MERIT MEANS MONEY MADE.

You cannot advertise money out of people's pockets all the time; you may do it now and then, but it you don't give them something of absolute merit in return, advertising will never prove successful. The kind of advertising that pays is advertising a good thing. As it has the merit people will use it again and again. Never has it been better illustrated than in the great success of Cascarets, candy cathartic, that we have been lately advertising in this paper. All Druggists call Cascarets repeaters, that is, people buy them, like them, and buy them again and recommend them to their friends. Cascarets are guaranteed to cure constipation or money refunded, and are a delightful laxative and liver stimulant; the best medicine ever made. We recommend all our readers to try them.

Gold in the Ocean.

Prof. Liversidge of the Sydney (Australia) university has made chemical experiments which, he says, show that there are over 100,000,000 tons of gold dissolved in the ocean water of the world, if the rate of one grain per ton, which be found on the Australian coast, holds everywhere -New York Tribune.

\$100 Reward, \$100.

The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in its curative powers that they offer One Hundred Dollars for any case that it falls to cure. Send for list of Testimonials.

Address F. J. CHENEY & Co., Toledo, O.

Sold by druggists 75c. Hall's Family Pills are the best.

Everything Harmonious. De Witte-"How in the world did you happen to get married?"

Mrs. Black-Jones-"By a phenomenal combination of circumstances. He and I, and his family and my family, were willing."-Truth.

FiTS Permanently Cured. No fits or nervousness at first day's use of Dr. Kine's Great Nerve Restor Send for FREE 22.00 trial bottle and tresti Dr. R. H. KLINE, Ltd., 331 Arch St., Philadelphia, 1

Evening Up. Barber—This is a bad quarter, sir. Customer-That's all right. I had a bad shave. -- Yale Record.

TO CURE A COLD IN ONE DAY. Take Laxative Bromo Quinine Tablets. All Druggists refund the money if it fails to cure. 25c

Knowledge will grow until the last scholar is dead.

Weak Tired. Nervous Thousands are in this condition.

They are despondent and gloomy, cannot sleep, have no appetite, no energy, no ambition. Hood's Sarsaparilla soon brings help to such people. It gives them pure, rich blood, cures nervousness, creates an appetite, tones and strengthens the stomach and imparts new life and increased vigor to all the organs of the body.

Hood's Sarsa-parilla Is the One True Blood Purifier. All druggists. \$1.

Hood's Pills cure all Liver Ills. 25 cents.



that will keep you dry in the hard-est storm buy the Fish Brand Slicker. If not for sale in your





CURE YOURSELF! Use Big & for unnatural discharges, inflammations, is ritations or ulcerations of mucous membranes. Painless, and not astringent or poisonous.

Sold by Druggists,
or sent in plain wrapper,
by express, prepaid, for
H.M. or 3 bottles, \$2.76.

GRAIN Top of the market. Quies returns. B. & M. Grain Co., Kansas City, Mo.

CURE FOR 19 COURS WHERE ALL ELSE FAILS.
Cough Syrup. Tastes Good. Use in time. Sold by druggists.

LA MADRE DORO.



through western New Mexico and whose line of examination lay into road is now built.

A wilder country than that was at that time it would be difficult to imagine. Far apart there were a few wretched United States posts called by courtesy "forts," but the Navajoes and the Apaches—the latter under the famed Chief Cochise-made it unpleasant traveling through the lofty mountains and across the sterile mesas that distinguish that land.

Every man in our party walked with his rifle at his back and his pistols in his belt, and when we lay down on our blankets at night our weapons were within easy reach, and our pickets were as carefully posted as if we were in the presence of an enemy, as indeed we might be said to be at all times, for, though we did not often catch sight of the wily savages we had every reason to believe that they never lost sight of us.

La Sierra Madre, or the Mother Mountain, as the early Spanish explorers very properly called the great continental divide, or watershed, is crossed by several trails near the latitude mentioned, the most noted being Campbell's Pass, fifty miles to the west of Fort Wingate.

I had ridden ahead in this pass with two troopers to make some topographical examinations, and was about five miles in the advance of the main party, when an exclamation from one of the soldiers caused me to rein in my horse and to ask the cause of the alarm.

"I saw an Injun, sir, up there in the woods," said the soldier, indicating the direction with his carbine.

In an instant we were dismounted and watching, with our bridles over our arms and our carbines ready.

After waiting some minutes I began to think the man was mistaken, and was about to give the order to remount, when a horse plunged down the steep mountainside, and a glance told me that the remarkable looking person on the creature's back was neither Apache nor Navajo, but a white man like ourselves.

This rider's long hair and beard looked to be as white as the snow on the distant mountain peaks, and his costume was a fantastic though decidedly picturesque cross between the dress of a Mexican and that of a Northwest hunter.

The pommel of his saddle, the buttons on his leggins, the stock of his long rifle and the hilts of his pistols and knife fairly flashed with silver. He was well mounted, and rode in a



"A CIVIL ENGINEER?" HE RE-PEATED.

way that showed that the years that had frosted his hair had not lessened his wonderful skill as a horseman.

He came fearlessly toward us and shook hands, saying as he did so, with the manner of an educated man: "My name is Levi Bronson; did you ever hear of me before?"

I told Mr. Bronson I never had heard or him before, but to save his pride, for the confession seemed to give 'lim pain, I added: "I am a civil engineer and have not been long in this region.'

"A civil engineer?" he repeated. What do you want in these mountains?" and he waved his hands about him and looked as if he thought me an intruder. I told him that if he rode back toward our party with me I would explain our object; at the same time I expressed my surprise that any man should venture into such darger-

ous territory alone. "I know the Indians and the Indians know me," said this remarkable man. "I am to them the Silver Chief, a reat medicine man, who lived with them and nursed them back to health when they sickened before the men of my race came to slay and starve them. Ah, I sometimes blush for the white blood in my veins!"

There was a strange gleam in his eyes as he spoke, and I concluded that the stranger was not well balanced. I told him the object of our survey. which had the Pacific Ocean for its objective point and a railroad for its conclusion, but the information did not please him.

"It is folly to build a railroad through a wilderness," he said. "What is there to support a railroad here?" and again he waved his long arms at

the forest-covered hills. I told him that railroads had become the pioneers of civilization, and that along their tracks farms and villages

and cities sprang up. "That may be in other places." he said, "but it is impossible that a railroad should exist so close to Madre can not go away from home to school

"Madre d'Oro?" I repeated.

'Yes; Madre d'Oro means the mother of gold. Did you never hear of it?" I confessed that I never had, and expressed a desire to be enlightened. The old man eyed me for a few seconds in silence, as if judging whether I was worthy or not; then he shook

his head and said: "It is my secret, and I do not know you well enough to confide it." I bowed and we rode back to where

the engineer corps had formed a camp. Levi Bronson remained with us nearly a week, and during that time be refused very tempting offers to act as guide for us as far as the Colorado River.

He proved himself to be a famous hunter, and he ventured off alone with a perfect contempt for what would have been positive danger to any other

He was voted "crazy" by all the party, but in rie the man excited the liveliest interest, and by many confidences I tried to draw from him the story of his life, which I felt sure was made up of incidents of no ordinaly

The night before he left us he drew me to one side, and, sitting down with his back to a tree and the flames of a neighboring fire lightning up his pic-turesque face, he said: "And so you'd like to know something about Madre

I told him that I should, it he thought me worthy of his confidence. "It is a secret," he said, in a half whisper, "but then what does it matter if the world knew, so long as only one man can find the place?"

"What place?" "The place where all the gold in these rocks and streams comes from -La Madre d'Oro-the Mother of Gold. Ah, thousands have died trying to find the place, and it may be that now that I know where it is I may not be permitted to enter in, for you know the Aztecs believe that the wonderful valley is enchanted."

"Indeed?" "Yes, and I am inclined to that bellef myself, but then I have spent so many long, weary years searching that it would not do to lose heart, now that untold wealth is within my reach.'

I agreed with him, and by careful questioning I drew out of him his story of the valley of gold, which I subsequently found to be an established belief among the miners of the Northern Mexican states, and to them it came, without doubt, from the Aztecs, who were once the masters of all this land. Within a hundred miles of the place

where we were then encamped was the wonderful valley of gold, and Levi Bronson was confident that he knew the exact location. The valley was in the heart of the

Sierra Madre Mountains, walled in by towering rocks, and accessible only by a secret passage through which flowed a stream that, excepting on one day in every year, filled up the passage and made ingress impossible.

This valley is small in extent and perfectly circular. Through it the river flows cool and clear and filled with fish whose scales are golden. The banks are masses of variegated flowers, and trees ever in blossom made delightful shades and fairy-like arbors. Birds of the sweetest song and most exquisite plumage, of varieties unknown to the outer world, make vocal this wonderful valley and flash through its dark green foliage like animated blossoms.

Running acress this wonderful valley there is a belt forty feet in width on which no vegetation grows, for the belt is the top of a wall of gold that fiashes with indescribable brilliancy when the sun balances in midheaven and looks lovingly down on Madre d'Oro.

The old Aztec priests know well this valley, and as they still cherish the belief that Montezuma will again appear in the flesh, to lead them against the Spanish conquerors whom they have never ceased to hate, they think the wealth necessary to regain their liberties will come from this valley.

But one white man ever saw it, and that was a Spaniard named Jose Alvarrez, who entered through the subterranean passage, and, being discovered by the guardian priests, was sacrificed to the sun on the golden ledge. "And you know where this wonder-

ful valley is?" I asked Levi Bronson, when he had finished his description. "Yes," he replied, "I am sure I could lead you within one mile of the place." "Are you going there?"

"And you are not afraid of the

guardian priests?" "No, for I am a doctor, and I have practiced my profession for years among the Indians to make them my friends. They would not harm me." "But, granting that you can find the gold," I asked, "of what use will such

a fabulous amount be?" "I will only take what I want," he

"And how much will that be?" "I do not know. I have earned a great deal in all these years of working and waiting. I want to make my old

age serene and happy." Levi Bronson wanted me to join him, but I declined, and we each went our separate way, and I did not hear of him again. But it is safe to say

he never reached La Madre d'Oro. I have often thought of the old man since, and those to whom I have told the story laughed and said: "He was surely insane."

Perhaps he was, but is he any more insane than the myriads who from youth to old age give every thought to the acquisition of wealth, and who seek valleys of gold as inaccessible and fabulous as Levi Bronson's Madre d'Oro ?- New York Ledger.

In Russia a child ten years of age without a passport.

An observing tourist, who visits Rome and walks through the streets, is doubtless surprised that there are very few houses bearing the ominous number "13," nearly all the houses that should bear those figures being marked "12b" or "14a." Nor is the superstition regarding the fateful thirteen absent from scientific and phlegmatic Germany, for the other day a merchant in Berlin applied to the magistrate of the district to have the number of his shop changed from No. 13 to No. 12b. The magistrate, however, refused to grant the petition. In Frankfort, on the other hand, the owners of buildings bearing No. 13 are allowed to change the figures upon a simple application to the proper authorities .-- New York Tribune.

Try Grain-O.

Ask your grocer today to show you a package of GRAIN-O, the new food drink that takes the place of coffee.

The children may drink it without

injury as well as the adult. All who try it like it. GRAIN-O has that rich seal brown of Mocha or Java, but it is made from pure grains, and the most delicate stomach receives it without distress. ¼ the price of coffee.

15 cents and 25 cents per package.

Sold by all grocers. Tastes like coffee. Looks like coffee.

Retirement of Lord Rosebery.

Lord Bosebery, who has been the leader of the liberal party in England since the retirement of Mr. Gladstone has resigned that position. His reason is that he disagrees with other liberal leaders, and especially with Mr. Gladstone, as to the proper course for England to take with reference to the Armenian question. He views the Armenian atrocities with as much abhorrence as Mr. Gladstone, but differs from him on the question of separate action by England. Lord Rosebery regards such action as out of the question, and certain to precipitate a war whose results would be more shocking that the massacres which occasioned it.

The Blues. The Blues.

This is a synonym for that gloomy, harrassed condition of the mind which has its
origin in dyspepsia. All of the ugly spirits
that under the name of the "blue," "blue
devils," "megrims" and "mulligrubs" torments the dyspeptic almost ceaselessly, vanish when attacked by Hostetter's Stomach
Bitters, that, moreover, annihilates billousness, constipation, chillis and fever, kidney
complaints and nervousness.

Telegraphing From Mid-Ocean.

Among the thousands of telegrams received by the Duke and Duchess of York upon the birth of the young prince was one from the captain and crew of the Faraday, which was at that moment in the middle of the Atlantic, engaged in laying a new cable to America. The end of the cable on board was attached to a signalling instrument, and by this they had received the news of the birth of an heir to the throne.

Shake Into Your Shoes.

Allen's Foot-Ease, a powder for the feet. It cures painful, swollen, smarting feet and instantly takes the sting out of corns and bunions. It is the greatest comfort discovery of the age. Allen's Foot-Ease makes tight-fitting or new shoes feel easy. It is a certain cure for sweating, callous and hot, tired, aching feet. Try it to-day. Sold by all druggists and shoe stores. By mail for 25c in stamps. Trial package FREE. Address Allen S. Olmsted, Le Roy, N. Y.

To Stop an Ocean Greyhoung.

To bring a great ship going at full speed to a standstill is not the work of a minute. To stop the Etruria, whose displacement is 9,680 tons, horse-power 14,321, and speed 20.18 knots an hour, two minutes and forty-seven seconds are required, and during the process of stopping the ship will forge ahead 2,464 feet, or nearly half a mile.

Chean Tickets

Via the Omaha & St. Louis R. R. and Wabash R. R. St. Louis, one way, \$9.13, round trip, \$15.35. On sale every Tues days and Thursdays. St. Louis: Round trip October 3d to 8th, \$11.50. Homeseekers' Excursions. South: September 21, October 5 and 19. One fare the round trip, plus \$2. Springfield, Ill.: Round trip, \$13.25; on sale September 18, 19, 20. For tickets and further information call at 1415 Farnam St. (Paxton Hotel Block), Omaha, or write G. N. Clayton, Omaha. Neb.

It Gave No Satisfaction

Truth.

"It is too bad," said Gobang, "that It should have rained the first time you wore your new dress and spoiled it." "I don't mind spoiling the dress so much," said Mrs. Gobang, "but the rain kept all the other women at home and not one of them saw my dress."-

Read the Advertisements. You will enjoy this publication much better if you will get into the habit of reading the advertisements; they will afford a most interesting study and will put you in the way of getting some excellent bargains. Our advertisers are reliable, they send what they advertise.

Crazy or Courageous? "Here's a queer thing," said Mrs. Bickers, looking up from the paper. 'An Indiana clergyman, who has married 1,500 couples, has invited them all to a grand reunion."

Rugs Made From Your Old Carpets Latest improvement, new method of making reversible rugs from your old bru-sels or In-grain calpets, with border all around. Send for circular and prices to S. Kross, 6211 Went-worth Ave., Chicago. Ill.

We may stand on the highest hill if we are only willing to take steps enough.

Two bottles of Piso's Cure for Consumption cured me of a bad lung trouble.—Mrs. J. Nichols, Frinceton, Ind. March 26, 1895.

Nature is the su pernatural partially unveiled. If only good men could marry, the world would be full of old maids.

The best, at half the price; all grocers will refund your money if you are not satisfied.

Call a little man great and other little people will throw up their hats.

HOW TO KEEP EMBROIDERED LIN-ENS BRIGHT AND FRESH.

ENS BRIGHT AND FRESH.

That hand work on wash materials is far more desirable than on silk and velvet, so popular a few years ago, cannot be doubted, yet many women complain that the colors fade and dinge so soon that the work is labor thrown away. But this is an error, for if properly laundried, wash silks may be kept fresh and bright until the articles they adorn are past usefulness. The doing of the embroidery is no daintier work than that of keeping it in good order, and only by doing it herself can the tasty woman have her fancy linens kept bright and pretty.

woman have her fancy linens kept bright and pretty.

When ready to do the work, select a bright day, fill a small tub nearly full of warm water and add a little Ivory soap to make suds, put each piece in and wash carefully. After each article is clean, rinse in slightly blue water, to which a little thin starch is added, wring and hang in the shade. When dry, sprinkle, fold, and let stand half an hour. Iron on the wrong side, pressing down heavily to throw out the stitches of the embroidery, thus restoring their original beauty. thus restoring their original beauty.

ELIZA R. PARKER.

Recourse.

"Your coldness," he cried, "will drive me to desperation. I shall do mur-

You know how girls are with murderers .-- Detroit Tribune.

When you visit Omaha you should call at C. S. Raymond Co.'s jewelry store, corner Fifteenth and Douglas streets, and examine their jewelry and art goods for wedding, birthday and Christmas presents, also steel engraved wedding stationery, invitations and visiting cards. It is the only first class, up-to-date jewelry, art and cut glass store west of Chicago and St. Louis. Engraving and printing 100 visiting cards \$1.50 by mail.

Queen Victoria is rarely photographed standing on acount of her small stature. When sitting she gives the impression of being a fairly tall

FREE, IMPORTANT INFORMATION To men (plain envelope.) How, after ten years' fruitless doctoring, I was fully restored to full vigor and robust manhood. No C.O.D. fraud. No money accepted. No connection with medical concerns. Sent absolutely free. Address, Lock Box 288, Chicago, Ill. Send 2-cent stamp if convenient.

Leave No Trace.

In the dominions of the British empire alone, some 8,000 individuals vanish every year without leaving any trace.

Coe's Cough Halsam

Is the oldest and best. It will break up a cold quicke
than anything else. It is always reliable. Try it.

The man robs others who does not make the best of himself.

Mrs. Winslow's Soothing Syrup For children teething softens the gums, reduces inflam-mation, allays pain, cures wind colle. 20 cents a bottle.

pitch his tune so high.

There is a

Class of People

Who are injured by the use of coffee. Recently there has been placed in all the grocery stores a new preparation called GRAIN-O. made of pure grains, that takes the place of coffee. The most delicate stomach receives it without distress, and but few can tell it from coffee. It does not cost over M as much. Children may drink it with great benefit. 15 cents and 25 cents per package. Try it. Ask for GRAIN-O.

Try Grain-O!

IT'S DANCEROUS To buy SCALES, guaranteed "AS GOOD AS" FAIRBANKS, for less money; they can't be nade. Bon't buy, unless you get the best. A cheap Scale is the most expensive investment

FAIRBANKS, MORSE & CO., 1102 Farnam St., Omaha, Neb.

AGENTS WANTED TO SELL GENERAL HORACE PURTER'S NEW MOOK, CAMPAIGNING * * WITH GRANT,

Spiendidly illustrated. A first-class book. EASY TO SELL. Exclusive territory. Liberal discounts. Address THE CENTURY CO., 38 East 17th Street. New York. FREIGHT PAID on all orders of 2000 eq. ft. of Manilla. Wr te for amples and prices. The May Manilla Reeding Company, Camden, N. S.

Geere and Duck Feather Pillows, Bedg. Bolsters and Cushions. Write for prices Kaness City Feather Co., 1226 Wainet St.

W. N. U. OMAHA. No. 41.-1897 The ass might sing better if he didn't When writing to advertisers, kindly mea-itch his tune so high.

AN OPEN LETTER To MOTHERS.

WE ARE ASSERTING IN THE COURTS OUR RIGHT TO THE EXCLUSIVE USE OF THE WORD "CASTORIA," AND "PITCHER'S CASTORIA," AS OUR TRADE MARK. I, DR. SAMUEL PITCHER, of Byannis; Massachusetts. was the originator of "PITCHER'S CASTORIA," the same that has borne and does now bear the fac-simile signature of hat H. Ilitchin wrapper. This is the original "PITCHER'S CASTORIA," which has been used in the homes of the mothers of America for over thirty years. LOOK CAREFULLY at the wrapper and see that it is the kind you have always bought and has the signature of Class. Flitchers wrapper No one has authority from me to use my name except The Centaur Company of which Chas. H. Fletcher President.

March 8, 1897: Do Not Be Deceived.

Do not endanger the life of your child by accepting a cheap substitute which some druggist may offer you (because he makes a few more pennies on it), the ingredients of which even he does not know. "The Kind You Have Always Bought"

BEARS THE FAC-SIMILE SIGNATURE OF Insist on Having The Kind That Never Failed You.

Wonderful improvements such as 5 per cent. Nickel Steel Tubing, patent flush joints improved crank shaft mechanism, and dust proof bearings are what help to make . 1897 Columbias

STANDARD OF THE WORLD.

\$75 to al! alike. hartford Bicycles,

A good deal better than any except Columbias, \$50, \$45, \$40.

POPE MFG. CO., HARTFORD, CONN.

COUGHS, COLDS, LA GRIPPE and THROA) THUUDLES SPEEDILY CUMED.

Miss Nellie Penoyer, 1836 So. Tenth St. Omaha. Neb., writes: "Have used your Dr Kay's Lung Ba m for a severe case of La Grippe. Two doses gave relief. My lungs were very sore and in aking the Dr. Kay's Lung Balm I found that it stopped any desire to cough at once. The soreness on my lungs and in my head soon disappeared. It is very pleasant and easy to take, and while it does not cause sickuess at the stemach, like many cough remedies, it cures quicker than any I have ever tried.

Dr. Kay's Lung Balm

~**~~**~~~~~~~~~~~