ART OF ADVERTISING LIKE ARCHITECTURE

University Class Hears Talk by George E. Hall, of Portland.

LIFE IN WORK ESSENTIAL

Importance of Size of Cuts in Display Is Shown-Advice Is Not to Delve Too Deeply in Technicalities; Let Printer Help.

UNIVERSITY OF OREGON, Eugene, March 27.—(Special)—"The advertis-ing man must know his merchandise before he can write his ads," George E. Hall told the class in advertising Friday.

"Many ad men delve too deeply in the technical end of the game and sacrifice the artistic sense of the adver-tisement. Always give the printer

credit for knowing something; he is often better informed than the advertising man.

"The banks are the poorest advertisers that there are in the world. It is surprising that the dignity that surpounds these less interes will not prorounds these institutions will not probetter advertising."

mote better advertising."

Må Hall is a member of the firm of Hall & Williams, a Portland advertising company. In opening Mr. Hall compared the writer of ads to the architect, who must have every feature of his work systematic, with unity and harmony combined. harmony combined.

Effect on Eye Is Considered.

"The architect," he said, "would not place a large window alongside a small one, he would not plan a weak foundation for a large structure. So it is with the maker of ads; he must have every feature combined so as to give life to the work and at the same time place nothing in a near radius, which hurts the eye and jars the artistic sense."

"The first object of an ad," he con-tinued, "is to attract and to get some-thing novel before the eyes of the pub-lic, which at the same time will por-

lic, which at the same time will por-tray your goods in a good sound style and inform the reader clearly of the wares you have to offer.

"Give the printer good copy and he in return will give good results. Speci-fy, inasmuch as is necessary, as to the details. The ad man who confines him-self to as little technical specification as is possible will reap better results than the deep thinker who gives all to the technic.

Department Advertising Dwelt On.

"The work of the department store advertising man is never finished. He must develop his ability to good copy and speed and must plan his work to prevent 'swamping."

"Time, tide and newspapers," he remarked, "walt for no man.

"He must know," he said, "and be prepared to designate the space to be occupied by the advertisement and to eccupied by the advertisement and to know this intelligently, for ignorance in this matter would deprive the adverliser of the profits from the sale of his

"The determining of the size of cuts is of equal importance as is the designation of any other part of the ad."The crowded mass of advertising material which confronts the reader as e scans the pages of the daily paper cust be overcome if the advertisement to catch the eye and receive reog-ition. The remedy for this is con-

ance and an Illustration out of place will upset the whole advertisement."

FACTORY CAMPAIGN READY

Force of 75 Eugene Business Men to Sell Lace Plant Stock.

EUGENE, Or., March 27 .- (Special.) -The formal campaign to close the sale of \$150,000 stock for the proposed lace factory in Eugene will be started Monday. The lace factory committee, increased Thursday night from eight to 12 members, met Friday and named 25 sub-committee chairmen to conduct the campaign. Each of these commiting a force of 75 men to canvass the

The names of Frank Chambers, W. W. Calkins, George McMorran and David Auld were added to the committee at a banquet in the Osborn Hotel Thursday night. At present, following a preliminary campaign, the com-mittee has \$27,000 raised to start the fund. This, it is stated, represents the subscriptions of only 20 men.

PIONEER 98. EYESIGHT KEEN

Mrs. Mary M. Faulkner Is Oldest Person Living in Linn.

ALBANY, Or., March 27 .- (Special.)-Though she lacks only two years of having lived a century, Mrs. Mary M. Faulkner, residing eight miles south-east of Albany, does not use glasses. Her eyesight is practically unimpaired and she can see people passing on the road 100 yards from her residence and often recognizes friends at that dis-

Mrs. Faulkner is now the oldest person living in Linn County. Despite her advanced age she needs no assistance. At times she limps slightly, but most of the time can walk about as readily as a person half her age.

Mrs. Faulkner is a pioneer of Linn County and has resided for more than half a century on the same farm, where she now makes her home with her son,

now makes her home with her son

GAMES IN STREET UPHELD

Spokane Council Authorizes School Board to Rope Off Highways.

SPOKANE, Wash., March 27 .- (Special.)-The City Council today recommended that the School Board be permitted to rope off First and Fourth The permit is conditioned on the semination of the closing of the thoroughfares, and that the board obtain the approval of the owners of neighboring property.

Cured water from Bear Creek, and, if necessary signatures are procured, 1000 acres will be independent of the weatherman in addition to those already under irrigation.

The average rainfall in the valley is nearly 30 inches, but for the past three owners of neighboring property. avenues, at the Washington and Haw-

TAXPAYERS' PLEA HEARD

Washington Supreme Court Says

court action in an effort to reject lo cal improvement work does not pre-vent property owners affected from contesting their assessments, the Su-preme Court held yesterday in the Chehalls sewer case. The court says that, while ordinarily a City Council is presumed to represent all citizens, prop erty owners have a special interest in local improvement cases aside from

their general standing as citizens Under this decision the Supreme Court invalidates the assessments against Chehalis property owners, although it previously decided that the city had no right to contest the improvement, since it had been accepted by the City Engineer. The court intimates that the contractors on the sewer would have right of action against the city for compensation, since the sewer is valueless to prop-erty owners in the district. This is

PIONEER WHO HAD READ THE OREGONIAN FOR 55 "YEARS PASSES.



William Russell.

YAMHILL, Or., March 27.— (Special.)—William Russell, who died here March 19, had lived at Yamhill for 53 years and had been a subscriber to The Orego-nian for 55 years. He had been a member of the Yamhill Grange for 32 years.

for 32 years.

Mr. Russell was born in In-Mr. Russell was born in Indiana July 2, 1832, and left that state in March, 1852, for the trip across the plains, arriving in North Yamhill October 20, of the same year. He volunteered his services with Company E, First Oregon Regiment, under the command of Captain Hembree and went to Eastern Oregon and Washington to fight the Indians in 1855. At the close of the war Washington to fight the Indians in 1855. At the close of the war he returned to Yamhill County, where, in September, 1858, he married Miss Elvira Perkins, who crossed the plains in 1844. Four children were born to Mr. and Mrs. Russell. They were: John H., Norris G., Lizzie Perrine, all of Yamhill, and Claire E. decased.

the third time the case has been be-fore the Supreme Court.

ENTHUSIASTIC GATHERING PLANS FOR CRESWELL'S ADVANCE.

Dairying, Fruit Growing and Road Building Among Topics Discussed in Optimistic Strain.

CRESWELL, Or., March 27 .- (Spe-

duction of marketable commodifies. Fruit growing in general was discussed at length and many addresses of an optimistic nature were made by local orchardists, including Dr. L. D. Scarborough, pioneer of this industry in the district, as well as by others from outside, including J. O. Holt, manager of the Eugene Fruit Growers Association, The prediction was made that Creswell would provide an important share of the fruit production of the

large number of farmers now labor-ng under the disadvantage of inadequate facilities for reaching a market.
It was decided to petition the county at little shielded by that cottage, the once for assistance in providing a thatched roof of which its draft is carood thoroughfare.

ORCHARDISTS SOUTH OF TOWN TO PROVIDE DITCHES.

Repetition of Scarcity of 1914 Is Fenred, as Deficiency Already In 12 Inches.

MEDFORD, Or., March 27 .- (Special.) MEDFORD, Or., March 2.— (Special)— Orchardists in the district lying south of Medford, alarmed by the con-tinued drought which threatens to re-peat the disaster of 1914, have organ-ized an irrigation system of their own

and expect to have water on the land by May 1. For many months an attempt has For many months an attempt has been made to organize an irrigation district, but this project failed, the local irrigation company could not obtain enough signatures to justify them in extending their high line ditch, consequently. Welborn Beeson, of Talent, and W. A. Sumner, manager of the Potter-Palmer orchards, organized penchers water company, have prohe Potter-Palmer orchards, organize ranchers' water company, have pro-ured water from Bear Creek, and,

years this has not been sustained and this year there is a shortage to date of 12 inches. While some ranchers maintain that irrigation is unneces-sary, the majority are convinced that an irrigation system, even if used but once in 10 years, would be justifiable

as insurance against drought Property Owners' Rights First.

OLYMPIA. Wash. March 27.—(Special)—Defeat of a City Council in 000,000; Pagan, 82,000,000; Buddhist, 73,000.

CROSSING SAFETY DEVICES ORDERED

State Railroad Commission Takes Action on Recent Accident.

WARNING BELLS NEEDED

O.-W. R. & N. Must Install Additional Signs and Gongs, Latter Particularly on 55th and East 60th-Street Crossings.

SALEM, Or., March 27 .- (Special)-As a result of an investigation made fire. "I after the accident at the East Sixileth at him.

CRESWELL, Or., March 27.—(Special.)—Dairying, fruitsrowing and road building were discussed at an enthusiastic community meeting here today, attended by 250 representatives of the town and adjoining country.

Dairying was the principal topic at the morning session.

The largest share of attention was devoted to plans for making the local cannery a greater factor in the production of marketable commodities. Fruit growing in general was discussed.

TROOPS CHEERED BY FIRE

TROOPS CHEERED BY FIRE

Officers Emulate Women.

I used to think it was silly of women creswell would provide an important share of the fruit production of the state within a few years.

Marked enthusiasm was manifested dover the proposal to open the road play. But I wasn't so airy when I saw distance of 12 miles, which, it was declared, would be of immense benefit to the characters are players now labor. that the German and Austrian officers ashamed to do this.

The Austrian motor gun on the lefthand side of the Bolinow road is a good thoroughfare.

The meeting today was held under the auspices of the Commercial Club and luncheon was served by the Civic Club, an auxiliary organization composed of women of the city.

The gathering was regarded as upusually successful and a tone of rampant optimism pervaded every address and the discussions on all topics. rying away. Some farmyard buildings

SUPERINTENDENT OF SCHOOLS HEADS HEPPNER ELKS'



H. H. Hoffman

H. H. Heffman

HEPPNER, Or., March 27.—
(Special.)—H. H. Hoffman, elected exalted ruler of the Heppner Elks' Lodge, has been Superintendent of the Heppner schools for the past five years. Before coming to Heppner be was principal of the Astoria High School. He is a native of Ohio. He specialized in physics and chemistry in the University of Chicago and holds a master of arts degree from the University of Oregon, He succeeds W. A. Richardson as head of the lodge.

stantly smearing over the mechanism. From the pits come cheerful "allos," is the men in the church tower signal the pitmen to give them the range. Then the pitmen give it to the artil-

Artillery Fire Exhibitantes.

Artillery fire is always exhibitanting Decrease Shown in Deposits and so everybody is cheerful, especially the Austrians. Watching them at work with the Germans I think the officers seem physically finer-grained than their allies. And many of the privates resemble a picturesque type of Italian—dark, handsome men with smiling lips and beautiful eyes, almost gypsylike faces.

None of them appears to be taking life as seriously—or certainly not as heavily—as their German comrades do, and you can get a most compilmentary

and you can get a most complimentary augh out of them with the feeblest

laugh out of them with the feeblest of jokes.

The volume of fire varies from hour to hour today on both the German and Russian fronts. This morning it seemed rather tentative on both sides. Soon after noon it grew very hateful—as it both sides had found each other out.

The machine gun fire is very nasty and its patter, patter, patter develops a crackling sound as the wind shifts. One soldier says it must be infantry fire. "No," says another and laughs at him.

gray-coated Germans who are serving the guns are black as coalheavers and covered with the grease they are constantly smearing over the stantly smea

of Oregon Institutions,

Payments to Federal Organization Are \$292,431, While State and National Rediscounts Are \$2,412,368 in Aggregate.

SALEM, Or., March 27 .- (Special.)-Notwithstanding a shrinkage of banking business in the state the past year

As a regalt of an investigation made after the accident at the East Sixtleth street crossing, when Mrs. Frank Camps was killed and her husband and two children injured by a train crossing into their wagon, the State East-ling into the wagon in East Portland.

Oregon-Washington Install, additional safety devices at grade crossings and install additional safety devices at grade crossing and consisting the state of the State Portland.

The Commission announced that in making its findings it took into commaking its findings it took into consist the first proper into the state of t

alty by Citizens at Meeting.

WEISER, Idaho, March 27 .- (Spe-

Cornelius Citizens Name Ticket.

CORNELIUS, Or., March 27 .- (Special.)—Those nominated on the citizens' ticket Thursday night are: Mayor, F. H. Sholes: Councilmen, Lester C. Moo-berry and W. B. Vickers; Recorder,

t t t t t t t t t t t t t t t t t t t	"That a highway crossing sign be installed at the East Fifty-third street crossing in addition to the automatic bell maintained there. "That the respondent shall restrict its speed to a maximum of 25 miles an hour for all trains over such crossings, and, in addition, shall so operate its trains approaching and crossing such streets that at all times they will be under control, that is, to be able to stop within the distance the track is seen to be clear." The order becomes effective within 20 days. It is announced that it is not intended to relieve the railroad from any obligation imposed upon it by any city ordinance with respect to the speed of its trains or with regard to stopping any of its trains at Sandy road or Sandy boulevard and East Thirty-seventh street. The order further says: No Bell at Two Places. "Within the City of Portland the railroad crosses at a common grade the following named public highways: East Thirty-seventh street, East Fifty-seventh street, East Fifty-seventh street, East Fifty-seventh street, East Stxy-seventh street, East Fifty-fifth street, East Stxy-seventh street and Barr road "At each of such crossings, except	research from they rub their eyes. The result is entrancing. Familiar irony of War Seen. Behind these batteries another of the familiar "ironies of war" utters its poignant sarcasms. For within 20 paces of the guns the cannoneers have set up the little evergreen trees they cut for Christmas, and there flutter on them shreds of gilt cord and tinsel paper, which were sent in the Christmas boxes from Germany to this windswept Polish plain. You could see the little tin sockets in which the Christmas eve candles had burned low and guttered out. Looking at the tree while the 15-centimeter guns were kicking the gravel back in one's face one knew not whether to laugh or to weep. Perhaps one should have done both. There is a good deal of pleasantry as we'll as baked potatoes behind the batterles. In fact, the cannoneers began to lead quite a distracting life immediately the correspondents appeared on the scene this morning, for, what with firing the guns and keeping the baked potatoes from burning and running forward between whiles of firing to have their photographs taken with	its have de- e the call of \$52 since the the time de- of \$2,441,494,67 case of \$287,. 1914. Postal crease for the f \$13,211 for A decrease in mean a corre- islness and the eits during the be due to the ve been with- or the purpose e investmenta- have re-dis- i reserve bank the while all the increased the ounts \$1,495. This was made tintain the re- gradually de- nkage in de- i falling off of ar the banks
LD	East Fifty-fifth street, the Oregon- Washington Railroad & Navigation Company has installed and maintains an automatic electric bell and crossing	their arms thrown caressingly around their favorite guns and scribbling postcards, which the correspondents were to mail as soon as they get back the comparative Statem	an average re- nt." ent Made.
NS	sign. No bell is maintained either at East Fifty-fifth street or East Sixtieth street crossings, and the only protec-	March 4,	March 4. 1914. 3 84,632,449,06
ond	tion afforded at such crossings is a highway crossing warning sign. At East Fifty-third street no highway crossing sign is maintained, although	1915. 1915. 1916	277,542,14 15,239,507,65 4,146,265,38 1,016,835,89
pe- oad	the bell previously mentioned has a danger sign affixed thereto. "There are regularly scheduled over each of said crossings five passenger trains in either direction daily. All west-bound trains now stop (pursuant	Due from Federal Reserve Banks 19.191.023.85	25, 886, 810, 85 1, 694, 500, 58 15, 150, 978, 94 8, 786, 846, 81 324, 520, 50 60, 862, 81 761, 766, 73
us-	to requirement) before proceeding across Sandy road or Sandy boulevard.	Other Items	\$160,979,988.72
at was cal	The passenger trains of the respondent, and more particularly those from the east, are commonly operated over each of such crossings other than Sandy road at high rates of speed."	Liabilities	\$ 18,791,190,00 7,718,760,35 1,896,900,26 194,038,36 13,085,385,72 76,312,290,92 22,425,267,30 1,384,606,49
sed an cal ar-	TROOPS CHEERED BY FIRE (Continued From Pirst Page.) passes, and even a civilian gets so he	Other United States deposits Rediscounts with Federal Reserve Bank 25,161.14 Rediscounts and bills payable 255,207.15 National bank notes outstanding 175,462.62 Reserved for taxes 754,329.94	907,516.43 867,727,04 5,677,695,00 289,165,09 898,842,26
in	can follow the flight of the shell with steady eyes—that is, if the light is	Other Items	\$160,979,988.32
ger	right.	and the man behind the guns were as	

say, the men behind the guns were George Gooding Picked for Mayor-

say, the men behind the guns were as distraught as a young ladies' seminary on commencement day.

Finally little Fablan, the Berlin painter, who fears neither man nor devil and will walk right up to a six-gun battery and talk to it while it is coughing, said he didn't believe we were anywhere near in sight of the Russian outpost and that he didn't care for the walking in the bottom lands.

Wounded Prisoner Gets Aid. Thereupon, with the short, round Fabian for leader, we scrambled back onto the highway, where we encountered two German soldiers carrying a wounded Russian soldier on a

stretcher.

He made a huddled, piteous bundle— He made a huddled, piteous bundle—
just like a bundle and like nothing
else—and the soldiers bore him tenderly and sometimes directed encourarging words down at the bundle, but
the bundle made no response.
"They couldn't be gentler with him
if he were one of their own comrades,"
I said to the courtly Wertheimer of
the Frankfurter Zeitung.
"Of course," said he. "Why not?
The man is no longer an enemy of ours.
He is wounded. When he gets well
then he is an enemy again, and we
will send him into Germany with the
other prisoners of war."

Then he stopped and gave the
stretcher bearers three cigarettes
apiece and tucked three more into a
fold of the wounded Russia's gray
brown overcoat.

It was an entrancing picture, pretty

brown overcoat.

It was an entrancing picture, pretty in every detail, and you could not for the moment make it seem the background of war. The white towers of the church at Bolimow placidly ruled the plain, the Rawka, sparkling in the lights from sun and the snow, was going its cheerful way to the lazy Bzura, and the whole world seemed to us bright. George Wilcox, and, Treasurer, A. S. Hendricks. The city election takes place April 5. As there are no great issues at stake nor any factional quar-rels, it isn't likely that another ticket

But over our heads the Austrian shells uttered their long remote, per-sistent crying and grosning.

STUDENT WINS POSITION H. E. Koons, of Agricultural College, to Take Lake County Place.

OREGON AGRICULTURAL COL-LEGE. Corvallis, March 27,—(Special.)

The Goose Lake Irrigation Company. of Lake County, Oregon, has employed H. E. Koons, of the 1915 class at the Agricultural College, as irrigationist Agricultural College, as irrigationist for operations in that part of the state. Mr. Koons will be graduated in June, having majored in agronomy and specialized in irrigation farming, which course the college has been the first institution in the country to offer.

He came to the college from Orlando, Cal., and aside from an excellent record as a student, he has had considerable experience in practical irrigation.

EASTER SHOE SPECIAL

Ladies' \$4.00 and \$5.00 Styles to Save You

From \$1.50 to \$2.50

On Each Purchase

Gentlemen's Dress Boot Patent and fine Black Russian. Values up \$2.90 to \$5.00.....\$

\$6.00 and \$7.00 Shoes

Fine Gray or Tan Cloth Top Patent or Black Hussia, Other stores ask \$5. Our price



The New Foot Millinery for Her Ladyship

The American

White, Gray and Brown tops, fine patent dress goods for particular people. Worth \$3.50 and \$4.50,



BOYS GET GOOD SWINE DANDRUFF MAKES

PUREBRED SOWS DONATED TO HOOD RIVER YOUTH.

Pigs Inoculated With Scrum to Prevent Cholera by North Portland Serum Company.

HOOD RIVER, Or., March 27 .- (Special.)—Hood River business men and Valley orchardists paid tribute to the lowly swine today when a carload of purebred sows were distributed among school children by the North Portland Serum Company.

Secum Company.

With their crates in spring wagons, automobiles and loaded on big apple racks youthful swine raisers were in the city by 8 o'clock and by 9, while the instrument of a moving-picture 15,694,421.36 is.694,421.36 is.694,421.36

concern registered the struggles of the animals, as they were being transferred from the car to the vehicles, and the happy smiles of the boys, the distribution was well under way.

O. M. Plummer, of the Portland Union Stock Yards Company, and Dr. J. G. Beattie and J. W. Creath, of the North Portland Serum Company, were present and personally greeted the boys as they were given their pigs, all of which were healthy animals, inoculated with a serum that will prevent cholera.

"Just wait a year or two," remarked Mr. Plummer, as he watched the boys leave for their respective homes, "and you will see those selfsame boys delivering loaded wagons of hogs to the Hood River market."

Hood River market."

The moving pictures were taken by W. A. Van Scoy, of the Animated Weeklies, will be shown to 20,000,000 people over the United States and later. will be displayed at the Oregon ng at the Panama-Pacific Interna-lonal Exposition.

WEISER TICKET IS NAMED WEISER HAS TWO TICKETS

Women Take Active Interest and

Lively Campaign Expected. WEISER, Idaho, March 27 .- (Special.)—The opening gun in the coming city election, to be held April 27, was fired Wednesday night at a mass meeting in the Wheaton Theater, when a platform was formulated and a complete ticket was nominated. C. F. Drake, who presided, was elected permanent chairman, and O. A. West was cial.)—With two tickets in the field the campaign for the coming city elec-tion to be held April 27 is on and some

fired Wedneaday night at a mass meeting in the Wheaton Theater, when a platform was formulated and a complete ticket was nominated. C. F. Drake, who presided, was elected permanent chairman, and O. A. West was chosen permanent secretary.

The ticket nominated will be known as the "Citizen's Party Ticket."

The following ticket was named: Mayor—George S. Gooding. Clerk and Police Judge—Stewart H. Travis, for re-election.

Treasurer—Mrs. Mary Linderman, for re-election.

Engineer—Charles W. Luck.
Councilmen—First Ward, George W. Garrett, Frank H. Townley; Second Ward, Robert T. Black, J. B. Lafferty; Third Ward, Dr. J. A. Young, W. N. Maxwell.

CARD OF THANKS.

We desire to express our appreciation to Court Mount Hood, No. 1, Foresters of America, the Lady Maccabees, to the many friends for kind asistance in our recent bereavement in the death of James Snyder; for the use of many automobiles, donation of flowers and music at the funeral services. Mrs. Laura Snyder, Mrs. Martha Cook, Lorenzo F. Snyder and Wallace W. Snyder,—Adv.

Followed Friend's Advice

After trying Fruitola and Traxo, Mrs. L. C. Clark, 840 Melba St., Dallas, Tex., wrote to the Pinus Laboratories as follows: "I have been a sufferer from gall-stones, and Fruitola and Traxo was recommended and I am glad to say

I took advantage of your most wonderful medicine, with wonderful results.

Fruitola and Traxo are two remedies that are used in combina-tion. Fruitola acts on the intestinal organs as a powerful lubricant, softening the congested waste and breaking up the hardened par-ticles so that easy elimination follows quickly, to the great relief of the patient. Traxo is a compound of splendid tonic properties, of special value in strengthening and restoring the system that has been weakened by constant suffering. The Pinus Laboratories have many letters on file testifying to the merit of Fruitola and Traxo; letters from people who have used the remedy and know from actual experience what it has done for them. For the convenience of the public, arrangements have been made to supply Fruitola and Traxo through leading drug stores. In Portland they can be obtained at the stores of The Owl Drug Co.

25-Cent Bottle of "Danderine" Keeps Hair Thick, Strong, Beautiful.

Girls! Try This! Double Beauty of Your Hair in Few Moments.



Within ten minutes after an appli Within ten minutes after an appli-cation of Danderine you can not find a single trace of dandruff or falling hair and your scalp will not itch, but what will please you most will be after a few weeks use, when you see new hair, fine and downy at first—yes—but real-ly new hair—growing all over the scalp.

A little Danderine immediately dou-bles the beauty of your hair. No dif-ference how dull, faded, brittle and scraggy, just moisten a cloth with Danderine and carrfully draw it through your hair, taking one small strand at a, time. The effect is amazing-your hair will be light, fluffy and wavy, and have an appearance of

wavy, and have an appearance of abundance; an incomparable lustre, softness and luxuriance.

Get a 25 cent bottle of Knowiten's Danderine from any drug store er toilet counter, and prove that your hair is as pretty and soft as any—that it has been neglected or injured by care-less treatment—that's all—you surely can have beautiful hair and lots of it to the county of the county if you will just try a little Danderine.

How to Destroy the Dandruff Germ

BY A SPECIALIST.

That the dandruff serm is responsible for nearly all the diseases to which the scalp is heir, as well as for baldness and premature gray hair, is a well-known fact, but when we realize that it is also indirectly responsible for many other diseases as well, we appreciate the importance of any agent that will destroy its power. We are, therefore, particularly pleased to give herewith the prescription which an eminent scientist states he has found after repeated tests, to completely destroy the dandruff germ in from one to three applications. It will also almost immediately stop failing hair and it has in numerous cases produced a new hair-growth after years of partial baldness. This prescription can be made up at home, or any druggist will put it up for you: 6 ounces Bay Rum. 2 ounces Lavons de Composee, one half drachm Menthol Crystals. Mix thoroughly, and after standing an hour it is ready for use. Apply night and morning, rubbling into the scalp with the finger-tips. If you wish it perfumed add I drachm of your favorite perfume, While this preparation is not a dye it is unequalled for restoring gray hair to its original color.—Adv.