

Small Town Newspaper Advertising Will Pay

(By Charles A. Goddard, in Western Advertiser)

Hysham, Mont., is a small town and it has one of the usual small-town weekly newspapers. It also has merchants who insist that newspaper advertising in such a town and in such a small paper will not pay; that it is merely a necessary evil that enables the town to maintain a newspaper.

Mrs. H. A. Crane, wife of a local druggist, is not one of these skeptics. Some of the local merchants tried to discourage her when she took an interest in the store's advertising a couple of years ago; but she would not be discouraged. Today she has plenty of argument for the doubter. She is one of the most enthusiastic believers in advertising in the west—and insists that it saved the day for the Crane store when it was headed for the rocks and traveling in that direction at so rapid a gait that failure seemed certain.

Now the store is a success; and it is to the fact that she gave thought and attention and work to the preparation of advertising that this success is largely due. It might have been a hard-luck story.

In 1918 Mr. Crane was taken with a malady that doctors could not stop. He had to withdraw from the drug store. Mrs. Crane herself was in poor health and she had not learned much of the merchandising of drugs, having assisted in the purchase of a few side lines and having studied pharmacy just a little. But she had to pitch in and take over the management of the store.

A registered pharmacist was necessary, and in a town of that size the proprietor usually saves this salary by doing the prescription work himself. But the man's salary had to be added to the expenses. It meant that between doctor bills, salary, losses and other drains the couple found themselves over \$3,000 in debt in that year. Worse than that, Mrs. Crane had to lose sleep during the nights that she nursed her invalid husband. Between the store and the sickroom her limited strength was taxed.

Added to her other work she had to begin to study for the examinations that would test her fitness as a registered pharmacist. But she failed at the state examinations and could not get the certificates that would have saved for the couple a salary.

With expenses piling up she began to look for expenses to reduce. Every month a newspaper bill had been coming. It was certain that the returns were not worth the expenditure. So that item was under observation.

"Of course, cut it out," a friendly merchant advised Mrs. Crane. "It is an unnecessary expense, as it gets you nothing and if you need to reduce expenses, why there is one place that won't hurt the business. It never gets me anything."

Then this woman did something contrary to the advice. She reviewed the advertising the store had been doing. It was dry, uninviting and with no sales appeal. It was too much like that of all the others. She then looked at the advertisements of merchants in larger cities—they were spending even larger percentages of sales in that direction than she was. And they were undoubtedly making it pay. She ran through some advertising magazines and some trade papers that came to the store. She also looked through some samples of literature gotten out by a large store.

"It was our fault, not advertising, that our investment in that direction was not bringing in returns for our

money," Mrs. Crane concluded. "And instead of eliminating this source of expense and of time and trouble, I decided that I would use it as earnestly as the larger and more successful advertisers."

Although without a spare minute of time, she burned late electricity studying the various specimens of advertising. And in this way she hit on a style that she has stayed with for two years. And it has been a life-saver.

That style was the store news kind of merchandise talk. The advertising of the local stores had been so dry that she aimed to put something inviting into the space. She got the idea from the store paper of a large store. But she used it in her newspaper space. Her advertisements run in a single column each time with the same border, heading and signature. While the matter does not always make an entire column it is always set up in this style.

While the little quips, personal and poems are entertainingly written, there is usually a reference to merchandise that is both reasonable and logical. The first thought that one might have about the advertising is that it is more entertaining than selling; but Mrs. Crane has made tests when certain articles have been featured. The results show that the advertising makes sales in a few weeks that outdo the sales of many months of the old way of advertising.

Into this investment she put the amount of her discounts that first year. And she actually spent more instead of less money on advertising. It not only took money, but it took hard work and late hours.

One of the first indications of the wisdom of this living of the store advertising was in the mail orders that began to come in for goods so advertised. The mail order business alone has become worth while and a help toward the paying of the advertising cost. Then letters began to come along with the orders. People would say how much they enjoyed the advertising column.

Business and profits began to develop. Mrs. Crane again tried for the registered pharmacist's certificate, and passed. Since the advertising was begun the sales have grown almost a third greater. The indebtedness has been retired. The store has been altered to make it, as each advertisement says, "The Biggest Little Drug Store in Montana."

Another help in the selling and advertising is the selection of nationally advertised lines. The more that Mrs. Crane got into the business the more firmly did she become convinced of the profit and ease of selling that standard lines afford. She is busier, at home and at the store, than the average merchant, and that is the reason, she says, that she has no sympathy for the business man who is "too busy with the important work of the store to give any time to advertising or display." She has such an ability, but will not use it.

One of the most valuable assets of hers is the scrap book into which she pastes everything in the advertising line that she can borrow from the business magazines she takes time to read and the newspapers.

NOTICE

Hunting and trespassing in any shape or form on the SW 1/4 of SE 1/4, SE 1/4 of SW 1/4 and the West Half of SW 1/4, all in section 33-25-48, Box Butte county, Nebraska, is strictly forbidden. 52-55p

CHRIS. NEPPER.

The only thing we know of that will cause a woman to be on time is the train that she is going on, and for that she will be at the station three hours ahead of time.

FELT LIKE AN IRON BAND AROUND HEAD

Mrs. Osborne Says She Shudders When She Thinks How She Suffered

"For years," said Mrs. V. B. Osborne, of 718 Lancaster Ave., Lexington, N.Y., "I have been in a run-down condition; nervous, weak and dizzy. I was actually so nervous that any sudden noise or excitement would produce a palpitation of my heart that frightened me. I absolutely could not climb stairs, for to attempt such would thoroughly exhaust me.

"I had nervous headaches and when they came on it seemed that an iron band was drawn tight around my head. I now shudder when I think of those headaches. My stomach was weak and I could not digest the lightest liquid food. Any food of a solid nature caused nausea and the sickening sensation remained for hours.

"My misery was almost unbearable. My sleep was never sound and I was worn out all the time. My condition was indeed a very deplorable one. I finally sought treatment in Cincinnati but nothing helped me one particle. I was on the verge of giving up in despair when a neighbor pleaded with me to try Tanlac. I obtained a bottle of the medicine and began its use.

"I began improving at once, and soon felt my nervousness and dizziness disappearing. Then my backaches left me and I realized my strength had returned. My appetite and digestion improved and I am now so much better in every way. This Tanlac is a wonderful medicine and the only one that ever really helped me. I hope every poor woman who is suffering as I did will try it."

"If Doctor Einstein succeeds in explaining what lies beyond the end of infinity, he can then take up the work of finding out what it is that exists beyond that."

That strawberry wine, which will be made with government permission for non-beverage purposes, will presumably be used to grease automobiles.

LAKESIDE

R. D. Kirkpatrick returned from an eastern trip last week. Joe Pozza went to Alliance Friday and returned Saturday.

Edward Jameson returned from Denver Friday morning. Mrs. Sidney Irwin was a passenger to Alliance Sunday on No. 43.

Mrs. Mae Larson went to Valentine on a business visit last Thursday. A number from here attended the dance at Ellsworth Saturday night.

Mrs. Cecil Wilson and little daughter drove in from the ranch Thursday. Hans Peterson returned from a business visit at New Castle, Wyo., Saturday.

Mr. and Mrs. Frank DeFrance drove in from the ranch the latter part of the week.

Rev. Mr. Burleigh went to Whittman Sunday on No. 44 to hold services at that place.

Truman Been rode in from the Zeig home north of town, for an over Sunday visit in town.

O. E. Black shipped in eight carloads of cattle from west the latter part of last week.

Milo Rose arrived Friday from his home near Gillette, Wyo., to spend his vacation in this locality.

Miss Iola Speer accompanied Miss Leota Wilcox to her home near Ellsworth Saturday for a visit.

Miss Bertha Tyler rode in from her home in the country Sunday to visit her friend, Miss Edera Larson.

Victor Hunsaker attended the Palmer Bros. show at Alliance last Wednesday, returning home Thursday on No. 44.

B. F. Weekley returned Sunday from a visit with his brother at Hyannis, who is ill and in a serious condition.

Edward Kennedy resigned his position as helper at the station here and returned to his home at Ellsworth last Sunday.

Fred Speer left on No. 44 Saturday for Ellsworth and from there to the Spade ranch, where he has a position to work.

George Lindley went to Kansas City Friday. We understand he intends to stay about a month's time there before his return.

Col. Merritt came into town from

the Hooper ranch Sunday and boarded the train for Texas by the way of Denver to visit his father, who is seriously ill.

O. O. Fessenden returned home Sunday morning from Broken Bow in his big Jeffrey Six car, which he left in storage there when moving to Lakeside last fall.

Miss Anna Tyler returned to her home in the country the latter part of the week, after keeping house at the R. A. Westover home in East Lakeside the past few months.

C. J. Hitt returned from Alliance the latter part of the week where he went to have some dental work done. He has been suffering from the effects of an ulcerated tooth.

O. U. Fessenden and son Harold, Earl Coe and Mr. and Mrs. A. S. Morris drove to Ellsworth Sunday afternoon to attend the ball game at that place between Ellsworth and Bingham.

Mr. Furguson of Antioch and several men moved a house in from out southeast of town and set it on the lot where the old parsonage now stands. We understand they are to repair it and fix it up for the pastor's use in the near future.

Mrs. George Pollard and children left Friday on No. 43 for a few weeks' visit with relatives and friends at Norton, Kansas, but only got as far as Sterling, Colo., where a big washout three miles out of town stopped the traffic, so they took the 7:15 o'clock morning passenger train back to Alliance and arrived in Lakeside Saturday on No. 44.

The people of Lakeside were both shocked and saddened by the news of the death of Miss Josephine Marcy, the 20-year-old daughter of Mr. and Mrs. W. L. Marcy of Lander, Wyo., who for several years were in business here. Miss Josephine was a beautiful young lady and of a kind and loving disposition, having many friends and associates here who regret to learn of her untimely death. She leaves to mourn her departure her father and mother, one sister, five brothers and a host of relatives and friends.

If the worst comes to the worst, the British ought to be able to scare up a war somewhere that would enable them to get together on something more important than a labor dispute.

WOMAN'S CASE AMAZES ALLIANCE

A business man's wife could not sew or read without sharp pains in her eyes. For years her eyes were red and weak. Finally she tried simple witch-hazel, camphor, hydrastis, etc., as mixed in Lavoptik eye wash. The result produced by a single bottle amazed everyone. We guarantee a small bottle Lavoptik to help any ANY CASE weak, strained or inflamed eyes. Aluminum eye cup FREE. Fred E. Holsten, F. J. Brennan and Harry Thiele, druggists. T-4

ATAVISM

Chauffeur (as crowd collects after accident to pedestrian): "Wait a minute now—don't call me an assassin just yet! He may have had people in his family where were in the habit of getting run over."—Le Rire (Paris).

Another reason why hard work is worth while, even if the returns are not generous, is that hard work has kept more men out of the penitentiary and out of the hangman's grip than all other factors in the world combined.

SLOW DEATH

Aches, pains, nervousness, difficulty in urinating, often mean serious disorders. The world's standard remedy for kidney, liver, bladder and uric acid troubles—

GOLD MEDAL HARLEM OIL CAPSULES

bring quick relief and often ward off deadly diseases. Known as the national remedy of Holland for more than 200 years. All druggists, in three sizes. Look for the name Gold Medal on every box and accept no imitation

"There's No Place Like Colorado After All"

Colorado is as big as all New England, with Indiana added; two-thirds is mountainous—100,000 square miles contain 155 peaks that are more than 13,000 feet high. Within the state there are 500 lakes—large and small; 6,000 miles of running water, born of snow and filled with fish. Mineral springs abound—no one knows how many there are. Every railroad line is an excursion line. Motor highways radiate in all directions.

Obviously, in such a region, vacation possibilities are unlimited; hence the term, "The Playground of the Nation."

Where to go? There are a thousand different places. In two hours from the haunts of civilization, where splendid hotels, dancing, music and golf reign supreme, back to the wildest, untamed mountain fastness, where the silence is broken only by plunging waterfalls, the songs of birds or the splash of trout.

When to go? Any time!

This summer, when seeking escape from the dust and heat, go out under that magnificent cool, blue Colorado sky. Get the tang of the mountain air in your nostrils—the fragrance of the flowers and the spicy smell of pine.

How to go? Just climb aboard a Burlington limited.

"There's No Place Like Colorado, After All!"

Suppose you come in and we'll talk over your summer vacation-recreation plans.



H. L. ORMSBY, TICKET AGENT



U. S. TUBES
The same standard of quality built into U. S. Tires is put into U. S. Tubex.

Why some men seem to have all the tire luck

YOU probably know a man whose car is a hobby with him. He knows just why it's the best little old car there is of its class.

And he'll stand up for that car against the world in any kind of an argument.

Year by year an increasing number of men feel the same way about U. S. Tires.

For a while they may try "job lot" stuff, "bargains," "big discounts" and "rebates."

But usually it doesn't take long for a man to sense the economy of the standard quality tire.

For years U. S. Tire makers have been building quality tires for sane tire users—for the car of medium or light weight no less than for the heavy car.

The tire buyers of the land have responded with a mighty U. S. Tire following.

The U. S. Tire makers meet the responsibility for supplying this nationwide following with characteristic energy.

Ninety-two U. S. Factory Branches are established, covering the entire country.

Find the U. S. Tire dealer who has the intention of serving you. You will know him by his full, completely sized line of fresh, live U. S. Tires—quality first, and the same choice of size, tread and type as in the biggest cities of the land.



"Find the U. S. Tire dealer with the full, completely sized line of fresh, live U. S. Tires."

United States Tires United States Rubber Company

STURGEON GARAGE, Alliance, Neb.
L. L. ACHESON, Bingham, Neb.
MILLER AUTO CO., Hemingford, Neb.
RANCHERS' SUPPLY CO., Ashby, Neb.

HEMINGFORD IMP. & INV. CO., Hemingford, Neb.
L. A. ANDERSON, Hyannis, Neb.
MORRISON MOTOR CO., Mullen, Neb.
PEARSON MOTOR CO., Mullen, Neb.