

## ELEVEN YEARS OF HEALTH.

Kidney Trouble Never Returned.

Mrs. Everett Griffith, 2845 E. Indiana Ave., Evansville, Ind., says: "I was certainly in bad shape from kidney disease and it is really a wonder that I am alive today. The kidney secretions passed irregularly and were abnormally thick; I had bad spells with my head and at times could hardly stand. My left limb below the knee became so badly swollen that I began to treat myself for dropsy and my back was so sore and lame I could not raise my arms above my head. I was finally induced to take Doan's Kidney Pills and in six weeks I was well. My cure was made in 1899 and I have enjoyed excellent health ever since."

Remember the name—Doan's. For sale by all dealers. 50 cents a box. Foster-Milburn Co., Buffalo, N. Y.

**What Mamma Said.**  
When the new minister, a handsome and unmarried man, made his first pastoral call at the Posticks, he took little Anna up in his arms and tried to kiss her. But the child refused to be kissed; she struggled loose and ran off into the next room, where her mother was putting a few finishing touches to her adornment before going into the drawing room to greet the clergyman.

"Mamma," the little girl whispered, "the man in the drawing room wanted me to kiss him."

"Well," replied mamma, "why didn't you let him? I would if I were you." Thereupon Anna ran back into the drawing room, and the minister asked:

"Well, little lady, won't you kiss me now?"

"No, I won't," replied Anna promptly, "but mamma says she will."—Exchange.

**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 *Dr. J. C. Fletcher*. In Use For Over 30 Years. Children Cry for Fletcher's Castoria

**And You Must Pay.**  
"Experience is the best teacher," quoted the Wise Guy.

"Yes, but her charges are mighty high," added the Simple Mug.

**ASK FOR ALLEN'S FOOT-EASE.**  
The Antiseptic powder to shake into your shoes. Relieves Corns, Bunions, Ingrowing Nails, Swollen and Sore Feet, Blisters and Callous spots. Sold everywhere. 25c. Don't accept any substitute. Sample Free. Address Allen S. Olmsted, Le Roy, N. Y.

Those with whom we can apparently become well acquainted in a few moments are generally the most difficult to rightly know and understand.

If not God, whence duty? There remains no other source than blind, brutal, tyrannous force. Duty never issues from that.—Mazzini.

The herb laxative, Garfield Tea, promptly overcomes constipation, biliousness, sick-headache and insures better health.

Many a man succeeds because he's a good guesser.

**Libby's Evaporated Milk**  
is the handiest thing in the pantry. It is pure and always ready to use.

There is no waste—use as much or as little as you need, and the rest keeps longer than fresh milk.

Gives fine results in all cooking.

Tell your grocer to send Libby's Milk

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## Advertising Talks

## FAVORS CHURCH ADVERTISING

Newark Business Man Tells New Jersey Methodists to Employ Newspaper Space.

At the Roseville (N. J.) Methodist Church Men's club, Theodore S. Feltinger, a prominent business man of Newark, declared that the church is awakening to a new era of success through advertising. He said in part:

"You are eager to reach the people. You are anxious that they should know what the church teaches, and you have a proposition for them that concerns not only their lives on earth, but their existence through all eternity. This being true, why should you stop at any legitimate means of reaching every man, woman and child who can be reached?"

"You know that modern advertising, properly written and handled, brings success to men engaged in every other business and profession. You know, or ought to, that advertising has been a wonderful factor in encouraging people to use some of our most wonderful and useful present-day inventions, including the sewing machine, the electric light, the telephone, the phonograph, the player-piano and the automobile. Without advertising none of these things would have attained anything like the popularity they have today, and as advertising has proven itself of great educational value in material things, so it is bound to prove itself in educating the people to accept things for their spiritual betterment."

"The church could profitably place its posters alongside the theatrical posters on the bulletins. It could use booklets and other literature and send out letters to very great advantage, and it could employ newspaper space to its decided good."

"It will be well to understand one fact, that is, that I am an impartial advocate, being neither directly connected with the church nor with any newspaper that might profit by the development of a new line of advertising. I am speaking simply from a knowledge of what advertising has done, gained from a lifetime of experience and in the belief that the church has the greatest advertising proposition on earth, which, if rightly handled, is bound to lead to the ultimate good of humanity."

ALPHABET FOR SALESMEN

By F. E. Boden.

Attempt just as much, or more, than you can well do.

Be careful not to overestimate the fine points of your life.

Count well the cost of a night "out with the boys."

Don't make personal remarks about your competitor.

Endeavor to have each month's sales show an increase.

Find the weak spot in your man, then attack it.

Get down to business the moment you meet your man.

Hold your word as sacred as your oath.

Indifference is not independence.

Jump at conclusions only when the conclusion is in sight.

Keep close to the trade.

Let nothing shake your faith in yourself.

Make friends, but no intimates, in the trade.

Never practice deception—it will be found out.

Observe rigidly every rule of your house.

Place your confidence cautiously.

Question not the wisdom of house's orders.

Repeat strong points of your selling talk occasionally.

Study your prospects before beginning your argument.

Talk earnestly and always to the point.

Utilize every peculiarity of your customer to appeal to him.

Venture suggestions cautiously.

Watch your customer's face while you talk to him.

X-tend to all a friendly greeting.

You must be ever on the watch for new schemes.

Zeal and industry will surely be rewarded.

Keep on Side of Newspapers.

"Keep in touch with the newspaper men," is the advice of Rev. C. F. Reiser, a New York pastor.

"It is a great mistake for clergymen to keep aloof from newspaper men and refuse to be interviewed," says Dr. Reiser. "Everybody reads the newspapers and if you want to get your interests before the public, you must advertise in this important agency. They will always treat you as if you give them reason for doing so. I never could get a congregation in my New York church did I not get the newspapers on my side."

## BEST RESULTS FROM STEADY ADVERTISING

By Wm. C. Freeman.

I read recently a paragraph headed "A TEST OF MEMORY."

It said that if a man were asked the time he would pull out his watch and answer the question, but if, a second later, he were asked again what time it was, he would have to again look at his watch before he could tell.

The writer said that nine out of ten men would do this very thing.

The application of the story should be helpful to advertisers.

It is difficult to make an impression with irregular advertisements. The people must be CONSTANTLY REMINDED.

There are exceptions to this rule, of course, but the exceptions apply only to special events—like a circus coming to town or a flight of bird men.

A lasting impression can be made only by STEADY ADVERTISING.

The name of the firm—its business—the address, you would think, by constant repetition—would be easily remembered, but business men are not taking any chances of omitting, in any advertisement, any one of the three.

There is an instance on record of a furniture house advertising without the use of either name or address and it was successful, but it is the only case I know of.

Trade-marked articles do not need the name or address of the manufacturer, but there is no let-up in printing the name, so that it will be a constant reminder.

We do not acquire our knowledge of the people we buy from EXCEPT THROUGH ADVERTISING—and we must have it before us constantly or we will forget them.

A live merchant must keep his name before the people all of the time if he wants to hold his old customers and get new ones.

He need not spend a fortune to do it. A two-inch advertisement every day has made many a business famous.

ADVERTISING CONSTANTLY—even with a small space—is better than spasmodic, season advertising.

PUBLICITY AS CURE OF EVIL

Power No Wrong-Doer Can Withstand, No Matter How Rich He May Be or How Strong His Pull.

"Publicity as a Cure of Municipal and National Evil" was the subject of a strongly interesting address given by Thomas E. Dockrell before the graduates of the course in advertising of the Twenty-third Street Y. M. C. A. at their sixth annual dinner.

The speaker said that in the earlier days of our country, when the cities were small, candidates for office were personally known to the most of the voters. Their fitness for the several positions was a subject upon which almost anyone was qualified to speak, because of a knowledge of their careers.

Today, when the cities contain great throngs of people, men are nominated for office who are absolutely unknown to nine-tenths of the population. The only way these candidates can hope to win support is through the newspapers. By a liberal use of advertising space they are able to present sound reasons why they should be elected.

It is not to be denied that the general public has never taken so great an interest in the administration of government as at present. This is due to the earnest and effective work of the newspapers, whose editors are constantly on the lookout for rascality in office, no matter what party may be in power. Never have public officials been made to feel so keenly that they must be honest and work conscientiously for the common good.

Publicity is a power no rascal can withstand, however rich he may be or how strong his pull. It is a searchlight that reveals corruption wherever it may exist. When the public learns of its presence it is not slow to act. Decency is stronger than indecency. The majority of the people are honest, and believe that those who administer public affairs shall be governed by the Golden Rule. You can never cure an ill until you know that it exists.

But the beneficial uses of the blowpipe are becoming the wonder of the industrial world. With it diamonds, rubies and sapphires are manufactured. Scientific rubies, which are better than the natural product and can be produced for the cost of paste gems, are now made in Paris, and a plant is to be opened in New York for their manufacture.

A ruby which if mined would sell for \$3,000 can be made for a few dollars and is sold for \$75. The color of the manufactured rubies is better than the natural kind.

Sapphires are more difficult to produce, but are successfully handled. The diamonds made by subjecting carbon to the intense heat of the blowpipe are not so hard as nature's diamonds, but are more brilliant. In making diamonds it is not the oxyacetylene process, but the oxyhydrogen that is used. The difference is that hydrogen is substituted for the acetylene, because of the chemical effect which the latter has. The temperature produced is not quite so great as with the acetylene, but gets better results in making gems.

Snuff Women Wearing Feathers.

Albany, N. Y.—For fifteen years Mrs. Ralph Waldo Trine, authoress, has refused to speak to women friends and acquaintances who wore the fur of harmless wild animals or the feathers of forest birds. Mr. Trine so informed the legislative forestry, fisheries and game committee at the hearing on the bill to permit the trade in aligettes.

Mrs. Trine urged the legal protection of the bird from which aligettes are obtained, insisting that milliners could easily invent something to take the place of aligettes and other feathers.

Next time you're out with friends, and you're all wondering what you can drink to quench the thirst—something that you'll all enjoy—suggest COCA-COLA.

Everyone will thank you for an introduction to the most delicious, refreshing and thirst-quenching beverage that anyone could drink. It is cooling—relieves fatigue and just hits the dry spot. At soda fountains or carbonated in bottles—5c everywhere.

As to its wholesomeness—write to the COCA-COLA CO., Atlanta, Ga., for a copy of their booklet, "The Truth About COCA-COLA"—compiled by authorities.

Who She Was.

"Well," laughed Squiggles, "some men never know when they are snubbed! That lady you just spoke to was about as distant as they make 'em in her greeting."

"Well, why shouldn't she be?" retorted Jabbers. "She's a distant relative of mine."

"By marriage?"

"No—by divorce. She got rid of me at Sioux Falls back in 1898."—Harper's Weekly.

He Got It.

"Won't you give me an order?" pleaded the too-persistent traveling salesman.

"Certainly. Get out!"

If constipation is present, the liver sluggish, take Garfield Tea; it is mild in action and never loses its potency.

Many a fellow who falls into a fortune goes right through it.

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

Don't let your money burn a hole in some other fellow's pocket.

Backache

Is only one of many symptoms which some women endure through weakness or displacement of the womanly organs. Mrs. Lizzie White of Memphis, Tenn., wrote Dr. R. V. Pierce, as follows:

"At times I had very bad backache and a very bad case of internal organs were very much diseased and my back was very weak. I suffered a great deal with nervous headaches, in fact, I suffered all over. This was my condition when I wrote to you for advice. After taking your 'Favorite Prescription' for about three months can say that my health was never better."

Dr. Pierce's Favorite Prescription

Is a positive cure for weakness and disease of the feminine organism. It allays inflammation, heals ulceration and soothes pain. Tones and builds up the nerves. Do not permit a dishonest dealer to substitute for this medicine which has a record of 40 years of cures. "No, thank you, I want what I ask for."

Dr. Pierce's Pleasant Pellets induce mild natural bowel movement once a day.

Modern Building.

Investor—Do you think that new house will hold together in a hard wind?

Contractor—Yes, I think it will after I's painted.

## MELTS STEEL AWAY

Marvelous Power of New Oxy-acetylene Blow-Pipe.

Cuts as Cleanly as a Saw and Goes More Quickly Through Inch Steel Than Saw Would Through Wood.

Chicago.—Every day a practical demonstration is being given on the streets of a new device before the marvelous power of which steel becomes like paper.

The oxyacetylene blow-pipe is the device. It is being used to cut out the big steel pillars of the elevated loop which are being removed to make room for thorough route surface cars to turn street corners. The process also is being used in cutting out old steel piles which interfere with the work on the new La Salle street tunnel.

Thousands of Chicagoans have watched with amazement the action of the tiny blue flame of the blow-pipe upon the massive steel of the elevated pillars. Before it the steel melts away, vanishes in gas, it cuts as cleanly as a saw, and goes more quickly through inch-thick steel than a saw would through soft wood. Inquiry proved that the marvels of the oxyacetylene blow-pipe have been known to scientists for a very few years; and commercially they are just becoming known.

So far as is known, the device has never been used for criminal purposes. But experiments have proved that the flame will cut through the strongest safe as easily as through the elevated pillars. Before it the most cunningly devised vault walls become like paper. Manganese steel, upon which the hardest drills have no effect, is pierced with ease by the oxyacetylene flame.

Just why steel melts before the flame scientists do not know. The flame is produced by combining pure oxygen with acetylene gas. The acetylene gas is first lighted, then the oxygen is turned on. The resulting flame produced at a point about an inch from the blow-pipe is a temperature of 6,300 degrees Fahrenheit. The temperature of the sun, 91,000,000 miles away, is 10,000 degrees Fahrenheit. It is apparent that the blow-pipe flame will melt any metal in short order; but it does more than melt it. It burns it up.

With its assistance the criminal not only could break into any safe; he could break out of any jail. Steel bars never have been forged which will withstand it. An up-to-date murderer could destroy his victim's body in ten minutes. He could transform the corpse of a victim into a handful of ashes, and scatter them on the sidewalk. He would have to be careful in doing it, because, for instance, if he put the body in a bathtub to burn he might burn a hole through the bathtub. All these sinister uses of the marvelous blow-pipe, however, are imaginary. They have never been attempted, so far as is recorded.

But the beneficial uses of the blow-pipe are becoming the wonder of the industrial world. With it diamonds, rubies and sapphires are manufactured. Scientific rubies, which are better than the natural product and can be produced for the cost of paste gems, are now made in Paris, and a plant is to be opened in New York for their manufacture.

A ruby which if mined would sell for \$3,000 can be made for a few dollars and is sold for \$75. The color of the manufactured rubies is better than the natural kind.

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Modern Building.

Investor—Do you think that new house will hold together in a hard wind?

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## REPATRIATED.

HE HAD \$400.00 IN CASH IN 1903; NOW WORTH \$8,000.00.

My parents were originally Canadians from Essex County, Ontario. I was born in Monroe County, Michigan, from which place I moved to Red Lake Falls, Minnesota, where I farmed for 22 years. I sold my farm there in the summer of 1903 and in September of that year came to Canada with my wife and eight children. I had about \$400 in cash, team of horses, a cow, a few sheep and some chickens. I took up a quarter section of land near Jack Fish Lake, Meota P. O., and later on purchased for \$2,000.00 an adjoining quarter section. I have now 48 head of cattle, a number of horses, good buildings and consider my holding is worth at least \$8,000.00. My children have raised from \$300 to \$500 worth of garden truck each year since we have been here. I have never had a poor crop and have never had one frosted. My wheat has averaged from 25 to 30 bushels per acre with one or two years considerably more. My oats have always yielded well up to 50 bushels per acre and once or twice as high as \$5. My cattle have never been stable in winter, and do not need it. I consider that this country offers better opportunities for settlers than anywhere I have ever been. I am sure that almost any person can come here and buy land at say \$15.00 per acre and pay for it in one crop. My experience is that if a man farms his land in the right way he is not likely to have his crop frosted.

Most of the settlers in my district are Americans and Canadians and I know lots of them who came here with little or no capital who are now doing well, but I do not know of any who have left through disappointment, or becoming discouraged, have returned to their former homes.

EUGENE JUBINVILLE.

There are many whose experience is similar to that of Mr. Jubinville. Secure Canadian Government literature from nearest Canadian Government Agent, and see for yourself.

How He Did It.

At the dinner Saturday of the Military Order of Foreign Wars, Capt. Carlyle L. Burridge told of a man who, returning to his domicile at cockcrow, underwent an inspection by his wife, who desired to know how he came to have a large bump on his forehead.

"That? Oh, that's where I bit myself," explained he of the night key.

"Bit yourself?" the lady repeated after him. "How could you bite yourself away up there?"

"Why, I stood on a chair," he said.—Cleveland Leader.

SUGGEST IT.

Next time you're out with friends, and you're all wondering what you can drink to quench the thirst—something that you'll all enjoy—suggest COCA-COLA.