

Advertising Talk No. 1

By the Liberty Express

KEEP UNION COUNTY DOLLARS AT HOME

Thousands of hard-earned Union County dollars flow in a steady stream every month in the year into the coffers of keen-witted, enterprising business men in Connersville, Richmond, Cincinnati, Indianapolis and Chicago.

All this money, which by every known rule of good business and common sense, OUGHT to remain in the county where it originated, goes, instead, to help swell the bank accounts of alert merchants in the larger places—goes to help make richer the surrounding cities while Union County grows still poorer.

Instantly the question pops up—WHY IS THIS? The answer is not hard to find.

The business men of Liberty and Union County generally should have the larger part of the immense amount of money which now goes out of the county and is seen here no more.

They might as well have it if they would—BUT THEY DON'T GO AFTER IT.

The keen-minded, far-seeing business man of the larger town really does not give the people any more or better merchandise for their money than do the merchants of Liberty. But he gets an amazing lot of business from Union County because he believes in publicity.

The business men of Liberty who DON'T BELIEVE ADVERTISING PAYS literally lose thousands of dollars every year. These thousands of dollars are eagerly gobbled up by those better-informed merchants in the other towns who KNOW advertising pays, because they have tried it, and are as a result advertising all the time.

It pays, and PAYS BIG, in a year's time, to keep your name and your business constantly before the public—to advertise regularly and systematically in a small home newspaper that all the home folks read from cover to cover—such as The Liberty Express.

The man who DOESN'T BELIEVE IN ADVERTISING is the man who stays in a rut year in and year out—who NEVER BRANCHES OUT—who, twenty years from now, will be in the same place he is in now. He is the sort of man who doesn't believe it pays to try to attract new customers to his store through systematic publicity. And so it is very seldom that his customers grow in number.

On the other hand, the merchants of the surrounding towns advertise and advertise heavily. They tell people WHAT THEY HAVE TO SELL, WHAT KIND OF GOODS IT IS, WHAT IT COSTS, and WHY PEOPLE SHOULD BUY IT.

And the people, ever seeking to spend their money to the best advantage, eagerly read such advertisements, and flock to the stores that advertise. Such business men as these are ever drawing new trade, branching out, becoming more and more prosperous.

The merchant who believes that "it is no use to advertise, because everybody knows where his store is anyhow," never draws much new trade to his place of business. He does mighty well if he holds all his old customers in line.

The publishers of The Express will confess that they don't believe just one advertisement now and then pays, ordinarily, to an appreciable extent. They are confident that steady, all-the-year-round advertising PAYS BIG DIVIDENDS. There is, in fact, no question about it, for it has been demonstrated over and over again.

The Express will be glad to assist any business man with the writing of his advertisements, or in planning an advertising campaign that will put ginger in his business and DOLLARS IN HIS POCKET.

Let us prove to you the truth of the statement that

**Advertising Is NOT An Expense
But An INVESTMENT**

How to Be Young at 70 or Old at 40, to Be Told Here by Dr. Geisel

"An Apostle of Health" is the title bestowed on Dr. Carolyn Geisel of Battle Creek, Mich., who will lecture at the Redpath Chautauqua here on "How to Be Young at 70 or Old at 40."

In an interesting manner she makes a sincere, enthusiastic, logical appeal



DR. CAROLYN E. GEISEL.

to the members of her audience to keep their bodies healthy, and she gives helpful, practical suggestions to aid them in so doing. Her lecture aims not to supplant the physician, but to supplement him.

Dr. Geisel is a magnetic, dynamic, lecturer. "A perfect dynamo of power" and "The biggest little woman in the world" are some of the tributes accorded to her as a speaker.

Dr. Geisel returned to this country from a long lecture tour in Australia just in time to go on the big Redpath circuit this spring.

World's Diamond Trade.

Considerable activity has prevailed in the diamond trade in British Guiana within the past few months, and prices have advanced to a high level heretofore unknown, states Consul McCunn in a report. Expeditions are being dispatched to the diamond fields in the interior by those interested in the business in Georgetown. It is currently reported that the English market is eager to absorb any quantity of stones, large or small, and that they are being bought not only for English but also for American markets regardless of present exceptionally high prices.

In Samoa.

With a total population of 31,000 in western Samoa, of which less than 1,000 are whites or half castes, the demand in confectionery is mainly for hard candies, better known locally as boiled lollies, retailing at 25 cents per pound. These are small varieties, differing in color and flavor, and imported in five pound tins. Lozenges are little known, taffies and chocolates suffer from the extreme humidity of the climate, which necessitates their being imported in sealed metal tins, retailing from 50 to 75 cents per pound.

There were six boarders at the home of Mrs. Luella Goodwin and they were a congenial and pretty well satisfied sextette. There was a Mr. Enid Gray and his young wife, the two Misses Ward, spinsters, Gordon Lisle and Millie Forrester. The young man last named was an industrial bookkeeper, and with them principally the story has to do.

The Grays had just started out in married life, Gordon Lisle was at the time working on a salary and Miss Forrester was a beginner in her then existing position.

She and the Grays were content to occupy rooms on the third floor, while Lisle had an apartment in the half attic. The Misses Ward, having an income from a small estate, were able to pay for more pretentious quarters on the floor below, but these grades of means did not affect the regard with which Mrs. Goodwin considered them. All were welcome to the double parlor on the first floor, and many pleasant concert evenings they passed. Mrs. Goodwin the delighted high priestess of so much harmony and comfort, Millie at the piano, Lisle accompanying her with his violin, the spinsters always called upon for an old time duet and the Grays in an ecstasy of enjoyment sentimentally holding hands.

It was when there was a break in this perfect circle that Millie grew sad and thoughtful and the others lost their former home interest. The young man had told his friends enough to indicate that he had lingered in the city to contest a lawsuit which involved a large amount due him from an engineering corporation. The case went against him and he was a very much disappointed man.

"Somehow I lost all the important papers in the matter," he told Millie sorrowfully the evening they parted.

"I have got to go back to hard work, penniless and debranded. It is a disappointment to have you go out of my life, Miss Forrester," he added with deep feeling, "for your company has been a pleasure, and an inspiration to me. I have asked my sister, Mrs. Bartley, to invite you to her home, for she will miss you, too, and it will be a solace to me to realize that you two are sometimes thinking of me."

"I shall never forget you," answered Millie with truth and emotion, and she broke down in tears after his departure.

Once a week after that on invitation Millie was an evening guest of Lisle's sister. They became true friends and more so than ever when on one occasion Mrs. Bartley told Millie that she was the only girl Gordon had ever loved and Millie, overcome, confessed that he had won the affection she had never before revealed. In heart to heart sympathy those two read the frequent letters the brother wrote to his sister and they sent back messages of hope and cheer.

Mrs. Goodwin, the kindly landlady,

took her first vacation in twenty years and by a mere coincidence exactly at the time that Millie was apportioned hers. A helpful impulse came to the latter after she had decided that she would remain in the city during the two weeks' spell of leisure. Mrs. Goodwin had been kind and motherly toward her and Millie set at work to repay all her friendly consideration. The portly landlady did her best, but amid her multitudinous duties she neglected cleaning house that spring. The vacant room that Lisle had occupied had not found another tenant.

In a systematic way Millie started to have a grand surprise for Mrs. Goodwin when she returned. Mrs. Gray gave her what assistance she could and the cleaning up program was good practice for the bride of a year and gave Millie a new insight as to household work.

Somehow it saddened, yet engrossed her to work in the room that Lisle had occupied. It had not been touched since his departure and he had left some framed pictures on the wall, there was an old straw hat in a closet and in wastebasket pencil sketches of bridge and conduit work that he had mapped out. On a window ledge Millie came upon a faded rose bud. She wondered if it was one she had worn in her hair and gave to him one evening.

Millie did not evade a thorough renovation of the neglected room. There was a wardrobe chest of drawers set in a niche and all of these she dislodged and scrubbed and made sweet and clean. As she was setting one back in the place her eyes fell upon a crushed package of papers wedged in behind a lining board and the bottom of the wardrobe. She drew it forth. Ten minutes later, hurriedly dressed and all in a flutter, Millie hastened from the house to seek the sister of the man she loved.

"These must be the missing papers your brother so often told me about," spoke Millie breathlessly. "Oh! if so, do they not mean something to him?" and Mrs. Bartley uttered a glad cry as she looked them over.

"Oh, Millie!" she cried joyously, "they are the precious documents, indeed! We must wire Gordon at once. You glorious girl! You have restored his fortune and"—she paused and bestowed upon Millie an interrogative glance.

"Yes," replied Millie frankly and fervently, "and love, true and lasting, as it was his long ago."

Resourceful Traveler.

Ole the Bear (A. R. Westerberg), mail carrier between Revelstoke, British Columbia, and Downie Creek, 45 miles up the Big Bend, succeeded in accomplishing a feat that establishes a new record in this district. The great depth of snow up the Big Bend, together with the heavy crust caused by raining and freezing, made it practically impossible for a horse to travel the roads, but Ole conceived the idea of making snowshoes for his horse, which he did out of birch, constructing them circular in shape and more than a foot across. For protection he covered the horse's legs with blankets, and thus he succeeded in making Revelstoke in three days without harm to himself or horse.—Seattle Post-Intelligencer.

As sure as you are a foot high—

you will like this Camel Turkish
and Domestic blend!

Camel
CIGARETTES

YOU never got such cigarette contentment as Camels hand you. Camels quality and expert blend of choice Turkish and choice Domestic Tobaccos make this goodness possible—and make you prefer this Camel blend to either kind of tobacco smoked straight!

Camels mellow-mildness is a revelation! Smoke them with freedom without tiring your taste! They leave no unpleasant cigarette aftertaste nor unpleasant cigarette odor!

Give Camels every test—then compare them puff-for-puff with any cigarette in the world!

Camels are sold everywhere in scientifically sealed packages of 20 cigarettes; or ten packages (200 cigarettes) in a glass-enclosed carton. We strongly recommend this carton for the home or office supply or when you travel.

R. J. REYNOLDS
TOBACCO CO.
Winston-Salem, N. C.

