

## A Plain Business Talk.

As a plain matter of business and a reasonable talk to business men, we wish to say that the fact of our advertising is apt to condemn us in the minds of a thoughtless public, simply because a matter of custom and a fallacy established by the medical fraternity, decrees that any man who shall advertise in the newspapers in a public way that he is able to do certain things, treat certain conditions or diseases, shall be stigmatized as a "quack" and a "fake." And were it possible for a society of physicians to control the situation, there would absolutely be no means by which physicians might make known any recent discoveries or improvements that would give the public an opportunity of receiving the benefit of the same at reasonable prices. If you are personally interested in this matter, do not be biased or prejudiced without a personal investigation of the subject. Every statement that has been made through the columns of this paper can be followed up to a positive knowledge on the part of the reader, and the common assumption that all advertising physicians are frauds is not only unreasonable but unjust to yourselves, as well as the physicians. Improved methods and advanced theories are constantly being brought to light and the public appraised of the fact in this way by the most progressive men in the field of science and medicine, and while advertising in the past has been resorted to by many unscrupulous physicians, there is a gradual tendency among the more advanced physicians in the east to grant more liberality in this line, and the roundabout advertising done by many physicians is understood today better than ever before, but straight-forward advertising based on plain facts which appeal to your judgment and reason should receive your considerate attention, and if you are really interested, should be investigated by you, especially if considering treatment for yourself or family.

### Eyes of Jesse James

During an interview with Dr. Seymour yesterday, the conversation turned to the subject of detecting criminals by their eyes; and when the reporter asked if this was possible, the doctor replied:

"Not in all cases, but in many instances it is true, as can be learned from any trained detective. Of course the ordinary person, who has made no study of the expression of the eyes can easily be misled, as even the eyes of outlaws are often beautiful, which a little story told me by a Chicago man will serve to substantiate.

"Many years ago," related my friend "I foolishly became interested in Colo-

rado silver mines. With a prominent Clevelander I made a trip to the mines. At Durango, then the terminus of the main line of railroad, we had to remain over night before getting the construction train up the mountain the following day. My companion got it into his head that he wanted an apple. We approached a man with long hair and wearing a sombrero who had a small fruit stand in the village of tents. My friend took three apples and threw down a nickel. The cowboy vender, for he certainly looked like, one said: "Twenty-five cents for those apples, please."

"This is robbery," said my companion, it is outrageous."

"'Looke here,' the stranger said, as he drew two huge revolvers, 'I'm not in this Godforsaken country for nothing'; shell out and shell out quick.' We shelled and shelled out quick.

"The next day we climbed upon a flat car of the construction train and started up the mountain. Presently a man wearing a sombrero and possessing two of the coldest, most penetrating eyes I ever saw, boarded the car. Two revolvers protruded from his hip pockets. He sized us up and said, 'Five dollars each, gentlemen, please.'

"What's that for?" asked my friend.

"Fare on this road; do you think we're running trains for our health?"

"We produced our tickets, but the stranger said that they were no good, and demanded the money.

"See here, my friend,' I said, 'I don't care about the money, but I do want to say that you have a pair of the most beautiful eyes I ever saw in a man's head.'

"You're quite a blarney, lad,' he replied with a smile, which lit up his cold features, 'but it goes with me because I feel a little proud of those peepers myself.'

The fellow was Jesse James.



STATED

Dr. W. I. Seymour,

Omaha, Nebr.

Dear Doctor:

In relation to the professional work you have done for myself and friends, in the fitting of glasses, I wish to say that I am very much pleased with the results you have obtained and can highly recommend you as a skilled specialist.

I trust your trip to Texas will prove beneficial to you and that the people of the South will appreciate your work as highly as your own home patients do.

With kindest regards and best wishes for a pleasant trip, I am,

Yours sincerely,

*E. L. Bruce*

Omaha, Neb Dec. 15, 1899.