ABOUT ADVERTISING.

PRACTICAL IDEAS AND SUGGESTIONS ON HOW TO MAKE ADVERTISING PAY.

BY NATHANIEL C. FOWLER, JR., OF BOSTON. EXPERT AT ADVERTISING. PAPER NO. ELEVEN.

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House and Land Advertising.

From eighty to ninety per cent of all sales of land and houses and of all intents to buy or build begin in the minds of the to-be purchasers during the season of the year when business relaxes, giving time to consider home and home comforts.

Nature regulates the volume of trade and designates natural seasons of particular trade. The summer is pre-eminently the time for buying land and of planning for building houses. Mornings and evenings are delightful, and even all-day trips into the suburbs or country are by no means disagreeable.

Whether one believes in the doctrines of Henry George or is inclined to lean Bellamywards, he knows that the fundamental bottom of all investment is land and that which is built upon land.

The economy of every-day life, as well as the dictates of common sense, not only suggest but demand that a man of family should own a spot of land with a house and perhaps a mortgage on it. There are few men who cannot afford to own land and a home, with the liberal terms offered them by honest real estate dealers, who manipulate building lots and the building of houses and arrange series of easy payments extremely liberal to the buyer and profitable to the seller.

In every large city there is in close-by suburbs a more or less healthy boom in building sites and building parks. Not only has this new idea of home investment encompassed the laboring class but it has reached the clerk, the lawyer, and the business man. The man of yesterday who never thought of owning a house of his own, to-day is seriously considering buying land on the installment plan, to have his rent go over into principal.

Ready money is always scarce excepting among capitalists. The man who originated selling lands and other real estate property on easy terms deserves to be rich, and merits the approbation and gratitude of every man and woman of family.

The plan of owning homes, even though the owner cannot pay much down, stimulates ambition, suggests economy and systematic saving, and enables a man with fair health and prospect of work to eventually own a home of his home.

While a good deal of land is put upon the market and boomed at a tremendous profit to the original owners, I think that the greater part of land offered on easy terms by local syndicates and land companies is done so honestly.

The popular idea of pushing land sales and building parks by balloon ascensions, brass bands, clam bakes, or anything else in the line of red fire and public excitement, appears to be extremely common, and has without doubt assisted in selling property. Yet I would lean towards a more business-like method of handling real estate, without over-crowded artificial excitement.

A man thinking of buying a home, whether he purposes to purchase five acres or 5000 feet, considers the matter seriously. If he be rich, the matter is of importance to him because he goes into it for investment. If he be poor, every dollar counts.

It is far better to spend the bulk of the money in newspapers and in printers' ink that possible buyers may understand what the advertiser has for sale, than to spend the bulk of the money for out-door attractions and "feeds" for the rabble.

There is no objection to the picnic so long as the ragtag and bobtail are kept out of it. There certainly should be free tickets on the railroad, but the parties receiving free tickets should be made to prove that they want them for legitimate purposes by the effort they make to get them. That which is good for anything is worth its price; that which is obtained without effort is worth nothing and is so reckoned.

The principle that man will bid higher with a full stomach than with an empty one certainly holds good. It is always advisable to have something to eat at an auction sale if the sale continues through the day, and there is no objection to the brass band, but I do not believe in making a circus show out of a land sale, attracting every variety of people, who have less idea of buying land than of committing suicide.

Of course I am aware that this balloon ascension and other attractions assist in booming property, but the seller should remember that booming is not always business, that there is a great difference between prominence and notoriety. The first is built by worth, the second is liable to create suspicion that the seller is over-anxious to get rid of his goods.

People are suspicious now-a-days. The laboring man reads as much as the millionaire. He is even more suspicious, and although perfectly willing to take in the free lunch and the free band he will not invest a dollar of his money if there is a breath of suspicion on the investment.

The appended advertisement is cut from a large city daily, reproduced in close facsimile, with the names changed.

GRAND
BALLOON ASCENSION
PICNIC, BAND CONCERT, and
-: AUCTION - SALE :-
—OF—
Choice Building Lots
—AT—
Lakeside Park, Dashville Center,
—ON—
THURSDAY, JULY 23, '91.

A Special Train will leave Centerville at 9:45, stopping at way stations, and regular train at 12:01. Fare for the round-trip, 45cts.

Admission to Grounds, 10 cts.

If it should be stormy, the entertainment and sale will take place the next pleasant day.

Ask for Excursion Tickets.

SMITH & SMITH.

This advertisement fairly well illustrates the average auction sale booming advertisement. The grand balloon ascension appears to be the principle article for sale. All right, let the balloon go up; the quicker it goes up the quicker the land will sell. Then the advertisement speaks of a picnic and a band concert. The auction sale appears to be a somewhat insignificant part of the advertisement. The advertiser makes a regular tent show of his land sale, and actually has the audacity to charge 10 cents to go into the grounds. The average man who buys one of these 10 cent tickets is very liable to forget that there is a land sale at all. He looks upon the auctioneer as a harlequin, and laughs at his jokes the same as he would at those of the end man in a minstrel show. There is absolutely nothing in the advertisement to suggest business. I see no particular objection to charging for railroad tickets, for if a man desires to buy land the chances are he is willing to pay for transportation to see it, but under no circumstances whatever should an admission fee be charged to go into the grounds. A 10 cent admission fee will not discriminate between possible and impossible customers. Anybody can raise 10 cents. Discrimination has got to be practiced in the office of the real estate man, who must be a sufficiently good judge of human nature to refuse to give free tickets to cheap men. Beyond the location of the property the advertisement refuses to tell anything about it. Any land sale or real estate advertisement should describe the property, not necessarily in its entirety, but give a sufficient description to create hard sense interest in the place. It should never omit information about the situation, its eminent respectability, its accessibility to the city, its sanitary improvements, the cost of railroad fare, the number of trains and the running time, its advantages as an investment.

People are not fools now-a-days when they have money to spend. They want dollar for dollar, and they are going to have it. While a large amount of excitement can be created with a cannon and a balloon and a picnic, no man has a right to expect legitimate business from illegitimate methods.

An advertisement announcing real estate of any kind must be business like. If there be side attractions let them appear as incidentals. No new town or sub-suburb can be built up without the most extensive advertising. Every decent paper in the field must be utilized. Great space must be used, even to full pages.

Descriptive articles of the property should be printed, and every effort made by honest statements, actually true, for you cannot fool the people after they see the land.

It is a great deal better to have one hundred people at the sale with some idea of buying than to have one thousand there on a free eating expedition.

Selling real estate is serious business. It appeals to the very depth of home economy or financial investment. It can be boomed, the more it is boomed the better it will sell, but there are booms and booms. Red fire will sell goods, but red fire with little back of it, when once out, throws a darker shadow upon its background.

The newspapers are the natural organs of progress. A good newspaper combines philanthropy with business in order that it may do more business.

Every editor believes that a man should own a home of his own. He is continually advocating this doctrine. He is making his readers more and more prepared to understand and appreciate a well-written real estate advertisement, which, in a square, legitimate, honest, and above-board business way offers land and houses for sale, and will sell more land in one day than all the balloon ascensions in Christendom can sell in a month.

The advertisement should preach a practical every-day sermon to the people. It should figure the whole thing in the plainest savings bank figures. It should prove to the clerk and workingman that the best place to put his money is in desirable real estate, that a mortgage is perfectly healthy, that it is better to have a house with a mortgage on it than no house at all.

When land is offered for sale or investment or for planting, the facts in this direction should be plainly figured so that the reader has nothing to do but to verify the figures.

Many men to-day, although they may be in moderate circumstances, are buying land in the suburbs, planting it, and making the product of the land pay the taxes and interest, until the time comes when they can afford to build upon the land.

The writer of real estate advertisements should made all his information definite. There is no objection to finely rounded adjectives provided they are followed with axiomatic nouns. The whole truth and nothing but the truth is the only safe way of advertising real estate.

The land owner should have some prospectus giving more information than in the advertisement.

Let the advertiser remember one thing, that advertising will make it possible to sell land, but that success in business, whether in selling crowbars or building lots, depends upon advertising and the salesmen; that good advertising and plenty of it may fall flat when the same amount of advertising, supplemented by plenty of men to show the land, will do five times as much business as either salesmen can do by themselves or unaided advertising.

The appended advertisement is an attempt to write one which will appeal to the man wanting a home. I have added some of the show attractions, but have not billed them in a way to detract from the object of the advertisement.

Following the advertisement appear a few short advertisements to be scattered through the paper, in order that more attention may be brought to the large advertisement.

WANT
A
HOME

BEAUTIFUL LAKESIDE

10 MILES OUT

$25 ENOUGH

BALANCE ON EASY TERMS

MONEY LOANED TO BUILD

MACADAMIZED STREETS

PERFECT DRAINAGE

PURE RUNNING WATER

SCHOOLS CHURCHES

50 EACH WAY TRAINS A DAY

8 CENT FARES

AUCTION SALE

JULY 22 AND 23

FREE TICKETS
FREE LUNCH

FREE MUSIC
For those who Mean Business.

Lakeside Park is ten miles southeast of Centerville: on side of gently sloping hill; magnificent views of surrounding country. Highest ground in town, overlooking Lakeside village.

Five minutes from center of village; six churches, twenty-three stores, four schoolhouses. Eight minutes from depot of the A. & B. R. R.

Average size of the lots 7000 square feet. Few of 4000, some 10,000. Lots will bring from 6 to 10 cents per foot. Will be sold to highest bidder.

$25 down considered sufficient, balance to be paid in weekly payments of not exceeding $5 a week.

The Lakeside Improvement Company will build moderate priced houses upon these lots, leasing them to the owners of the lots who will pay the annual rental on the same, which rental having continued to be paid for ten successive years, will entitle the owner to a clear title to his house.

It is proposed to have only the better class of people locate at the Park, and buyers will be required to furnish references before the deeds are passed to them. Respectability is Heaven's first law and will be maintained at any cost, the Lakeside Improvement Company desiring to have their beautiful location occupied by residences of respectable people.

Full information and pamphlets of The Lakeside Improvement Co., 14 Jones Building, Centerville.

The above advertisement needs much more space to give it its strongest appearance. The reading matter is set in nonpareil. It would look much better set in brevier or larger. If set in double column pica or small pica type could be used to great advantage. Lack of space makes it impossible to add several other points necessary to complete the advertisement.

DON'T BOARD.

Homes - for - the - Homeless.

Lakeside Park. See large advertisement.

"In the midst of health,"

OWN A HOME.

Lakeside Park Sale. See Large Advertisdment.

100 Lots.
100 Homes.
Want One?
Yours for
Little Cash.

Lakeside Park Sale. See Large Advertisement.

DON'T PAY RENT.

All Out-Go, No Come-In.

Lakeside Park Sale. See Large Advertisement.

You Buy The Lot
We Build The Home.

Lakeside Park. See Large Advertisement.

A Cowboy and His Rival.

The love affairs of the cowboys would make many interesting chapters. One that is particularly grewsome is told of a cowboy named Flint. While north he had met and fallen in love with a pretty waitress at the hotel, and before he returned to the ranch had won from her a promise to marry him on his next trip. He went back to the ranch, bidding her a fond goodby, and through the next ten months saved and dreamed, anxious for the meeting between himself and his sweetheart. He could hardly wait for the slow progress of the herd over the prairies and kept always near to the leaders in order to get to the town early.

In the meanwhile another lover had won his mistress' favor and had, too, been accepted. One afternoon in the early fall the two went riding in a carriage out south of the city. They were along the trail when, as they came over a bluff, they found themselves near the head of a large herd of cattle. Lover No. 1 was before them, and his quick and longing eyes grasped the situation in an instant. Unloosing the long rawhide lariat which hung on his saddle horn he dashed the spurs into his pony and rode for the carriage. The girl shrieked as she recognized him, and the new lover lashed his team to escape. But to no purpose.

The curling line of rope went reaching out certainly and with almost lifelike intelligence. It settled around the neck of the driver, and as the first lover had turned his pony in another direction the man shot out of the carriage and was dragged over the sod helplessly and roughly. On and on the avenger spurred his horse, the body bobbing over the sod at the end of the lariat behind. Soon they were out of sight behind a knoll, and the rider was never seen again by his companions.

The new lover's body was found a mile away, dead, a broken lariat still attached to its neck. The murderer was afterward heard of in the mines of Colorado, where he was known as the most reckless and hardened character that had been seen for many a day. His experience had calloused his heart.—Chicago Herald.

Set It for Hugging.

At the siege of Petersburg a young lieutenant, who was very good looking and a great favorite with the girls at home, was badly wounded in the left arm. Several of the surgeons declared it was necessary to amputate the limb; but finally one of them decided that by removing a section of the bone the arm could be saved. "But," said he, "it will be a bad job, and when healed the arm will be crooked."

The young lieutenant, thinking that any kind of an arm was better than no arm, and with a thought for future conquests, replied:

"Never mind the crook; set it for hugging and go ahead."—Texas Siftings.

THE DEAR GIRLS.

Should They be Sent Away to Boarding School?

ARGUMENTS PRO AND CON.

Famous Women Discuss a Question of Vital Importance to Every Mother. Opinions of Mrs. H. W. Beecher and Marion Harland.

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How best to educate their girls is a question which has always caused much anxiety to conscientious, judicious mothers. A lady friend of mine has been considering anxiously for some time past the advisability of sending her sixteen-year-old daughter—a very beautiful and talented girl,—to a fashionable boarding school in New York, whither the young lady herself is very anxious to go. Having strong doubts of the good effect of boarding schools upon girls, my friend has addressed a letter to several of the best known and most distinguished women of our broad land requesting their opinion and advice upon this subject. Her letter, together with some of the replies she has received, she has kindly permitted me, at my earnest request, to publish here for the benefit of all mothers, who are troubled in mind over this question, which becomes more and more all-important as the time for school to open in the fall draws steadily nearer.

GEOFFREY WILLISTON CHRISTINE.

THE LETTER OF INQUIRY.

Dear Madame.

I am considering the question of sending my sixteen-year-old daughter to boarding school in New York next fall, as she is very anxious to go. Do you think it well to send girls to boarding schools? I have always thought it unwise to thus deprive a girl of home and maternal influences. Am I right or wrong? Do you not think she would be exposed to many physical and moral dangers in any boarding school, no matter how well conducted? It has always seemed to me that the best school for a girl is home, and her best teacher a cultured and refined mother. Do you agree with me? Trusting that you will kindly favor me with your views, I remain respectfully yours, MRS. ——.

MRS. HENRY WARD BEECHER THINKS BOARDING SCHOOL EXPERIENCE MAY BE VALUABLE.

Mrs. Henry Ward Beecher, the honored widow of him who was the foremost pulpit orator of America, writes as follows:

BROOKLYN, June 27, 1891.

DEAR MADAM—Home is undoubtedly the best school for our girls, but, as in all probability they will, in time, be called to leave it, I think a little experience away from home would be a wise preparation for another life and home which may by and by be offered and accepted. But of course if sent from the home school, it would be very important that the very best school outside of home should be selected. I should wish that such school should not be in the heart of a great city, like New York, but one adjoining, where a girl should form some idea of city life without living in it. I know of none equal to Wellesley college and the various departments belonging to it; where a girl can secure a solid education without going through the full college course if desired. One granddaughter of mine graduated at the college. Her younger sister did not, but took the course at Dana's Hall, connected with the college. What I saw of these two courses gave me the highest ideas of boarding schools and colleges for girls when properly conducted.

Hoping I have met your wishes, though I have written in very great haste, I remain yours truly,

MRS. HENRY WARD BEECHER.

MARIAN HARLAND SAYS IT DEPENDS ON THE GIRL.

Marian Harland (Mrs. Terhune), who is so widely known not only through her novels, but also her admirable essays on everything pertaining to home life, sends the appended letter.

SUNNYBANK, POMPTON, N. J., July 1, 1891.

MY DEAR ——: It is hard to give a categorical answer to your question. So much depends upon circumstances. I have educated my own daughters at home because living in the city they could have masters for all I could not furnish. My son also attends Columbia college in order that we may have him with us at night. But a girl like your daughter, who is well rooted in principle, yet ambitious, may well long to see something of the great world whose hum she hears from afar. You cannot always be at her side and you do not want her to become provincial. I traveled with my girls for two years in England and on the continent, keeping them at school (day school) in the winter. My eldest daughter also took an elective course at Smith college while we lived in Springfield, Mass. Had we remained there I am afraid that I should have denied my heart the inexpressible comfort of having them with me all the time, and sent them to New York to be broadened. Small towns asphyxiate "live people," unless air be let in from the outer world.

Were I in your place, I should be guided by what I know of the girl's natural bent and habit of thought. If she wishes a city school that she may have "a good time," keep her at home. If she is filled with an unstillable longing to know more, to acquire knowledge for the sake of knowledge, and if the promptings of that longing are ever present with her; if, in short, your daughter longs to grow, and if she has thus far proved herself entirely trustworthy at all times and under all circumstances, I should send her to such a school as Rutgers female college or Packer institute, and place her under the special care of the principal. I have written thus plainly because you have honored me by asking my advice, and life is too short to be spent in fencing with truth, and to borrow the words of Mrs. Cripps in "David Copperfield," "I am a mother myself, Mr. Copperfield." I am, my dear, sincerely yours,

MARIAN HARLAND.

FRANCES E. WILLARD'S SENTIMENTS.

Probably there is no woman on the American continent to-day bearing a name more widely known and loved than Frances E. Willard, president of the "World's and National Woman's Christian Temperance Union." She evidently agrees with the writer of the letter of inquiry in thinking that a girl's truest, best teacher is her mother, as will be seen below:

EVANSTON, ILL., June 29, 1891.

MY DEAR FRIEND—All other things being equal, I would say most emphatically to all mothers, keep your dear girls at home. If, however, you should decide to send your daughter away to school, by all means be particular to send her to none other than a strong, progressive institution, such, for example, as Holyoke, Wellesley, Smith, Vassar or Boston university.

"Them's my sentiments."

But in spite of all that can be said in praise of any educational institution under heaven, I firmly believe that "mothering" is the best and the most liberal of all educations. God bless you and yours. Prayerfully yours, FRANCES E. WILLARD.

MRS. E. J. PHINNEY BELIEVES IN BOARDING SCHOOLS.

Mrs. E. J. Phinney, as president of the "Non-Partisan National Christian Temperance Union," is almost as well known as Miss Willard. She expresses her views as follows:

HEADQUARTERS NON-PARTISAN W.C. T. U.
CLEVELAND, OHIO, July 2, 1891.

MY DEAR MRS. ——: I believe in sending girls away to school, unless you can give them such educational advantages as you desire at home, and even then there is something invaluable in the discipline of absence from even a mother's sheltering arms. Girls become more self-reliant, more appreciative of home, of mother love and mother care, more mature in thought and purpose when they are thrown upon their own resources, so far as planning and caring for themselves is concerned.

There are girls who need to be always under a mother's vigilant care, but I apprehend the mother is somewhat at fault, but girls who can be trusted at home can be safely trusted away also, and the change generally does them a great deal of good in almost numberless ways.

Now with regard to this boarding school question, we must always bear in mind that there are boarding schools and boarding schools.

Some seem to be asylums for wayward girls, some are filled with romping girls more eager for some escapade than to acquire knowledge of anything useful, and some are conducted on such a system that the best girls are demoralized by over-surveillance.

I would choose a school where the standard is high and where there would be a constant stimulus to the best effort; where the atmosphere of the school is pure and healthful. A school of known reputation and high rank brings together a better class of pupils, whose companionship is safer, whose aims are higher, whose purpose in life is more ennobling. Among such you can safely place the daughter whose education is a matter of deep solicitude, and rest assured she will be better grounded in character and attainments than if you keep her always near you, and anticipate her every want and bear her every trial, sorrow and burden, as all fond mothers are so prone to do.

I am fully aware that the separation from your dear child will be almost more than you can bear, costing you a far deeper, bitterer pang than it will her. Still you will be able to bear it, I am sure, if you really feel that it is for the good of your child and will ultimately redound to her advantage.

You know the parent eagles are accustomed to push their young eaglets out of the home nest to try their youthful wings and to develop in them new powers, of whose possession they can otherwise never be aware. Just so must we do with the dear ones whom God has intrusted to our care, knowing that for all the sacrifices we may make we shall be compensated even more than a hundred-fold at some time in the future. I am sincerely yours,

EILEN J. PHINNEY.

SUSAN DICKINSON SAYS PRAY OVER IT.

Miss Susan Dickinson is well known as one of the most active and energetic members of the Woman's suffrage association, and as a graceful and able writer upon a wide variety of subjects. As an orator she is second only to her gifted sister, Anna, who in the palmy days of the old time "Lecture associations" was generally regarded as the bright particular star of the lyceum platform. On the all-important question of the advisability of sending girls to boarding school Miss Dickinson writes very forcibly and sensibly as follows:

HONESDALE, PA., May 29, 1891.

DEAR MADAM—Your kind letter of inquiry puts before me for serious consideration a question which is very difficult for anyone to answer who is not thoroughly familiar with the character, disposition, circumstances and surroundings of the young lady in whose behalf it is asked in any particular case. Much must depend upon the temperament, firmness of principle, and religious convictions influencing the life of every girl for whom the question comes up. In the abstract, your own putting of the matter is surely quite right. "The best school for a girl is home, and her best teacher is a cultured and refined mother." But we know that a very large number of our noblest women have gained much of their best experience in college and in the best boarding schools. It depends on the girl and on the school. For my own part, I would not take the responsibility of advising in any particular case, unless I knew the young lady well, and had carefully investigated the particular school or college to which it was proposed to send her.

You do not wish your daughter to go, yet if she remain at home you desire her to be satisfied to do so. I think a girl of sixteen should trust her mother's love and recognize that the mother knows far more both of life, and of what especial dangers may be most to be dreaded for her, than she herself can. Cannot your daughter and yourself take the matter, separately and together, to the highest source of wisdom and ask for light and guidance? On you—to whom the Master has given a daughter—he rests the great responsibility of a decision. To the young lady herself I can only say that the girl who implicitly trusts a good mother in all the affairs of life may rest assured that she is always doing the safest thing possible, and that she will always receive good counsel prompted by a most earnest and tender solicitude for her welfare. Mother love is the truest, strongest, most unselfish affection of which we have knowledge, and its one desire is the highest good and happiness of its object. Sincerely yours,

SUSAN DICKINSON.

THE FOUNDER OF THE DOOR OF HOPE ALSO SAYS PRAY.

Mrs. E. M. Whittemore of New York is widely known as the membership secretary of the Christian Alliance, and as the founder of the Door of Hope, a sheltering home devoted to the reformation of fallen young women of the most refined and intelligent class, a large number of whom attribute their ruin to their having been sent away from home to school. Mrs. Whittemore's letter is appended:

723 PARK AVE., NEW YORK, July 17, '91.

Dear Mrs. ——:

I naturally shrink from the thought of boarding schools in general. There is danger that any young woman may be seriously contaminated by mingling at one of them with a number of worldly girls. But prayer will procure for you a much more decided answer than I can give. If God directs you to send your daughter from you, he becomes responsible for her and will prove faithful. Yours truly,

MRS. E. M. WHITTEMORE.

Atonic Dyspepsia.

Atonic dyspepsia is simply nervous prostration of the stomach. There is not usually much pain, but a feeling of great weight, and sometimes faintness after each meal, followed by sour eructations and belching of gas. The bowels may be regular and appetite good, but the weakened stomach, which should be in constant movement after a meal, lies dormant, allowing the food to soon decompose instead of digesting. This is a very common form of dyspepsia among the mentally overworked class, whose nervous systems become depressed by long continued strain and sedentary habits. If there is a remedy in the whole range of medicinal preparations that is in every particular adapted to this form of dyspepsia, that remedy is Pe-ru-na. It not only acts as an appetizer, but it imparts to the stomach the vigor to properly digest the food by awakening the paristaltic movements of the digestive organs.

For a complete lecture on this subject send for a copy of The Family Physician, No. 3, which will be sent free to any address on application by The Peruna Medicine Co., Columbus, Ohio.

What Became of the Globes?

When Frederick Gerstaecker accompanied the Duke of Coburg to eastern Africa the incognito of his sovereign was dropped at Cairo, where a German banker treated them to a dinner, followed by an exhibition of local talent in Arabian legerdemain. The principal exponent of the accomplishment, after a series of preliminary exhibitions in the magical art, invited his audience to an open terrace, and in the plain light of the evening sun flung up a number of transparent balls. These shining globes disappeared at an apparent height of about eighty feet above the esplanade. The globes were colorless and pellucid like white glass, but were as light as gum, and were repeatedly submitted for the examination of the spectators.

After passing from hand to hand they were put into an open vessel, shaped like a short handled dipper, and leaning back till his outstretched arm nearly touched the ground the wizard then flung them straight up into the air, where they could be seen for a moment like glittering globes against the blue sky. But no one ever saw them come down again, though the scene of the exhibition was surrounded by a large, level lawn; the air seemed to have swallowed them like globes of dissolving vapor. A sleight of hand trick was clearly out of the question, but a more tenable explanation would have puzzled a chemist as well as an optician.—St. Louis Republic.

No. 182.—In an Old Time Garden.

Each of the following questions may be answered by the name of an old fashioned flower. Example: An old cathedral town and the music often heard there. Answer, Canterbury-bells.

1. The pride of the farmer. 2. The pride of the farmer's wife. 3. To break suddenly, and a fabulous monster. 4. A Christmas green, and a kind of wine. 5. A delicate color. 6. A vehicle, and where it will take you. 7. Who parted from his "Blackeyed Susan?" 8. A grieving lady. 9. One of the united states. 10. A foreign country, and starwort. 11. My first wears my second on her foot. 12. My first is a sly animal that could not possibly wear my second. 13. The schoolboy's delight in winter. 14. A girl's pretty name, and the color of her hair. 15. An old dog. 16. A singing bird, and something worn by horsemen. 17. An unmarried man, and something he often finds missing. 18. Children love my first, and wish it grew on every second.

No. 183.—A Scene in English History.

No. 184.—A Quaint Little House.

No doors, no windows large or small,
Has this wee house in roof or wall,
But there are many rooms within,
Inclosed with curtains soft and thin,
Where yellow tints would shed their grace
If it were not so dark a place.
The little folk may not repair
From one room to another there.
In silence, stillness, they must dwell
Unless you break their prison shell.
Oh, then they'll quickly clatter out
And tumble merrily about!

—Little Men and Women.

No. 185.—Half Squares.

1. Race. 2. A city. 3. A mischievous boy. 4. To exist. 5. A letter.

1. A vegetable. 2. Concord. 3. Bark or skin. 4. A quick inclination of the head. 5. A preposition. 6. A letter.

1. Polish. 2. A brave man. 3. Wrath. 4. A negative. 5. A letter.

No. 186.—Arithmetical.

I can pasture ten horses or fifteen cows on my ground; if I have nine cows, how many horses can I keep?

No. 187.—Qualities of Authors.

1. What author is a nail and a title?
2. What one is a scald and a conjunction?
3. What one is a color?
4. What one is a cowl?
5. What one is hale?

Puniana.

Puffed up—Cinders.

Designs on his person—The tattooed man.

A novel industry—Romance writing.

Deficient in grace—A church without a steeple.

A man who will scrape an acquaintance one moment and cut him the next—The barber.

A winter resort—Pawning the tennis suit.

Enough to set a man thinking—An idea.

Well known—The man who is never ill.

Bent on going—The humpback man.

A shoer sign—"Horseshoeing done here."

Men of lofty purpose—The builders of the Eiffel tower.

Last language that will be spoken—Finish.

Something Left to Conquer.

Wickars—They tell me, professor, that you have mastered all the modern tongues.

Professor Polyglot—All but two—my wife's and her mother's.

Key to the Puzzler.

No. 173.—A Zigzag: Firecracker. Crosswords: 1. Fir. 2. Tie. 3. Fur. 4. Net. 5. Cab. 6. Art. 7. Sea. 8. Ice. 9. Kin. 10. Bet. 11. Tar.

No. 174. Two in One: Bell-e.

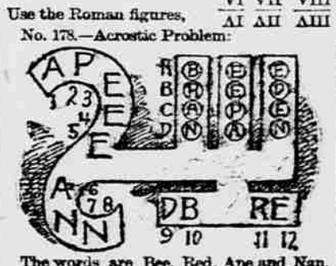
No. 175.—Pi: Luck is ever waiting for something to turn up. Labor, with keen eyes and strong will, will turn up something.

No. 176.—Words Within a Word: Department: 1. Depart. 2. Par. 3. Part. 4. A. 5. Art. 6. Men. 7. Me.

No. 177.—An Arithmetical Puzzle:

Use the Roman figures, VI VII VIII / AI AII AIII

No. 178.—Acrostic Problem:



The words are Bee, Red, Ape and Nan. The acrostics are Bran and Eden. 10 goes to A left, 5 to A center, and 4 to A right. 11 goes to B left, 3 to B center and 9 to B right. 6 to C left, 2 to C center and 12 to C right. 7 to D left, 1 to D center and 8 to D right. No piece jumps another, and each has a clear path. The diagram shows the completed words.

No. 179.—Diamonds:

C	T
CAP	THE
COPES	TREAT
CAPITAL	THEATER
PETTY	EATEN
SAY	TEN
L	R

No. 180.—Anagram: Oliver Wendell Holmes.

No. 181.—Easy Squares:

1. East	2. Time	3. Fate
aloe	idea	area
some	meat	tear
tees	eats	ears
4. Rose	5. Elbe	6. Wolf
opal	lead	oval
sail	bare	lame
ella	eden	flee

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