

THE WEEKLY TALLAHASSEAN AND Land of Flowers.

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JOHN C. TRICE, Ed. and Prop.

The codfish aristocrats of the United States will now sneeze, because King Edward has taken snuff.

The British have at last won a victory from the Boers. But maybe when the returns come in it will be found that the British loss was quite severe.

Republicanism now means "snobbery"—at least, that is the natural construction when we consider the efforts of that party to kiss King Edward's hands.

The Populists will hold a convention in Louisville, Ky., on April 2nd. They did not want to play an April fool trick on the country, hence put off their convention a day later.

There will be a battle royal when Hanna and Roosevelt enter the fight for the Presidency. Southern Republicans favor Hanna, but their votes don't count in a national election.

The breweries have not yet advertised a Prince Henry Brand of beer, and we have not yet heard of a Prince Henry Limburger and pretzel. Still the cry: "Sweir lager," is a popular one in German localities.

Wireless telegraphy is not a new invention. Marconi evidently got his ideas from the "grape-vine telegraph," which has been in successful operation for years, before the Morse invention was even dreamed of.

King Edward says that "Americans are not to be admitted to the coronation, even though they come arrayed in gorgeous raiment and ropes of pearls and diamonds. Until every British taxpayer finds a seat there must be no room for foreign shoddiness."

As between Roosevelt and Hanna, the choice is like choosing between the devil and a witch. We will have to grin and bear it, however, unless Democracy pulls itself together, buries all differences and enters the fight with a solid front.

Republicans seem to have forgotten the Sackville-West incident. When Grover Cleveland was President he was unmercifully excoriated for what was termed his "British tendencies." Today the Republican party is decidedly British, and you are expected to be English to the hilt.

It is too bad that Miss Roosevelt could not be permitted to fawn at the feet of royalty by attending the coronation of King Edward. As the Prince of Wales, the present King of England, was considered the greatest libertine unhung, it would certainly be an honor to the womanhood of this country to allow Miss Roosevelt attend the coronation ceremonies.

Tallahassee has a good library, and would like to have a first-class public library, but the Capital City could not afford to accept one of Carnegie's white elephant's even were it offered to her. Jacksonville will get a donation of \$50,000 for a building, but will have to bind itself to appropriate \$5,000 a year to maintain it. A very expensive luxury, and one that few cities can afford to accept.

"Senator Tillman might have replied as the Quaker did: 'My friend, I have not enough confidence in thee to believe what thou sayest,'" says Mr. Bryan's Commoner. But he didn't. Instead, he gave a right swing for the jaw, a la Fitzsimmons. McLaurin countered, and in the mix-up both indulged in short arm work. The trouble is that both men lost their Quaker, or they would not have engaged in such a disgraceful scrap.

General Miles is under the ban of the administration's displeasure, and all because he expressed an opinion. Teddy wants to be IT, and will not hesitate to decapitate any one who has the audacity to possess an opinion of his own.

Republicanism and rottenness seem to be synonymous terms. The g. o. p. is rotten to the core, and no man in office dare express an opinion if that opinion happens to be antagonistic to the views of the Rough Riders and his clique.

Cholera has broken out in India, Turkey, and other Asiatic countries. With the Philippine troops returning home, the plague is likely to be introduced into this country, and it would be well to take every precaution against it. The city should be placed in the best sanitary condition, the streets and outhouses cleaned, all trash burned, and the premises thoroughly disinfected. It is only by methods of cleanliness that cholera can be successfully fought. Therefore, there is no time like the present to begin the work of cleaning up. Aside from the dangers

lurking in accumulated garbage, the people should take pride in keeping their premises clean.

CONGRESSIONAL ELECTIONS.

The St. Louis Republic takes a hopeful view of the approaching Congressional elections, which, by the way, seems to be warranted by the facts. While jubilant over the outlook, it still urges caution to the extent that Democratic hopefulness should be backed by a thorough Democratic organization and an aggressive prosecution of the Congressional campaigns which shall not leave anything undone that would tend legitimately to insure a Democratic majority in the next House.

The party is in excellent shape for a winning fight, if this advice is followed, despite the claims of would-be reorganizers and disorganizers. These ordinarily disorganizing elements have found their assertions of Democratic disunion or weakness discredited in every test of party strength that has come since the general elections of 1900. The Democratic party has been found harmonious, well organized and capable of victory.

The present session of Congress is following a line of action certain to arouse the people to the necessity for a return to Democratic principles. It will be a Two-Billion-Dollar Congress. On top of this vast expenditure of the people's money, an additional tax of nearly \$200,000,000 will be placed upon American tax-payers in order that certain ship-owning corporations can collect subsidies for their private profit, at the people's expense and with no benefit to the people. The dominant spirit of the Fifty-seventh Congress is the new and ominously un-American spirit of imperialism and colonialism. Imperialism and colonialism have already cost us in the Philippines enough to have built 300 warships for the American navy and to have constructed the Nicaraguan canal.

The record of the present Congress should alone defeat every Republican candidate for Congress in this year's elections. The Republican party's abandonment of American principles and surrender to the land-grabbing and empire-building policies of monarchical Europe must of necessity warn the American people against the peril and the folly of keeping such a party in power. There is excellent warrant for Democratic confidence that a Democratic majority will be returned to the next House of Representatives. But this confidence must be supported by unceasing effort in the direction of effective organization and aggressive campaigning. Make sure of victory.

DOES ADVERTISING PAY?

"What's the use for me to advertise? Everybody knows me. I have been in business here for years, and they all know what I have to sell," is a frequent remark you hear from merchants. True, it does not show a very deep insight into business, but many merchants labor under the same hallucination.

They seem to forget that the memory of the public is very short, and that the people are liable to forget. The up-to-date business man keeps his name constantly before the public. The people have so much to keep track of today that they are apt to forget occurrences of last year. In fact, when they pick up a paper today, and see the alluring bargains offered by the wide-awake merchant, they are liable to forget all about the advertisement they saw last week. It is the bargains of today that they are looking for. They are living today. Yesterday is past and numbered with the dead.

The people who do things live today, and are looking forward anxiously to tomorrow. They are up-to-date, and leave yesterday to old fogies. That is the reason for persistent, intelligent advertising, and for constantly offering values which will appeal to the people, and make them remember the bargain propensities of a given establishment.

People who live today don't care what kind of bargains Merchant Brown offered last year. They have forgotten all about that ad he had in the paper before the war. He can't continue doing business on the memory that he sold something extraordinarily cheap last year. That is ancient history. His more energetic rival has an ad in the paper today. It tells of bargains offered right now, and these are what the people want.

There is no merchant who cannot make a good profit on catchy, twentieth century advertising. Even the farmer can advertise to advantage. The man who does not advertise during the dull season, makes a serious mistake, and the man who lays in a stock of merchandise and neglects to advertise judiciously is sure to have a lot of shop worn goods on hand when he goes out of business.

Another blunder made by merchants is the practice of discontinuing their ad "until further orders." The constant drop of water eventually wears through the thickest stone, therefore it is a mistake to cease appearing before the public through your regular mediums, even for a brief time. Did you ever hear tell of a business man who took down his sign during dull times?

Discontinuing your ad amounts to the same thing, and when your name fails to appear in the papers the reading public soon forgets that such a man was ever in business. The people are looking out for today; they don't have time to look up "has-beens."

An ad in the paper adds prestige to your business abroad. The stranger picking up the paper, naturally judges the town by its appearance of prosperity. If you are not represented in its columns, he does not know you are in existence. The more space you use, the better impression you create.

Advertising of the right character, properly put into effect, always means an increase in business.

WHIP THIEVES.

In almost every paper one picks up now-a-days is a startling account of some defalcation or daring swindle perpetrated by a trusted employe upon his employer. By some fatality they usually appear along side by side with an account of murder or some other atrocious crime; and well they may, for no better is the villain who betrays the confidence of an employer than the assassin who waylays and sand-bags some innocent, unsuspecting person, looking at the act from a moral standpoint.

It is a tradition that among certain tribes of Indians who formerly inhabited this State before the palefaces came, that when one of their number was caught stealing he was forthwith put to death by the most tortuous method. As a result it is said of them that they were almost entirely free from the thieving class.

The humanitarianism of an advanced civilization might justly feel outraged at a suggestion that we return to these primeval modes of punishment for this most reprehensible crime, but we do think that society and the cause of Christianity could best be promoted by adopting the whipping post for theft, by whatever way it be committed.

Such a law, backed by a rigid enforcement upon every convicted thief would have a wonderfully beneficial effect. The dude who filches his employer's till for sporting duds would hesitate a long time if the whipping post were staring him in the face.

If Tallahassee wishes to secure the State Fair she had better get to work at once, or forever after hold her peace. If we don't want it, we should by all means have an exhibit at the fair, no matter where it is held.

Mrs. E. W. Green arrived yesterday from Jacksonville on a visit to her daughter, Mrs. H. E. Bennett.

Subscribe for the Tallahassee One Dollar a year.

NOTICE OF INTENTION TO APPLY FOR LETTERS PATENT.

Notice is hereby given of the intention of the undersigned to apply to the Governor of the State of Florida for Letters Patent, incorporating them, their associates, and successors, into a body politic and corporate by the name of St. Marks and West Coast Railway Company, for the purpose and upon the terms set forth in their proposed charter, a copy of which is given below.

WILLIAM MUSSER, CHAS. R. FOX, WILLIAM KAISER, W. L. ROACH, J. L. GIESLER, C. R. MUSSER, W. D. BURK, FRED. T. MYERS.

CHARTER OF ST. MARKS AND WEST COAST RAILWAY COMPANY.

We, the undersigned, do hereby associate ourselves, for the purpose of becoming incorporated under the laws of the State of Florida, to transact for profit the business hereinafter set forth; and we adopt the following as the Charter of the proposed corporation:

The name of the corporation shall be St. Marks and West Coast Railway Company; and its principal place of business shall be St. Marks, Florida; but the Board of Directors may establish other places of business within and without the State of Florida.

The general nature of the business to be transacted by the company is to acquire, build, construct, own, maintain and operate a railroad, for the transportation of freight and passengers, and to do the business of a common carrier, from a point on the St. Marks River, at or near the town of St. Marks, in the county of Wakulla, to the town of Perry, in the county of Taylor, a distance of about forty miles, with such branches and extensions as may be hereafter determined by the Board of Directors of the Company; the said railroad to be made, or being already made, into or through the counties of Wakulla, Jefferson and Taylor, in the State of Florida. And the said corporation is to have, use, exercise and enjoy all and singular rights, powers, grants, privileges and immunities now, or that may hereafter be conferred on railroad corporations by the constitution and laws of the State of Florida.

The amount of the capital stock shall be Two Hundred and Fifty Thousand Dollars, to be divided into twenty-five hundred shares of one hundred dollars each; twenty-five thousand dollars of which must be subscribed and paid in before the company transacts any business, as required by law, and the

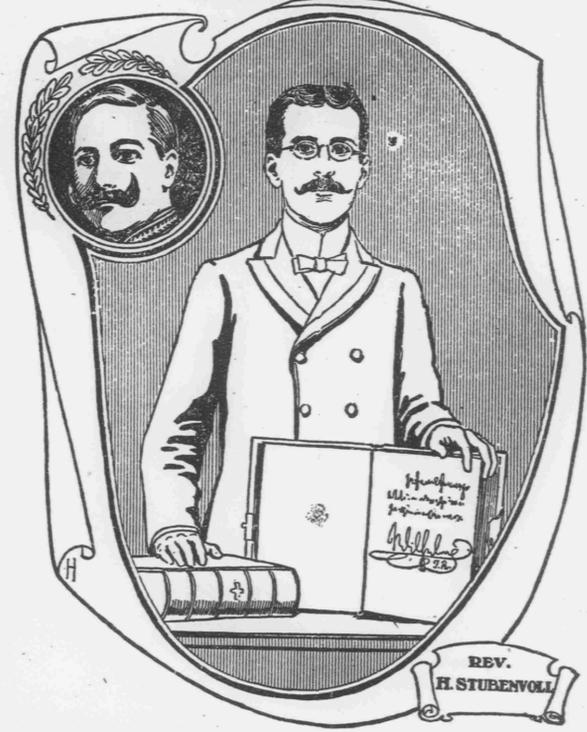
March, April, May

There is a best time for doing everything—that is, a time when a thing can be done to the best advantage, most easily and most effectively. Now is the best time for purifying your blood. Why? Because your system is now trying to purify it—you know this by the pimples and other eruptions that have come on your face and body.

Hood's Sarsaparilla and Pills

Are the medicines to take—they do the work thoroughly and agreeably and never fail to do it. Hood's are the medicines you have always heard recommended.

A PASTOR WHO WAS BEFRIENDED BY AN EMPEROR SAVED BY PE-RU-NA.



REV. H. STUBENVOLL

Rev. H. Stubenvoll, of Elkhorn, Wis., is pastor of the Evangelical Lutheran St. John's Church of that place. Rev. Stubenvoll is the possessor of two bibles presented to him by Emperor William of Germany. Upon the fly leaf of one of the bibles the Emperor has written in his own handwriting a text. This honored pastor in a recent letter to the Peruna Medicine Co., of Columbus, O., says concerning their famous catarrh remedy, Peruna:

The Peruna Medicine Co., Columbus, O.: Gentlemen: "I had hemorrhages of the lungs for a long time, and all despaired of me. I took Peruna and was cured. It gave me strength and courage, and made healthy, pure blood. It increased my weight, gave me a healthy color, and I feel well. It is the best medicine in the world. If everyone kept Peruna in the house it would save many from death every year."

Thousands of people have catarrh who would be surprised to know it, because it has been called some other name than catarrh. The fact is, catarrh is catarrh wherever located; and another fact which is of equally great importance, is that Peruna cures catarrh wherever located.

Catarrh is an American disease. Fully one-half of the people are afflicted more or less with it in some form. Previous to the discovery of Peruna, catarrh was considered well nigh incurable. Since

the introduction of Peruna to the medical profession thousands of cases are cured annually.

Mr. W. D. Smith, a well-known grocer of Port Huron, Mich., writes:

"By following your instructions and taking Peruna and Manalin I am cured of catarrh. I had catarrh for twelve years and quite a bad cough so I could not sleep nights. I do not have any cough now, and if I feel anything in the throat I take a swallow of Peruna and I am alright."—W. D. Smith.

It takes material as well as labor to accomplish anything. To make your home beautiful, the first essential is wall paper that is carefully designed and well made. Here's paper to your liking in any shade, beautiful designs and at prices to suit.

Mosquito Nettings

A specialty. Get ready for the pests.

Carpets

No use trying to get along with that old carpet any longer. We have the latest designs and best quality.

Beauty and Stability.

The beauty and stability in our furniture. If you wish your house to be well furnished, I can suit you. For cash or on the installment plan.

H. D. HARTT,

TALLAHASSEE, FLA.

from one to six dollars per garment. They are made of the best materials and in the very latest styles and are perfectly exquisite creations. My stock of Millinery is simply grand and will have to be seen to be appreciated. It has been most carefully selected by an expert milliner and from one of the largest millinery houses in the United States with a world-wide reputation for the very height of style and fashion. I also have for the spring season a trimmer from the above mentioned house, who stands second to none in her profession, and whose creations in head gear is marvelous as well as beautiful beyond description. I have also secured the services of a French dress maker, with a competent corps of assistants, and will on and after March 15th conduct a strictly UP-TO-DATE Dress Making Department in connection with my business.

A Grand Millinery Opening and Dress Goods display will be given about March 20th, the exact date of which will be given in the next issue of this paper.

I solicit your patronage and guarantee entire satisfaction in every particular, with moderate prices to suit the times. Give me a trial and you will be pleased. Samples and prices sent on application. Express charges prepaid on all orders exceeding five dollars. Yours to serve,

W. R. THURSTON, Exclusive Ladies' Department Store, Madison Fla.

Spring and Summer

Millinery

A select assortment of Collars, Ties, Laces and Underclothes.

A full line of Square Necked Gloves, Handkerchiefs, Corsets and Hosiery.

Wools, Linens and Braids for Fancy Work.

Miss Adele Gerard,

TALLAHASSEE, FLA.

Subscribe for the Tallahasseean. One Dollar a year.