BIG SUIT SALE
Continues One Day More $50{ }_{0}^{510} 5$

Workingmen's Clothing $\mathbf{C o}$.


 Umatula Bors Iose Secona Contest










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Rates \$1 a Day and Up. European


## Apply Human Interest

## to Your Advertising

rid from college resplendent in peg-top trousers, silk hosiery and a him William.

William entered the library where his father was reading. the genteman looked up and surveyed his son. The longer "Son," he finally blurted ont, "you look like a d-fool." later the old m.
"William," he said with undisguised admiration, "you look exactly like your father did 25 years ago when he came back from school."
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It's this same human nature that William was bubbling over If that plays such an important part in busines ee you, it's ten chances to one, no matter how busy you are, you grant him an audience. If he is well blessed with human nature
and sincerity, yon'll listen to his talk and he will walk out of the and sincerity, you
You don't begrudge the order either. You will be glad to see him the nest time he calls. Why ? Because he interests
himself in your affairs-he reaches your heart. imself in your affairs-he reaches your heart.
"Fellow-feeling makes us wondrous kind." Are you putting any fellow-feeling, any sincerity, any rich If not, it is not doing you as much good as it should There are as many styles of advertising as there are styles traight to the heart. bubbling over with enough human interest and enthusiasm to Put this to a test. Talk straight from the shoulder; use imple, homely, every-day language. Then you will convince It's a common fault to worth buying. the habit of saying: "best," "biggest," "most wondefful," te., or worse still, some have gotten into a rut by saying, "complete line of this, that and the other thing."
hese lines of talk, you wouldn't listen and put up either one of Vot much, yon would form a mental opinion of him that prob-
You want to know just what his goods are made of, how the hem from other lines, and what particular features distinguish The man who tells you these things in a frank, interesting manner is the one who is going to get the order,
Truth is entertaining. Call a spade a spade, when you write the copy for your advertisement, and you'll reap the returns in bigger business.

Then next month you will increase your advertising approof advertising-the kind that's full of straightforwardness and

