General Publicity Can Be Traced to Mistake.

launching of general publicity sing was largely due to a few edc men. It started from the mistake of printing an adment in a New York paper a pige in size instead of the few s was intended. The "returns" the mistake were so great that advertisers began to use large on purpose. At that time there only a few manufactured articles donal fame. The housewife went e market in the early morning or vegetables, and to the grocery to inspect the boxes and barrels shelves. Crackers, for instance, e scooped out of a barrel by the ad and were subject to breakage dirt. Similar conditions held true other necessities. There was no

disct standard. the results of widespread advertisdd infinitely more than make the pertisers wealthy. Even wealth ald not have come if the public anot been satisfied with the change. the first place, if an advertised arwas found to be satisfactory, the thing could be secured again the confidence that it would be same. Time was saved in selecn. In fact, to-day, the housekeeper sows what she wishes without going the market or the store. The teleone is at her elbow or the order an comes to her door. For the othnecessities of life outside the table, nd also the luxuries, there is the eduation of the advertising columns of magazines.-The Housekeeper.

Oudji Love Charm Seen Again. Mysterious emblems are dear to the malden's heart and the wise jeweler kes to design odd charms for braceet, brooch and purse adornment. Hanging from a Tuscan gold chain, Alice Harriman wears a square of gold. It is a love charm dear to the Egyptians and called the oudji. Belles who flourished before Joseph was sold into bondage wore the oudji. The sold square bears an eye on the right side and a river flows from the center. The eye is that of Horus, and the significance is that the river of time flows ever and the eve of love sees the beloved through eternity. Miss Harriman's oudji is enameled gold and the eye of Horus is a fairsized diamond, while the river is represented artistically by chip emeralds. The oudji, the old Egyptians held, insured constancy, and it is an ideal gift for sweethearts to exchange. Miss Harriman's example is finding many imitators.

She'd Do It.

Miss Elizabeth Cook, Cornell's eloquent co-ed debater, was congratuated the other day by a correspond-

"Oh," said Miss Cook, "that a girl should debate reasonably is not wonderful. Women don't get their dues. They are superb in lots of things, but it is all taken as a matter of course, and they get no thanks for it.

"A maid of ours used to tell about her brother-in-law, a traveling salesman. He applied one day for a new post, and the manager said to him:

gage you, you know, you'll have to take out 15 sample cases. They're as big as houses. Do you think you could stand all that pack-

"The applicant drew himself up haughtily.

"'You forget, sir,' he said, 'that I always travel with my wife."

Eclipsed.

The man from London was boasting about the height of some of the big buildings in the English metropolis. "They are so tall," he related, pompously, "that cupolas are not allowed." "Awn phoy won't they lit th'm hav

cupalos?" queried Larry, the cabby. "Because they would puncture the clouds and let all the rain out. That's one on you, me friend."

Larry stroked his hair in deep medi-

"Shure, awn that's nothin'," he retorted, suddenly. "Phoy, over here th' buildings are so tall they how to file off edges av th' tin roofs." "For what reason?" queried the un-

suspecting Englishman. "Phoy, to keep from cutting the chin whiskers off th' mon in th' moon. Git up, Jerry."

Anachronism.

J. Pierpont Morgan, during his recent stay at the Bristol, in Paris, was good enough to accord an art critic a brief interview on the subject of his London collection, which Queen Alexandra had just visited.

Discussing his incomparable miniatures, Mr. Morgan told an art story. "Two men," he said, "came out from a picture shop.

'By Jove!' said the first, 'there's a rare bargain in there. A Raphaelonly 500 francs-and signed, too!' "'What was the subject?' the other

'The battle of Waterloo.'"

His Difficulty.

"You wrong me," said Plodding Pete, "when you say I ain't willin' to work I'm jes' dyin' to work."

"Then what's the trouble?" "I'm too conscientious. Whenever

git a job I'm so anxious to fill it well dat I gits stage fright."

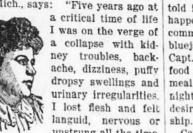
Nipped. "I've got a great chance," began Borroughs, "to make big money on a cer-

tain investment if-" "Sorry, old man," interrupted Wise, "but I've had to borrow myself this

AT A CRITICAL TIME.

Women Are Likely to Suffer with Dangerous Kidney Disorders.

Mrs. John Kirk, R. F. D. No. 2, Detroit, Mich., says: "Five years ago at



unstrung all the time. As my doctor did not help me I began using Doan's Kidney Pills. In a few weeks all these symptoms left me. I now weigh 163 pounds and feel in excellent health."

Sold by all dealers. 50 cents a box. Foster-Milburn Co., Buffalo, N. Y.

Hanging Scaffolds.

With the modern skyscraping office building has come a new form of building scaffold. Instead of constructing the scaffold from below, which is impossible in the cases of buildings ranging from 10 to 50 stories high, platforms are suspended from the steel girders above. On these swinging platforms the bricklayers work and the scaffold is raised as the work progresses .- System.

"Makes It Go Way."

We simply can't do without it. We are not going to try. When Bobby away from school for two weeks now! stubs or cuts his toe, it's "Ma, where's the Lightning Oil?" When Lizzie burns her hand or arm, it's "Where's the Lightning Oil?" When little Dick's P. CASSIDY, Montevallo, Ala.

Down on Her Luck.

"Did you see the story of a girl stowaway who had no money and so hid on one of the ships of the fleet and went through the Straits of Magel-

"Yes; she was in all kinds of straits, poor girl, wasn't she?"

Beware of Ointments for Catarrh that Contain Mercury,

that Contain Mercury,
as mercury will surely destroy the sense of smell
and completely derange the whole system when
entering it through the naucous surfaces. Such
articles should never be used except on prescriptions from reputable physicians, as the damage they
will do is ten fold to the good you can possibly derive from them. Hall's Catarth Cure, manufactured
by F.J. Chency & Co., Toledo, O., contains no mercury, and is taken internaily, acting directly upon
the blood and nucous surfaces of the system. In
buying Hall's Catarth Cure be sure you get the
genuine. It is taken internaily and made in Toledo,
Obio, by F. J. Chency & Co. Testimonials free.
Sold by Drugsists. Price, 75c, per battle.
Take Hall's Family Pilis for constipation.

Compensation.

Mrs. Baker-My husband costs me a good deal of money.

Mrs. Barker-Yes, and he isn't very good to you, either. Mrs. Baker-I know it, but I got a

dandy lot of wedding presents with Examine carefully every bottle of CASTORIA a safe and sure remedy for

infants and children, and see that it Bears the Signature of Chart Holitchers.
In Use For Over 30 Years.

The Kind You Have Always Bough

The Problem. "Literature is very difficult," said

one authoress. "Yes," answered the other. "The problem is to be a financial success without being a social failure."-Ex-

n a Pinch, Use ALLEN'S FOOT-EASE A powder. It cures painful, smart 'ng, nervous feet and ingrowing nails. it's the greatest comfort discovery of the age. Makes new shoes easy. A certain cure for sweating feet. Sold by all Druggists, 25c. Accept no substitute. Trial package, FREE. Address A. S. Olmsted, Le Roy, N. Y.

Very Likely. "Again Mae Wood!" exclaimed the non-sensational reader of the newspa-

"Yes," replied his cynical friend; "I guess they wish Mae wouldn't."

Try It Once

There is more actual misery and less real danger in a case of itching, skin disease than any other ailment, Hunt's Cure is manufactured especially for these cases. It relieves instantly and cures promptly. Absolutely guaranteed.

Had Heard Later. "Shaw's new play is said to be the

last word on marriage." "Impossible," replied the married "It isn't even the latest word."

TO DRIVE OUT MALARIA AND BUILD UP THE SYSTEM. Take the Old Sandard GROVE'S TASTELLES CHILL TONIC. You know what you are taking the formula is plainly printed on every bottle, showing it is simply Quinine and Iron in a tasteless form, and the most effectual form. For grown people and children. Soc.

The Reason.

"Wouldn't you be better off without your husband?" "I don't think so-his life isn't in-

Hicks' Capudine Cures Women. Periodic pains, backache, nervousness and headache relieved immediately and assists nature. Prescribed by physicians with best results. Trial bottle 10c. Regular size 25c and 50c at all druggists.

Working for a living is like Shakespeare's plays-always praised, but avoided as much as possible.

Garfield Digestive Tablets From your druggist, or the Garfield Tea Co., Brooklyn, N. Y., 25c per bottle. Samples upon request.

Even a poor wall-paper hanger may put up at good hotels.

Really Able Argument Put Forward by Accused Sailor.

A very good story has recently been told in the fleet of an incident which a critical time of life happened when Admiral Evans was in I was on the verge of command of the Indiana. An old-time a collapse with kid- bluejacket was at the mast before ney troubles, back- Capt. Evans, charged with getting ache, dizziness, puffy food out of a mess chest outside of dropsy swellings and meal hours. This getting of food for urinary irregularities. hight watches is a common and strong I lost flesh and felt desire on the part of most men aboard

Capt. Evans asked the man what he had to say; and the man, sizing up the delicate situation, said:

"Captain, I didn't take no food outer that chest. Why, captain, there weren't no food in that chest! looked in that chest, and, captain, I met a cockroach coming out of that chest with tears in his eyes."-Harper's Weekly.

A GOOD COLD.



"That seems a very bad cold you've got, my little man!"

"It's a very good cold; it's kept me

COMPLAINTS ABOUT PAINT.

The time to complain about paint been playing with a bumble bee, it's is before the painter applies it. The "Where's the Lightning Oil?" The man who puts up the money should echo of all our afflictions is "Where's not shirk the responsibility of choosthe Lightning Oil?" It's the balm that ing the paint. True, the painter makes the pain go way. Sincerely ought to know paint better than the banker, the professional man or the merchant. The trouble is, the houseowner too often deliberately bars the competent and honest painter from the job by accepting a bid which he ought to know would make an honest job impossible.

Secure your bids on the basis of National Lead Company's pure White Lead and pure Linseed Oil and see that you get these materials.

No one need be fooled by adulterated white lead. A blowpipe testing outfit will be mailed to anyone interested in paint.

Address, National Lead Company, Woodbridge Building, New York City.

Aristocratic Disease.

"From phat Oi hears these society women sa-ay," imparted Pat, the coachman, to Bridget, the cook, "they do be dyin' off at th' receptions!" "An' phat is ut kills 'em?" inquired

the curious cook. "A disease they calls 'ennui."-Illustrated Sunday Magazine.

Instantaneous Action. "I was almost distracted by a terrible itching which defied all treatment until I obtained a box of Hunt's Cure. The first application afforded instant and absolute relief. The one box ef-

fected a complete cure. "It is simply wonderful in its instantaneous action."

GEO. GILLILAND, Manitou, O. T.

Living well is the best revenge we can take on our enemies .- Froude.

SORE EYES, weak, inflamed, red, watery and swollen eyes, use PETTIT'S EYE SALVE, 25c. All druggists or Howard Bros., Buffalo, N. Y.

To see what is right and not do it is want of courage.-Morris.

Mrs. Winslow's Soothing Syrap. didren teething, softens the gurus, reduces in-ation, allays pain, cures wind collu. 25c a bottle.

A well-informed physician is fre-LIVE STOCK AND ELECTROTYPES quently ill-informed. In greaf variety for sale at the lowest prices WESTERN NEWSPAPER UNION, Kansas City, Miss

## One of the Essentials

of the happy homes of to-day is a vast fund of information as to the best methods of promoting health and happiness and right living and knowledge of the world's best products.

Products of actual excellence and reasonable claims truthfully presented and which have attained to world-wide acceptance through the approval of the Well-Informed of the World; not of individuals only, but of the many who have the happy faculty of selecting and obtaining the best the world affords.

One of the products of that class, of known component parts, an Ethical remedy, approved by physicians and commended by the Well-Informed of the World as a valuable and wholesome family laxative is the well-known Syrup of Figs and Elixir of Senna. To get its beneficial effects always buy the genuine, manufactured by the California Fig Syrup Co., only, and for sale by all leading druggists.



## What is Pe=ru=na?

## Is it a Catarrh Remedy, or a Tonic, or is it Both?

Some people call Peruna a great tonic. Others refer to Peruna as a great catarrh remedy.

Which of these people are right? Is it more proper to call Peruna a catarrh remedy than to call it a tonic?

Our reply is, that Peruna is both a tonic and a catarrh remedy. Indeed, there can be no effectual catarrh remedy that is not also a tonic.

In order to thoroughly relieve any case of catarrh, a remedy must not only have a specific action on the mucous membranes affected by the catarrh, but it must have a general tonic action on the nervous system.

Catarrh, even in persons who are otherwise strong, is a weakened condition of some mucous membrane. There must be something to strengthen the circulation, to give tone to the arteries, and to raise the vital forces.

Perhaps no vegetable remedy in the world has attracted so much attention from medical writers as HYDRASTIS CANADENSIS. The wonderful efficacy of this herb has been recognized many years, and is growing in its hold upon the medical profession. When joined with CUBEBS and COPAIBA a trio of medical agents is formed in Peruna which constitutes a specific remedy for catarrh that in the present state of medical progress cannot be improved upon. This action, reinforced by such renowned tonics as COLLIN-SONIA CANADENSIS, CORYDALIS FORMOSA and CEDRON SEED, ought to make this compound an ideal remedy for catarrh in all its stages and locations

From a theoretical standpoint, therefore, Peruna is beyond criticism. The use of Peruna, confirms this opinion. Numberless testimonials from every quarter of the earth furnish ample evidence that this judgment is not over enthusiastic. When practical experience confirms a well-grounded theory the result is a truth that cannot be shaken.



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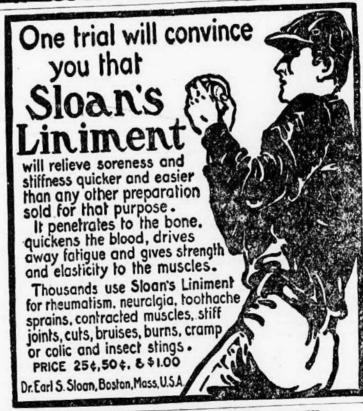
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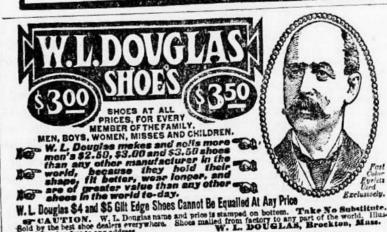
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