OF REAL ADVERTISING.

of General Publicity Can Be Traced to Mistake.

The launching of general publicity advertising was largely due to a few erratic men. It started from the simple mistake of printing an advertisement in a New York paper a page in size instead of the few lines was intended. The "returns" from the mistake were so great that advertisers began to use large space on purpose. At that time there were only a few manufactured articles of national fame. The housewife went to the market in the early morning for her vegetables, and to the grocery store to inspect the boxes and barrels on the shelves. Crackers, for instance, were scooped out of a barrel by the hand and were subject to breakage and dirt. Similar conditions held true for other necessities. There was no distinct standard.

The results of widespread advertising did infinitely more than make the advertisers wealthy. Even wealth could not have come if the public had not been satisfied with the change. In the first place, if an advertised article was found to be satisfactory, the same thing could be secured again with the confidence that it would be the same. Time was saved in selection. In fact, to-day, the housekeeper knows what she wishes without going to the market or the store. The telephone is at her elbow or the order man comes to her door. For the other necessities of life outside the table, and also the luxuries, there is the education of the advertising columns of the magazines.—The Housekeeper.

Oudji Love Charm Seen Again.

Mysterious emblems are dear to the maiden's heart and the wise jeweler likes to design odd charms for bracelet, 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 gold 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 eye of love sees the beloved through eternity. Miss Harriman's oudji is enameled gold and the eye of Horus is a fair-sized 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 congratulated the other day by a correspondent.

"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:

"'If we engage 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 packing?'

"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 meditation.

"Shure, awn thot's nothin'," he retorted, suddenly. "Phoy, over here th' buildings are so tall they hov to file off edges av th' tin roofs."

"For what reason?" queried the unsuspecting 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 Raphael—only 500 francs—and signed, too!'

"'What was the subject?' the other asked.

"'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 I 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 certain investment if—"

"Sorry, old man," interrupted Wise, "but I've had to borrow myself this month."

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 a critical time of life I was on the verge of a collapse with kidney troubles, backache, dizziness, puffy dropsy swellings and urinary irregularities. I lost flesh and felt languid, nervous or 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 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 been playing with a bumble bee, it's "Where's the Lightning Oil?" The echo of all our afflictions is "Where's the Lightning Oil?" It's the balm that makes the pain go way. Sincerely yours, 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 Magellan?"

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

Beware of Ointments for Catarrh that Contain Mercury,

as mercury will surely destroy the sense of smell and completely derange the whole system when entering it through the mucous 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 Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, O., contains no mercury, and is taken internally, acting directly upon the blood and mucous surfaces of the system. In buying Hall's Catarrh Cure be sure you get the genuine. It is taken internally and made in Toledo, Ohio, by F. J. Cheney & Co. Testimonials free.

Sold by Druggists. Price, 75c. per bottle.
Take Hall's Family Pills 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 him.

Important to Mothers.

Examine carefully every bottle of CASTORIA a safe and sure remedy for infants and children, and see that it

Bears the Signature of Chas. H. Fletcher.

In Use For Over 30 Years.
The Kind You Have Always Bought.

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."—Exchange.

In a Pinch, Use ALLEN'S FOOT-EASE

A powder. It cures painful, smarting, 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 newspapers.

"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 man. "It isn't even the latest word."

TO DRIVE OUT MALARIA AND BUILD UP THE SYSTEM.

Take the Old Standard GROVE'S TASTELESS 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. 50c.

The Reason.

"Wouldn't you be better off without your husband?"

"I don't think so—his life isn't insured."

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.

Alike.

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.

DESERVED TO WIN HIS CASE.

Really Able Argument Put Forward by Accused Sailor.

A very good story has recently been told in the fleet of an incident which happened when Admiral Evans was in command of the Indiana. An old-time bluejacket was at the mast before Capt. Evans, charged with getting food out of a mess chest outside of meal hours. This getting of food for night watches is a common and strong desire on the part of most men aboard ship.

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! I 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 away from school for two weeks now!"

COMPLAINTS ABOUT PAINT.

The time to complain about paint is before the painter applies it. The man who puts up the money should not shirk the responsibility of choosing the paint. True, the painter ought to know paint better than the banker, the professional man or the merchant. The trouble is, the house-owner 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 effected 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 Syrup.
For children teething, softens the gums, reduces inflammation, allays pain, cures wind colic. 25c a bottle.

A well-informed physician is frequently ill-informed.

W. N. U., HOUSTON, NO. 20, 1908.