of the fog seemed to hang even over the breakfast table until it was suddenly lifted by the professor. He sat at the head of the table holding an egg up to the light, and saying it curiously.

"See," he said to a professor next to him, "the wonderful provision of nature in mending eggs," and he dilated at length upon this provision, and passed the egg to let his companion inspect the shell, beneath an aperture of which another shell had apparently formed.

"I have had a varied experience with hard-boiled eggs," said the professor's brother in arms, "but this is certainly the hardest egg that I have ever seen."

He hit the egg a crack with his knife, but the knife rebounded. Professor Brewer then took the egg in hand again, and struck it a resounding thump with a heavy pated silver spoon.

"Why, by Jove!" he exclaimed, "it's a china egg!"

A Solitary Drug Store.

I am informed by a man who ought to know that there is in the whole country only one drug store, and that is in 5th avenue, New York. No patent medicines, no proprietary articles of any description are kept for sale there. It is simply and purely a prescription drug store. Ten prescription clerks are employed and kept busy. On the second floor are some of the finest microscopes in the world, and these are in constant use. The leading physicians of the city are the patrons of the place, and all their analyzing is done there. The annual income of the proprietor from prescriptions and analyses alone is over \$25,000.—New York Times.

Stable Drafts.

A draught of air during damp weather from a ventilator may be the cause of colds and diseases of the animals. Ventilation is necessary, but in cold weather, where stables are not very tight, there will be no lack of fresh air. In fact, it is more difficult to keep the cold air out than to let it in. Much suffering is occasioned in some stables from mistakes in ventilation.

ALL ABOUT THE FARM

SUBJECTS INTERESTING TO RURAL READERS.

Convenient Device for Hanging Hogs—Coop for Shipping Poultry in Winter—How to Use the Crosscut Saw—Farming Requires Skill.

Device for Hanging Hogs. A convenient device for hanging hogs is a valuable assistant in the handling of heavy animals. The accompanying illustration, which is from the American Agriculturist, represents the principal parts of such a contrivance. Stout posts (a and b), seven or eight inches square, are firmly fixed in the ground about 16 feet apart, and stand 10 feet or more in height. These are connected above by a hardwood beam (c), three inches thick and ten inches in depth, mortised into the posts and held by pins or bolts. At f, near the post b, and directly over the platform upon which the hog has been made ready for hanging, a small pulley is suspended from the beam, using for this purpose an eye bolt passing through the beam, but not extending above it. The frame of

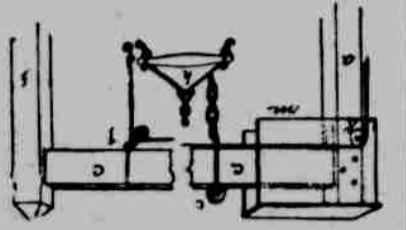


DIAGRAM OF APPARATUS FOR HANGING HOGS.

this pulley should be large enough that the hook on the end of the rope may be readily put through it or removed. A number of carriages similar to c are made to run on the beam. They consist of hardwood roller four inches in diameter and of about the same length, from which hangs a long iron loop inclosing the beam. This loop should be wide enough below, and extend downward far enough that the carriage may pass the pulley at f. From the loop hangs a chain about 18 inches in length. Through the post a an opening is cut just below the beam, and a pulley (k) inserted, over which the rope is carried down to a windlass fixed on the post a few feet from the ground. A hanger (h) is provided for each carriage. In this a different length of stick may be used as a "spreader," thus adapting it to larger or smaller animals.

In working this device, all the carriages to be used are transferred to the right end of the beam except one, which is brought into position on the left of the pulley, at f. The rope is passed through the loop of this carriage, over the pulley, and downward, the hook at the end of the rope taking hold of the large ring of the hanger, which has been used as a gambrel. The carcass is raised to a proper height, when the hook at the top of the hanger is placed in one of the links of the chain suspended from the carriage. The rope is now withdrawn from the pulley at f and hung upon the carriage, and by the continued use of the windlass the hanging animal is borne away to the left. The second carriage is now brought to the left of the pulley, the rope rearranged, and the same operation repeated for the second animal. As it is important that the upper surface of the beam remain smooth and hard, it is protected when not in use by a board covering extending a few inches on either side, or the shelter box (m) for the carriages may extend from post to post.

Growing the Cranberry.

A Cape Cod grower said to a Boston Globe man that analysis of the cranberry plant shows a large percentage of potash, whereas muck contains but a little potash and much nitrogen. Our muck gives a rank growth of vine. When too rank we mow them off, getting new growth and stiffer roots. The usual result of pruning. Or we resand the meadows, which will renew the vines and kill out foul growth. We begin sanding by putting on only a few inches, adding more from year to year as the vine seems to need it. We run our ditches diagonally, slanting toward the flow of the main ditch, to avoid obstruction at the month. In starting a bog we use a complete fertilizer. After the young cranberry slip is set a man makes a hole in the sand with his dibble about an inch from the plant, and another man goes along with a pail of fertilizer and a common clay pipe, and put a pipe into each hole, covering it with his foot. The next year we scatter fertilizer broadcast about the plant. After that we use only wood ashes, these giving us potash and phosphoric acid. We have tried both carbonate of soda and nitrate of soda, but get the best results from wood ashes. Our object in using fertilizer the first two years is to get the plants to cover the ground as quickly as possible, and thus shut out grass and foul growth. A good crop is about a barrel to a square rod.

Cure Founder in Cows.

Cows will founder the same as horses from being overfed with some food which cannot readily be digested. As it sours in their stomachs cows will show the characteristic lameness which results in horses when they are overfed with anything. Of course, as digestion is interrupted the animal becomes feverish, and her milk flow ceases. It will take several days of careful feeding to put a foundered cow in good condition again. She should be kept in a dry place and given all the water she will drink and light, easily-digested food in small quantities until digestion is restored to its normal condition.

How Grease Destroys Lice.

It is not necessary to use kerosene emulsion to destroy lice. That is the most convenient way to kill lice in hen houses, as it can be sprayed to reach every part. But when applied to fowls or animals to destroy lice on their bodies, any fresh grease rubbed into the skin with the hand is more pleasant and quite as effectual. The grease closes the small orifices through which all small insects take the air they breathe, and thus suffocates them. As the insects are always moving, rubbing the grease about the head, neck and breast of fowls and about the necks of cattle will usually be sufficient to rid the animal of them.

Extra Feed in Cold Weather.

All who have fattened stock in winter know that the animals eat more heartily and are less likely to be cloyed with an excess of grain or meal when the weather is cold. It is then, also, that the greatest gain is made if the stock is given a sufficiency of fattening food. But the stock is not fattening, which is giving milk or simple kept in store condition, needs extra feed during cold weather. This is especially true at night, when the animal is likely to have less exercise and be less able to keep warm than in the day time.

The Beautiful Gladiolus.

Of all the flowers none will return greater satisfaction for trouble and expense than the gladiolus, and yet they are not common in our gardens. The bulbs take up so little space and the bloom is magnificent. The flowers come soon and succeed each other for months.

so that you face the line of the cut with the handle opposite the center of your body. Keep as close and let the saw miss freely your body and clothing. Get the stroke with your arms and the bend and turn of your body. Hold the handle loosely in both hands, with the outside hand below. Pull the saw straight through the cut, both laterally and perpendicularly. Practice so you can change sides and draw either right or left-handed. With a little practice this can be done more rapidly and easier.

Feeding Market Gardens.

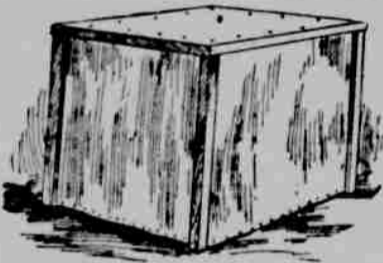
The old idea that fertilizers were no, adapted to market gardening was long ago exploded by the practical experience of the big market gardeners near our large cities, and by the truck farmers in the South, says the Agriculturist. Cabbage, celery, lettuce, spinach and similar leafy vegetables depend for quality upon quick growth, and it results only from plenty of soluble plant food in the soil. "A slow growth is usually tough, dull and rusty, while a quick growth is tender, bright and crisp." Only by filling the soil with decomposed stable manure in excess of what the crops need, can the needed supply of available plant food be obtained from manure. Usually it is cheaper and more satisfactory to feed these market garden crops with fertilizers than to buy horse manure at high prices and haul or ship it long distances.

Incubators for Early Chickens.

All farmers want to have chickens come off as early as possible. The early pullets will begin laying in the fall and will continue to lay more or less through the next winter. But early in the season no good laying hen can be induced to become broody, or if she is she will not sit so determinedly as when the weather is warmer, later in the season. The incubator comes in handy for these extra early chicks. If well cared for it never gets out of order or goes off the nest. It is the nest itself, in fact, and will hatch out more chicks in cold weather than the most careful hen can do. During the summer season there are more or less broody hens, and to give them a setting of eggs rests them from the burden of egg production. There is no loss of time in hot weather in allowing a hen to sit. There is when the sitting has to be done late in winter or early in spring.

Cold-Weather Shipping Coop.

More fowls are shipped away by express in cloth coops in winter than at any other season of the year, and many that unfortunately have their combs frozen. A cloth-covered coop is scant protection against the cold. Take the same coop, put cover pieces on outside the cloth cover, as suggested in the sketch,



COLD WEATHER SHIPPING COOP.

and over these stretch another covering of cloth, and we have an air space between that will protect the fowls from cold. Have a tight cover except the slit for the hand of the expressman, which will also afford ventilation. With plenty of chaff in the bottom to keep the feet warm, birds ought to be very comfortable in such quarters, even in very cold weather.

Where Are the Farm Tools?

There is much loss leaving of farm tools in the fields where last used than there formerly was. The kind of farmers who practised this negligent and wasteful way have been weeded out by the Darwinian process of natural selection. It is doubtless true that even when the mowing machine and harvester are sheltered in winter their wear by rust is as great if not greater than the depreciation in value by use. All woodwork that needs it should be painted during the winter months. Iron should be rubbed clean from dirt or rust, and thoroughly oiled or greased with grease that does not contain salt. This will prevent rusting, while the salt in grease is the direct cause of rust.

How Grease Destroys Lice.

It is not necessary to use kerosene emulsion to destroy lice. That is the most convenient way to kill lice in hen houses, as it can be sprayed to reach every part. But when applied to fowls or animals to destroy lice on their bodies, any fresh grease rubbed into the skin with the hand is more pleasant and quite as effectual. The grease closes the small orifices through which all small insects take the air they breathe, and thus suffocates them. As the insects are always moving, rubbing the grease about the head, neck and breast of fowls and about the necks of cattle will usually be sufficient to rid the animal of them.

Extra Feed in Cold Weather.

All who have fattened stock in winter know that the animals eat more heartily and are less likely to be cloyed with an excess of grain or meal when the weather is cold. It is then, also, that the greatest gain is made if the stock is given a sufficiency of fattening food. But the stock is not fattening, which is giving milk or simple kept in store condition, needs extra feed during cold weather. This is especially true at night, when the animal is likely to have less exercise and be less able to keep warm than in the day time.

The Beautiful Gladiolus.

Of all the flowers none will return greater satisfaction for trouble and expense than the gladiolus, and yet they are not common in our gardens. The bulbs take up so little space and the bloom is magnificent. The flowers come soon and succeed each other for months.



CHAPTER XXXIV.

Mrs. Dene arrived two days later, and found everything in her house far more luxurious and home-like than she expected. She had brought only a few of her goods and chattels with her, intending to rough it for a month or so, but the Commissioner, among whose faults inhospitality was not, had decreed otherwise, and had made the place so cozy in the limited time, that even Jane, who had been backward and forward many times, scarcely recognized it when she paid her last visit.

Alpore seemed very little altered. It struck Mrs. Dene that Jane, who was seated opposite to her in sympathetic silence, was the most changed of all. She thought of her as she remembered her at first, a shy, pretty girl, slowly developing into the coquettish beauty, the acknowledged Simla belle. She was lovely still, lovelier than ever, she was fain to confess, but it was such a pale, weary face that owed nothing of its beauty to happiness or animation.

Among the first who called on Mrs. Dene was Major Larron, but, though his manner was very gentle and sympathetic to herself, she could not fail to see that the real object of his visit was Jane. His gaze rested on her all the while, eager to forestall every wish, to lose no movement of the white fingers which twined so restlessly one with the other, nor a glance of the sorrowful hazel eyes which roamed as they would, never met his own.

His suit had not made much progress. It was very seldom that he could see her, and when he did happen by sheer perseverance to come in her presence, her thoughts were evidently so far away that he knew it would be of no avail to push his own suit. Mrs. Dene could not help feeling sorry for him, he seemed so terribly in earnest—besides, long ago, she had promised him her aid.

"Come and see my flowers," she said, presently, when the conversation began to languish. "I have such a capital garden. I suppose the Commissioner's mollies have kept it in good order. At Hattiaabad I had nothing but a bare expanse of kunkur, and a well."

Major Larron rose to follow her, and said at the moment, so that the common civility obliged her to follow them; and once in the garden Mrs. Dene soon made an excuse to leave them.

"Mrs. Dene is not looking well," he began awkwardly, when that lady was out of hearing.

"She is not well. She came here for a change of air, you know."

"Ah, yes! I understood so, of course. And yourself, I wish I could see you looking better," he went on.

"There I think your kindness misleads you, Major Larron. I am in perfect health—a little stiffly."

She walked away a few paces, less with the intention of avoiding him than to calm her own agitation. She did not love him; sometimes she even regarded him with an instinctive dislike, even fear; yet for a moment she was carried away by the passion in his tones.

"Am I so distasteful to you that you will not stay beside me?" he asked her sadly, standing still a little way apart.

"It is not that," she murmured.

"Then listen to me, Jane; yet what is it after all that I can say? I have so little to offer you—nothing except wealth and rank which seem such worthless things now that I have to stake my all upon them. I am too old for you; older than the Colonel by some years."

Jenny Braeme
BY CHARLOTTE M. BRAEME

you, I adore you—is it such a hard matter to consent to be adored?"

As she hesitated, meaning to say "yes," and so escape from all that had been troubling her of late, now half held back by the knowledge that all her future hung upon the word that she might utter—she heard Stephen Prinsep speaking as he walked with Mrs. Dene a little distance off.

At the sound of the low, musical tones her half-formed resolution faltered. How could she promise to let another love her, to be another's wife, in the close vicinity of the man to whom she had avowed all these things before, within hearing even of the voice by which she had been—ah, so willingly—wooed?

"Do not press me. I cannot answer now," she said, hastily, a piteous expression coming over her upturned face.

Turning, she walked toward the house and overtook Mrs. Dene, who looked at her scrutinizingly as she came up. Had she or had she not accepted Major Larron?

Colonel Prinsep too looked keenly, wistfully into her face. Surely it was not possible that she had forgotten what had been between them. She loved him—him only—he could not doubt that, since he had surprised her in his bungalow kissing the words he had written.

Reason of that stealthy visit he had failed to discover, nor could he guess what the barrier was that she had decided must divide them, but surely there was nothing that need drive her so into the arms of another.

Mrs. Dene had been addressing herself to Major Larron, and kept up a brisk conversation with him, under cover of which the silence of the other two remained unnoticed, and it happened that as they went into the house for a moment the Colonel and Jane were left alone.

Jane looked up quickly. In her eyes then Stephen Prinsep saw only doubt and distress—not love for one lover, nor regret for the other.

"Colonel Prinsep, they are making fresh inquiries about Jacob Lynn's death. They are going to send the case to the High Court; Mr. Knollys told me so!" she exclaimed in an excited undertone.

"And then?" he asked, with what she considered an almost shameless calmness.

"The murderer will be found out; they know so much already, and more will be discovered than."

"And you don't wish that the criminal—supposing it to be a criminal case—should be brought to justice?"—with a curious look into her troubled face.

here you would as soon marry Diana as Jane?"

"Why do you always bring up Miss Knollys' name?" exclaimed Val, petulantly, rising from his seat to poke the fire vigorously.

"And why do you always resent it, if indeed she is no more to you than any one else?" asked Mrs. Dene, maliciously. "Make up your mind which you prefer, and—"

She stopped short, and in her embarrassment knocked down a small vase that stood on a table at her elbow. Both girls had come in from the veranda and stood side by side, as though purposely affording an opportunity for choice—Diana, her head as usual held demurely high, her lovely figure almost defiantly erect; and Jane, eyes cast down, blushing violently at the words they had both overheard and suspected might have reference to themselves.

So he had made his choice, thought Miss Knollys. Ah, well, it was best so; for even if he had loved her, as she without doubt loved him, she could never have overcome her pride sufficiently to have married him! She whose family was one of the oldest in England, to stoop to bear a name which was only celebrated in the particular line of business his relations had selected! Yet why did she feel such a dull aching pain in her heart, if indeed she would not have it otherwise than it was?

"Do not go, Miss Knox. I have something to say to you," Valentine began, and she looked up in such evident dismay, that he added hastily, "It is only a confession I have to make."

"Confession always obtains absolution. Say on. I am sure it is nothing very dreadful."

"It was a foolish bet that I made about you some weeks ago, that you would marry Mr. Blount. Don't look so hurt, Miss Knox; indeed, I hardly thought it possible. I only made the bet in the hope that I might lose it. I am such an unlucky fellow that I always lose my bets—and, indeed, I should not have accepted the proposition, only I was feeling wretched, so—"

"Who proposed it?" asked Jane.

"Ah, that of course I cannot tell you! I only want to win your forgiveness for myself, not to shift the blame upon another. Tell me, are you very, very angry?"

"I knew it before"—quietly.

"And that is why you spoke so coldly to me for some time afterward. I wish I had made a clean breast of it before, I wanted to, but—who told you, Miss Knox?"

"That is my secret. Tell me with whom the bet was made."

"I cannot—you know I cannot," said Valentine, distressed.

"Well, I will be less punctilious. It was Major Larron who told me on the night of the—th Hussars' dance."

"Major Larron! Why, it was he—I mean—"

"I can guess what you mean, Mr. Graeme. It was Major Larron who suggested the bet, and it was he who hastened to inform me of what you had done without mentioning his own share in the transaction."

"He shall answer for it to me!" cried Valentine.

Agassiz's Test.

It is said that however widely Professor Agassiz, the famous zoologist, might differ in his opinions from another scientist, he never undervalued any contribution which a scientific opponent made to zoology.

He extended the fame of Owen, the eminent English zoologist, in this country, by enthusiastically pointing out to all questioners his grounds for a sincere admiration of that scientist, and it was only by chance that his auditors learned how widely Agassiz's opinions differed from Owen's on certain much disputed questions.

But for amateurs who took facts at second-hand, and built up systems by combining the discoveries of various specialists in science, he had a somewhat contemptuous indifference. One of his friends asked him on one occasion how he felt about the attack which had been made on his scientific position by a certain accomplished scholar who had studied the different theories advanced by eminent zoologists, and had decided that Agassiz must be ranked in the second class.

To the amazement of his friend, who regarded the attack as a matter of considerable seriousness, Agassiz burst forth into a roar of laughter.

"Why, just think of it!" he cried. "The man undertakes to fix my place among zoologists, and he is not himself a zoologist!" And then seeing that his friend did not apparently appreciate the joke of the affair, he added, with evident enjoyment, "Why, don't you know that he has never been an observer?"

With him "observation" meant not only the training of the eye itself, but the cultivation and exertion of all the faculties behind the eye. He once said in reply to a friend who asked him, after he had been fifteen years in this country, what he considered the best result of his teaching.

"I have educated five observers. One of them, to be sure, has turned out to be my deadliest personal enemy; but I still affirm that he is a good observer, and that is the best compliment I could pay him were he my dearest friend."

Of Course.

Undoubtedly there is something in the theory that disease germs are transmitted by kisses. The wind, for example, is forever kissing the cheeks of lovely damsels; and the air, you know, is full of microbes. That's how they get there, of course.—Boston Transcript.