



An Advertising Campaign

By James Barrett Kirk.

THIS young man leaned carelessly against the piano and listened to the young woman who sat on the piano stool.

"It's awfully good of you, Jack," she was saying, "and I really like you first-rate, because you're such a jolly fellow and never bore me; but when it comes to marrying you—why, that's a different matter. The idea is not actually displeasing to me, I will admit. Still, it isn't exactly a proposition that arouses my enthusiasm."

"I'm sorry," said Jack.

"You see," continued the young woman, "it has always been a cardinal principle of my life to attain my ends by unusual methods—to get out of the rut, as it were—and people who are actuated by a similar motive are the people who command my admiration. Therefore, I doubt if any man will ever succeed in winning my affections up to the marrying point as long as he conducts his wooing in the old familiar way. See?"

"See," said Jack.

A moment of silence ensued, during which the young man looked lingeringly upon the beauty of the young woman. "I am sure," he went on, "that you decided to let the only girl he ever saw who was 'just his style' and he felt disposed to enter the lists and have a bout with fate—to refuse to accept her decision as final. He also felt a strange and abysmal craving for a career. Rousing himself, he stood erect and addressed the young woman.

"Now, here's Mollie," he said, "you've got to marry some time, for girls like you are not born to a life of single blessedness; but if you wait for some fellow to go after you in a new and original way I'm afraid you'll wait several hours at least. Originality is a premium these days, and I don't know where we are up to high now."

"Good night," said she.

The young woman looked up and smiled. "Good night, Jack," she said.

"Good night," said Jack.

An hour later found Jack comfortably located in the easiest chair his club afforded, blue smoke wreaths curling above his head and a cocktail at his nose. His appearance was not satisfactory, however, for he knew that his heart and hand had just been respectfully declined by the girl he loved, for he was one of those buoyant natures that never fail to rise triumphant above the disappointments of life. Still, his face was unusually serious, and as he lounged in the big chair and smoked his cigar and he looked as though he was engaged in solving some abstruse problem in philosophy. As a matter of fact, he was racking his brain for a new way to "make love."

While the young man's scheme had been reached progress in this interesting evolution of a method was momentarily interrupted by the advent of a fellow clubman, who paused as he was passing the big chair and surveyed the unusually sober countenance of its occupant.

"Good evening," he observed, pleasantly.

"Have you used Jugg's Blasphany?" supplemented Jack shortly. "He didn't like the interruption."

"What's the matter tonight?" queried the other. "Anything wrong?"

"Guess not," replied the young man. "This cigar seems to have been 'built on honor' and the cocktail may be disguised as 'the standard of the world.'"

"Haven't," said his friend. "You must have run up against a can of hot, grown cold. If so, take my advice and don't despair."

"There's Fleece's union underwear," murmured Jack.

"My dear boy," he said, "when you read the magazines you should confine yourself to the literary pages. The others are undeniably interesting and attractive, but they exceed too great an amount of materialism. What are you thinking about that makes you look so deuced serious?"

Jack sighed for the first time since the episode with the young woman. "How to attain the unattainable," he answered.

"Any advertising problem, truly?"

"Yes, but the solution is difficult."

"Not particularly so, providing you go about it in the right way."

"How would you do it?"

"How, Oh, I'd advertise. That's the only way to get the girl you want. I obtained nowadays. Well, so long, old man. Sorry I interrupted your cogitations."

The intruder moved away while Jack took the cigar from his lips and gazed thoughtfully at the retreating form.

Then suddenly he started and sat erect in the big chair.

"By Jove!" said he.

Then he dug away his cigar and gazed thoughtfully at the retreating form for five minutes, after which he finished the cocktail. "Well, so long, old man. Sorry I interrupted your cogitations."

The young man hunted up his pipe and gazed thoughtfully at the retreating form for five minutes, after which he finished the cocktail. "Well, so long, old man. Sorry I interrupted your cogitations."

"The deal may be consummated at once," he said, "but I'll have to pay for the paper, envelope, and postage stamp for sending it to you. I'll give you one thousand dollars."

With one of the young man's energetic dispositions to think him to eat, when he had finally decided to have

the young woman's attractions in the direction of himself by means of a personally conducted advertising campaign he lost no time in commencing operations.

As a preliminary step in the matter the young man hunted up his late companion for the purpose of working his individual for a little information. He didn't mind giving the young man the secret of advertising himself, therefore he felt the need of a few pointers, and when he succeeded in locating his friend in the billiard room watching an exciting game he drew him off to one side and pronounced a leading question:

"See here, Tom," said he, "you're a journal and must know something about advertising. What are the essential features of a good advertisement?"

"What have you?" asked Tom. "A dyspeptic cure, or a new food for infants?"

"Neither," replied Jack. "I merely have curiosity."

"In that case," said Tom, "it can be easily satisfied. Select a couple of attractive catch-lines ill in with a few terse sentences, and if possible offer something free. This sort of an advertisement will sell anything that's made."

"Aha! thanks," said Jack. "Close game, isn't it?"

And he returned to the big chair. His next move was to order newspapers and writing materials. Then he began to work, busily studying the advertising columns of the paper and examining the various forms of advertisements, following which he deliberated with himself concerning the amount of space he should use.

Considering the character of the "goods," he concluded that a delicate little space of about three inches would suffice, the intention being to place the advertisement on the page where the reader and wonderfully constructed mademoiselle were wont to pose arrayed in the latest fashions. As far as selecting a medium was concerned he didn't have much trouble. He remembered that Mollie's favorite newspaper was the Evening Universe, his third announcement.

Accordingly he called at the office of the paper, where he arranged to secure a permit from the editor to place his poster, then he dropped a line to a well-known poster artist requesting the latter to call at his address.

The evolution of this project and completion of arrangements for carrying it out kept Jack busy the greater part of the day. And when he had completed his newspaper advertisement, while the Evening Universe placed before it wondering constituency.

A MAN LOVED BEST

that which he thinks of most. Consequently he is always anxious to know about different matters indicates in what proportion his love belongs to each one.

I have discovered that a devotee will 56-58 per cent of my time to thinking of Mollie, and only 12 per cent of Mollie is

24-40 PER CENT.

I trust that she will give this interesting information the attention and consideration. Be sure of me in this, that when I have decided to accept "something just as good."

"That's a mere word and easily written. The card is made of the best quality sheet of fine paper with envelope to match, also a postage stamp. Free on Request."

And the pioneer advertising campaign having for its object the wooing of a woman.

On the following Saturday advertising circles were mildly amazed to see in the usually sedate columns of the Evening Universe this remarkable advertisement:

MOLLIE KNOWS!

All about the various difficulties because I have already given her information concerning it. Moreover, she will doubtless be ready to face the fact that on the occasion of our meeting again she will not be able to take "no" for an answer. In this I wish to mention her benefit that while she may have many thousands of words in the English language,

ONE GIVES RELIEF

If it is the right word. And I will also suggest that the little word "yes" will relieve me of further anxiety and make both her and me happy.

To write "yes" and forward it to my address—not more is required than a sheet of fine paper, a postage stamp, and a postage stamp. I will furnish these articles Free on Request."

Now there were several thousand Mollies and an equal number of Jacks in the city; therefore these two names failed to furnish a clew to the identity of either the advertiser or the "people" he wanted to reach. Of course, there were many speculations indulged in and even theories advanced, but it was generally believed that the advertisement was not to be taken seriously—that it was merely a bandwagon attempt on the part of some public-spirited individual to attract public attention preparatory to the arrival of his main parade, and that this space would be long filled with the unrivaled merits of a new patent medicine, beauty promoter, or brand of cosmetics.

The artist looked surprised.

"That's rather unusual in poster advertising," he said.

"Indeed it is," replied Jack.

"The—business I'm engaged in is rather unusual itself. Oh, yes, I also desire."

"There will be no wording," Jack answered.

The artist looked surprised.

"That's rather unusual in poster advertising," he said.

"Indeed it is," replied Jack.

"The—business I'm engaged in is rather unusual itself. Oh, yes, I also desire."

But as to just what more the artist did not know.

"What I want," said Jack, "is for an advertisement to appear in this moment in the shape of a loud knock and the entrance of a servant with a telegram."

Jack felt very much interested at the thought.

He wanted to know if the new idea developed as soon as possible and hated to delay the outlining of his plan by a single second. However, he opened the sinister-looking envelope and glanced at the contents.

One glance seemed to be sufficient.

Instantly to his feet and brought his fist down upon the table with a startling force.

"By Jove!" said Jack.

The artist appeared interested.

Remembering the other, the young man succeeded in reducing himself to a condition of comparative calmness and turned to the artist.

"I have changed my mind," he announced. "I shall not use posters."

"That's all," said Jack, tersely.

And the artist departed without a word.

Left alone the young man hunted up a telephone. He fell a trifle faint and nearly fainted.

The next thing he did was to call the police.

"The police," he said, "will be here in ten minutes."

"They're coming," he said.

Then suddenly he started and sat erect in the big chair.

"By Jove!" said he.

Then he dug away his cigar and gazed thoughtfully at the retreating form for five minutes, after which he finished the cocktail.

"Well, so long, old man. Sorry I interrupted your cogitations."

"The deal may be consummated at once," he said, "but I'll have to pay for the paper, envelope, and postage stamp for sending it to you. I'll give you one thousand dollars."

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Pine Co. Pioneer.

W. P. GOTTRY, Publisher.
PINE CITY, - - - MINN.

Aum. Sonny delights in telling how he was once an amateur aeronaut. As a boy he visited a Maryland county fair, ascended in a balloon which rose 80 feet in the air, was wrecked and let loose from its basket, and an apple tree. All were more or less lost except Schley, who escaped with a few continuations.

SECRETARY GAGE has introduced into his department a custom which he first inaugurated at the War Department. This is to have luncheons served in the building, so that all the clerks can meet each day at the table and discuss the affairs of the office. These gatherings are called "Mr. Gage's cabinet meetings."

On Sept. 19th the death rate in Russia rose from 23 to 26 per 1,000, or exceeding the same facts in absolute figures, the number of deaths attributed directly to the famine was 650,000. If the famine of 1890 is to leave these figures the same, it may be inferred that there will be more than a London exchange, there can be no question as to its terrible intensity.

The Berlin correspondent of the London Standard telegraphs: "The engineering committee of the army has received a report on the recent experiments with liquid air for blasting purposes, and caused it to be forwarded to the ministry. There are stated to follow such a complete revolution in the application of explosives."

CHARLES BURKWOOD, a blind beggar of New York, who for a long time has frequented the shopping district of the metropolis and who was arrested this summer on a charge of vagrancy, refused to give to him is said to be the owner of two tenements, each valued at \$25,000, and to have large sums of money in severals of the savings banks of Moscow.

SIBERIA is not the land buried in snow and peopled with exiles only that it is named. It is the land of many Russians. Its southern portion is as rich in natural productions as are the southern parts of Canada, and besides 500,000 of natives it has a population of more than 4,000,000 as thoroughly Romanized as that to the north of Moscow.

PHR. BREWER VINEYARD delivered an important address before the state eulogistic congress, rejecting the theory of hereditary tuberculosis. This doctrine, he declared, was contradicted by all his pathological researches. He said he had never found tuberculosis in any new-born infants, though it might be contracted during the first days of existence.

This astromonk is a successor to the horse and wagon, and will eventually banish the horse from the streets. In the process of evolution, and the certain cheapening of cost, it will yet be convenient and economical for men in favor of horses, and for the automobile to buy automobiles, and when they come into general use of course street railway traffic will be diminished.

CHATER SWINGING is a leading sport in Mexico and California, and volcanic baths are frequently taken on account of their recuperative and invigorating properties. The bathers do not plunge into either hot water or lava, as neither exist in the crater, but bathe in the mud which is thrown up by the mud springs. Gen. Lawton, Gen. Hall, with 2,500 men, were sent to the mud-spring station and Col. Whalley, a general for gathering of relatives and friends of those whom he formerly persecuted. The excitement continued throughout the day and night. About midnight a crowd surrounded the house where he was and urged to go home with him. He refused to go, and, on meeting the demonstrators, emptied his revolver, wounding two persons. The crowd closed in and captured him, and he was lynched in the public square.

Transmississippi Congress Ends.

WICHITA, Kan., June 5.—The trans-Mississippi congress adjourned sine die at noon Saturday after adopting resolutions on construction and ownership of the railroad, the two divisions approaching each other. Col. Whalley captured Cainta with small loss, the Indian Neytay and Antipolo, under Gen. Hall, with 2,500 men, were sent to the mud-spring station and Col. Whalley, a general for gathering of relatives and friends of those whom he formerly persecuted. The excitement continued throughout the day and night. About midnight a crowd surrounded the house where he was and urged to go home with him. He refused to go, and, on meeting the demonstrators, emptied his revolver, wounding two persons. The crowd closed in and captured him, and he was lynched in the public square.

Morong Captured.

MANILA, June 6.—The American troops captured Morong, a stronghold of the rebels, and the town of Taytay and Antipolo, under Gen. Lawton to destroy the strong force of the enemy between Morong and Antipolo or hem them in so that they cannot escape.

John Strauss Dead.

Vienna, June 5.—Johann Strauss, the famous composer, died yesterday aged 74 years. Strauss was a most prolific writer, and the Strauss dances now number nearly 500. "Artist Life," "The Beautiful Blue Danube," "Wine, Women and Song," "The Merry Wives of Windsor," "Carnival," and "Village Swallows," are some of the most famous dances. From his waltzes he was the composer of numerous polkas, which are known the world over.

Father and Daughter Killed.

Alliance, O., June 5.—Isaac Beck and daughter, Mrs. Mary J. Cole, while standing on a crossing, were run down by a light engine and instantly killed, the remains being mangled beyond recognition. They were watching the approach of a freight train and did not hear the engine coming. William H. Beck, a son, who is a yard conductor, while assisting in gathering up the remains, recognized his sister by the jacket she wore. From his waltzes he was the composer of numerous polkas, which are known the world over.

Death of an Insane Father.

Thornbury, Ind., June 5.—A farmer named Wells became insane near here and threw four of his boys into a well and then attempted to drown himself in the river. He was rescued and arrested. Two of the boys, aged 12 and five, are dead.

Struck by Lightning.

Lansing, Mich., June 6.—During a severe electrical storm last Monday afternoon, a man, who was working in the workshop at the state industrial school for boys and the fire which followed damaged the buildings and contents about \$15,000.

The Patent Office.

Washington, June 5.—The receipts of the patent office in May were \$163,836, against \$88,558 for the corresponding month of 1895. The number of applications for patents was 3,856, against 2,870 for May, 1895.

Colden in May.

Washington, June 5.—The monthly report of the director of the mint shows the total coined in the United States during May, 1899, was \$7,804,566.

A Record Breaker.

Cripple Creek, Colo., June 2.—The monthly report of the director of the mint shows that this district, the gold production amounting to \$1,623,000.

The car has just made for him self a petroleum tricycle or burnaled steet, fitted with all latest improvements. The machine is in the form of a silver escutcheon attached to the left steering bar, on which are embazoned the imperial arms. In speed it is said to be a record breaker. It is little chariot of wickerwork is being constructed for the use of the czarina, who will thus be towed behind her carriage escort. It is understood that these two vehicles are to accompany the young sovereigns in the visits which they propose to pay to various European courts.

NO CALL FOR VOLUNTEERS

Cabinet Decides Not to Enlist Additional Men for Services in the Philippines.

GEN. OTIS WILL GET HIS 30,000 MEN.

Gen. King Just Returned from the Philippines; Reports Situation There as Very Critical—Does Not Look for Any Early cessation of Hostilities.

Washington, June 3.—The cabinet at its meeting Friday decided that there was no present necessity for the enlistment of volunteers.

The situation grows over very rapidly, and this conclusion was reached. The president stands ready at any time that it may appear necessary to authorize the enlistment of the volunteers should more men be deemed necessary, although that result may not arise. Gen. Otis is to be given the 30,000 men for whom he has asked. The additional 6,000 or 8,000 troops to make up the 30,000 are to be taken from the regular army.

The rainy season is now on in the Philippines and aggressive field operations will have to be suspended for a couple of months at least.

1st Most Serious.

San Francisco, June 3.—Frigid front Charles King, who returned home on the transport City of Puebla, owing to ill health, in an interview said:

"The situation in the Philippines is most serious. The rebels are determined to keep up guerrilla warfare and there is no telling when the hostilities will cease. They are now in the hills, and are making mountain retreats when they are whipped and hide in the jungles. Subsisting on a bare basis of supplies. It will necessitate a large force of men to subdue them and bring them to bay. Their numbers are small, but their morale is high—a circumstance now undreamed of in Paris."

King said he had been prosecuting attorney of Franklin county, attorney general of Franklin, and state senator.

Ingenious Retreat.

Manila, June 5.—A ingenious campaign was conducted by a salaried graduate of the Polytechnic of Madrid, Del Pilar's force of 2,000 Filipinos in the foothills at the mouth of Laguna de Bay and in the towns of Cantab, Taytay and Antipolo, under Gen. Lawton. Gen. Hall, with 2,500 men, was sent to the mud-spring station and Col. Whalley, a general for gathering of relatives and friends of those whom he formerly persecuted. The excitement continued throughout the day and night. About midnight a crowd surrounded the house where he was and urged to go home with him. He refused to go, and, on meeting the demonstrators, emptied his revolver, wounding two persons. The crowd closed in and captured him, and he was lynched in the public square.

TOOK REVENGE.

Brutal Agent of Weier in Cuba Lynched by Relatives of His Many Victims.

Havana, June 6.—A dispatch from San Antonio des Loshanos says that Jose Labrater, a notorious agent of Gen. Weier, who outraged defenseless women and killed children, arrived here Saturday evening to exact revenge and to have furnished notes or documents retracted on the bordello?

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Transmississippi Congress Ends.

WICHITA, Kan., June 5.—The trans-Mississippi congress adjourned sine die at noon Saturday after adopting resolutions on construction and ownership of the railroad, the two divisions approaching each other. Col. Whalley captured Cainta with small loss, the Indian Neytay and Antipolo, under Gen. Hall, with 2,500 men, were sent to the mud-spring station and Col. Whalley, a general for gathering of relatives and friends of those whom he formerly persecuted. The excitement continued throughout the day and night. About midnight a crowd surrounded the house where he was and urged to go home with him. He refused to go, and, on meeting the demonstrators, emptied his revolver, wounding two persons. The crowd closed in and captured him, and he was lynched in the public square.

Morong Captured.

Manila, June 6.—The American troops captured Morong, a stronghold of the rebels, and the town of Taytay and Antipolo, under Gen. Lawton to destroy the strong force of the enemy between Morong and Antipolo or hem them in so that they cannot escape.

George K. Nash.

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