The Important Problem

confronting anyone in need of a laxative is not a question of a single action only, but of permanently beneficial effects, which will follow proper efforts to live in a healthful way, with the assistance of Syrup of Figs and Elixir of Senna, whenever it is required, as it cleanses the system gently yet promptly, without irritation and will therefore always have the preference of all who wish the best of family laxatives.

The combination has the approval of physicians because it is known to be truly beneficial, and because it has given satisfaction to the millions of well-informed families who have used it for many years past.

To get its beneficial effects, always buy the genuine manufactured by the California Fig Syrup Co. only.

HOLDER OF FIRST PATENT

Wright Brothers, Inventive as They Are, Could Not Claim Infringement There.

Glenn H. Curtiss, at a dinner, said of the Wrights, good-naturedly:

"They don't own the air, you know. Did you hear about that conversation that was overheard between them at the Dayton plant?

"'Orville,' cried Wilbur, running out of doors excitedly, 'look! Here's another aviator using our patent!'

"'He certainly is!' shouts Orville. 'That's our simultaneous warping and steering movement to a T!'

"'Call a cop!' screams Wilbur. 'Get another injunction!'

"But Orville, who had looked up through his binocular, laid his hand gently on his brother's arm.

"'Come in back to work, Wilbur,' he said. 'It's a duck.'"

Because a home is in the country—because it is on a farm—is only an added reason why it should be more up-to-date and attractive, for those who are fortunate enough to live in the country really spend more time in their homes than do those who live in cities.

And it is also true that farm homes and farm life is daily becoming more and more attractive. The inside of our house is our home, so why not make it nice and attractive, homely and cheerful, up-to-date and modern.

You wouldn't think of burning tallow candles, yet why use wall paper?

In order to educate a few refined people in every community to the artistic beauty of soft velvety alabastined walls of solid color, a free offer of beautiful wall stencils of classic design is made to every reader of this paper.

It is also possible to secure without any expense color suggestions for your home telling you the most suitable colors, to use the best arrangement, curtains and over curtains, etc.—in fact the services of a decorative architect are at your disposal without charge to you.

In cities there are many and most excellent designers of interior decoration, but it takes money and time to carry out their ideas. This same service is at the disposal of every reader if he asks for it, and better than all, it tells you how you can either do the work yourself or direct some one else. It gives you exact shades and colors, and the stencils to do the work without charge.

His Way of Doing It.

"I met young Faker on the street some time ago and he told me he was making money very fast."

"He made it too fast."

"How was that?"

"Went to the penitentiary for counterfeiting."

COLDS AFFECT THE KIDNEYS.

PARALYSIS Locomotor Ataxia Conquered at Last Chase's Blood & Nerve Tablets does it. Write for Proof. Advice Free. Dr. CHASE, 224 North 10th St., Philadelphia, Pa.

Memphis Directory

Nelson's Business College 298 Madison Av., Memphis. Do you want to improve your educational and financial condition? If so send for our free illustrated catalog. It tells you how.

JOHN WADE & SONS
HAY, GRAIN, MILL FEED, SEED OATS
Seed Corn, Mixed Chicken Feed; Purity Mixed Feed, Wade's Mixed Alfalfa Feed for Horses and Mules. Write us. Elevator and Warehouse on I. C. and Y. & M. V. R. R.
50 N. Front Street, Memphis, Tenn.

FIREPLACE
MANTELS
Call, or write us for our BARGAIN PRICES on Mantels, Tiling and Grates
Over 200 designs on exhibition in our show rooms. We are the largest handlers of Mantels in the South. W. J. NORTHCROSS MANTEL & GRATE CO., 64-66 S. 2d St., Memphis

CROESUS FEED
Contains 15 to 20 per cent more nutriment than any other mixed feed on the market. No ground hay or oat hulls.
Write for prices and samples.
JONES & ROGERS
Manufacturers
Memphis Tennessee
Also dealers in GRAIN, HAY and other FEED STUFFS

ROOSEVELT AT VIENNA

AMERICAN RECEIVED IN COURTLY STYLE BY AGED EMPEROR.

Never Before Has Plain Citizen Been So Honored—Vivid Contrasts in Triumphant Tour Begin to Appear.

Vienna.—Today has been another twenty-four hours of vivid contrast, such as can only be obtained by traveling with Col. Roosevelt. Last night he was an epitome of democracy, dining at a wayside railway station with the newspaper correspondents and spending the evening on the train in the fullest spirit of camaraderie. Today he was the guest of an aged emperor, Francis Joseph, and was treated with all the honors of a royal personage by the head of the dual empire. His every step was marked with respect and honors never before accorded to a private citizen of a great republic.

The moment the train arrived in Vienna gold lace appeared and the colonel was obliged to divest himself of the toga of democracy and submit to investment with the dignities and attention which surround a monarch. The station platform was surrounded with dignitaries in frock coats and shining silk hats.

It was a rush of royalty, nobility, gold-laced equerries and the highest eminents in the land filling the corridors leaving cards for the colonel. He had scarcely bathed and changed his clothes when an equerry from the emperor, gorgeous in imperial habiliments, interrupted his breakfast with a call. By this time a crowd had gathered outside the hotel entrance and it required the services of a dozen policemen to clear a passageway.

Despite the rush, the colonel managed to secure a few minutes to attend to his mail, going through the bag with such speed as to almost give the stenographer another attack of nervous prostration.

Through streets thronged with people, police saluting, crowds raising their hats, the colonel drove to the ministry, where he was received by Count Aehrenthal. The conversation lasted an hour. While neither consented to even intimate the nature of the interview, it is reasonably assumed that neither was discussing the weather.

BLACKS LYNCHED IN GEORGIA

Negro Women Charge Ashburn Citizens with Lynching.

Ashburn, Ga.—Quite a sensation was created here today when the news of a killing of two negro men near Amboy, about four miles from here, reached this place. Later on in the day warrants were sworn out by two negro women charging five prominent white men in that section of the county with lynching.

The trouble is said to have started over an alleged criminal assault near here about two weeks ago. Charley Jackson, one of the negroes, was arrested at that time, charged with criminal assault on a white woman, but was released on bail. The other negro, Albert Royal, is said to have signed the bond of the accused man.

After having kept silent about the matter for a time, the two negroes, it is charged, began to openly boast of the brutal deed, and spoke of it with pride to their fellows. They kept up their talk until the matter was brought to the ears of several white men in that community. The two men were chased down and captured, and then the killing is said to have followed.

The local population is greatly excited over the matter.

I. C. REPORT IS OPTIMISTIC

Excellent Increase Over a Year Ago Is Shown.

Chicago.—Traffic conditions through the South, as reflected by the experience of the Illinois Central, show an excellent increase over a year ago, say officials of the road. March especially showed a remarkable gain over the year previous. Figures just completed, showing estimated gross earnings for the month, indicate an increase of $816,268 for the Illinois Central alone, and of $913,393 inclusive of the Yazoo and Mississippi Valley. The first week of April shows an increase of $85,600 for the Illinois Central and of $90,700 for the two roads.

Lumber demands in particular, which are generally regarded as the barometer of conditions in Illinois Central territory, are extraordinary, it is said, and the movement of early vegetables from the South to Chicago is also heavy.

Tornado Hits Gracey, Ky.

Hopkinsville, Ky.—Shortly before midnight Friday night the town of Gracey, ten miles west of here, was heavily damaged by a tornado, hardly a house escaping injury. H. C. McGeehe, merchant, lost $25,000 when his store house was practically wrecked and his residence unroofed and otherwise damaged. W. F. Cox, farmer, lost three barns and contents, and his residence was so badly damaged it will have to be rebuilt. Many stores were unroofed and rain which fell in torrents poured in on the stock.

Freezing Weather Prevails.

Omaha, Neb.—Freezing weather was general over Nebraska Friday night. At 10 o'clock the thermometer registered two degrees below freezing. Reports from Western Iowa and all through Nebraska show temperatures ranging from two to six degrees below freezing. All early vegetables are cut down, and orchard men state that the fruit crop is totally destroyed. The season has been two or three weeks earlier than usual, and fruit trees of all kinds have been in full bloom for the past week or ten days.

Who Can Beat This?

Hillsboro, Ill.—The most remarkable hail storm ever experienced in Central Illinois struck Hillsboro at 3:30 Friday afternoon, and in its twenty minutes' duration did immense damage here. Hailstones as big as baseballs went through a street car and injured passengers, broke almost all windows on the west side of all buildings here, smashed every plate glass window on the west side of the main business street and covered the streets with leaves three inches deep in places.

Must Have Hurt Dreadfully

From the Letter Recently Received From Mrs. E. Fournier, of Lake Charles, La., Her Suffering Must Have Been Dreadful.

Lake Charles, La.—"I had no courage or patience left," writes Mrs. E. Fournier of this place, "as a result of my great suffering.

"I had backache, headache, heart palpitation, chills, fainting spells, sick stomach, nervousness, dragging sensations and thought every month I should die.

"No doctor could relieve me and the month before I began to take Cardui, I could hardly walk. I could not wear my corset, and had a pain in my right side.

"Since taking Cardui, I have no more pain. I can walk as far as I want and am feeling like a different woman."

If you suffer from any of the symptoms described by Mrs. Fournier you are urged to take Cardui, for it should surely do as much for you, as it has done for her.

If you are weak and ailing, suffer from lack of appetite, lack of blood, lack of nervous vitality, Cardui is probably just what you need to help you build up your physical and nervous constitution.

It builds, strengthens, restores and acts in every way as a specific, tonic remedy, for womanly weakness.

See your druggist about it.

N. B.—Write to: Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn., for Special Instructions, and 64-page book, "Home Treatment for Women," sent in plain wrapper, on request.

HIS DESIRE.

Head of Trust (paying exorbitant fare to cab-driver)—Here is your fare, and may I ask if you think you could get me a similar job?

Treatment for Lump Jaw.

Lump jaw is due to a fungus which is usually taken into the animal's system in feed consumed. Lump jaw is liable to affect the glands of the throat or the bones of the head, writes Doctor David Roberts in American Cultivator. It is not advisable to keep an animal thus afflicted lingering in a herd. On the other hand it is advisable to either treat such an animal or kill it, as such animals invite diseases into the herd, owing to the fact that they are so reduced in vitality that they have no resisting power. A remarkably large per cent. of such cases can be successfully treated if taken in time by opening up the enlargement and washing it out with a strong antiseptic solution, like five of carbolic acid in water, and putting the animals on a tonic. In this way the afflicted animal is not only saved, but the entire herd is protected against disease.

Pity the Poor Cowboy!

Dr. Harvey W. Wiley, the famous food expert, said at a dinner in Washington, apropos of the meat boycott and the cold storage discussion:

"The trend of modern life seems on the surface to be toward preserved instead of fresh foods, but there is no such trend, save among certain dealers.

"Who," said Dr. Wiley, "would like to be in the boots of the cowboy in the barren sagebrush country who used to send in, week after week, the same order to the storekeeper:

"Canamilk, canacow, canajam, canabutter, canacake, canascrapple, canacorn, canaham, canaplums.'"

MISCHIEF MAKER
A Surprise in Brooklyn.

An adult's food that can save a baby proves itself to be nourishing and easily digested and good for big and little folks. A Brooklyn man says:

"When baby was about eleven months old he began to grow thin and pale. This was, at first, attributed to the heat and the fact that his teeth were coming, but, in reality, the poor little thing was starving, his mother's milk not being sufficient nourishment.

"One day after he had cried bitterly for an hour, I suggested that my wife try him on Grape-Nuts. She soaked two teaspoonfuls in a saucer with a little sugar and warm milk. This baby ate so ravenously that she fixed a second which he likewise finished.

"It was not many days before he forgot all about being nursed, and has since lived almost exclusively on Grape-Nuts. Today the boy is strong and robust, and as cute a mischief-maker as a thirteen months old baby is expected to be.

"We have put before him other foods, but he will have none of them, evidently preferring to stick to that which did him so much good—his old friend Grape-Nuts.

"Use this letter any way you wish, for my wife and I can never praise Grape-Nuts enough after the brightness it has brought to our household."

Grape-Nuts is not made for a baby food, but experience with thousands of babies shows it to be among the best, if not entirely the best in use. Being a scientific preparation of Nature's grains, it is equally effective as a body and brain builder for grown-ups.

Read the little book, "The Road to Wellville," in pkgs. "There's a Reason."

Ever read the above letter? A new one appears from time to time. They are genuine, true, and full of human interest.

SURE.

Bingo—What does a man have to be to be buried with Masonic honors?

Jingo—Dead.

HIS HANDS CRACKED OPEN

"I am a man seventy years old. My hands were very sore and cracked open on the insides for over a year with large sores. They would crack open and bleed, itch, burn and ache so that I could not sleep and could do but little work. They were so bad that I could not dress myself in the morning. They would bleed and the blood dropped on the floor. I called on two doctors, but they did me no good. I could get nothing to do any good till I got the Cuticura Soap and Cuticura Ointment. About a year ago my daughter got a cake of Cuticura Soap and one box of Cuticura Ointment and in one week from the time I began to use them my hands were all healed up and they have not been a mite, sore since. I would not be without the Cuticura Remedies.

"They also cured a bad sore on the hand of one of my neighbor's children, and they think very highly of the Cuticura Remedies. John W. Hasty, So. Effingham, N. H., Mar. 5 and Apr. 11, '09."

Good Law That Should Be Enforced.

Anti-spitting ordinances, laws and regulations in more than five-eighths of the cities and towns of the country are not enforced as they should be, alleges the National Association for the Study of Tuberculosis in a recent report. While most of the larger cities of the United States have such laws on their books, in the great majority of cases they are ignored or overlooked. The report covers in detail the enforcement of the anti-spitting ordinances in 80 of the largest cities in the country. During the year 1909 in these 80 cities, 3,421 arrests were made for violation of the laws regarding spitting in public places. Over 2,900 convictions were secured and $4,100.87 was collected in fines.

DOWNWARD COURSE.

Kidney Troubles Grow Worse Every Year.

Charles S. Bailey, 808 Locust St., Yankton, S. Dak., says: "I suffered agony from kidney complaint and was almost helpless. The disease grew worse each year although I doctored and used many remedies. There were excruciating pains in my back and the urine passed too freely. Doan's Kidney Pills gradually helped me and soon I was cured. Some years ago I recommended them and have had no trouble since."

Remember the name—Doan's.

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

The Irish of Shakespeare.

An Englishman and an Irishman were having an argument on the subject of Shakespeare. "I defy you," said the former, "to find a single Irish character in the whole of his works." "Well, I can give you two, at all events," replied the Irishman. "Miss O'Phelia and Corry O'Lanus." He forgot Hamlet's intimate friend, who stood beside him while he was contemplating his uncle in devotion, and observed: "Now, would I do it, Pat, while he is praying."—Springfield Republican.

$100 Reward, $100.

The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages, and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in its curative powers that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials.

Address F. J. CHENEY & CO., Toledo, O.
Sold by all Druggists, 75c
Take Hall's Family Pills for constipation.

An Eternal Reason.

"You seem to be awfully bitter against old Busby. What's the cause?"

"Oh, a money reason."

"I didn't know you had any business dealings with him."

"I don't. I hate him because he has more money than I have."—Cleveland Plain Dealer.

CUT THIS OUT

And mail to the A. H. Lewis Medicine Co., St. Louis, Mo., and they will send you free a 10 day treatment of NATURE'S REMEDY (NR tablets) Guaranteed for Rheumatism, Constipation, Sick Headache, Liver, Kidney and Blood Diseases. Sold by all Druggists. Better than Pills for Liver Ills. It's free to you. Write today.

Nearly the Same.

"Would it be policy for me to get married?"

"Something like policy. It's a lottery, you know."—Cleveland Leader.

Dr. Pierce's Pleasant Pellets regulate and invigorate stomach, liver and bowels. Sugar-coated, tiny granules, easy to take as candy.

And much is done in the name of charity—also many.

Where She Scored.

Sheldon Kerruish tells this story on his esteemed father:

"One day a long time ago a number of children in our neighborhood were talking about the bad habits of their parents.

"'My father smokes 15 cigars a day,' said a little girl, boastfully like.

"'My father swears something awful when supper is late,' said another.

"'My papa came home tight the other night,' remarked a third.

"It was my little sister's turn next.

"'You just ought to see my papa read Cicero,' she said, and all the other little girls retired in confusion, gladly admitting that sister had won the prize.—Cleveland Leader.

All Old Folks

That take NATURE'S REMEDY (NR tablets) tonight will feel better in the morning. It sweetens the stomach, corrects the liver, bowels and kidneys, prevents biliousness and eliminates the rheumatism. Better than Pills for Liver Ills, because it's different—it's thorough, easy—sure to act. Get a 25c Box. All Druggists. The A. H. Lewis Medicine Co., St. Louis.

The Flippancy of John.

Mrs. Mott—What is a sympathetic strike, John?

Mott—A sympathetic strike, my dear, is being touched for a quarter by a beggar with a hard-luck story.

For Red, Itching Eyelids, Cysts, Styes Falling Eyelashes and All Eyes That Need Care Try Murine Eye Salve. Aseptic Tubes—Trial Size—25c. Ask Your Druggist or Write Murine Eye Remedy Co., Chicago.

Automobiling.

"Did the repairer cause you any embarrassment by his charges?"

"No. He consented to take the car in part payment."—Cleveland Leader.

WHEN YOUR JOINTS ARE STIFF and muscles sore from cold, rheumatism or neuralgia; when you slip, strain or bruise yourself use *Perry Davis' Painkiller*. The home remedy 70 years.

The smaller the man the bigger the horn he tries to blow.

Hood's Sarsaparilla

Will purify your blood, clear your complexion, restore your appetite, relieve your tired feeling, build you up. Be sure to take it this spring.

Get it in usual liquid form or chocolated tablets called Sarsatabs. 100 Doses $1.

CATARRH

Cured by the Marvel of the Century, B. B. B.—Tested for 30 Years.

Hawking, Spitting, Foul Breath, discharges of yellow matter permanently cured with pure Botanical ingredients. To prove it we will send you a

SAMPLE TREATMENT FREE

CATARRH IS NOT ONLY DANGEROUS but it causes ulcerations, death and decay of bones, kills ambition, often causes loss of appetite, and reaches to general debility, idiocy and insanity. It needs attention at once. Cure it by taking **Botanical Blood Balm (B. B. B.)** It is a quick, radical, permanent cure because it rids the system of the poison germs that cause catarrh. At the same time **Blood Balm (B. B. B.)** purifies the blood, does away with every symptom of catarrh. **B. B. B.** sends a tingling flood of warm, rich, pure blood direct to the paralyzed nerves, and parts affected by catarrhal poison, giving warmth and strength just where it is needed, and in this way making a perfect, lasting cure of catarrh in all its forms. DRUGGISTS or by express, $1 PER LARGE BOTTLE, with directions for home cure. SAMPLE SENT FREE by writing **Blood Balm Co., Atlanta, Ga.** Describe your trouble and free medical advice given.

Your Liver is Clogged up

That's Why You're Tired—Out of Sorts—Have No Appetite.

CARTER'S LITTLE LIVER PILLS will put you right in a few days. They do their duty. Cure Constipation, Biliousness, Indigestion, and Sick Headache.

SMALL PILL, SMALL DOSE, SMALL PRICE

GENUINE must bear signature: Brent Good

W. L. DOUGLAS $3.00, $3.50, $4.00 & $5.00 SHOES

Union Made — Boys' Shoes $2.00 & $2.50

W. L. Douglas shoes are worn by more men than any other make,

BECAUSE:

W. L. Douglas $3.00 and $3.50 shoes are the lowest price, quality considered, in the world.

W. L. Douglas $4.00 and $5.00 shoes equal, in style, fit and wear, other makes costing $6.00 to $8.00.

Fast Color Eyelets.

The genuine have W. L. Douglas name and price stamped on the bottom. **Take No Substitute.** Ask your dealer for W. L. Douglas shoes. If they are not for sale in your town write for Mail Order Catalog, giving full directions how to order by mail. Shoes ordered direct from factory delivered to the wearer all charges prepaid. W. L. Douglas, Brockton, Mass.

Hay's Hair-Health

Never Fails to Restore Gray Hair to Its Natural Color and Beauty. Stops its falling out, and positively removes Dandruff. **Is not a Dye.** Refuse all substitutes. $1.00 and 50c Bottles by Mail or at Druggists. **FREE** Send 10c for large sample Bottle
Philo Hay Spec. Co., Newark, N. J., U. S. A.

OPIUM or Morphine Habit Treated. Free trial. Cases where other remedies have failed, specially desired. Give particulars.
Dr. R. G. CONTRELL, Suite 596, 400 W. 23d St., New York

W. N. U., MEMPHIS, NO. 17--1910.

Facts for Weak Women

Nine-tenths of all the sickness of women is due to some derangement or disease of the organs distinctly feminine. Such sickness can be cured—is cured every day by

Dr. Pierce's Favorite Prescription

It Makes Weak Women Strong, Sick Women Well.

It acts directly on the organs affected and is at the same time a general restorative tonic for the whole system. It cures female complaint right in the privacy of home. It makes unnecessary the disagreeable questioning, examinations and local treatment so universally insisted upon by doctors, and so abhorrent to every modest woman.

We shall not particularize here as to the symptoms of those peculiar affections incident to women, but those wanting full information as to their symptoms and means of positive cure are referred to the People's Common Sense Medical Adviser—1008 pages, newly revised and up-to-date Edition, sent *free* on receipt of 21 one-cent stamps to cover cost of mailing *only*; or, in cloth binding for 31 stamps.

Address Dr. R. V. Pierce, Buffalo, N. Y.

AN UP-TO-DATE STOVE

Do you realize there is no longer any reason why you should use a coal range? Oil is cheaper than coal; it is lighter and easier to handle, and gives an intense heat. Provided you have the right stove, oil is more economical, cleaner and less trouble. Have you seen the

New Perfection
WICK BLUE FLAME
Oil Cook-stove

The accompanying illustration gives you only a rough idea of its appearance. You really can't appreciate it until you either use it yourself, or talk to someone who has used it. It does everything that a coal range will do—except heat the room. The New Perfection Oil Cook-Stove will do anything, from heating a kettle of water to cooking a course dinner, but it won't heat a room. It doesn't "smell," it doesn't smoke. It can't get out of order. Light it and it is ready. Turn it down and it is out. Only a woman who knows the trouble of carrying coal and cooking in a hot kitchen can appreciate what it means to have a clean, perfect stove that will cook anything, boil, bake or roast, and yet won't heat the kitchen. How is it done? The flame is controlled in turquoise-blue enamel chimneys, and directed against the bottom of pot, pan, kettle or oven, and only there. The flame operates exactly where it is needed—and nowhere else. With this stove your kitchen is cool.

Cautionary Note: Be sure you get this stove—see that the name-plate reads "New Perfection."

The nickel finish with the bright blue of the chimneys makes the stove ornamental and attractive. Made with 1, 2 and 3 burners; the 2 and 3-burner stoves can be had with or without Cabinet.

Every dealer everywhere; if not at yours, write for Descriptive Circular to the nearest agency of the

Standard Oil Company
(Incorporated)

$2000.00 In Gold

Given Away in Prizes

To Ladies Who Use Defiance Laundry Starch

Five hundred and seventy-two cash prizes divided as follows, to the man, woman or child who sends to us before November 15, 1910, the largest number of trade marks, "THE GLADIATOR," cut from our 16 ounce package, (or two from our 8 ounce package—to be counted as one), we will give TWO HUNDRED DOLLARS IN CASH. To the one sending the next largest number ONE HUNDRED DOLLARS IN CASH, and to the next twenty, TWENTY-FIVE DOLLARS each. To the next fifty, TEN DOLLARS each. The next two hundred, TWO DOLLARS each. The next three hundred, ONE DOLLAR each; in all, 572 prizes distributed as follows:

1	Grand Cash Prize,	$200.00	$ 200.00
1	Grand Cash Prize,	100.00	100.00
20	Cash Prizes,	25.00 each ...	500.00
50	Cash Prizes,	10.00 each ...	500.00
200	Cash Prizes,	2.00 each ...	400.00
300	Cash Prizes,	1.00 each ...	300.00
572	Prizes, in all, amounting to	.....	$2000.00

The question may arise in your mind, "How can we afford to do this?" The answer is: we found by experience that instead of using $5,000 for advertising to cover a certain field, by giving $2,000 of this amount to the ladies in cash premiums and using the other $3,000 for advertising, we obtain much better results.

Reasons Why You Should Use Defiance Starch

- It is the very best cold water starch on the market
- It can also be used as boiled starch
- It never sticks to the iron
- It contains 16 ounces to the package, as against other brands' only 12 ounces
- One-third more starch—lasts one-third longer
- Ironing can be done one-third quicker and twice as easy where the starch never sticks

In addition to these reasons, some one must secure one of the grand cash prizes. Think of capturing the grand cash prize of either $200.00 or $100.00 to be received just before Christmas. All prizes will be distributed not later than Dec. 10, 1910.

Start the Ball Rolling

Begin at once to arrange for your children to solicit your neighbors who will give you the "trade marks." Even those who do not wish to compete for any of the prizes will get one-third more starch by using "Defiance." This is sufficient inducement for giving it a trial. Ladies can arrange clubs of a dozen or more and the trade marks be sent in under one name and divide the prize among themselves, if they wish.

BEWARE of a dealer who would rather sell a 12 ounce package than a 16 ounce package, because customers buy oftener. We say to you, if you have a dealer in town who keeps DEFIANCE STARCH, 16 ounce package, that is the place to buy ALL of your goods in his line, because it is evident he has some interest in his customers' welfare. Some dealer in your town will be sure to keep on hand this starch.

Save all trade marks until November 10th, or 12th, of this year, and then send them to THE DEFIANCE STARCH COMPANY, OMAHA, NEBRASKA, by mail, either by letter or parcel post. In doing so, be sure and give your name and correct address. In case of a "tie" in the two grand cash prizes, the prize will have to be divided.

We have deposited $2,000 with the Merchants National Bank, of Omaha, Nebraska, payable to the order of A. M. Pinto, who is the treasurer of a large corporation having offices in 24 cities in the United States. Mr. Pinto will superintend the distribution of the prizes.

Remember, there are 570 prizes, besides the two grand prizes. That all the trade marks must be received by us by November 15th. Give plainly your correct name and address.

A Word to the Retail Dealer

We say to the retail dealer who is not handling DEFIANCE STARCH now, if he will buy from his jobber one half a case (24 16-ounce packages) or one full case (72 16-ounce packages) of our 16-ounce packages and any unsold portion of such half or full case he may have on hand November 15th and we will send him a draft for the same, at his cost price. By this method no dealer need feel that he is taking any risk in buying a half or full case of this starch at once.

Defiance Starch Co.
Omaha, Nebraska

GUARANTEED SUPERIOR TO ANY OTHER BRAND OF STARCH MADE. MONEY REFUNDED IF NOT SATISFACTORY!

HAS NO EQUAL.

DEFIANCE STARCH 16 OZ.

REQUIRES NO COOKING PREPARED FOR LABORY PURPOSES ONLY

MANUFACTURED BY DEFIANCE STARCH CO. OMAHA NEB.

DOES NOT STICK TO THE IRON

ONE-QUARTER SIZE FULL PACKAGE

A CERTAIN CURE FOR SORE, WEAK & INFLAMED EYES.
MITCHELL'S EYE SALVE
MAKES THE USE OF DRUGS UNNECESSARY. Price, 25 Cents. Druggists.

PUTNAM FADELESS DYES
Color more goods brighter and faster colors than any other dye. You can dye any garment without ripping apart. One 10c package colors all fibers. Write for free booklet—How to Dye, Bleach and Mix Colors. They dye in cold water better than any other dye. MONROE DRUG CO., Quincy, Illinois.

Remember that life is not a fulfillment of one's ideals, but an eternal compromise with them.

Mrs. Winslow's Soothing Syrup. For children teething, softens the gums, reduces inflammation, allays pain, cures wind colic. 25c a bottle.

No, Cordelia, rain checks never check the rain.

SPOHN'S DISTEMPER CURE

Corn Planting is here—Distemper among the horses may be near also—mares are foaling—Distemper may take some of them—corn planting may be late if your horses have Distemper.

SPOHN'S DISTEMPER CURE is your true safeguard—a cure as well as preventive—50c and $1.00 bottle—$5.00 and $10.00 dozen, delivered. Large is more than twice the smaller size. Don't put it off. Get it. Druggists—or send to manufacturers.
Spohn Medical Co., Chemists and Bacteriologists, Goshen, Ind., U.S.A.

You Look Prematurely Old

Because of those ugly, grizzly, gray hairs. Use "LA CREOLE" HAIR RESTORER. PRICE, $1.00, retail.