THIS WOMAN KNOWS

WHAT ONE OF THE SEX DISCOVERED TO HER GREAT JOY.

Mrs. De Long Finds That the Indescribable Pains of Rheumatism Can Be Cured Through the Blood.

Mrs. E. M. De Long, of No. 160 West Broadway, Council Bluffs, Iowa, found herself suddenly attacked by rheumatism in the winter of 1896. She gave the doctor a chance to help her, which he failed to improve, and then she did some thinking and experimenting of her own. She was so successful that she deems it her duty to tell the story of her escape from suffering:

"My brother-in-law," she says, "was enthusiastic on the subject of Dr. Williams' Pink Pills as a purifier of the blood, and when I was suffering extreme pains in the joints of my ankles, knees, hips, wrists and elbows, and the doctor was giving me no relief, I began to reflect that rheumatism is a disease of the blood, and that if Dr. Williams' Pink Pills are so good for the blood they must be good for rheumatism and worth a trial.

"I was in bed half the time, suffering with pain that cannot be described to one who has never had the disease. It would concentrate sometimes in one set of joints. When it was in my feet I could not walk; when it was in my elbows and wrists I could not even draw the coverlets over my body. I had suffered in this way for weeks before I began using Dr. Williams' Pink Pills. Two weeks after I began with them I experienced relief and after I had taken six boxes I was entirely well. To make sure I continued to use them about two weeks longer and then stopped altogether. For several years I have had no reason to use them for myself, but I have recommended them to others as an excellent remedy."

Dr. Williams' Pink Pills furnish the blood with all the elements that are needed to build up healthy tissue, strong muscles and nerves, capable of bearing the strain that nature puts upon them. They really make new blood and cure all diseases arising from disorders of the blood or nerves, such as sciatica, neuralgia, partial paralysis, locomotor ataxia, St. Vitus' dance, nervous prostration, anemia and all forms of weakness in either male or female. They are sold by all druggists.

Snuff Boxes With Histories.

In the days when a snuff box was considered a necessary attribute to the perquisites of a beau—or a belle—much ingenuity was brought to bear upon the manufacture of these dainty trifles. The results were often very novel. Those with a taste for the morbid, could buy snuff boxes made from the wood of scaffolds, chairs that murderers had sat upon or parts of their houses.

Study Prospective Bridegroom.

A would-be bridegroom in Kamchatka has to serve some time in a menial position in his prospective father-in-law's household in order that the brides family may have an opportunity of observing whether his habits and temperament are worthy of her.

Has 158 Descendants.

Mrs. Alice Simpson, a Stockport, England, nonagenarian, has five sons and three daughters living, seventy-one grand-children, seventy-four great-grandchildren, and five great-great-grandchildren, making a total of 158 descendants.

At Least One.

A South African constabulary commandery office wrote to a local troop officer asking if there were any donkeys in camp. The reply came, in the troop officers handwriting: "Yes, one—R. H. Symes, Captain."

Cologne and Darmund burn their garbage by means of electricity.

Parish Fashion Notes.

Velvet and velveteens, plain and in little fancy checks, will be among the most fashionable fabrics worn in Paris for street and visiting gowns this coming fall and winter.

Fall hats, too, will be made entirely of velvet (or trimmed lavishly with it), to go with the velvet gowns.

Fancy galons will be a favorite trimming for both velvets and cloths. Trimming makers have never before made so many nor such exquisitely dainty styles in galons and braids. Bits of color twinkle in and out between the heavy, coarse meshes of the braid in a way that adds wonderfully to the charm of the gown.

Flowers and plumes, in every tint of yellow, on down through burnt orange and coq de roche, to terra cotta and rich wine color, are being shown on all sorts of stunning hats. White chiffon and white mull hats, with delicate touches of silver are among the prettiest of the evening hats.

Norfolk Coat.

Norfolk coats always possess a certain smartness and are much to be desired for runabout suits and jackets. This one is adapted to both purposes and to all seasonable materials. As illustrated it is made of wood brown cheviot stitched with corticelli silk and trimmed with pearl buttons. The shaped yoke that extends over the shoulders, giving the broad effect, is a specially noteworthy feature and is peculiarly attractive while the cuffs harmonize with it to a nicety.

The coat is made with fronts, that are cut in two portions each, back, sidebacks and under-arm gores, the plaits being separate and applied over the seams, while the yoke is arranged over all. The sleeves are in one piece each and are laid in box plaits which are stitched for a portion of their length, their fullness forming puffs below, and are gathered into bands over which the cuffs are arranged. The belt is slipped under the plaits and closed at the center front.

The quantity of material required for the medium size is 6½ yards 27 inches wide, 4 yards 44 inches wide or 3¼ yards 52 inches wide.

Kimona Sacque.

The kimona in all its variations has become an established fact with Western women and is ever taking on new forms. This one is made with a slightly open square neck, while the shoulders are trimmed with straps which give the fashionable broad line. The material from which the model was made is pale blue cashmere, stitched with corticelli silk and trimmed with fancy silk made into banding but all the materials suited to negligees of the sort can be used.

The kimona is made with fronts, back and sleeves. The fronts are tucked to yoke depth and allowed to fall free below that point while the backs are tucked to give a box plaited effect and stitched for a portion of their length, being pressed into place below. The sleeves are wide and gathered at the upper edges where they are sewed to the sacque beneath the shoulder straps. The band at the front and neck is cut in two portions, which are joined at the center back, and is arranged over the kimono on indicated lines.

The quantity of material required for the medium size is 4⅞ yards 21 inches wide, 4¼ yards 27 inches wide or 2⅜ yards 44 inches wide, with 1⅛ yards 21 inches wide for banding.

Latest Skirt Design.

Paquin's newest skirt is a very plain one. That famous designer seems to have discarded the balloon top requiring yards and yards of material folded around the waist, which he recently delighted in. This newer skirt has a seam down the front, one over each hip and one in the back. It measures about seven yards around the bottom.

Casters should always be a part of every shirt-waist box or box couch.

To keep milk sweet for several days add a teaspoonful of fine salt to each quart of new milk.

An undercover of rubber sheeting, or marbleized oilcloth under the linen cover, preserves the top of a washstand.

Japanese trays may easily be cleaned by rubbing them with a cloth moistened with a few drops of oil, and polishing it off with a soft duster.

Sheets of plate glass, the exact size of the tops, are often seen fitted to highly polished mahogany tables, washstands, bureaus and chiffoniers to prevent scratching.

To keep insects from birdcages great care in the matter of cleanliness is needed, but, to make assurance doubly sure, it is well, in any case, to tie a little surphur in a silken bag and to suspend it in the cage.

A touch of orange velvet marks the newest long silk coats.

Pockets, and many of them, are appearing in the fall coats.

Red currants are embroidered over a white silk muslin gown.

A dainty mauve and white check is among the 18-cent suitings.

Panama cloth is a nice choice for the light weight outing skirt.

Pompadour wreaths catch up the folds of the dancing girl's frock.

Featherboning is a most important feature of the summer wardrobe.

A deep belt of orange silk finishes one of the lavender muslin gowns.

Repousse and oriental laces are much used on lawn and thin silks.

Graduated shades are much in evidence in costumes of glace taffetas.

Long, loose separate coats are quite the most picturesque item of the season.

There is something indescribably ethereal about the finely dotted Swiss frock.

Bisque of Oysters.

Scald a pint of oysters in their own juice, strain them through a fine sieve and save the liquor. Press the oyster through a puree sieve into a saucepan, pour their liquor over them, stand them over the fire, add, a little at a time, half a pint of hot milk, stir gently to keep the mixture from curdling, and when it has boiled one minute, strain into another saucepan through a fine sieve. Blend to a cream in a saucepan two tablespoonfuls of butter and a heaping tablespoonful of flour and add half a pint of milk slightly heated, stirring it till perfectly smooth. Stand this over a slow fire and very gradually add the oyster mixture from the other saucepan, stirring the whole constantly. Let cook two minutes, then season well with salt, a little red pepper, a level saltspoonful of powdered mace and the same of cloves. Put a tablespoonful of finely chopped parsley in a soup tureen, pour the bisque over it and serve. This is one of the most delicious and nutritious of soups, but the utmost pains must be taken in its preparation to keep it from curdling.

New Colors.

Shore resorts give many hints of new styles. One notes that bleu passe (old blue) is one of the coming colors which will be worn in late autumn and in the winter of 1904-05. Broadcloth shows it well, but it is displayed to perfection in the new velvets and in soft-finished cashmeres and the rich-looking Irish poplins. Other so-called new colors to be worn chiefly in evening gowns or in velvet or satin emplecements to tailor frocks are almond green, the exact shade of the pale nut color seen in nougat, and the flushed yellow called moidore, after the old-time gold pieces and the burnt orange (cog de roche).

Novelties in Evening Gloves.

Two novelties in white kid evening gloves contest for favor. Each is pretty enough to win patronage. In one the vogue of shirring is shown. The whole top of the gloves, for a distance of five or six inches, is gathered into wide shirring. In the other the novelty consists in lacing up the side seam with a silk ribbon, ending in tassels at the top.

Circular Skirt With Box Plaited Flounce.

Skirts that clear the ground and render walking comfortable at the same time that they are hygienic appear to gain adherents week by week and month by month, until it is fair to say that no other sort is quite correct for the costumes of general wear. This very excellent model is quite new and is made snug fitting and plain over the hips while it gives abundant and graceful flare at its lower portion and is made with a full length back which is always desirable. As illustrated, the material is one of the new green and blue cheviots trimmed with black velvet, but the model is adapted to all seasonable materials.

The skirt is made with a circular portion, flounce and back gores. The circular portion is fitted over the hips by means of tiny tucks and the flounce is box plaited and joined to it, the pointed edge falling over the plaits. The back gores are laid in two box plaits that extend from the belt to the lower edge and the closing is made invisibly at the center.

The quantity of material required for the medium size is 9 yards 27 inches wide, 4¾ yards 44 inches wide or 4 yards 52 inches wide.

THE FASHIONABLE RED.

Deep rich red is always fashionable for cool weather and possesses a certain inherent charm when worn by young girls. This very attractive frock shows the color in a light weight novelty wool material and is trimmed with fancy banding, in which are threads of gold, combined with collar and cuffs of plain red. The dress is an attractive yet eminently simple one and is made with a blouse waist and full skirt which are joined beneath a pointed belt. The wide collar gives the breadth that always is becoming to growing girls and the closing is made at the back. The quantity of material required for a girl of ten years of age is 5½ yards 27 or 3⅝ yards 44 inches wide, with ⅝ yards for collar and cuffs.

Nebraska Day at World's Fair.

October 25th has been selected as Nebraska Day. The Wabash is the line all Nebraskans will use, as it lands all passengers at the World's Fair Stations, main entrance World's Fair grounds, thus saving extra car fare, time and much annoyance.

A very low rate has been made from all stations. For Nebraska Day badge, World's Fair guide and all information call at Wabash City office, 1601 Farnam St., or address

HARRY E. MOORES.
G. A. P. D. Wab. R. R.,
Omaha, Neb.

P. S.—All agents can sell you through and route you via Wabash.

Water on Battleship.

Eight thousand gallons of fresh water are used in a large battleship daily. About two-thirds of this is taken up by boilers, and the remainder is used for drinking, washing, etc.

A Record in Trees.

The largest tree in the world is to be seen at Mascali, near the foot of Mount Etna, and is called "The Chestnut Tree of a Hundred Horses." Its name rose from the report that Queen Jane of Aragon, with her principal nobility, took refuge from a violent storm under its branches. The trunk is 204 feet in circumference.

Japanese Never Conquered.

Speaking of the Japanese, Voltaire said it was the only nation that had never been conquered. In the thirteenth century the Japs repulsed 107,000 Mongolians in a naval warfare. They fought with success in Korea and China, and Dr. Bertillon says that they are invincible on account of their all-powerful Jiu-Jutsu.

Difference in Farming Methods.

The average gross returns per acre from cultivated land in this country is only $10.50 per acre, and from land devoted to the growing of cereals but $8.02 per acre. In Great Britain the intensive system of farming has brought the average gross returns up to within the neighborhood of $30 per acre.

Husband of Little Importance.

Among some of the ancient Mexican tribes the husband left his people and dwelt with his wife's family, where he seems to have been considered of minor importance.

A mother's prayers, silent and gentle, can never miss the road to the throne of all bounty.—Beecher.

Take Census With Beads.

The recent census of the natives in the Transvaal was taken with beads. Each headman was furnished with a number of beads of different colors, and twine on which to string them. A big black bead represented an adult married native, a big yellow bead a grown single man, a big blue bead a married woman, and a white bead a singe woman over fifteen years old. A small yellow bead stood for a boy and a small white bead for a girl.

Brahmin's Proverbs Popular.

The old English proverb writers used Pilpay's proverbs very largely—in fact, were it not for th old Brahmin there would be many fewer English proverbs than there are. The proverbs have been translated into every European language and into many Asiatic tongues—Persian, Malay, Mongolian, Afghan; they are the proverbs of the world.

Spite o fall de bright sunshine in dis worl', some mens will go roun' huntin' fer happiness wid a candle.—Frank Stanton in Atlanta Constitution.

Italy and Spain have fewer houses in proportion to their population than any other country in the world. The Argentine republic and Uruguay have the most.

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

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?

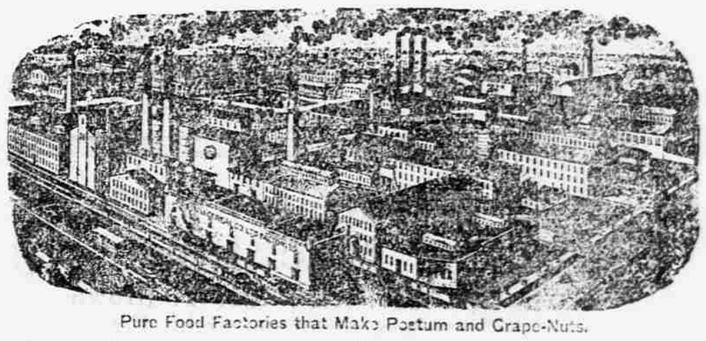
This Postum plant is a good illustration of that law. It seems but a short time ago when I put a few men at work in the carriage house of the barn you have seen to-day, where we began making Postum coffee.

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 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.

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 it will be found to possess exceptional merit.



Pure Food Factories that Make Postum and Grape-Nuts.

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.