

ADS MAKE THE GOODS GO

Newspaper Advertising the Microphone of Active Business. EXPERT DEMONSTRATION OF ITS VALUE. Superior and Cheaper Than Any Other Mode of Promoting Trade—Penetrates Remotest Hamlet and Habitation.

Louis Wiley, spoke on "Newspaper Advertising: Why It is the Best," before the Twenty-third street (New York) Young Men's Christian association class in advertising on Wednesday evening.

"Newspaper advertising is the most desirable of all advertising for at least three reasons: First, it is the cheapest advertising known."

Second, it is the quickest in results. Third, a newspaper is the most natural and appropriate place for advertising."

"I have said that newspaper advertising costs less than any other. Think of being able to buy space in a newspaper at one-tenth of a cent for each 1,000 readers which white it is a low rate, is quite common."

On this basis 10 lines of advertising, a large enough space to compel attention, would cost exactly \$1 for each 1,000 readers. That is to say, you can reach one person for 1-100 part of a cent with a 100-line advertisement."

The Best of All. A more important reason why newspaper advertising is best of all is because it produces the quickest results.

"The news value of a newspaper is not decreased, as erroneously stated by some, by a large volume of advertising any more than its circulation is decreased by it."

Celebrity and Timeliness. "With quick action goes opportune action. Let us illustrate what I mean by opportune action: Let us suppose there has been a collision or other accident on a railroad, or a steamboat has sunk or been burned, and a great loss of life has been the result."

ALONZO J. WHITMAN, FELON. Once Mayor of Duluth and Senator Now in New York Penitentiary.

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"In 1894, because of the arrest of one of his associates for swindles with him in Chicago, he fled to Europe, and in September of the year closed in the treaty in London and Paris, returning to the United States in 1895, and on information furnished by us, was arrested in New York City for the San Francisco authorities, and on August 29 of that year was convicted and sentenced to nine years in the Sing Sing penitentiary, but, on a legal technicality, obtained a new trial and was released November 18, 1895, and the case dropped by the California authorities."

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"Whisky, I have no doubt, is a word derived from an old Gaelic word, 'uisge beatha,' which signifies a spirit distilled in a form of pot still, and is generally made in Ireland or Scotland."

"In both Ireland and Scotland, from earliest times the national alcoholic beverage was 'uisge beatha,' now whisky, has been distilled by pot stills. It is certain that the spirit must be obtained in the same methods by the aid of the form of still which is used in Ireland or Scotland; the material to be used to produce Irish or Scotch whisky, it must be such as has been produced in Ireland or Scotland in the form of still commonly. This, I find from the evidence I have heard, is Irish whisky brewed and distilled in pot stills, and as to the rest of the mash, barley, wheat, oats and rye, or any of them; and in Scotch whisky it is wholly barley malt."

"There is a distinct difference in the material used to produce Irish and Scotch whisky, and in Scotch whisky it is wholly barley malt, used to produce spirit in the patent still is the same whether it is produced in Ireland or Scotland."

"The accused liquor dealers had sold 'fluids produced by a patent still from a mash consisting to a large extent of maize, to which a dash of whisky made from barley malt in a pot still had been added,' and these compounds the magistrate held not to be Irish and Scotch whiskies, respectively. The mixtures were worth about half as much as real whiskies, and the court held their vendors to have infringed the law."

"The practice of selling substitutes for whisky, Mr. Fordham said, was the misrepresentation with regard to Irish and Scotch whisky has become very usual, and its adulteration by the addition to it of patent still spirit, made largely from maize, has been gradually increasing for years."

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"It is time the fraud upon the public in the matter of the sale of whisky was stopped, and that the consumers who are very costly to those who engage in them, the information obtained from this trial seems to me to justify the effort of adulteration to the public under the description by which it was sold to him."

Dr. Wiley found that "the mixing of the Scotch whisky with grain spirit is quite general practice both for home consumption and for export, and that Whitman was charged with this. Of that crime—for which he was never arrested or even

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There's a satisfaction to us in rendering HELPFUL CREDIT SERVICE. Hartman's Credit Plan has certainly been designed to serve a higher mission than other credit plans. It is not a cold business proposition—an inflexible business system. We look beyond the point of mere money-making and endeavor to give the people the help they need. We excuse them from payments when ill or out of work, and in case the bread-winner of the family is removed through death his family is given the goods without another cent being paid. We're here to serve all who need our help. We'll treat you generously—give YOU the help YOU need.

Hartman's Great Saturday Special all day Saturday till 10 p.m. Set of 6 Knives, 6 Forks, 6 Spoons, 6 Dessert Spoons, 6 Tea Spoons, 6 Plates, 6 Plates. 85c. These Forks or Knives are made by Wm. A. Rogers, Ltd., the famous Silverware maker. We do not claim this were to be sold silver, but it is solid nickel silver, and very superior to any plated ware ever made. It is guaranteed for 50 years; a complete set of these \$1.75 Knives or Forks, set of 6, put up in nice box, all day Saturday. 85c.

Your Money's Worth or Your Money Back at Hartman's. Iron Bed Special: like cut, heavy design, exclusive Hartman pattern, made in large quantities for our great chain of 22 stores; can be had in any of the desirable new colors, special offering for all next week and tomorrow at the very low price of only \$3.99. Oak Sideboard, like cut, rich Hartman special design, handsomely carved, top drawers swelled, and one lined for silverware, large French veneer, 1-200 to select from. Great values. 12.95.

CREDIT TERMS: \$25 Worth, \$2.50 Cash, \$2 a Month. \$50 Worth, \$5 Cash, \$4 a Month. 22 GREAT STORES THROUGHOUT THE U. S. HARTMAN'S 1414-1416-1418 DOUGLAS STREET. LARGER AMOUNTS IN PROPORTION.

A MODEL STREET RAILWAY. Franchised Corporation in Ohio Capital Manifests Enlargement of the Heart. The people of Columbus, O., don't care a fig about municipal ownership. They know when they are well off. They boast that they have the best street railway system (judged by its methods and by the service it gives them) in the country. The rate of fare of which the patrons of the road almost universally avail themselves is seven tickets for 2 cents, or three and fifty-seven one-hundredths cents a fare. This rate, like all the other provisions under which the company now operates, was established by the blanket franchise granted for a period of twenty-five years by the city council in 1902. At the time this franchise was granted the company, in the preliminary discussion, conceded six tickets for a quarter. Some radicals demanded eight. The compromise of seven tickets for a quarter was subsequently effected. The franchise is firmly granted. However, contained the further provision that whenever the gross annual receipts of the company should reach the sum of \$1,750,000, tickets may be sold at the rate of eight for a quarter—practically a flat 3-cent fare, and so well has the policy of the company succeeded that it is now estimated hardly more than two years will elapse before the system of eight tickets for the same price will go into effect.

IT'S YOUR KIDNEYS. Does your back ache? Do you get up lame in the morning? Do you feel dull and tired? Does it hurt you to bend over, to lift anything, to get up from a chair? Do you have sudden "catches," or stitches of pain in the back? Does a dull, throbbing ache settle in the small of your back and bother you day and night? Do you sometimes feel that you simply cannot straighten-up? If you do have backache, be careful not to make the very common mistake of treating it as a muscular trouble. Do not rub the sore place with liniment nor put on plasters, for the seat of the trouble is inside—in the kidneys, which lie just beneath the small of the back, on either side of the spine. A cold, a chill, a fever, overwork, overeating or overdrinking may start a slight congestion or inflammation in the kidneys that will at once interrupt the kidneys' work of filtering the blood, and the danger is that, unless the aching, and makes your back so bad. You cannot make any mistake by treating the kidneys at once, for it is these small troubles that lead to dropsy, diabetes and Bright's disease. If there is any doubt in your mind that the kidneys are affected, notice the urine for a few days. If passages are irregular, painful, or too scanty, discolored, or full of sediment, the kidneys need help right away, and there is no other medicine more helpful than Doan's Kidney Pills, a simple remedy for the kidneys, yet so powerful that it quickly cures the cause and so ends all the painful and annoying symptoms. Home testimony proves the unfailing merit of Doan's Kidney Pills.