

## CURE YOUR KIDNEYS.

When the Back Aches and Bladder Troubles Set In, Get at the Cause.

Don't make the mistake of believing backache and bladder ills to be local ailments. Get at the cause and cure the kidneys. Use Doan's Kidney Pills, which have cured thousands.



Capt. S. D. Hunter, of Engine No. 14, Pittsburgh, Pa., Fire Department, and residing at 2729 Wylie Ave., says:

"It was three years ago that I used Doan's Kidney Pills for an attack of kidney trouble that was mostly backache, and they fixed me up fine. There is no mistake about that, and if I should ever be troubled again, I would get them first thing, as I know what they are."

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

Cologne and Dartmund burn their garbage by means of electricity.

The Wabash is the Only Line Landing You at the World's Fair.

Round trip rates from Omaha are as follows: \$8.50 sold daily except Friday and Saturday, good 7 days \$13.80 sold daily, good 15 days. The Wabash is the only line that lands passengers at the main entrance of the World's Fair grounds. Also the only line that can check your baggage to the World's Fair station. Think what a saving of time, annoyance and extra car fare.

All agents can sell you through ticket and route you over the Wabash. Very low rates to many points South, Southeast. For beautiful World's Fair folder and all information call at 1601 Farnam St. or address Harry E. Moores, Gen. Agt. Pass. Dept. Wab. R. R., Omaha, Neb.

A Cincinnati man recently went to sleep in a dental chair while the dentist was repairing his teeth. They were false teeth.

Every housekeeper should know that if they will buy Defiance Cold Water Starch for laundry use they will save not only time, because it never sticks to the iron, but because each package contains 16 oz.—one full pound—while all other Cold Water Starches are put up in ¼-pound packages, and the price is the same, 10 cents. Then again because Defiance Starch is free from all injurious chemicals. If your grocer tries to sell you a 12-oz. package it is because he has a stock on hand which he wishes to dispose of before he puts in Defiance. He knows that Defiance Starch has printed on every package in large letters and figures "16 ozs." Demand Defiance and save much time and money and the annoyance of the iron sticking. Defiance never sticks.

Men love at first and most warmly; women love last and longest. This is natural enough, for Nature makes women to be won, and men to win.

**Allen's Foot-Ease, Wonderful Remedy.** "Have tried ALLEN'S FOOT-EASE, and find it to be a certain cure, and gives comfort to one suffering with sore, tender and swollen feet. I will recommend ALLEN'S FOOT-EASE to my friends, as it is certainly a wonderful remedy.—Mrs. N. H. Guilford, New Orleans, La."

You may be able to see your faults as others see them, but you will derive much less satisfaction from talking about them.

Lewis' "Single Binder" straight 5c cigar. No other brand of cigars is so popular with the smoker. He has learned to rely upon its uniform high quality. Lewis' Factory, Peoria, Ill.

**PISO'S CURE FOR CONSUMPTION**  
CURES WHERE ALL ELSE FAILS.  
Best Cough Syrup. Tastes Good. Use in time. Sold by druggists.

## Falls City Tribune

BY TRIBUNE PUBLISHING CO.

FALLS CITY - NEBRASKA

"Can ladies smoke in automobiles?" queries an exchange. They can; but they don't.

Hops have gone up, but they will go down just as steadily as if nothing had happened.

For wearing a dress with a low neck on the street Mrs. Pat Campbell was annoyed by a lot of rubbernecks.

Churches are uniting at a great rate. Is the religious world becoming superdenominationalistically inclined? Whew!

A blue book of the cat aristocrats of America has been published. All cats look alike from the bedroom window.

The college young man, if desired, will cheerfully look after the coeds. —Chicago Tribune. Rubber?

Dr. Gunsaulus says that the day of the boy orator is gone. Sure. The boy orator has grown to a man and quit the habit.

The world's fair air ship race was a fizzle. Still, it is worthy of praise for one thing. It didn't result in the killing of anybody.

Those lamas who pray even for the microbes they swallow might save time by following our example and boiling the water.

The Parisians are now engaging in falconry in automobiles. By my halldom, messieurs, mediaevalism up to date is really hot stuff.

In his new novel entitled "Automobolism" it is thought that Jules Verne will considerably lower his former record of eighty days.

The loss sustained by the University of Minnesota by reason of the recent fire is not so great as at first reported. They saved the gridiron.

How would it do, for instance, to try the recently discovered and much talked of sour milk elixir of life on the frequently slaughtered Kurds.

There is nothing to show, however, that the Harry Lehr dogs try to undog themselves, so to speak, when they attend one of his parties.

William Waldorf Astor is still able to tolerate America as a financial investment, but nothing more than that, mark you, must be expected of him.

The Radcliffe girls have been cautioned not "to look at the boys" in their travels in Cambridge. It's a slow girl that can't see the boys without looking.

Mr. Harry Lehr, whose latest flash of genius is the invention of tea parties for dogs, is said to object to newspaper notoriety. We should think he would.

An Asheville hen scratched up in the poultry yard a diamond worth \$2,000 that had been lost two years. Be kind and considerate to your hens; it may be worth while.

President Butler wants \$2,000,000 for Columbia university. Dr. Harper may be able to furnish him with a prescription, but he will have to look for his own apothecary.

The small stockholders in the \$2,000,000 New Jersey corporation which has been sold out for \$200 hereafter will believe just one ten-thousandth of what prospectuses say.

## Long Lives.

A contemporary has discovered that no person who ever deliberately set out to live 100 years accomplished the feat. What of it? A great many men and women who have deliberately set out to live honorable and useful lives have lived ten centuries in point of usefulness to the world.—Minneapolis Times.

## Liquefies Illuminating Gas.

A German chemist named Blau has succeeded in liquefying illuminating gas. In that form it gives a good light, which is useful in country houses, railway trains, etc. It costs more than ordinary coal gas, but less than electric light.

## Giving Conscience a Jolt.

A man does not realize that he has tramps on his conscience till some one tramps on them and calls him up short.

## Japanese "Tea Ceremony."

No servant is ever permitted to serve tea in a Japanese house. It is the privilege of the daughter to make the beverage, while the guest who has last arrived serves it. The tea is made fresh for each guest in the same bowl, which has to be washed and dried each time, and so the "tea ceremony" is apt to be a long one. It is probably for this reason that strict etiquette forbids the presence of more than five at such tea parties.

Don't dwell too much upon Newton's discovery of gravitation when impressing your children with the value of noticing things. Newton discovered something he couldn't make a cent out of.

Ohio has second place in the value of mining products, of which the product of coal mines forms nearly one-half.

## TALK ON ADVERTISING

By C. W. Post to Publishers at Banquet at Battle Creek.

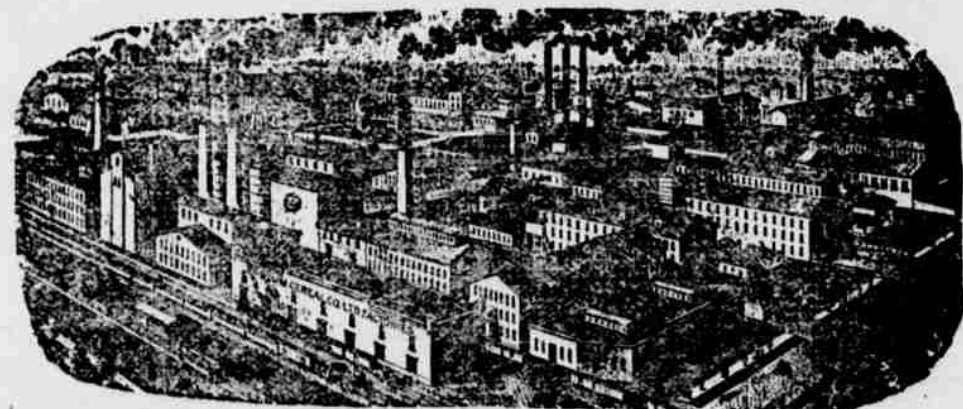
The sunshine that makes a business plant grow is advertising.

Growing a business nowadays is something like growing an apple-tree. You may select good seed, plant it in good soil, water and work with it, but the tree will not produce fruit until another and most powerful, energizing and life-giving element is brought to bear. You must have sunshine and lots of it. Can you expect to ripen apples in the dark? Can you expect to grow a profitable business plant nowadays without the sunshine of public favor produced by advertising?

This Postum plant is a good illustration of that law. It seems but a short time ago when I put a few men at work in the carriage house of the barn you have seen to-day, where we began making Postum coffee.

The seed then planted, less than 9 years ago, was a new kind of apple seed and it was not altogether certain how the people would like the apples. We did our work thoroughly and plenty of it. We knew we had a good

Some thoughtful man might say that if what you manufacture has merit, once you get a trade established people will continue to purchase, even if the advertising is stopped, but to act on that conclusion would be a fatal mistake, for there are always bright men on the lookout to steal your apples, and if you give them the chance they will come in and take the fruit, sure. Right here let us drive a nail, not a shingle nail but a forty penny spike. Your article must have merit, far and away beyond the ordinary unadvertised thing. It should be the very best that human intelligence and ingenuity can produce. Then you have a foundation to build upon that will not slip out from under when the building grows heavy. There are persons ignorant enough to believe that a poor article can be advertised into a success. It cannot and any one who tries the experiment will pay heavily for his experience. Critically examine any well known and advertised article that has been years on the market and



Pure Food Factories that Make Postum and Grape-Nuts.

apple tree of fine quality but how to develop our work and turn the apple tree into a productive and profitable tree was another question.

It needed sunshine and the kind of sunshine that is spread by the newspapers and magazines. It is an absolute certainty that without the publicity thus given—in other words, the sunshine—the business never would have developed.

You have seen to-day factory buildings—thirteen or fourteen in number—covering many acres of ground, employing hundreds of workpeople, producing food and drink in an aggregate of four million packages per month, which goes to every civilized country on the globe, and yet the entire enterprise is less than 9 years old. We have found it necessary, inasmuch as the tree has grown and the apples matured by hard work and sunshine, to continue the work and the sunshine day in and day out, month in and month out, the sunshine appropriation amounting to approximately a million dollars a year for advertising, for experience teaches that if you mature the tree under strong sunshine, and bring it up to a thrifty and healthful state where it produces profitable apples, you can not withdraw that sunshine else the tree will gradually die.

it will be found to possess exceptional merit.

In ancient days newspaper publishers considered an advertisement an evil but a necessary evil, and that it should be hidden away as carefully as possible, so that no one would discover that the paper was trying to make a little money by inserting public announcements. A paper run that way to-day would fail.

The most successful exponents of the new plan of doing business with ink and paper are using every possible means to make the announcements attractive and sought after by the readers.

It is safe to say that thousands of women read the newspaper—not the telegraphic page, but the pages containing announcements of bargains in stockings, skirts, hats, gloves, pianos, furniture, food for the table, etc.

You have been invited to visit Battle Creek for the purpose of viewing one of the most unique advertising buildings in the world, also to look over a large business built up, sustained, nourished and kept active by sunshine, and, at the same time, have an opportunity to see one of the most thrifty, active and prosperous towns of its size in the world, built up largely by the same kind of sunshine.