Memphis Directory

HOUSE FRONTS

I Beams, Channels, Angles, All Building Material requiring Iron. Iron and Brass Castings, light and heavy. Pattern Work, Blacksmithing, General Repairing of every kind for Oil Mills, Compresses, Gins, Saw Mills, and Plantations, especially solicited. Mail orders guaranteed prompt attention. Write us. Livermore Foundry & Machine Co. 290 Adams Ave. Memphis, Tenn.

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 Company
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

The Army of Constipation

Is Growing Smaller Every Day.

CARTER'S LITTLE LIVER PILLS are responsible—they not only give relief—they permanently cure Constipation. Millions use them for Biliousness, Indigestion, Sick Headache, Sallow Skin.

SMALL PILL, SMALL DOSE, SMALL PRICE

Genuine must bear Signature
Brent Good

Southwestern Presbyterian University Clarksville, Tenn. Degrees accepted in United States and Europe. Christian faculty. Gentlemanly students. Location healthful. No Saloons. Wm. Dinwiddie, Chancellor

As He Remembered It.

"Johnnie, what did the minister preach about today?"

"It was about something that stings like an adder and bites like a multiplier."

If You Are a Trifle Sensitive

About the size of your shoes, many people wear smaller shoes by using Allen's Foot-Ease, the Antiseptic Powder to shake into the shoes. It cures Tired, Swollen, Aching Feet and gives rest and comfort. Just the thing for breaking in new shoes. Sold everywhere, 25c. Sample sent FREE. Address, Allen S. Olmsted, Le Roy, N. Y.

Be true to the best of yourself, fearing and desiring nothing, but living up to your best nature—then you will be happy.—Marcus Aurelius.

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

TOO SHORT A TIME.

Wise—Why did that woman's club disband?

Sharpe—The majority adopted a resolution limiting the time of each member for speaking on any topic to two hours.

The Deacon's Parable.

A self-conscious and egotistical young clergyman was supplying the pulpit of a country church. After the service he asked one of the deacons, a grizzled, plain-spoken man, what he thought of his morning effort.

"Waal," answered the old man, slowly, "I'll tell ye in a kind of parable. I remember Tunk Weatherbee's fust deer hunt, when he was green. He follered the deer's tracks all right, but he follered 'em all day in the wrong direction."—Housekeeper.

For Breakfast—

Post Toasties

with cream or milk

The smile that follows will last all day—

"The Memory Lingers"

Sold by Grocers.

Pkgs. 10c and 15c

POSTUM CEREAL CO., Ltd.
Battle Creek, Mich.

The Gentleman in the Straw Hat

By Philip Kean

"It's the gentleman in the straw hat, miss," said the little maid.

"It's a most inconvenient time to see him," Catharine said.

"But he insists."

Catharine trailed the snowy lengths of her satin gown toward the door. "I suppose I shall have to see him," she said. "Did he give any name?"

"No," the maid replied, "but he is the same gentleman that came the other day. I knew him by his straw hat. It seemed sort of strange for a gentleman to be wearing a straw hat in winter."

"Yes, it does," Catharine said, and went downstairs.

Catharine greeted the stranger somewhat coolly. She had suspicions of a book agent, although a second glance at the man before her rather dispelled this idea. He was shabby. He came to the point at once. "I want to paint your picture," he said.

Catharine looked at him haughtily. "Why, I don't know you." Her voice had in it a note of anger, but he did not seem disturbed.

"I want to paint your picture," he repeated. "You are the most beautiful woman I have ever seen."

Catharine stood up. "You have not seen me long enough to call me beautiful."

"I have seen you many times," he said, "and last night as you came out and crossed the snowy pavement on the way to your motor, I was standing on the steps. You were wrapped in white furs and there were diamonds in your hair. I thought of the 'Snow Queen' about whom I used to read in my fairy books."

Catharine leaned toward him eager with interest. "I remember," she said, "but how cruel she was."

"Yes," he agreed, "yes; but your beauty—the wonderful white of the

snow, the white of your furs—I want them on my canvas—I must have them."

But again Catharine repelled him haughtily. "I do not know you," she said.

His head went up. "I have no reputation," he admitted, "and I am poor and struggling for recognition, but I love my art. I know I am asking much, but no one will ever paint you better than I shall paint you."

"Of course I could not come alone," she said.

"I do not wish you to come; I have no sudio. I want to paint you here.

His demand was made so quietly, with such perfect assurance that it would be granted, that again she gave in weakly. When he had gone, however, and she told at the table of the strange circumstance her mother exclaimed against the unconventionality, and her father spoke of the danger of admitting an unknown man to the house. Her cousin, Betty Barnes, however, who was spending the winter with her, thought it something of an adventure.

"It has been so deadly dull lately," she said, "just teas, receptions and things. Can we all come in and see him paint you, Catharine?"

"Of course you can," Catharine answered, "but he won't interest you, Betty. He is the shabbiest man you ever saw."

But as Catharine learned to know the painter she found that it was not poverty alone that made him wear a straw hat. So completely was he wrapped up in his art that he thought little of the things that rule the average man.

Gradually under his hand the picture was taking on great beauty. While he painted he talked to her. He had been everywhere, seen everything. She listened, and, when he left, wished that she might listen still.

It was when the picture was almost finished that the artist demanded something more of Catharine.

"Tomorrow," he said, "will be my last day here with you—it will be my last day of happiness."

She looked at him, her eyes shining, her cheeks flushed. "Why should it be your last day of happiness?" she asked.

"Because I must leave you," he told her.

For a moment they looked at each other and the eyes of the girl told the man something that he knew her lips would not utter. He took a quick step toward her, then stopped. "You would never marry me," he said, "even if I dared ask you. I have called my picture 'The Lady of the Frozen Heart.' It is not that you have no heart—but you are cold."

She caught her breath quickly. The look had died out in her eyes. "I am glad you know me so well," she said, and presently she left him and went away. He painted until dark came, and then sat there without the light, dreaming in the big chair near the fireplace.

Presently some one came in softly. It was Betty Barnes. She came over and looked at him. "I have found you out," she said slowly.

His eyes tried to pierce the dimness, as he laughed softly. "Oh, Betty Barnes," he said, "who told you?"

Betty touched the button and turned on the electric light. "Let me look at you," she said. She surveyed him while he smiled down at her. "It was your pointed beard and the tan that deceived me," she told him confidentially, as she settled herself in another big chair. "I had seen some one who looked like you, but it wasn't until yesterday that I traced the resemblance to the picture that hung over my brother's desk at college."

The artist nodded. "Yes, I poured tea for you the time that you came on to see Jack's room. I have been abroad since them and have learned to paint, and I fell in love with Catharine at the opera. I did not know a soul to present me to her. I did not dream that you were here, and I was bound that I would paint her picture. So I made up my mind to come here in an eccentric costume, so that she might think that I was some dreamy artist whom she could admit because he fancied himself a genius and because she might help him to fame."

Betty laughed. "And now you are afraid to 'fess up.'" she said.

"Do you think she would ever forgive me? She is so distant, so cold, so hard to touch."

"That shows how much you men know about it," Betty said, scornfully. "She is dead in love with you right this minute."

But he would not believe it. "There was a look in her eyes today that made me hope for a minute."

"It's a man's place to let a girl know that he cares."

But even wise little Betty did not know Catharine, for the lady of the frozen heart was in her room, dreaming with her eyes on her own little fire, the flames of which cast shadows over her thoughtful face. "He loves me," she said to herself, "but he is poor and afraid to tell me." So a little later she crept down to him.

Betty had gone after an admonition. "Don't tell her how rich you are, at first," she said, "or it will spoil the romance for her."

As Catharine entered the room she found the man who loved her gazing at the picture he had painted. She crept up behind him softly. "I want you to paint another," she said.

He turned to her quickly. "Another picture?" he stammered.

"Yes," she said, "I want you to paint me as the 'Lady of Dreams.' I don't want any snow or ice or frozen things, but flowers and sunshine. You have made me a thing of ice and hardness—I want you to paint me as a woman who can love."

He stood silent before the beauty of her surrender. "Could you even love a gentleman in a straw hat?"

"I could love—you."

After a time, when they had said all the wonderful first things that lovers must tell, he explained his deception. "There was no necessity for the straw hat," he told her, "nor for the shabby clothes." But he did not let her know that he was rich, he wanted first to paint her as his "Lady of Dreams" and to feel the happiness of the man who knows that not because of his position, not because of outward things, is he beloved, but because of his own true worth.

Value of the Old Carpet

Good Uses to Which the Leftover Pieces Can Be Put by the Thrifty Housewife.

The wise housewife knows the value of leftover pieces of carpet.

When a carpet gets too old for use and is taken up to be replaced by a better one, do not give it to the rag man. Of course it is foolish to keep more stuff of that sort around than you can possibly use, but there are many places where a bit of old carpet may be used to advantage.

In a kitchen with stone floors it will be a great comfort to the cook to have little rugs, which may be made of short strips of the carpet to use in the places where she will do any continuous standing. It is much less tiring to stand on carpet than on either stone floor or boards, and these strips, small enough to be shaken easily, and of small loss if things are dropped on them, are a practical saving.

There should always be a strip of carpet to put under the tubs and under the ironing board for the laundress to stand on. They may be easily pulled up and put out of sight afterward.

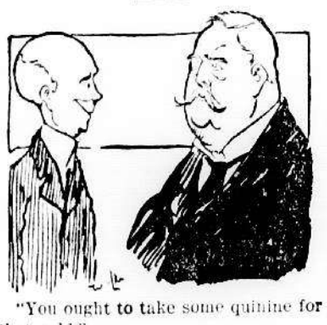
Often, too, the refrigerator is not ready to receive the ice, or there may be too much, and the best way to keep it for a few hours is to cover it with a newspaper and then wrap it in the indispensable old carpet which has first been thoroughly cleansed.

Another use for a strip about six feet long is for a "runner." In households where there are children, or many persons coming in and out, this runner will save the carpet on a rainy day when it seems quite impossible for every one to wipe his feet thoroughly.

Yield of Almond Oil.

One hundred pounds of almonds yield 48 pounds of oil.

HAVE TO WAIT.



"You ought to take some quinine for that cold."

"I'm sorry, old man, but there are ninety-eight cures ahead of yours."

EPIDEMIC OF ITCH IN WELSH VILLAGE

"In Dowlais, South Wales, about fifteen years ago, families were stricken wholesale by a disease known as the itch. Believe me, it is the most terrible disease of its kind that I know of, as it itches all through your body and makes your life an inferno. Sleep is out of the question and you feel as if a million mosquitoes were attacking you at the same time. I knew a dozen families that were so affected.

"The doctors did their best, but their remedies were of no avail whatever. Then the families tried a druggist who was noted far and wide for his remarkable cures. People came to him from all parts of the country for treatment, but his medicine made matters still worse, as a last resort they were advised by a friend to use the Cuticura Remedies. I am glad to tell you that after a few days' treatment with Cuticura Soap, Ointment and Resolvent, the effect was wonderful and the result was a perfect cure in all cases.

"I may add that my three brothers, three sisters, myself and all our families have been users of the Cuticura Remedies for fifteen years. Thomas Hugh, 1650 West Huron St., Chicago, Ill., June 29, 1909."

How He Kept the Law.

"I noticed," said the friend-who-could-be-trusted, after a trip through the factory where preserves are made, "that a white powder is first put in the cans, and that the preserves are then put in the white powder."

"Yes," explained the proprietor to the friend-who-could-be-trusted, "that white powder is a preservative. You see we are compelled to put the preserves in a preservative because an idiotic requirement of the government makes it unlawful for us to put a preservative in the preserves."

Try This, This Summer.

The very next time you're hot, tired or thirsty, step up to a soda fountain and get a glass of Coca-Cola. It will cool you off, relieve your bodily and mental fatigue and quench your thirst delightfully. At soda fountains or carbonated in bottles—5c everywhere. Delicious, refreshing and wholesome. Send to the Coca-Cola Co., Atlanta, Ga., for their free booklet "The Truth About Coca-Cola." Tells what Coca-Cola is and why it is so delicious, refreshing and thirst-quenching. And send 2c stamp for the Coca-Cola Baseball Record Book for 1910—contains the famous poem "Casey At The Bat," records, schedules for both leagues and other valuable baseball information complied by authorities.

Qualified.

"How does your new book go?"

"Great! I am convinced that it is a classic."

"A classic? What convinces you of that?"

"Everybody has either seen it or heard of it, but nobody has read it."

$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 packages,** 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.

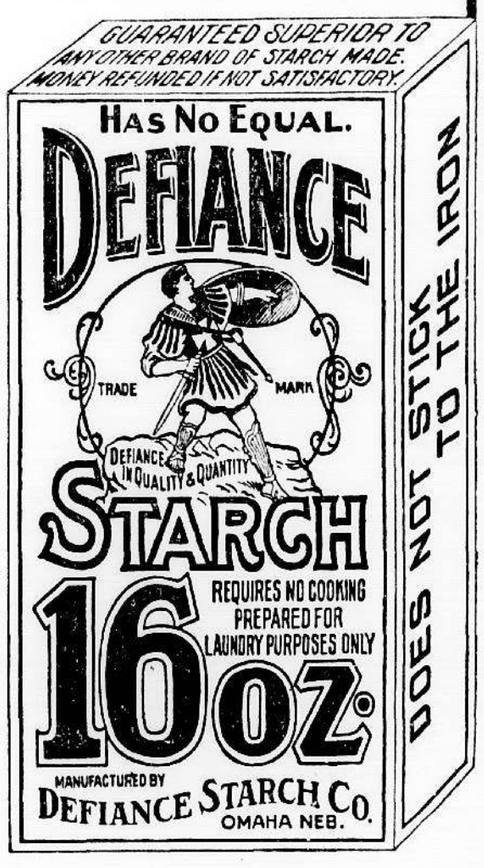
Remember, there are 570 prizes, besides the two grand prizes. That all the trade marks must be received by us by November 15th. Give plainly your correct name and address.

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 (36 16-ounce packages) or one full case (72 16-ounce packages) he may return to us any unsold portion of such half or full case as 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.



Women's Secrets

There is one man in the United States who has perhaps heard more women's secrets than any other man or woman in the country. These secrets are not secrets of guilt or shame, but the secrets of suffering, and they have been confided to Dr. R. V. Pierce in the hope and expectation of advice and help. That few of these women have been disappointed in their expectations is proved by the fact that ninety-eight per cent. of all women treated by Dr. Pierce have been absolutely and altogether cured. Such a record would be remarkable if the cases treated were numbered by hundreds only. But when that record applies to the treatment of more than half-a-million women, in a practice of over 40 years, it is phenomenal, and entitles Dr. Pierce to the gratitude accorded him by women, as the first of specialists in the treatment of women's diseases.

Every sick woman may consult Dr. Pierce by letter, absolutely without charge. All replies are mailed, sealed in perfectly plain envelopes, without any printing or advertising whatever, upon them. Write without fear as without fee, to World's Dispensary Medical Association, Dr. R. V. Pierce, Prest., Buffalo, N. Y.

DR. PIERCE'S FAVORITE PRESCRIPTION
Makes Weak Women Strong, Sick Women Well.

MITCHELL'S EYE SALVE 25¢

A Knowing Girl.

When young Lord Stanleigh came to visit an American family, the mistress told the servants that in addressing him they should always say "Your Grace." When the young gentleman one morning met one of the pretty house servants in the hallway and told her that she was so attractive looking he thought he would kiss her, she demurely replied, clasping her hands on her bosom and looking up into his face with a beatific expression, "O Lord, for this blessing we are about to receive, we thank thee."—Lippincott's.

Red, Weak, Weary, Watery Eyes. Relieved By Murine Eye Remedy. Try Murine For Your Eye Troubles. You Will Like Murine. It Soothes. 50c at Your Druggists. Write For Eye Books. Free. Murine Eye Remedy Co., Chicago.

The Modern Idea.

"And you don't love him?"

"No."

"Then why marry him?"

"Oh, I might as well. Every girl has to have a foolish marriage or two before she really settles down."

She's a Free Lance.

"Would you have a pickpocket arrested if you detected one in the act of going through your pockets?"

"With one exception."

"What's that?"

"Not if it was my wife."

Why He Believes Her.

Evangeline—Rachel never can tell anything without exaggerating it.

John—That's why I believe her when she tells her age.

A friend's worth is at its best when an enemy tests the strength.—Roy-ston.

Dr. Pierce's Pleasant Pellets regulate and invigorate stomach, liver and bowels. Sugar-coated, May, granules, easy to take. Do not gripe.

Knock and the world will join in the anvil chorus.

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

A thick head is apt to generate a multitude of thin ideas.

WINTERSMITH'S CHILL TONIC

Oldest and Best Tonic; for Malaria and Debility.

A splendid general tonic; 40 years' success. Contains no arsenic or other poisons. Unlike quinine, it leaves no bad effects. Take no substitute. FREE—book of puzzles sent to any address.

ARTHUR PETER & CO., Gen'l Agents, LOUISVILLE, KY.

NO CURE NO PAY

WHY MEN DRINK AND USE DRUGS, AND HOW TO CURE THEM OUR NEW BOOK TELLS ALL ABOUT IT, SENT SEALED, FREE, ADDRESS
THE KEELEY INSTITUTE, 702 PARK AVENUE, HOT SPRINGS, ARKANSAS

Busted

Many a man goes broke—in Health—then wealth. Blames his mind—says it don't work right; but all the time it's *his bowels*. They don't work—liver dead and the whole system gets clogged with poison. Nothing kills good, clean-cut brain action like constipation. CASCARETS will relieve and cure. Try it now. 916

CASCARETS 10c a box for a week's treatment. All druggists. Biggest seller in the world. Million boxes a month.

A vacation necessity---the Gillette KNOWN THE WORLD OVER

SAVE YOUR MONEY. One box of Tutt's Pills save many dollars in doctors' bills. Cure diseases of the liver or bowels. For sick headache, dyspepsia, malaria, constipation and biliousness, a million people endorse

Tutt's Pills

AGENTS can you sell lots in a county seat and commercial center of Rio Grande Valley. Splendid contract. Write for booklet B. Chapin Townsite Co., Chapin, Tex.

SKIN DISEASE
CURE GUARANTEED

HUNT'S CURE A GUARANTEED REMEDY FOR SKIN DISEASES SEE CIRCULAR GUARANTEED BY A.B. RICHARDS MEDICINE CO. UNDER THE FOOD AND DRUGS ACT JUNE 30, 1906. SERIAL NO. 2710 DIRECTIONS Wash the parts with a good warm water soap and rub well the CURE once or twice daily and always after last bath. PRICE 50 CENTS MANUFACTURED BY A.B. RICHARDS MEDICINE CO. SHERMAN, TEXAS

Your Money Back
All Drug Stores

YOU OUGHT TO KNOW ABOUT IT. It's a pretty story in print and tells how a Texas farmer raised a crop of Sweet Potatoes from a few seed potatoes. Prize booklet on Sweet Potatoes, Farming and Fruit Growing in Texas, Free. Write for booklet B. Chapin Townsite Co., Chapin, Tex.

DEFIANCE STARCH Never sticks to the iron.

You Look Prematurely Old

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