

BUSINESS BUILDING

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The First Requirements of an Advertisement.

When you sit down to write an advertisement for that space in your local newspaper, the first question you should put to yourself, if you are one of those men who want to see their advertisements bring results, is, What is the first requirement of this advertisement?

I wonder how many men amongst the tens of thousands of retail merchants throughout the United States, who are now doing advertising, could answer this question satisfactorily.

Not many. The first requirement of an advertisement is to attract attention. To catch and hold the attention of a possible customer necessitates something in the advertisement that is different from the ordinary run of type matter in the paper and also different from

the usual style of advertising therein. Further, that "something" must compel the attention sufficiently to hold it until the prospective customer realizes that she or he wants to read the rest of the advertisement for the sake of what is said in it.

There are several ways of attracting attention. One is by means of a striking headline in bold type, another may be planned by the use of plenty of white space around and in the ad, and one more means is the use of some freak arrangement of the type matter. Attention may also be got by a combination of all of these ways. But there is still another way of attracting attention and that beats them all.

It has been found in small towns and especially in dealing with goods that sell mostly to women, that a good illustration is the best means, not only to attract attention but to hold it and create interest in the rest of the advertisement. The illustration should have human interest and action should be as far as possible, enter into a bit of a figure of a man or woman performing something or shown as having done something, the result of the "something" having been done being depicted.

For a long time it was thought that comic pictures were the best means of attracting attention and many of the readers of these lines are still of the same opinion. While this may be so to a very limited extent it has been found that they do not create that desire to read the rest of the advertisement that is necessary to its success. Also because they are comic they cause laughter, which means that the amusement extends to the contemplation of the goods and even to the advertiser himself. When an advertisement is laughed at, it seldom carries conviction to the mind of prospective customers. A well drawn picture with a touch of humanity in it is, therefore, the best means of attracting attention to an ordinary retail advertisement.

The illustration should be well drawn. A badly drawn or silly picture reflects on the goods and store. It is better to do without the illustration altogether than to have a bad one. And the picture should not only be well drawn, but it should blend well with the rest of the advertisement. While it attracts attention, it should also direct the mind to the other portion of the advertisement that creates interest and brings conviction. Pictures of the "reason why" kind in advertising are the latest evolution in retail publicity. They have been used for a long time in successful national advertising. A glance at the Saturday Evening Post or any of the good magazines will show this and it will also prove another thing, that comic pictures or caricatures are not usually employed by those big advertisers to exploit their goods.

Having settled in your mind that good illustrations are the best and surest means of attracting attention to what you have to sell through your newspaper, you will naturally go on a hunt for those pictures. You may find considerable difficulty in getting good illustrations locally and when you do, you will probably find the price to be way above what you can afford to pay. And to use a bad picture will be worse than no advertisement. What are you to do?

Here is the cure. The natural evolution of retail advertising has brought into being one or two high grade concerns, backed by ample capital, who are syndicating out this kind of illustrations along with complete advertising service. "Syndication" means this: those concerns pay large sums to artists of high standing to draw pictures that suit your advertising and employ advertising writers of national reputation to get up matter to go with the pictures. Those complete advertisements are sold in thousands of different towns for use locally and, because of this method of syndicating, can be bought in a series of 52, one for each week in the year, for as low as one dollar per week with copper-plate electros of the illustrations. Much of this latest style of advertising has been classed as equal to the best publicity that has made success for many of the big department stores and national advertisers. At the top of these columns will be found reduced far-similes of those advertisements taken from a service of that class. This sort of advertising is called Syndicated Advertising Service.

No merchant need be without the best means of successful advertising when he can buy illustrated service at so low a price as this. It is now making success for thousands of retailers throughout the country and is the very latest in retail advertising.

Remember always Mr. Retailer, that attention getting is classed as about 60 per cent of all retail advertising and when next you write an advertisement without using the best means to get that attention, you are losing about 60 per cent of the entire value of your announcement. Full particulars of this kind of success building illustrated syndicated advertising service may be obtained from the editor of this newspaper. Why be without the means of building success for yourself, a means that has already accomplished it for thousands of other merchants in the same position as you are?

A Mail Carrier's Load
Seems heavier when he has a weak back and kidney trouble. Fred Duhrn, Mail Carrier at Atchison, Kansas, says: "I have been bothered with kidney and bladder trouble and had a severe pain across my back. When ever I carried a heavy load of mail, my kidney trouble increased. Some time ago, I started taking Foley Kidney Pills and since taking them I have gotten entirely rid of all my kidney trouble and am as sound now as ever." For sale by all druggists.

Dr. C. D. Evans, West side Park.

Backache, Headache, Nervousness and rheumatism both in men and women, mean kidney trouble. Do not allow it to progress beyond the reach of medicine but stop it promptly with Foley Kidney Pills. They regulate the action of the urinary organs. Tonic in action, quick in results. For sale by all druggists.

Columbus Corn Exposition.
Arrangements are now well under way for the second annual exposition of the corn growers association. The association includes the counties of Platte, Butler, Polk and Colfax. The exposition will be held this year, as last, at the Y. M. C. A. building. The program of addresses is not yet complete, but will be published in due time. The officers of the association are the following well known farmers: President—D. G. Bartels. First Vice President—U. S. Mace. Second Vice President—Wm. Price. Third Vice President—J. W. Kinman. Fourth Vice President—J. J. Barnes. Secretary—George Drinnin. Treasurer—Emil Mueller. Manager—William Newman. Directors—C. C. Sheldon and J. C. Turner.

Prizes will be awarded under the following schedule, a first and second prize being awarded on all cases, and for some exhibits first, second and third prizes:

Grand sweepstakes, best ten ears of corn any color.
Best ear, any color.
Best ten ears yellow dent.
Best ten ears white dent.
Best ten ears, any color other than white or yellow.
Special prize for largest ear, any color.
Best ear of yellow dent.
Best ear of white dent.
Best ten ears of rice pop-corn.
Best ten ears of pop-corn other than rice.
Best two quarts fall wheat.
Best two quarts oats.
Best two quarts alfalfa seed.
Best plate of five apples.
Boys' corn-judging contest, open to boys from 14 to 18 years old, and also a judging contest open to boys from 10 to 14 years old.

The ladies will also have representation in the prize-winning, three special prizes having been planned for the ladies who shall make the best design, using nothing but corn in the ornamentation.

Estray Notice.
Strayed to my farm seven miles northwest of Columbus, on September 30, one red calf, about six months old. Owner can have same by proving property and paying all charges.

JOHN SCHARFF.

Flow Gold Plate Is Made.
Talking of silver gilt plate, it is often spoken of as gold plate. One hour of the gold service at Windsor castle, of the gold plate owned by sovereigns of Europe and by other persons in this country as well as abroad. As a matter of fact, these so called gold services are silver gilt, and only a few pieces of pure gold are owned by the English crown or any other crown. It may interest our readers to learn how this fine, mercurial or water gilding—for it is known by all of these three names—is done. Pure gold and mercury are mixed into a paste. The silver article to be gilded has been chemically cleaned, is rubbed all over with this paste, which has been placed in a silk bag, just as the blue used in washing is put in a bag. When the piece of plate has been rubbed over it is perfectly white. It is then put into an oven, and gradually the mercury goes off in fumes, leaving on the article a deposit of pure gold, which has practically become one with the piece of silver and will last for centuries.—London Cor. New York Post.

Might Be in a Nice Fix.
Two men of Milwaukee were discussing the case of a person of their acquaintance whose obituary, it appears, had been printed by mistake in one of that city's newspapers.

"Oh, ho!" exclaimed one of the Germans. "So day had brought her funeral notice of a man who is not dead already? Well, now, he'd be in a nice fix if he was one of those beetle vot believes everything they see in der papers."—Harper's Magazine.

Sorry He Asked.
"Have you any special terms for automobilists?" asked the man in beard and goggles.

"Waal, yes," responded the old toll-gate keeper, whose gate had been broken down by speeding machines. "Sometimes I call them deadbeats, and sometimes I call them blamed rascals. Anything else you want to know, mister?"—Chicago News.

Parsimony and Economy.
"Papa," said a child, "what is the difference between parsimony and economy?"

"I will explain the difference by an example," the father replied. "If I cut down my own expenses that is economy, but if I cut down your mother's then it is parsimony."

His Suggestion.
The great road builder had his mind on his work that morning, as the following dialogue between him and his wife will show:

"How do I look, dear?"
"Fairly well, but I should say that your face needed resurfacing."—New York Press.

The Only Kind.
Ella—Did you get a plain view of Miss Luggie? Emma—Certainly. That was the only kind I could get.—Exchange.

When life ceases to be a promise it does not cease to be a task.—Amal.



1912 Electrical System

Starting :- Lighting :- Ignition

THE electrical plant in the new Cadillac not only accomplishes what heretofore has been accomplished in a less efficient manner by separate systems—ignition and lighting—but goes further and includes in its functions a feature to which motorists have long looked forward, an automatic starter which obviates the necessity of cranking by hand. The plant consists of a compact and powerful dynamo operated by the engine of the car. The dynamo charges the storage battery. For starting the engine, the dynamo is temporarily and automatically transformed into a motor, the current to operate it being furnished by the storage battery. To start the engine, the operator after taking his seat in the car, simply retards the spark lever and pushes forward the clutch pedal. This automatically engages a gear of the electric motor with gear teeth in the fly wheel of the engine, causing the latter to "turn over," thereby producing the same effect as by the old method of cranking. As soon as the engine takes in charges of gas from the carburetor and commences to run on its own power, the operator releases the pressure on the clutch pedal, the electric motor gear disengages its connection with the fly wheel and the car is ready to be driven. The electric motor then becomes a dynamo or generator and its energy is devoted to ignition and to charging the storage battery. The storage battery has a capacity of 80 ampere hours and as soon as that capacity is reached, automatically ceases. Practical tests have shown that the storage battery is of sufficient capacity to operate the starting device and "turn over" the engine about twenty minutes, although it seldom requires more than a second or two. In fact, the Cadillac engine so frequently starts on the spark that the use of the electrical starter is not always required.

The storage battery also supplies the current for lighting. The car is equipped with two Gray & Davis electric head lights with adjustable focus, two front side lights, tail light and speedometer light. The dynamo also supplies the current for ignition. Up to 230 to 300 R. P. M. the ignition current comes from the storage battery; above that speed the current is direct from the dynamo through the high tension distributor to the spark plugs. For ignition purposes the dynamo performs not only all of the functions of the most highly developed magnetos, but possesses even greater efficiency, having more flexibility and a greater range of action. When compelled to drive slowly in crowded thoroughfares, over very bad roads or on hills, with the usual magneto, the driver may stall his motor because the magneto is not being driven fast enough to generate current, and it becomes necessary to switch to the battery—if he has one. With the Cadillac system, if it becomes necessary to drive so slowly that sufficient current is not generated the battery automatically cuts in. When the speed is increased the dynamo again automatically takes hold. It wholly obviates the necessity of the driver's keeping constantly on the alert to prevent stalling the motor. In addition to the ignition before described, the Cadillac is provided with the auxiliary Delco system with dry cell current which has proven so satisfactory in the past. The extra system is separate and distinct, with its own set of spark plugs and in itself is thoroughly efficient for running the car, entirely independent of the main system. The entire electrical plant has been designed with a view to compactness and efficiency. It is designed with the idea of simplicity and positiveness. It is designed to obviate to the greatest possible degree, the necessity of attention. Above all, it does what it is designed to do.

This car is now on exhibition at
and being demonstrated by the

DISCHNER AUTO CO.

Untimely Death Often Prevented

Countless mistakes have been made by medical men—innocent victims have paid the penalty for each. On the other hand, countless successes have resulted from expert diagnosis. To know the errors of those who failed—to know the methods of those who won—increases the chances of successful treatment.

For many years, we have been closely connected with leading Specialists of every school of practice. We have interchanged ideas, we have been co-workers in all that concerns the art of healing. Besides this mass of experience, we have the combined knowledge of each of our own Specialists. They constitute our "Medical Advisory Board," and deputed or complicated cases are submitted to them. The result is evident. It means better diagnosis, better treatment and less expense.

Advice will be given without cost to all who mail the following coupon.



READ OUR SPECIAL OFFER

Send three names of people troubled with any ailment on this schedule and we will mail you a \$10 treatment certificate good for one year. Mark X opposite ailments concerning yourself for free literature and sign below.

USE PEN AND INK IF POSSIBLE

1 Name _____
Address _____
Disease _____
2 Name _____
Address _____
Disease _____
3 Name _____
Address _____
Disease _____
Your Name _____
Address _____

TREATMENT SCHEDULE	
1. APPENDICITIS	10-15
2. ARTERIO-SCLEROSIS	10-15
3. BRONCHITIS	10-15
4. COLIC	10-15
5. COLIC, GASTRIC	10-15
6. COLIC, INTESTINAL	10-15
7. COLIC, SPASMODIC	10-15
8. COLIC, SPASMODIC	10-15
9. COLIC, SPASMODIC	10-15
10. COLIC, SPASMODIC	10-15
11. COLIC, SPASMODIC	10-15
12. COLIC, SPASMODIC	10-15
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German Doctors

Permanent Branch Offices

German National Bank Building

Columbus, Nebraska

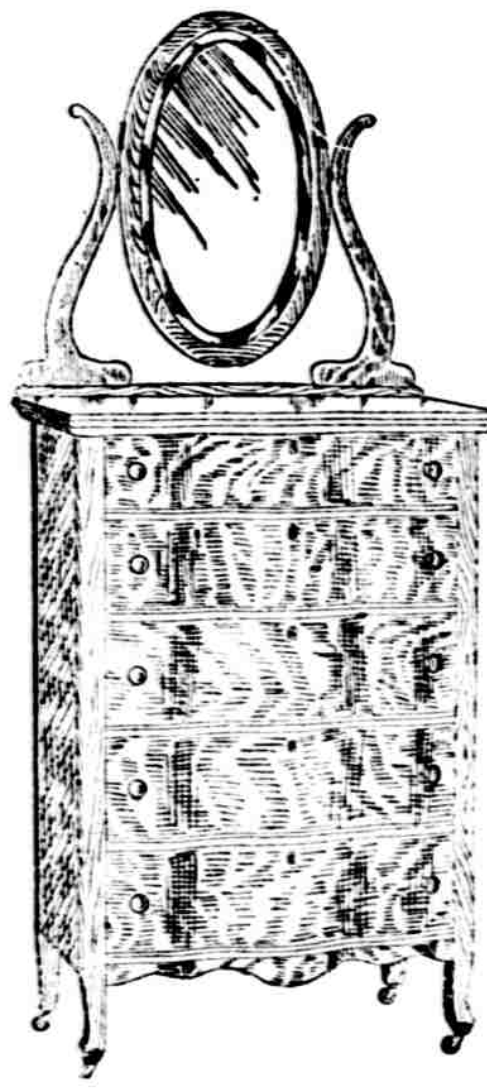
FRISCHHOLZ BROS.

Shoes, Clothing,
Gents' Furnish-
ing Goods

RELIABLE GOODS AT RIGHT PRICES

FRISCHHOLZ BROTHERS

405 11th Street Columbus, Nebraska



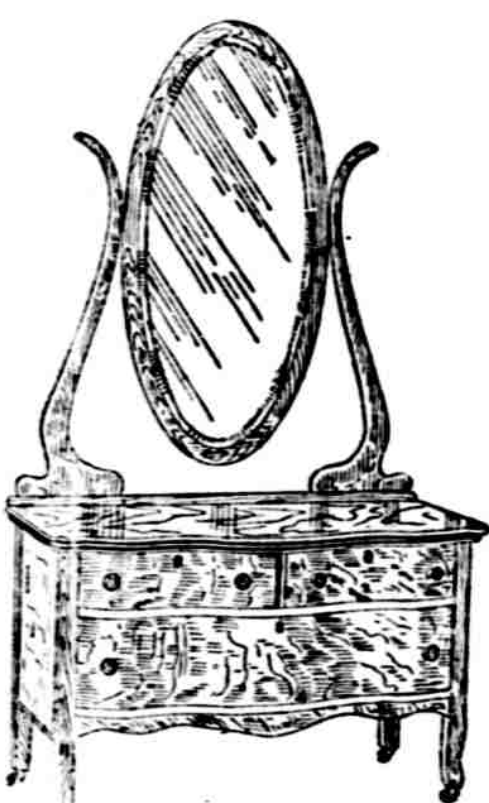
This Fall We Have
Added to Our Stock
A LINE OF
SOLID OAK
DRESSERS

full size, two small drawers
and two large drawers,
double serpentine front,
full panel ends, nice shaped
mirrors of different sizes.
Prices are

\$17.50 to \$20

The same Dresser with only the two small
top drawers, serpentine front, at \$16.50

Chiffoniers, Washstands and Bedsteads
to Match



Henry Gass

219-21-23 West 11th St.

Columbus, Nebr.