

# What Men Most Admire in Women

By Julia Magruder

**Cleopatra Was Not Beautiful, But Charming—Beauty Common in Comparison with Charm—The Trustful and Dependent Woman Most Attracts the Man—The "Ever Womanly" Woman Has No Charm for Others of Her Sex—The Element of Mystery a Large Part of the Attraction Between Sexes.**

(Copyright, by Joseph B. Bowles.)

One often hears the expression: "Oh, she's a man's woman!" or "She's a woman's woman!" and certainly the differentiation is just. Occasionally it happens that the two are combined in one person, and then we may, with the exactness of science, pronounce that the secret of this woman's attraction lies in the possession of that most subtle, most difficult of all attributes to define, which we know as charm.

But charm is very rare. If we meet with it half a dozen times in a life we may think ourselves fortunate. We are sure that Cleopatra possessed it, all the more so since modern research goes to prove that she was not beautiful, and we are equally sure that, had she been the most beautiful of her sex and that alone, we should never have heard of her. Great beauty is rare, but as all things are relative in this life, it would seem that, compared to that prominent power which we call charm, beauty is but a common and every-day affair.

Beauty without charm will attract, but not retain, while charm without beauty will both draw and hold the admiration. Sometimes the two exist together, as in the case of Mme. Recamier. But can we doubt which of these qualities it is that has made her life? If her attraction had been mere beauty, would she have been sought in marriage at the age of 80 by one of the greatest men of his time? True she is known to have retained her beauty to an extraordinary degree, but that alone and of itself would not be a sufficient explanation of this fact in her history.

But what of the women who belong to the so much larger class, who, without that rare quality of charm, can both attract and retain the admiration and affection—whether of women or of men?

Evidently, if we reflect we find that to be what is known either as "a man's woman" or "a woman's woman," there must be some powerfully attracting quality.

Now, what is this quality? The subject seems to fall into two divisions. Observation and reflection point to the conclusion that an admired and beloved woman exercises wholly different qualities to win the different sexes. What is it in women which most pleases men and what is it which most pleases women?

The man's woman, it would seem, is very sure to possess, in some form, the quality known as feminine. She need not necessarily be weak and helpless—indeed, that form of the feminine may attract, but it will not hold—but she must have some of the qualities which specially differentiate her from men. She must give him, in their whole relation, what he could not get from any man friend, as social or relative—the quality which Goethe calls "the eternal feminine."

An experienced woman who knew men pretty well once said to the writer that there was one appeal to which she had never known any man fail to respond—and that was a certain sort of bewilderment in woman.

Let any woman, she said, no matter how commonplace or ugly, become terrified by a tramp or a burglar, or even describe herself as having been so, and adds: "You men have no conception of what that feeling is in a poor, defenseless woman," and the man will respond to it as a cat to stroking."

And why is this? What quality in woman does this course in woman appeal to so strongly? Is it his selfishness, because he likes the implication of his superior mental and physical strength? Or is it his helplessness, because he is touched by the helplessness of another? Whichever it may be, the fact remains that, although a man may express approval of plucky conduct in a woman, it appeals to him on the masculine line, and he pays it the same sort of tribute that he would pay a man, which is an abstract commendation that has nothing to do with love or tenderness or any strong personal emotion.

As a man likes the woman who depends on him and reaches out for his support, in like degree, on the other hand, he despises a man for

those qualities. All or which goes to prove that, just so surely as a man demands of men to be manly, he demands of women to be womanly. Trustfulness and dependence being inherent parts of "the ever womanly," these are essential qualities in the man's woman. There may be many others that attract, but unless these be there also the others will fail of their due effort, and while a woman may be complimented and approved by men without possessing these qualities, she will not be loved or chosen—granted the quality of true manliness in the men.

And now as to what makes "a woman's woman." Certainly here the case is different. Would it ever delight a woman and win from her a warm emotion to hear another woman proclaim that she has shivered with fright at the approach of a tramp? She might sympathize with the feeling and for the very reason of its comprehensibility to her it would fail to arouse in her any special interest. As a matter of fact, the woman's woman is pretty apt to have certain qualities of the manly in her. These, of course, must never be of the grosser sort; indeed, they must be disguised, as it were, and appear only in their ultimate effect.

But observe closely the women whom other women seek in companionship, and extol to others, and see if there is not something which satisfies this same feminine desire to lean, to be led, to be supported, which is of a piece with man's attractiveness to women. Let a woman—granting her some personal attractions, of course—show herself capable to lead in thought, in opinion, in public or private action, and see if she will not have, at once, a host of admirers in her own sex. If she has real power, she will have them in the other sex, also, but see if the quality be not different. With men, it will be an attraction to tribute to what she does, rather than to herself, while with women it will be a more personal matter. They go to hear her speak, rather than to hear her speech, and when they come away they say: "Isn't she interesting? Isn't she wonderful?" while the male portion of the audience will speak only of her subject and the manner of its treatment.

The truth is "the ever womanly" has little charm for women, perhaps because familiarity breeds contempt. By the same token, it delights men, because nothing is so fascinating as mystery—a quality which seems even more worthily rendered by the French word *mystere*.

In this connection it may be interesting to consider what may be the effect of the present tendency toward equalizing the attributes of the two sexes. It has been claimed that, if, in becoming voters and bread-winners, women must needs lose some of their femininity, men, on the other hand, would be gainers, from the fact that the association of the two sexes at the polls and in places of business would tend to impart to them some of the gentleness and modesty which are supposed to be the attributes of woman. This being so, the two sexes would become more alike and, what, in effect, would be the loss and gain from this?

No doubt, in the sense of practical utility, the gain would be great, for the matter of sex, and the consideration which is at present demanded for women, is often a nuisance in the rough and tumble of business life, and any new condition which placed the sexes more on a level would make matters simpler for working purposes. But, on the other hand, how great would be the loss to the other side of men's and women's natures! The disappearance of that element of mystery which constitutes so large a part of the power of attraction between the sexes would make life a somewhat tame affair for each of them. Unquestionably, if the mental, the psychic and the spiritual are to be considered, this equalizing of the sexes is to be deplored.

These crude observations would seem to suggest that behind this elusive, indefinable, seemingly capricious subject of attraction there rests a certain law, albeit it may seem to contradict other postulates which are accepted as laws. We have the axiomatic deductions that birds of a feather flock together and that like seeks like.

These, no doubt, are good working principles, and may be applied in general way, but when we come to anything so subtle and so psychic as this secret attraction between human beings it would seem that it is regulated by the law of opposites. The man's woman, therefore, is she who has some essential qualities of womanliness in her, and the woman's woman must possess some essential qualities of manliness, while the most attractive and retaining of all is the woman whose quality defies all definition, who draws all the world to her, men, women and children alike, because of her inherent possession of that rarest and best to be analyzed of all qualities, that which we find no better word than that potent little monosyllable, charm.

It is determined to secure that trade for Japanese interests. Foreign governments protested at Tokio. They wanted their time. With that faultless politeness that is one of the charming traits of the Japanese, the government officials gave assurance of their most distinguished consideration—and renewed the appropriation. It lapsed while the war was on, because Japan had need elsewhere for all her funds; but now the government has in hand an act that will finish the work begun by the appropriation and effectively put the foreign tea houses out of business.

**Havoc by Nun Butterfly.**  
The dreaded nun butterfly is appearing everywhere in Bohemia, threatening the devastation of the forests. The neighboring woods of Saxony and Silesia are also threatened. The ministry of agriculture has named a commission to investigate.

**More Trouble With the Language.**  
"He's a steady drinker, isn't he?" "He's a drinker, all right, but he's never steady." — Cleveland Plain Dealer.

## HOME MERCHANTS

GOOD REASONS WHY THEY DESERVE YOUR SUPPORT.

MEANS MUCH TO COMMUNITY

He is at the Head of the Things That Are Good for the Town and Yourself.

(Copyright, by Alfred C. Clark.)  
The above head is a subject that can well be treated as open for discussion and consideration at any and all times. It is also a subject that should interest all persons who have at heart the welfare of the community in which he lives and who wishes to see it grow and prosper.

No person can afford to do what he knows will work an injury to the community in which he lives. In justice to himself he cannot refuse his support to the home industries that are striving for existence and the welfare of the town in which he goes to do his trading.

In considering this question it should be borne in mind that the country people, like all other American citizens, are always on the lookout for a place to invest their money that will bring them the biggest returns for the least expenditure; in this they are right and are justified in so doing, but, at the same time they should remember that they are dependent on the home merchant for the money that they send to foreign markets.

If they should stop to think how these catalogue houses are operated, and look into, and know, the true condition of affairs, probably they would reconsider the stand they had taken toward them. In many cases the people are ignorant of the true surroundings and inside operations of these concerns and think they are doing right in sending them their money.

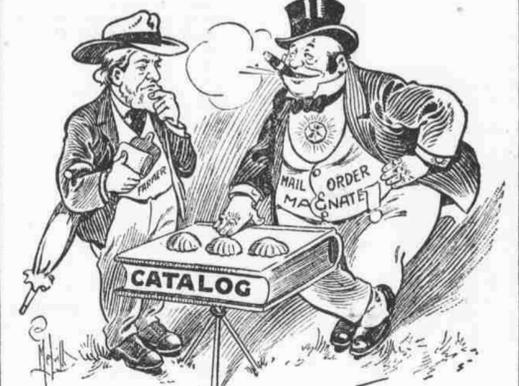
They are led to believe that what they get from the catalogue house is the same article that the home merchant sells, only at a much lower price. The majority of the people do not know that they are buying the cheapest article that can be manufactured and

be turned down by the seller of these articles when he wants anything in the merchant's line. He should be the first one to be consulted when the farmer intends buying. He should be seen and arrangements made for the purchase of the article, if he does not carry it in stock.

The home merchant advertises or should advertise, in the home paper. This keeps the home paper in the field and helps the community along. The people take the home paper because it gives all the local news that they cannot get any other way and thus the advertisements of the merchants are read by them. If the people do not patronize the home merchant he cannot afford to advertise, and without advertising a paper will soon prove a failure. Soon the home paper is sent to the wall for the want of support from the merchants; it may have a large circulation, but without the merchant's help it will soon be lost to sight. Then the merchant is next to get out of business for the want of support, and the town will decrease in population, and the people will wonder what the trouble is when the editor and the merchant leave town together.

The home merchant contributes to the support of the church, he pays his taxes to keep the schools up, he contributes to the horse show, the fall festival, and the hundred and one things that he is supposed to help out and give his support to. He is at the head of the list for everything that is for the good of the community and he operates of all the people, all the time, that are interested in the welfare of the community in which they live. The merchant helps to elect the men that are to represent them in the city, county, state and national affairs, and he is ever on the go looking to the interests of the people.

The people like to be entertained and they will come many miles to some amusement given by the merchants of the town where they are ever ready to go to sell their farm products. The merchant cannot give these entertainments unless he has the support of the people and it is not fair to expect this of the men that are striving for a livelihood, when the people send their money to a concern in some far away city that will neither contribute to any of these enterprises



It's a Shell Game—You Pay Your Money Without Knowing What You Are Going to Get.

that they are in reality paying more for an inferior grade of goods than those sold by the home merchant, which probably cost them a few cents more.

Since the catalogue house has sprung into the commercial world and begun operations in the United States, all kinds of schemes have been tried and worked to get the money from the people that are always looking for bargains. No expense has been spared in their struggle for the almighty dollar of the country people, and they have been so far successful, at the great expense of the home town to these concerns.

Magazines have been started for the sole benefit of the catalogue house, and these circulated among the country people at ten or 15 cents a year. They build up a circulation on this low price of hundreds of thousands; this circulation brings to them millions of dollars in advertising from the people that the house from which they receive the catalogue house, and the country people at ten or 15 cents a year. They build up a circulation on this low price of hundreds of thousands; this circulation brings to them millions of dollars in advertising from the people that the house from which they receive the catalogue house, and the country people at ten or 15 cents a year.

Catalogues are sent out telling the people that the house from which they receive the catalogue house, and the country people at ten or 15 cents a year. They build up a circulation on this low price of hundreds of thousands; this circulation brings to them millions of dollars in advertising from the people that the house from which they receive the catalogue house, and the country people at ten or 15 cents a year.

At the same time the merchant at home has the goods on the shelf in his store waiting for them to be taken away so that he can replace them with newer goods, thereby keeping his stock fresh and up-to-date. If he has not the article wanted he can order it from the wholesaler or manufacturer and it will be sent to the purchaser in as good condition and short time as if it had been ordered from a catalogue house. The home merchant's business must be kept up and in order to do this it is absolutely necessary that the people at home patronize him and help him keep up with the times, or else he will soon be out of the struggle for existence among the country people.

The home merchant should not be expected to pay the highest price for produce and farm products and then

or take an interest in the surroundings thereof.  
Home trading makes home industries, brings more to the town and keeps them there, and it helps to build up the place. But the town will be at a standstill so long as the people persist in this way of robbing the home merchants of the right to live and do business among them.

If the people will keep their money at home there will be no need for complaint. The place will assume a lively air, it will take on a metropolitan look, and the people will say to their neighbor that business is good, and it will be, as long as the people continue to trade in the home markets. The least that a person can do toward the betterment of the community and his own interests, is to keep the money at home and see to it that it is put where it is most needed and wanted.

This should be a vital question to all concerned in the welfare of his community and it should be an established rule that one should not seek for things in other parts that he can get at home.

FENTON J. LAWLER.

**Retort Courtous.**  
The world is full of women who can amuse the ordinary man. They can sing, dance or recite in a manner most pleasing, but the poor man often goes begging for a woman who can sew on buttons or mend his clothes; who can cook his food with economy and favor to his taste.—San Augustine Vidette.

Miss Myrtle Loggins, the charming editor of the Vidette, can make the average man out hunting for a wife imagine he is being entertained by an angel, whether he does his courting in the kitchen or in the parlor. Those east Texas girls have a wonderful knack for flavoring a man's life to suit his taste, whether he be rich or poor.—Houston Post.

**Origin of "Helpmeet."**  
"Helpmeet" has had a curious history which began with the biblical account of the creation, when "the Lord God said, It is not good that the man should be alone; I will make him an help meet for him." That is to say, a life assistant. But the two words have become curiously combined into a "helpmeet," and they are constantly used as one. Moreover, the confusion is increased by the corruption of the words into "help-mate," and Macaulay writes of the waiting woman who was "generally considered as the most suitable help mate for a parson."

**Clever French Imitation.**  
The French manufacture a paper linen so cleverly that it is almost impossible, without examination, to detect the difference between it and damask; and even to the touch this article made of paper linen are very much like linen, and are often used in its place.

## TEMPERANCE NOTES

THE DRINK PROBLEM.

The Surest Cure of the Evil is Extinction of Drink Traffic.

At a recent public meeting under the auspices of the Scottish Temperance Legislation board, at Glasgow, the solicitor-general for Scotland, Mr. Alexander Ure, M. C., M. P., the principal speaker, said if it were practicable he would hold that the best cure for the drink problem would be the extinction of the drink traffic altogether; but he was a practical politician. He regarded the problem as a vice to be suppressed, not as a question of the habits and the customs of the people. Now they were powerless to effect a change in the habits of a nation unless they had at their back the vast overwhelming mass of public opinion. In his opinion it would be impossible to command at the present moment an adequate force and volume of public opinion to absolutely prohibit the drink traffic in all parts of Scotland, and it was now universally agreed that if prohibition was to be carried at all it must be by a very substantial majority, and the minimum that had been suggested even by extreme temperance reformers was a two-thirds majority of the electors voting, or a clear majority of the electors on the roll. Now, in favor of absolute prohibition they would no doubt be able to count upon a generous estimate ten per cent of the electors to give their steady support, but in order to carry absolute prohibition they would require to reinforce their ten out of 100 by 57 out of the remaining 90.

**A COSTLY DRINK.**  
How an Inheritance Slipped Through the Fingers of an Inebriate.  
Evidence was presented recently in the probate court of Des Moines, Ia., of an act which changes the ownership of an estate. A wealthy citizen of Des Moines made a will bequeathing one of his farms, said to be worth about \$4,000, and a legacy of \$12,000 in cash to a citizen of Bethlehem, N. Y., who married a relative of the testator. The one condition attached to the bequest was that the beneficiary should become a sober man and should continue sober for a specified time. The time was approaching for a settlement of the estate, says the Christian Herald, and the executors were preparing to install the legatee and pay over the legacy when news reached them that he had indulged in a protracted drunk. An investigation was made and the news was confirmed. They accordingly laid before the surrogate the evidence of forfeiture and the bequest was declared cancelled. How the man must reproach himself for the weakness and evil propensity which have entailed upon him so heavy a loss in money and property. It ought to prove a lesson to him, and lead him to reform, lest still more serious calamity befall him, as the apostle warns: "Know ye not that the unrighteous shall not inherit the kingdom of God? Be not deceived; neither drunkards, nor covetous, nor drunkards, nor shall inherit the kingdom of God." 1 Cor. 6: 9, 10.

**ABSTINENCE CURSE.**  
Increased Consumption Causing Anxiety in European Countries.  
Increase in the consumption of abstinence is causing some uneasiness in Europe. In Belgium, a law has lately been passed forbidding its manufacture, importation and transportation or sale. A similar measure was adopted in the canton of Vaud, by a popular vote. The Catholic congress of Fribourg passed resolutions approving this Swiss initiative. In the Journal des Debats, Dr. Doremberg states that in 1884 France consumed abstinence to the amount of 49,325 hectolitres; in 1894, 125,078, and in 1904, 207,223. It is said that the abstinence habit prevails especially among the younger literary folk; but it is spreading rapidly among business men. The habit increases the liability to tuberculosis, for most patients in the consumptional hospitals in France have been abstinence drinkers. In this country, says the New York Post, during the last 25 years, there has been a considerable increase in abstinence drinking; it is usually taken in the form of vermuth, which is an infusion of abstinence in white wine.

**Saloons in France.**  
At present there is one liquor shop for every 83 persons in France. In Paris, where there are 615 miles of streets, there are over 33,000 liquor-selling places—nearly 54 to a mile. One industrial center, Roubaix, containing a population of over 100,000, has now one liquor-selling place for every 50 inhabitants. In all France there are 483,967 liquor shops, an increase of more than 100,000 during the last 25 years. And yet some people want to see the United States follow France in wine drinking.

**Consumption of Liquor in Belgium.**  
The population of Belgium in 1905 was 7,074,910, and the consumption of beer reached the enormous quantity of 428,018,990 gallons, of which 422,618,714 represented home manufacture, while 5,400,276 gallons came from abroad. The consumption of foreign alcohol was 325,447 gallons, while that of home manufacture was 12,963,386 gallons. The yearly consumption of beer per head was about 69 gallons, of wine about five quarts, alcohol about eight quarts.

**Cigarettes Deprave.**  
Orison Sweet Marden, in an article in Success says: "The moral depravity which follows the cigarette habit is something frightful. Lying, cheating, impurity, loss of moral courage and manhood, a complete dropping of life's standards all along the line, are its general results."

## DURKEE DIDN'T HAVE TO.

Explanation by No Means Flattering to the Minister.

In his latest novel, "Coniston," Winston Churchill has a character Jethro Bass, around whom he has grouped incidents in the life of Noel Durkee, and some of which are true. Durkee and his wife, known throughout New Hampshire for his wit, and the following anecdote is one of hundreds told in his native town of Croydon.

"Rev. Mr. Thurston for three years filled the pulpit of the Union church in the village called Stimpshire, that part of Croydon in which Mr. Durkee lived. When Thurston was about to leave, he called upon Mr. Durkee, and said:

"Mr. Durkee, I have preached for three years here, and during that time have been intimately connected with all the charities in this town. I have carefully noted, so far as I was able, what you have given to numerous charitable objects, and as near as I can find out, you have at least given one-fourth of all the contributions to charitable purposes in this town and vicinity. Now, that seems remarkable to me, and yet I have never seen you within my church since I have been here. I thought I would come up, as I am going to leave, and ask you what it meant. Why do you give so much to charitable, and, incidentally, to religious purpose, and never go to church?"

Mr. Durkee, in his inimitable style, repeating each expression, replied: "That's easy. That's easy. I can afford to—can afford to. Don't have to stand your preaching—don't have to stand your preaching."

**Artemus Ward.**

There was something very fascinating in his presence. Never was a man more misunderstood. He had not one trace of coarseness or real awkwardness. Though far from handsome, he had a fine, lithe figure, with smooth, light hair, teeth white and delicate, and the most beautiful hands. His voice was peculiarly soft, and his whole demeanor was that of a well bred, sensitive and modest gentleman. Even his most intimate friends could hardly understand why nothing of the clown ever cropped out in facial or bodily contortions when he was saying his odd things, but surely it never did, and his perfect poise and gravity on these occasions no one who knew him can ever forget. Artemus Ward had no trace of local coloring or local prejudice, nor was his speech marked by a single provincialism. He was a cosmopolitan gentleman.—Putnam's Monthly.

**The Grave Digger.**

Dr. John S. Buiat, the famous southern surgeon, said in one of his surgical lectures at the state college: "It is always in rather bad taste for a physician to boast of being busy. Physicians, undertakers and grave diggers only cause discomfort when they allude to good times and prosperity." "There was an old man applied to the minister of the little village of Paint Rock for the post of grave digger. His references were good, and the minister agreed to assign him to the graveyard. He was to be paid so much a grave.

"The grave digger haggled over the price, finally accepting it. "But will I get steady work?" he demanded.

"Steady work!" said the minister. "Land sakes! man, with steady work you'd bury all Paint Rock in a week."

**Trousered English Women.**

The pitrow lassies of the Lancashire collieries wear trousers while engaged in their work, although at home and on Sundays female garments are donned. Possibly, however, the most remarkable "man woman" in England at the present time is "Lady Jack," the daughter of a distinguished naval officer, who works on a farm near St. Mary Cray, dressed in a neat Norfolk skirt, with cap, leggings and boots to match. Tall and muscular, she shares all the rough work with the laborers.—Tid-Bits.

**Duchesses' Anxieties.**

In an age when high-born girls marry chauffeurs, grooms, bookmakers and others of a similar social grade it may be forgiven to mothers if they are extremely particular as to what acquaintances their girls may make.—Duchess, in the Throne.

**Palace of Immense Size.**

The Escurial, the royal palace near Madrid, is so large that it would take four days to go through all the rooms and apartments, the distance which would have to be traversed being about 120 miles.

**MARKET REPORTS.**

Cincinnati, Feb. 23.	
CATTLE—Extra	5 60 @ 5 75
CALVES—Extra	8 00 @ 8 00
HOGS—Choice	7 20 @ 7 25
SHEEP—Extra	5 10 @ 5 25
LAMBS—Extra	4 45 @ 4 70
FLOUR—Spring pat.	4 45 @ 4 70
WHEAT—No. 2 red.	78 1/2 @ 79 1/2
CORN—No. 2 mixed.	42 1/2 @ 42 1/2
OATS—No. 2 mixed.	42 1/2 @ 42 1/2
RYE—No. 2 choice.	71 @ 73
HAY—Ch. Timothy	18 75 @ 18 75
BUTTER—Dairy	19 @ 20
EGGS—Per doz.	25 @ 25
APPLES—Choice	2 75 @ 2 75
POTATOES—Per bu.	60 @ 65
TOBACCO—Burley	7 50 @ 14 00

**CHICAGO.**

WHEAT—No. 2 red.	77 1/2 @ 78 1/2
CORN—No. 2 mixed.	45 1/2 @ 45 1/2
OATS—No. 2 mixed.	36 1/2 @ 36 1/2
PORK—Prime mess.	16 65 @ 16 65
LARD—Steam	9 22 1/2 @ 9 22 1/2

**NEW YORK.**

FLOUR—Win. patent 3 60	@ 3 85
WHEAT—No. 2 red.	@ 84
CORN—No. 2 mixed.	@ 50 1/2
OATS—No. 2 mixed.	39 @ 39 1/2
PORK—Prime mess.	17 75 @ 18 50
LARD—Steam	9 50 @ 9 50

**BALTIMORE.**

WHEAT—No. 2 red.	@ 80
CORN—No. 2 mixed.	@ 39 1/2
OATS—No. 2 mixed.	39 1/2 @ 40

**LOUISVILLE.**

WHEAT—No. 2 red.	@ 76
CORN—No. 2 mixed.	@ 36
OATS—No. 2 mixed.	@ 36
HOGS—Extra	6 20 @ 7 00
LARD—Steam	9 50 @ 9 50

**INDIANAPOLIS.**

CATTLE—Prime	5 15 @ 5 35
HOGS—Choice	6 30 @ 7 05
SHEEP—Extra	4 60 @ 4 65

## U. S. DISPENSARY

Describes the Principal Ingredients Contained in Peru-na.

Are we claiming too much for Peru-na when we claim it to be an effective remedy for chronic catarrh? Have we abundant proof that Peru-na is in reality such a catarrh remedy? Let us see what the United States Dispensary says of the principal ingredients of Peru-na.

Take, for instance, the ingredient hydrastis canadensis, or golden seal. The United States Dispensary says of this herbal remedy, that it is largely employed in the treatment of depraved mucous membranes, chronic rhinitis (nasal catarrh), atonic dyspepsia (catarrh of the stomach), chronic intestinal catarrh, catarrhal jaundice, (catarrh of the liver) and in diseased mucous membranes of the pelvic organs. It is also recommended for the treatment of various forms of diseases peculiar to women.

Another ingredient of Peru-na, corydalis formosa, is classed in the United States Dispensary as a tonic. So also is cubeba classed as a stomachic and as a tonic for the mucous membranes.

Cedron seeds is another ingredient of Peru-na, an excellent drug that has been very largely overlooked by the medical profession for the past fifty years. The seeds are to be found in very few drug stores. The United States Dispensary says of the action of cedron that it is used as a bitter tonic and in the treatment of dysentery, and in intermittent diseases as a substitute for quinine.

Oil of copaiba, another ingredient of Peru-na, is classed by the United States Dispensary as a mild stimulant and diuretic. It acts on the stomach and intestinal tract. It acts as a stimulant on the genito-urinary membrane. Useful in chronic cystitis, chronic dysentery and diarrhea, and some chronic diseases of the liver and kidneys.

Send us for a free book of testimonials of what the people think of Peru-na as a catarrh remedy. The best evidence is the testimony of those who have tried it.

**Destruction of Fleas.**

The Agricultural Research Institute of Bengal has concluded a series of scientific experiments to determine the best method of destroying fleas. The investigation having special reference to checking the ravages of the plague.

The formula recommended is the free use of crude oil emulsion—80 per cent of crude petroleum mixed with 20 per cent of white oil soap. This combination makes a jelly which mixes freely with water and is generally used at three per cent solution, while at 16 per cent, it destroys all fleas with perfect certainty. It is applied to floors and walls with a sprayer.

It is said that an animal washed with it will be entirely relieved of the pests.

## AWFUL NEURALGIA

Pain Turned This Woman's Hair White but She Was Cured by Dr. Williams' Pink Pills.

Do not seek relief from suffering simply, but free your system from the disease which is the cause of your suffering. That is the message which a former victim of neuralgia sends to those who are still in its grasp. Hot applications, powders that deaden the senses and others that reduce the heart action may cause temporary relief but the pain is sure to return with greater intensity.