

**BIRTH OF REAL ADVERTISING.**

**Idea of General Publicity Can Be Traced to Mistake.**

The launching of general publicity advertising was largely due to a few energetic men. It started from the peculiar mistake of printing an advertisement in a New York paper a full page in size instead of the few lines as was intended. The "returns" from the mistake were so great that other advertisers began to use large space on purpose. At that time there were only a few manufactured articles of national fame. The housewife went to the market in the early morning for her vegetables, and to the grocery store to inspect the boxes and barrels and shelves. Crackers, for instance, were scooped out of a barrel by the pound and were subject to breakage and dirt. Similar conditions held true for other necessities. There was no distinct standard.

The results of widespread advertising did infinitely more than make the advertisers wealthy. Even wealth would not have come if the public had not been satisfied with the change. In the first place, if an advertised article was found to be satisfactory, the same thing could be secured again with the confidence that it would be the same. Time was saved in selection. In fact, to-day, the housekeeper knows what she wishes without going to the market or the store. The telephone is at her elbow or the order man comes to her door. For the other necessities of life outside the table, and also the luxuries, there is the education of the advertising columns of the magazines.—The Housekeeper.

**Oudji Love Charm Seen Again.**

Mysterious emblems are dear to the maiden's heart and the wise jeweler likes to design odd charms for bracelet, brooch and purse adornment. Hanging from a Tuscan gold chain, Alice Harriman wears a square of gold. It is a love charm dear to the Egyptians and called the oudji. Belles who flourished before Joseph was sold into bondage wore the oudji. The gold square bears an eye on the right side and a river flows from the center. The eye is that of Horus, and the significance is that the river of time flows ever and the eye of love sees the beloved through eternity. Miss Harriman's oudji is enameled gold and the eye of Horus is a fair-sized diamond, while the river is represented artistically by chip emeralds. The oudji, the old Egyptians held, insured constancy, and it is an ideal gift for sweethearts to exchange. Miss Harriman's example is finding many imitators.

**She'd Do It.**

Miss Elizabeth Cook, Cornell's eloquent co-ed debater, was congratulated the other day by a correspondent.

"Oh," said Miss Cook, "that a girl should debate reasonably is not wonderful. Women don't get their dues. They are superb in lots of things, but it is all taken as a matter of course, and they get no thanks for it."

"A maid of ours used to tell about her brother-in-law, a traveling salesman. He applied one day for a new post, and the manager said to him:

"If we engage you, you know you'll have to take out 15 sample cases. They're as big as houses. Do you think you could stand all that packing?"

"The applicant drew himself up haughtily.

"You forget, sir," he said, "that I always travel with my wife."

**Earliest Mention of Gold.**

The earliest mention of gold is in the second chapter of Genesis, where it is referred to as one of the metals of the land of Havilah. The mines which supplied the coinage of the ancient world were in India. Solomon's sailors brought gold from "Ophir," an unknown land by many thought to be Mashonaland, in South-Central Africa, where ruins of prehistoric Semitic forts and mine shafts have been found.—Harper's Weekly.

**An Economical Mood.**

"Good morning!" said Mrs. Stinjay. "Pardon my calling so early, but I saw your advertisement for a cook—"

"But," interrupted Mrs. Hiram Offen, "surely you are not after the place?"

"Oh, no! I need a cook myself, and I thought you might send me all the applicants you reject."—Philadelphia Press.

**Unnecessary.**

"Yes," growled old Roxley, "Mabel's lover interviewed me last night. Stupid fellow, no sense at all."

"Ah!" exclaimed Aescum, "then you won't have him for a son-in-law?"

"I? What have I to do with it? The idea of his coming to ask me when the girl and her mother are satisfied, if he had any sense he'd know that settled it."

**Nipped.**

"I've got a great chance," began Borroughs, "to make big money on a certain investment if—"

"Sorry, old man," interrupted Wise, "but I've had to borrow myself this month."

**AT A CRITICAL TIME.**

**Women Are Likely to Suffer with Dangerous Kidney Disorders.**



Mrs. John Kirk, R. F. D. No. 2, Detroit, Mich., says: "Five years ago at a critical time of life I was on the verge of a collapse with kidney troubles, backache, dizziness, puffy dropsy swellings and urinary irregularities. I lost flesh and felt languid, nervous or unstrung all the time.

As my doctor did not help me I began using Doan's Kidney Pills. In a few weeks all these symptoms left me. I now weigh 163 pounds and feel in excellent health."

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

**Amiability Plus Science.**

The public expects much of the modern nurse—the same self-sacrifice, righteousness and pureness of living as in the past, but combined with a technical skill and an amount of learning unknown to our predecessors.—The Nursing Times.

**COMPLAINTS ABOUT PAINT.**

The time to complain about paint is before the painter applies it. The man who puts up the money should not shirk the responsibility of choosing the paint. True, the painter ought to know paint better than the banker, the professional man or the merchant. The trouble is, the houseowner too often deliberately bars the competent and honest painter from the job by accepting a bid which he ought to know would make an honest job impossible.

Secure your bids on the basis of National Lead Company's pure White Lead and pure Linseed Oil and see that you get these materials.

No one need be fooled by adulterated white lead. A blowpipe testing outfit will be mailed to anyone interested in paint.

Address, National Lead Company, Woodbridge Building, New York City.

**CAUSE FOR HIS HURRY.**



"Ah, I love to see a little boy in such a hurry to get to school!"

"Yes, sir. Me little brother's got de measles, an' I'm hurrying up to get excused!"

**Economical Physician.**

Ambassador Wu Ting-fang was once, it is alleged, telling about a certain selfish politician. He said: "The man reminds me of a doctor of Shanghai. A mandarin came to this doctor for advice. He could not sleep, had no appetite, suffered a good deal from depression and nevertheless was taking on fat at an alarming rate. 'We'll soon put you in condition again,' said the physician. 'What you need is exercise, good, hard exercise. Four times a week you can come here and put in the morning polishing my floors.' 'But why not my own floors?' the mandarin inquired. 'Mine,' said the physician, 'are larger.'"

**CHANGE IN FOOD**

**Works Wonders in Health.**

It is worth knowing that a change in food can cure dyspepsia. "I deem it my duty to let you know how Grape-Nuts food has cured me of indigestion.

"I had been troubled with it for years, until last year my doctor recommended Grape-Nuts food to be used every morning. I followed instructions and now I am entirely well.

"The whole family like Grape-Nuts, we use four packages a week. You are welcome to use this testimonial as you see fit."

The reason this lady was helped by the use of Grape-Nuts food, is that it is predigested by natural processes and therefore does not tax the stomach as the food she had been using; it also contains the elements required for building up the nervous system. If that part of the human body is in perfect working order, there can be no dyspepsia, for nervous energy represents the steam that drives the engine.

When the nervous system is run down, the machinery of the body works badly. Grape-Nuts food can be used by small children as well as adults. It is perfectly cooked and ready for instant use.

Read "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.

**'THOUGHT IT NATIONAL TRAIT.**

**Driver Couldn't Understand American Not Being in a Hurry.**

A traveler returned from Jaffa tells tale at his own expense. Having journeyed to the historical seaport on his way to Jerusalem, he succeeded in hiring a conveyance to carry him to the station. By speech and gesture he informed the native driver that he wished to be carried in a leisurely, sightseeing fashion through as many as possible of the principal thoroughfares of Jaffa, and to be delivered at the terminal just in time to take the outgoing train.

He had no sooner seated himself in the vehicle, however, than the driver whipped up his horse and whirled the dismayed traveler at a furious pace through all the dust and over all the stones of the notoriously rough streets of Jaffa. The passenger was too busily employed in saving his bones to be able to see anything of the interesting town.

Arriving at the station, he found that he still had two hours to wait.

"Why in the world," he demanded, indignantly, "did you ever hurry like that?"

"You American," responded the driver, with an expressive shrug. "All American like go very much fast."—Youth's Companion.

**The Problem.**

"Literature is very difficult," said one authoress.

"Yes," answered the other. "The problem is to be a financial success without being a social failure."—Exchange.

**In a Pinch, Use ALLEN'S FOOT-EASE.**

A powder. It cures painful, smarting, nervous feet and ingrowing nails. It's the greatest comfort discovery of the age. Makes new shoes easy. A certain cure for sweating feet. Sold by all Druggists, 25c. Accept no substitute. Trial package, FREE. Address A. S. Olmsted, Le Roy, N. Y.

**Ambition and Love.**

Ambition is like love; impatient both of delays and rivals.—Denham.

Lewis' Single Binder straight 5c cigar made of rich, mellow tobacco. Your dealer or Lewis' Factory, Peoria, Ill.

Living well is the best revenge we can take on our enemies.—Froude.

Mrs. Winslow's Soothing Syrup. For children teething, softens the gums, reduces inflammation, allays pain, cures wind colic. 5c a bottle.

It is dishonor to think what it is dishonor to do.—Pulsford.

**One of the Essentials**

of the happy homes of to-day is a vast fund of information as to the best methods of promoting health and happiness and right living and knowledge of the world's best products.

Products of actual excellence and reasonable claims truthfully presented and which have attained to world-wide acceptance through the approval of the Well-Informed of the World; not of individuals only, but of the many who have the happy faculty of selecting and obtaining the best the world affords.

One of the products of that class, of known component parts, an Ethical remedy, approved by physicians and commended by the Well-Informed of the World as a valuable and wholesome family laxative is the well-known Syrup of Figs and Elixir of Senna. To get its beneficial effects always buy the genuine, manufactured by the California Fig Syrup Co., only, and for sale by all leading druggists.



**Cut the cost 1/2**

You can decorate your home with Alabastine year after year at one-half the cost of using either wallpaper or kalsomine.

**Alabastine**  
The Sanitary Wall Coating

comes in 16 beautiful tints and white that combine into an endless variety of soft, velvety Alabastine shades which will make any home brighter and more sanitary. Sample tint cards free at dealers. Write us for free color plans for decorating your home.

Sold by Paint, Drug, Hardware and General Stores in carefully sealed and properly labeled packages, at 50c the package for white and 55c the package for tint. See that the name "Alabastine" is on each package before it is opened either by yourself or the workman.

The Alabastine Company  
Grand Rapids, Mich.  
Eastern Office, 105 Water St., N. Y. City.

**What is Pe-ru-na?**

**Is it a Catarrh Remedy, or a Tonic, or is it Both?**

Some people call Peruna a great tonic. Others refer to Peruna as a great catarrh remedy.

Which of these people are right? Is it more proper to call Peruna a catarrh remedy than to call it a tonic?

Our reply is, that Peruna is both a tonic and a catarrh remedy. Indeed, there can be no effectual catarrh remedy that is not also a tonic.

In order to thoroughly relieve any case of catarrh, a remedy must not only have a specific action on the mucous membranes affected by the catarrh, but it must have a general tonic action on the nervous system.

Catarrh, even in persons who are otherwise strong, is a weakened condition of some mucous membrane. There must be something to strengthen the circulation, to give tone to the arteries, and to raise the vital forces.

Perhaps no vegetable remedy in the world has attracted so much attention from medical writers as HYDRASTIS CANADENSIS. The wonderful efficacy of this herb has been recognized many years, and is growing in its hold upon the medical profession. When joined with CUPESS and COPAIBA a trio of medical agents is formed in Peruna which constitutes a specific remedy for catarrh that in the present state of medical progress cannot be improved upon. This action, reinforced by such renowned tonics as COLLINSONIA CANADENSIS, CORYDALIS FORMOSA and CEDRON SEED, ought to make this compound an ideal remedy for catarrh in all its stages and locations in the body.

From a theoretical standpoint, therefore, Peruna is beyond criticism. The use of Peruna, confirms this opinion. Numberless testimonials from every quarter of the earth furnish ample evidence that this judgment is not over enthusiastic. When practical experience confirms a well-grounded theory the result is a truth that cannot be shaken.

Manufactured by Peruna Drug Manufacturing Company, Columbus, Ohio.

**Cheapness vs. Quality**

In the matter of food you can't afford to sacrifice Quality for Cheapness. Economy is right and good but inferior food products are dear at any price.



**KG BAKING POWDER**

is economical—not Cheap. Try it. The best at any price or your money back.

JAQUES MFG. CO.  
Chicago.

Guaranteed Pure and Wholesome.

**One trial will convince you that**

**Sloan's Liniment**

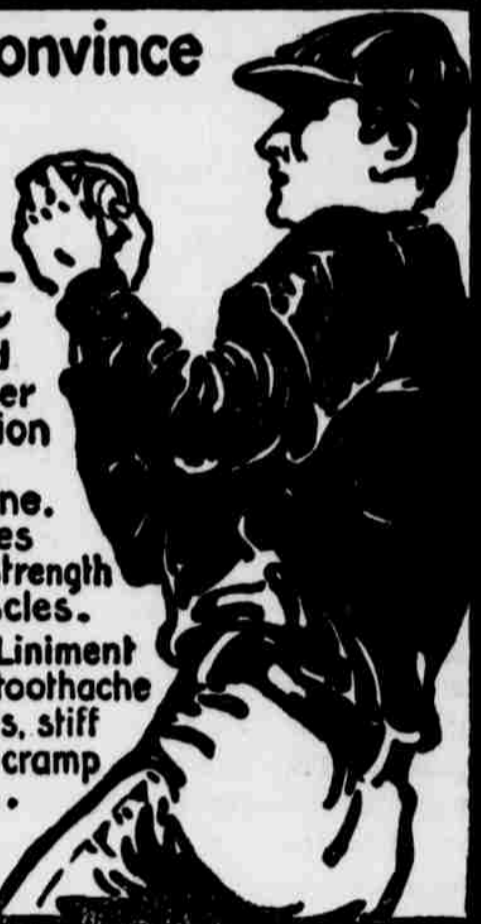
will relieve soreness and stiffness quicker and easier than any other preparation sold for that purpose.

It penetrates to the bone, quickens the blood, drives away fatigue and gives strength and elasticity to the muscles.

Thousands use Sloan's Liniment for rheumatism, neuralgia, toothache sprains, contracted muscles, stiff joints, cuts, bruises, burns, cramp or colic and insect stings.

PRICE 25¢, 50¢, & \$1.00

Dr. Earl S. Sloan, Boston, Mass., U.S.A.



**W. L. DOUGLAS SHOES**

\$3.00 SHOES AT ALL PRICES, FOR EVERY MEMBER OF THE FAMILY, MEN, BOYS, WOMEN, MISSES AND CHILDREN.

W. L. Douglas makes and sells more men's \$2.50, \$3.00 and \$3.50 shoes than any other manufacturer in the world, because they hold their shape, fit better, wear longer, and are of greater value than any other shoes in the world to-day.

W. L. Douglas \$4 and \$5 Gilt Edge Shoes Cannot Be Equalled At Any Price.

W. L. DOUGLAS, Brockton, Mass.



**PILES**

ANAKESIS gives instant relief, is a SIMPLE CURE. It is at druggists or by mail. Sample FREE. Address, "ANAKESIS," Tribune Bldg., New York.

WIDOWS' PENSIONS under NEW LAW obtained by JOHN W. MORRIS, Washington, D. C.

Manufactured with Thompson's Eye Water

