

# The Political Weekly as an Advertising Medium

(Written by W. J. Bryan for "Judicious Advertising," published by Lord & Thomas.)

The political weekly deserves to be considered as an advertising medium for the following reasons:

First—Such a paper is taken mainly by those who believe in the political doctrines which it advocates, and advertisements appearing in the paper commend themselves to the readers. A man's political convictions are, as a rule, deep and lasting, and in every great crisis there are innumerable instances where the individual's views on public questions are stronger than family ties. Those who hold tenaciously to their political opinions naturally prize papers upon which they can rely for the information which they need in the discussion of political questions, and those who advertise in such papers profit by the confidence which the reader has in the publisher.

Second—Political weeklies are not read and thrown away like daily papers, but are laid aside for reference. The advertising matter is, therefore, of lasting value, and it is not uncommon for an advertiser to hear from such an advertisement many weeks after it has ceased to appear in the paper.

Third—The political weekly is growing, and bids fair to occupy an increasing place in the field of journalism. The daily is becoming a great business enterprise whose editorial page is either practically without political color or defends the interests of the corporations with which the owner is connected. The stockholders of the great dailies are generally unknown to the public; neither are the writers known whose pencils supply copy for the editorial page. It is

impossible that an intelligent and thoughtful student of public affairs should pay a great deal of attention to editorials written by nonobd-knows-who and often with an ulterior purpose.

With the growth of the daily it becomes less and less possible for the same person to be both editor and owner, and if he is employed to do the writing, he must write as the owner desires or forfeit his place. It is likely, therefore, that there will be an increasing tendency to read the daily for its news and the weekly for the thoughtful discussion of the problems of government. A weekly paper can be published without great expense and can be edited by the owner. Its circulation will depend partly upon the popularity of the ideas presented and partly upon the ability with which the paper is edited.

Fourth—The political weekly has a wider field than the daily can possibly have because a daily published in one city cannot hope to invade the precincts of another city, but a weekly published anywhere in the United States can find its way into every village and hamlet of the country. Its contents are not valuable because of their freshness as news, but because of their permanent usefulness in the consideration of questions of moment.

Fifth—The political weekly is inexpensive as compared with the daily and reaches those who would not feel able to pay the price of a daily. It may be confidently expected, therefore, that political weeklies will increase in number, in circulation and in influence, and the value of an inch of advertising in such a paper will approximate the value of like space in a monthly magazine of like circulation.

W. J. BRYAN.

## Many Dromios.

Many amusing mistakes occur in the house almost daily because of a similarity of appearance in members. Constituents come here after seeing their representative on the stump once or twice and think they can recognize him.

They pick the wrong man about as often as they do the right one.

"Oh, Judge Croft, I am so glad to see a South Carolinian away up here!" declared a young man with his bride a few days ago. The bride looked greatly pleased that her husband knew so distinguished a lawyer of his own state.

"I'm Representative Badger, of Ohio," said the supposed Judge Croft. These two representatives look more alike than any other two men in the house. Even some of the members find it difficult to tell which is which.

The double of Representative Tate, of Georgia, "Tom" Ball, of Texas, who served three days in this congress, for which he received \$3,000, has resigned and is going to devote himself to private business.

T. Hayes, of Massachusetts, a democrat, and Butler, of Pennsylvania, a republican, are frequently mistaken for each other. Robertson, of Arkansas, and Watson, of Indiana, look as much alike as two peas.

William K. Smith, of Texas, does not look like any of the other seven Smiths in the house, but bears a striking resemblance to Hopkins of Kentucky.

The other dromios are Lewis, of Georgia, and Miller, of Kansas; Houston and Lamar; Ryan, of New York, and Scarborough; Hogg and Kyle, and Hildebrandt and Burke.—New York World.

## Lectures on Machinery.

The "Instruction Car," a school on wheels where railway men are taught the correct care of the machinery entrusted to them on the powerful modern locomotives, has been in the Santa Fe railway yards at Argentine this week. From the outside the car looks like an ordinary baggage car. The gold letters, "Instruction Car," are painted on the side.

Inside the car is fitted with powerful machines. Air brakes, steam valves, electric lights, such as are used on a train, and many kinds of machinery used in a locomotive. Charts are also provided which show every part of a large locomotive. All train men are required to attend the lecture in the car when it visits a division point. This it does several times each year, making a stay of several days at each.

With the car are expert engineers, who explain the working of the machinery, how it may be patched if it breaks when on the road, so that it can be run to the nearest division point and another engine secured.—Kansas City Star.

## A Famous Cow.

One of the sights of the flood that will be remembered by thousands and which will be one of the incidents preserved always on account of the many photographs taken is that of the poor, lorn cow floating on a section of a wide freight platform. To make her secure a man landed on the floating raft and tied the cow to a hearse, which was covered with a tarpaulin, and it was in this position that most of the photographers caught her as one of the odd incidents of the flood worth preserving. No doubt many people who saw the cow in her perilous position have wondered at her fate, whether she survived or perished. She is alive and well and doing faithful service for the family who own her, J. H. Hobbs, now living at 4023 Charlotte street. At the time the flood came the family resided at 1491 Wyoming street, and this cow and two dogs are especially treasured as survivors of one of the things that has made Kansas City famous.—Kansas City Journal.

Memphis Scimitar: It is about as shifty, elusive, unsatisfying a document as has come from the presidential office within the memory of this generation. It is the production of a politician, of a politician on the eve of an uncertain campaign.

## BEST FOR THE BOWELS

If you haven't a regular, healthy movement of the bowels every day, you're ill or will be. Keep your bowels open, and be well. Force, in the shape of violent physic or pill poison, is dangerous. The smoothest, easiest, most perfect way of keeping the bowels clear and clean is to take



EAT 'EM LIKE CANDY Pleasant, Palatable, Potent. Taste Good, Be Good, Never Sickens, Weakens or Grips; 10, 25 and 50 cents per box. Write for free sample, and booklet on health. Address 423

Sterling Remedy Company, Chicago or New York. KEEP YOUR BLOOD CLEAN

## Rheumatism

Every sufferer from rheumatism wants to be cured. It is a malady that never cures itself, never wears out and never goes backward. It is a constant risk as well as torture. It bars all comfort, activity and success. Of the many victims who groan under it, almost all have tried vainly to get relief. YOU may be one of those who are even falling into despair. But I tell you now to cheer up and hope once more. I have a perfect cure for Rheumatism in its every form and stage. It is called the Vibro-Absorbent Cure, and will positively banish your pain, relieve your helplessness, restore you to sound health, joy and usefulness. I mean to PROVE ALL THIS to you at MY OWN COST. Write to me and I shall send you a FREE TREATMENT. It will not cost you a cent, and comes by return mail. It is the only thorough and final cure of Rheumatism, and my offer puts the proof in your own hands. Write to-day. Prof. S. Malcolm Watson Dept. 17, BATTLE CREEK, MICH.

## CATARRH

is the most prevalent of diseases. It is a local ailment of the mucous membrane as well as constitutional and

## CAN BE CURED

eradicated by proper treatment. Dr. Sykes cured himself in 1870, and the treatment has thousands since, and by using Dr. Sykes' Sure Cure for Catarrh will cure you. Send for the best book on catarrh ever published. Mailed free.

DR. SYKES' SURE CURE CO. Department C118 So. Leavitt St., Chicago, Ill.

## EPILEPSY OR FITS

CURED I wish every person in the U. S. suffering with EPILEPSY or FITS to send for one of my large-sized bottles (16 full oz.) FREE and if it does all that is claimed for it, the patient can then continue the treatment which is not expensive. Dr. F. E. GRANT, Dept. 974, Kansas City, Mo.

## CANCER CURED

WITH SOOTHING, BALMY OILS. Cancer, Tumor, Catarrh, Piles, Fistula, Ulcers, Eczema and all Skin and Womb Diseases. Write for Illustrated Book. Sent free. Address

DR. BYE, Cor. 9th & Broadway, Kansas City, Mo. PERMANENTLY CURED! Our guarantee is backed by a National Bank. Booklet free. Manter Chemical Co., 6037-39 Indiana Ave., Chicago, Ill.

CALIFORNIA FOR 25¢ All about the land of sunshine and flowers. Resources and Romance. Illustrated Magazine, 1 year's trial, 25 cents. The Western Empire, 124 1/2 Times Bldg., Los Angeles

## RHEUMATISM

Cured without Medicine

An External Cure so Sure That the Makers Send it FREE ON APPROVAL. Try It.

Send your name and address to the makers of Magic Foot Drafts, the great Michigan cure for every kind of rheumatism.—Chronic or Acute, Muscular, Sciatic, Lumbago, Gout, etc., no matter where located or how severe. You'll get a pair of the Drafts by return mail—prepaid—free on approval.

If they give relief send them a dollar; if not, keep your money. You decide.



Magic Foot Drafts are worn without inconvenience and cure rheumatism in every part of the body by drawing out the poisonous acids in the blood through the great foot pores. You can see that this offer is proof of their merit, for hundreds of thousands of persons answer these advertisements, and only those who are satisfied with the benefit they receive, send any money. Write today to Magic Foot Draft Co., XCI9 Oliver Bldg., Jackson, Mich., for a trial pair and be cured. A valuable illustrated book on rheumatism also sent free.