

Short Talks on Advertising

By Charles Austin Bates.

No. 8.

One man succeeds and another man fails and people wonder how it happens. It seems sometimes to people who don't think deeply that the weaker, duller man goes ahead, and that his more brilliant brother sticks in the rut at the bottom of the hill.

Slight differences in men seem to make all the wide differences between success and failure.

In games of chance (the "lan") it is only a slight percentage, but he bank always wins.

Back of every result is a reason. Back of business success are earnestness, energy, persistence and concentration. Between these and achievement is advertising.

No man ever yet made a success of business without advertising of some sort.

Maybe he didn't call it advertising, but it was advertising just the same.

Advertising primarily consists in letting a lot of people know you are in existence and what excuse you have for it.

The nucleus of advertising is a sign over the door.

If nobody had ever put up a sign, one baking powder company would not now be paying out \$800,000 a year placing signs in all the newspapers of America.

When a man goes into business he has some cards printed, and when he meets an acquaintance there after he pokes out a card and says: "When you are down my way, drop in." That's advertising.

The trouble is that you can't repeat the operation often enough—personally. What you can do is to put the card and the remark, more or less elaborately expressed, into such a paper as the one you are reading now and have it handed to a great number of people all in one day.

The difference in men that makes one do this and another refuse is small. That is, it looks small at the start. It's like most all little things. When you stop to analyze it and figure it out to its ultimate result, you find that it grows into proportions of great magnitude.

An advertisement in the newspaper is a little thing, but it goes into thousands of homes and tells thousands of people just what you wish them to hear.

If the ad. is an honest ad. it will always pay.



"In games of chance, the 'bank' always wins."



"When you've down my way drop in."

FARM GARDEN

POULTRY GROWING.

For the General Farmer—Incubator and Hen Hatched Chicks.

The position of the farmer with regard to poultry is entirely different from that of the specialist with a large plant. To the farmer such information as the following from a late report of A. G. Gilbert, manager of the Canadian experimental farms, is especially directed:

Farmers have given increased attention during the past few years to the artificial hatching and rearing of chickens, which have been pursued by two methods:

By filling the incubator and beginning operations in late February or early March.

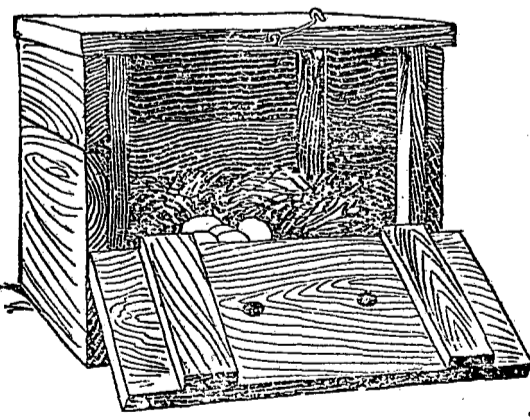
By deferring hatching operations until the hens have had a run outside, and as a result their eggs will hatch better.

In connection with the second method, unless the farmer has a brood-



ing house, which permits of his being independent of outside temperature, he will have to content himself with incubator and outside brooder. His outside brooder is placed on the rapidly growing grass, and with proper care and food the young chicks will be found to make famous progress.

At the experimental farms when the hens became broody they were set in wooden boxes placed in vacant pens in a house. The wooden nest boxes contained no bottoms and had a hinged door in front. The nests were made of dry lawn clippings, which were found to answer the purpose much better than cut straw. Grain, grit and drink water were constantly before the sitters. On being made the nests were thoroughly dusted with a disinfecting powder, and so were the sitters before being put on the nests. It was



NEST BOX FOR SITTING HENS.

important it is to have early chicks carefully brooded is well known to all experienced breeders. The rations adopted were stale bread crumbs, followed by stale bread soaked in milk and squeezed dry; this for a day or two, when granulated oatmeal was given. Crushed corn was not given until after eight days, and whole wheat was not fed until the twelfth or fourteenth day. As the chicks grew a mash composed of shorts, cornmeal, stale bread and a small quantity of prepared meat was mixed with boiling skim milk, allowed to cool and was given three or four times per day. Milk and water were both furnished for drink.

How Long to Grow the Same Plants.
Beans may often be grown for ten years in succession upon the same land and peas even longer, but eggplants have been found to deteriorate after the third year, and tomatoes, melons and most other vegetable fruit plants need new land frequently, if not every year.

PORK PRODUCTION:

The Part Which Pasture Plays—Alfalfa Without Other Food.

Pig raising as ordinarily practiced on the farm in Utah has not been considered, as a rule, profitable until within the past few years, when the establishment of creameries and cheese factories has created a large byproduct of skim milk and whey, valuable pig foods when properly used. Since the corn acreage in the state is small the feeding problem resolves itself into growing pigs with a minimum amount of grain and a maximum of alfalfa, milk and whey or other cheap foods. Six seasons' experiments have been made at the Utah station to ascertain the value of pasture, either alfalfa or mixed grass, in hog feeding. The following statements are gathered from a report recently made:

In pork production economic use may be made of pasture in connection with a full grain ration.

The average results of four seasons' experiments show that mixed pasture is not beneficial to pigs having a full supply of grain and skim milk.

The average of seven trials made in both pens and yards gives results favorable to grass feeding in connection with grain rations. The pens having green stuff made 33 per cent greater gains than those without and required 40 pounds less grain for each 100 pounds of gain.

Pasture with grain rations, averaging all the experiments, gave slightly better results than green stuff cut and fed in connection with grain in pens and yards. Where lands are cheap and labor comparatively dear it seems advisable to follow the pasture method.

Pigs running on pasture, with partial grain rations, produced gains at the least cost per hundred pounds. But the total gains of those receiving full grain rations were so much greater that even with the smaller rate of profit the total net gain per pig very much exceeded that of the partial ration.

In the quantity of grain required for 100 pounds of gain the sets having a one-fourth grain ration excelled in every test requiring the lowest amount and giving the highest per cent of profit.

In rate of gain the sets receiving a full grain ration were the best in all



AN OBJECT LESSON.

cases making the largest total gain and giving decidedly the highest total profit.

Alfalfa without other food, whether pastured by pigs or cut and fed to them in pens, furnished only enough nutriment for bare maintenance. When additional food was given, the rates of gain were nearly proportional to the extra quantities they received.

Alfalfa supplies a good supplementary food in connection with bran and grain, but it is too coarse and bulky to be fed alone to the pig whose digestive tract is especially adapted to concentrates.

Alfalfa hay and sugar beets each give profitable returns in connection with a limited grain ration in winter feeding.

The cut represents two sets of pigs which were used in tests of alfalfa pasture without grain. The first or upper figure shows a set of pigs 4 months old at the beginning of an experiment before they were turned on alfalfa pasture. The lower one shows a second set of pigs after being on alfalfa pasture without grain for 129 days. At the beginning of the test they were 7 months old and weighed just twice as much as the first set.

About the Potato Starch Industry.

The total annual production of starch from potatoes in the United States is about 15,500 tons, of which 6,000 tons are produced in the county of Aroostook, Me.

Wisconsin is one of the most important potato producing states and stands next to Maine in the production of potato starch.

In 1900 Maine and New Hampshire produced 9,000 tons of starch, New York 400 tons and Wisconsin and other western states 6,100 tons.

In Wisconsin no varieties of potatoes are grown for textile purposes. The starch factories must content themselves with the small, unripe, rotten, scabby stock, unfit for edible purposes.

In Maine, unless the price of marketable potatoes be very low, only the small, injured or refuse potatoes are sold to the starch factory.

Cleanings in Various Fields.

The admixture of gypsum (land plaster) will largely prevent the loss of nitrogen from fresh manure.

The pineapple lands of Florida, the peach lands of western Maryland and the tobacco lands of Connecticut are illustrations of the importance of specialization in the selection of soils in farming.

Denmark still holds the palm for the best butter.

Some one who has been studying official statistics says that in 1900 farmers received \$185,296,172 more for their products than in 1899.

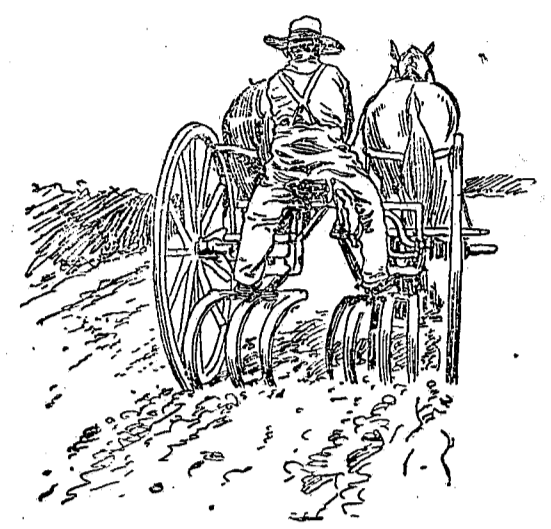
Farm names have value. In many instances they are a guarantee of the quality of a product.

Well informed dealers in flaxseed estimate the United States crop for 1900 at 15,500,000 bushels.

THE RIDING CULTIVATOR.

Works Quickly and Well, Even on Steep Hill-sides.

In these days, when the silo is coming into general use and the value of the corn crop is becoming more appreciated each year, the proper methods of corn cultivation should be well understood. In actual practice many fields of corn are neglected until the weeds and grass have outgrown the corn, and then the attempt is made to cultivate and hoe, and it will be at the expenditure of a great amount of labor that the corn is made clean, says Rural New Yorker. The figure shows a way by which one man with a team and cultivator may easily cover five acres a day. The wheel cultivator is an implement which should be on every farm.



WORK OF THE RIDING CULTIVATOR.

As they are now manufactured they can be used on steep hill-sides, and they may be made to do their work quickly and well. After the corn is planted and before it has appeared above ground the spike tooth harrow may be used. This will keep the surface soil loose and destroy weeds and grass in the row which otherwise would have to be removed by hand. The wheel cultivator may then be taken to the cornfield and set to work. When the corn is small, the fine teeth with shields should be used on the cultivator, and they should be run as close to the corn plants as possible without digging them out. The first cultivation of corn is a most important one. If the cultivator is kept far from the corn row for fear of uprooting corn, it gives weeds and grass a chance to grow. Cultivate close to the corn and deep at the first working. As the corn plants get larger the broader teeth may be put upon the cultivator, and the dirt will thus be made to cover the weeds and grass in the row. As corn is now very generally planted for silage the rows run but one way. This method of planting makes it all the more imperative that the tillage shall be thorough. The wheel cultivator lessens labor, increases production and enables the farmer to care for a crop of corn or potatoes at about one-half the cost at which it could be cared for otherwise.

Good to Remember.

The hardness of butter can be largely regulated by the feed of the cow. Gluten meals containing but little fat and cottonseed meal produce harder butter.



CURES ECZEMA, ITCHING PILES, BURNS AND SORES OF ALL KINDS, CATARRH, HAIR FEVER, COLD IN THE HEAD, COUGHS, WHOOPING COUGH AND SORE THROAT CUTS, BRUISES, SALT RHEUM, CHILBLAINS, CORNS, ETC., ETC.



By bringing this coupon and only 8 cents to the Record office you can have your choice of the elegant phototypes a sample of which may be seen in the east window of the Record office.

PHOTOTYPE COUPON

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The showing of these goods is going on now. They are swell, reasonable and exactly the correct thing. The prices I have marked the elegant goods offered you in this department are based on a most narrow margin of profit. You can buy suits from \$4 98 up and in every instance get splendid values for your money.

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The new stock is here—best designs and patterns from the best carpet makers in the world. Satisfactory prices. This store is famous throughout this part of the state for the excellence of its Carpets, Curtains and Rugs. MY PRICES ARE AS LOW AS THE LOWEST. It will pay you to visit this department if you need a carpet.

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