

as a unit, is tributary to the national republican organization. Through the party it secures the legislation which gives its holders excessive pecuniary returns. For tariff, franchise, and other monopolies obtained through republican legislation, state and national, the beneficiaries in return con-

tribute lavishly to campaign expenses, thus constituting a vicious circle by means of which the people are exploited and equal rights denied. The speediest and surest remedy seems to be for the people to gain direct and complete control of their state and national constitutions.

The Political Weekly as an Advertising Medium

(Written by W. J. Bryan for "Judicious Advertising," published by Lord & Thomas.)

The political weekly deserves to be considered as an advertising medium for the following reasons:

First—Such a paper is taken mainly by those who believe in the political doctrines which it advocates, and advertisements appearing in the paper commend themselves to the readers. A man's political convictions are, as a rule, deep and lasting, and in every great crisis there are innumerable instances where the individual's views on public questions are stronger than family ties. Those who hold tenaciously to their political opinions naturally prize papers upon which they can rely for the information which they need in the discussion of political questions, and those who advertise in such papers profit by the confidence which the reader has in the publisher.

Second—Political weeklies are not read and thrown away like daily papers, but are laid aside for reference. The advertising matter is, therefore, of lasting value, and it is not uncommon for an advertiser to hear from

such an advertisement many weeks after it has ceased to appear in the paper.

Third—The political weekly is growing, and bids fair to occupy an increasing place in the field of journalism. The daily is becoming a great business enterprise whose editorial page is either practically without political color or defends the interests of the corporations with which the owner is connected. The stockholders of the great dailies are generally unknown to the public; neither are the writers known whose pencils supply copy for the editorial page. It is impossible that an intelligent and thoughtful student of public affairs should pay a great deal of attention to editorials written by nobody-knows-who and often with an ulterior purpose.

With the growth of the daily it becomes less and less possible for the same person to be both editor and owner, and if he is employed to do the writing, he must write as the owner desires or forfeit his place. It is likely, therefore, that there will be an increasing tendency to read the daily for its news and the weekly for the thoughtful discussion of the problems of government. A weekly paper can be published without great expense and can be edited by the owner. Its circulation will depend partly upon the popularity of the ideas presented and partly upon the ability with which the paper is edited.

Fourth—The political weekly has a wider field than the daily can possibly have because a daily published in one city cannot hope to invade the precincts of another city, but a weekly published anywhere in the United States can find its way into every village and hamlet of the country. Its contents are not valuable because of their freshness as news, but because of their permanent usefulness in the consideration of questions of moment.

Fifth—The political weekly is inexpensive as compared with the daily and reaches those who would not feel able to pay the price of a daily. It may be confidently expected, therefore, that political weeklies will increase in number, in circulation and in influence, and the value of an inch of advertising in such a paper will approximate the value of like space in a monthly magazine of like circulation.

W. J. BRYAN.

Humor of the Departments.

One of our exchanges tells of some of the queer letters that are received by the various departments of the government. The following is an extract from a letter received by the interior department from a man who was trying to help a friend to obtain a pension. No one can read the letter without recognizing that the person who wrote it was doing his best, although the humor of it probably impressed the officials as deeply as the affliction described:

"He got diseased in his pipes, and when his pipes wasent wet he whistled. He didnt whistle no song, but just a plain, stringy whistle. There wasent no mockingbird business about it, for it showed sorer; and, another thing—he didnt whistle becose he was happy, becose the sicker he got the better he whistled."

THE VALUE OF CHARCOAL.

Few People Know How Useful it is in Preserving Health and Beauty.

Nearly everybody knows that charcoal is the safest and most efficient disinfectant and purifier in nature, but few realize its value when taken into the human system for the same cleansing purpose.

Charcoal is a remedy that the more you take of it the better; it is not a drug at all, but simply absorbs the gases and impurities always present in the stomach and intestines and carries them out of the system.

Charcoal sweetens the breath after smoking, drinking or after eating onions and other odorous vegetables.

Charcoal effectually clears and improves the complexion, it whitens the teeth and further acts as a natural and eminently safe cathartic.

It absorbs the injurious gases which collect in the stomach and bowels; it disinfects the mouth and throat from the poison of catarrh.

All druggists sell charcoal in one form or another, but probably the best charcoal and the most for the money is in Stuart's Absorbent Lozenges; they are composed of the finest powdered Willow charcoal, and other harmless antiseptics in tablet form or rather in the form of large, pleasant tasting lozenges, the charcoal being mixed with honey.

The daily use of these lozenges will soon tell in a much improved condition of the general health, better complexion, sweeter breath and purer blood, and the beauty of it is, that no possible harm can result from their continued use, but on the contrary, great benefit.

A Buffalo physician in speaking of the benefits of charcoal, says: "I advise Stuart's Absorbent Lozenges to all patients suffering from gas in the stomach and bowels, and to clear the complexion and purify the breath, mouth and throat; I also believe the liver is greatly benefited by the daily use of them; they cost but 25 cents a box at drug stores, and although in some sense a patent preparation, yet I believe I get more and better charcoal in Stuart's Absorbent Lozenges than in any of the ordinary charcoal tablets."

From Factory to Farm **NO AGENTS NO MIDDLEMEN**

See what it means.



14 in. Steel Beam Plow, Double Skin best that money can build, only **\$9.00**



14 in. Imp. Lister \$17.75

12-in. \$8.75
15-in. \$9.50
18-in. \$12.00
Sulky Plow \$26
Gang Plow \$39
1000 other articles, Big Catalog Free. Special Catalogues of Buggies, Harness, Steel Ranges, Best Walking Cultivator, 4 shovel, \$12.00. Best Walking Cultivator, 4 shovel and Eagle Olawa, \$15.25. Improved Riding Cultivator, 4 shovel \$19.00. Improved Riding Disc Cultivator, 6 Disc, \$25.00. Corn Planter, complete, 60 rods wire, \$27.75. Address

HAPGOOD PLOW CO., 148 Front St., ALTON, ILL.
(Only plow factory in the United States selling direct to farmers at wholesale prices.)

IT'S A CORKER

"THE LOCOMOTIVE SPECIAL" STAMPED 17 JEWEL ADJUSTED



\$5.25

Just what you have been looking for. A watch that will keep perfect time and make a big show for the money. It is equal in appearance to the genuine 17 jeweled adjusted watches that are sold every day at prices ranging from \$25.00 to \$50.00. It has double damasked plates in gilt and nickel with raised gold jeweled settings. Locomotive handsomely engraved on the plates and artistically painted on the dial, stamped on plates 17 jeweled adjusted. It is a genuine American made watch and nothing like it has ever been offered before at this price. It is guaranteed a perfect timekeeper and positively the showiest watch on the market to-day. The case is genuine Solid Silver, very heavy and solid through and through. It is better than solid coin silver for it will never tarnish. It is screw back and screw bezel and therefore dust proof and damp proof. Just the watch for railroad men, mechanics, farmers and those who require a substantial solid heavy watch and a reliable timekeeper. It is stem wind and stem set and absolutely guaranteed for 20 Years, both case and movement.

SEEING IS BELIEVING Cut this out and send it to us with your name, post office and express office address and we will send the watch to you by express for examination. You examine it at your express office and if as represented pay express agent our bargain sale price \$5.25 and express charges and it is yours. Order to-day as this advertisement will positively not appear again. Address

R. E. CHALMERS & CO., 356 Dearborn St., CHICAGO, ILL.



Fire, Water and Lightning Proof

New Steel Roofing and Siding

Complete with nails and painted red on both sides at **\$2.00 Per 100 Square Feet.**


Most durable and economical roof covering made for houses, stores, barns, sheds, cribs, poultry houses, etc., and a hundred other purposes for inside or outside use; cheaper and will last longer than any other covering. Sheets are 6 and 8 feet long.

We Pay the Freight

to all points east of Colorado. This roofing at \$2.00 per square is our No. 10 grade, semi-hardened. Very easy to lay; requires no experience; hatchet or hammer the only tool needed. Comes in Flat, Corrugated, V Crimped, Brick Siding and Beaded Ceiling or Siding. Prices on application. Send us your order today for immediate shipment. Write for our catalogue No. 331 on furniture, building materials, wire, pipe, plumbing materials and supplies of all kinds. We buy at sheriffs' and receivers' sales.

CHICAGO HOUSE WRECKING CO., 35th and Iron Sts., Chicago

Dear Sir: Please ask your WIFE, DAUGHTER or SISTER to Read MY FREE Offer. WISE WORDS OF SUFFERERS



From a Woman of Notre Dame, Ind.

I will mail, free of any charge, this Home Treatment with full instructions and history of my own case to any lady suffering with female trouble. You can cure yourself at home without the aid of any physician. It will cost you nothing to give the treatment a trial, and if you decide to continue it will only cost you about 12 cents a week. It will not interfere with your work or occupation. I have nothing to sell. Tell other sufferers of it—This is all I ask. It cures all, young or old.

If you feel a bearing-down sensation, sense of impending evil, pain in the back or bowels, creeping feeling up the spine, a desire to cry frequently, hot flashes, weariness, frequent desire to urinate, or if you have Leucorrhoea (Whites), Displacement or Falling of the Womb, Profuse, Scant or Painful Periods, Tumors or Growths, address Mrs. M. Summers for the Free Treatment and Full Information. Thousands besides myself have cured themselves with it. I send it in plain wrappers. It actually cures Leucorrhoea, Green Sicknes and Painful or Irregular Menstruation in young ladies. It will save you anxiety and expense and save your daughter the humiliation of explaining her troubles to others. Plumpness and health always result from its use.

Wherever you live I can refer you to well known ladies of your own State or county who know and will gladly tell any sufferer that this Home Treatment really cures all diseased conditions of our delicate female organism, thoroughly strengthens relaxed muscles and ligaments which cause displacement, and makes women well. Write today, as this offer may not be made again.

"By the use of your Home Treatment I have been cured of congestion, inflammation and displacement, which had caused much suffering from nervousness, headache and backache."

MISS LAURA WORTH, 613 Monroe St., Quincy, Ill.

"I had inflammation of the ovaries and polypoid tumors of the womb for six years, and doctored in vain. Your two months' treatment has made me sound and well."

MRS. JOHN W. HAINLINE, Minier, Ill.

"I used your treatment four years ago, and was entirely cured of a severe case of ulceration and falling of the womb, with congestion of the ovaries, causing agony at the periods. I had not known a well day for ten years and was confined to the bed most of the time."

MRS. GEO. ZIMMERMAN, 310 E. Seventh St., Alton, Ill.

MRS. M. SUMMERS, Box 118 Notre Dame, Ind., U. S. A.