

SCIENCE OF ADVERTISING.

We were reading a few days ago that strong book, Dr. Joseph Strong's "New Era," and were struck with his definition of advertising. He says it is "the art of making people want to buy things." That is it exactly. Thus, Mrs. Jones takes up the morning papers and sees that Marshall Field and Co. will sell a certain kind of silk dress goods at a low figure. She had not thought of a silk dress before, but she wants one right off, and so hastens for the train, takes the buss over to State and Washington, and not only purchases the dress for herself, but they are such elegant patterns that she orders one also for Miss Jones, besides some flannels, etc. for the younger children. The 30,000 morning Heralds are read by nearly 30,000 other Mrs. Jones and thousands of them want silk dresses, the same as our most excellent neighbor and they all flock to State and Washington, what a rush, and that day that store sells lots of silk dress patterns. Said one of the clerks in there to us one day, "If I could have all the profits of the sales over my counter,—perhaps 25 or 30 feet long, I would be content and I should not have to sell dry goods all my life at that." Not that the profits were so large on any one sale, but they sold so many of them. All the Chicago morning papers told about that silk dress sale, and that reached all the cash buying women in 3,000,000 people.

The next day they don't advertise silk dresses, people bought those yesterday, so they advertise men's fine Wamsutta laundered shirts, very cheap. That makes every business man want a spring supply of shirts, and they sell thousands of them that day. And so it goes. The man who wisely, continuously advertises,

creates that "want" for his goods; the man who does not advertise does not create that want. That is as clear as a pikestaff.

A WISE POLICY.

Waukegan is having a new departure in city politics. The present mayor, Mr. DeWolf has pushed improvements with a firm and vigorous hand and the young business men of the city like it. So they got together the other evening and talked over the matter of re-electing Mr. DeWolf for a second term and then a large and influential committee waited on and told him how his friends and the best friends of the city felt. He was taken by surprise and frankly confessed he felt flattered, as any man might, by such a marked demonstration and while he has felt no wish or inclination to run again, at their earnest request he finally promised to think it over and report to them later. The great reason urged in his behalf is the fact that he is wholly familiar with the improvements now being made, street paving, sewers and water works extension and it will be far better for the city to keep him two years more than to change now. President Lincoln long since taught us that it was bad policy to swap horses while crossing a river. The Waukegan men are right, a good man should be kept in for at least two terms. What railroad company would think of having a new president or superintendent every year, just to give the boys a chance.

Bring in your Want ads early and have them inserted free of charge for a limited time.

Wanted—An Idea Who can think of some simple thing to patent? Protect your ideas; they may bring you wealth. Write JOHN WEDDERBURN & CO., Patent Attorneys, Washington, D. C., for their \$1,800 prize offer and new list of one thousand inventions wanted.

James McDonald,

DEALER IN

**Dry Goods, Groceries,
Flour, Feed and Wood.**

We keep but the best goods, and all are sold at one price.

St. Johns and Central Ave

HIGHLAND PARK, ILL.

H. MILLS,

General Meat Market.

Dealer in All Kinds of

Fresh, Salt and Smoked Meats.

Poultry, Game and
Fish in Season.

TELEPHONE 24.

A. J. NOERENBERG,

Mason - Contractor.

Dealer in

**Cement, Hair, Lime,
Stucco and Plaster.**

Cement Sidewalks and all other work executed in the best manner and at lowest prices.

1897 *Waverley* Bicycles
AMERICA'S FAVORITE. \$55.

Built in the Largest and Best Equipped
Bicycle Factory in the World.

ALL KINDS OF
BICYCLE REPAIRING AND ENAMELING.

Several Good Second Hand Wheels For Sale.
Agent for Chase Tough Tread Tires.



E. H. PURDY, HIGHLAND PARK, ILL.