

dred-fold?

der increased the circulation of the paper in which he advertised a hun-

Well, it was this way. His name was Wise, and he had unlimited money to spend. He had formerly owned a sawmill and he naturally had a large quantity of sawdust on hand. It struck him that

if he could buy a low-priced molasses, and could make an amalgam of molasses and sawdust and advertise it as the only nutritions food, good alike for brain, brawn, cuticle, and hair, he could make a fortune in a month

So he called in an advertising man, and put him on a princely salary at once, and said:

any way you like, as long as you get the people's attention." Now, the advertising man was a

genius and he said to himself: "If I advertise this thing a little in every Sord Ust. They began to inquire for paper people will only think a little it in the stores and they found that of it, but if I bend all my energies no one kept it. No one had ever on one paper, and that a very impor- heard of it. It was impossible to buy tant one, and advertise it there a box of it anywhere because the uniquely for a month or so, the very clever advertising man had given oroddity of the thing will attract atten-

So he went to the office of the Daily Howler and said:

"I want to buy every page in your paper for advertising purposes." And the business manager told him it couldn't be done.

AVE you ever | So the advertising man showed him | it. The very idea that in a free counheard about that what a large check he could write, try they were not allowed to buy anybusiness man who and then the business manager said it thing they wanted! Was this Maine in advertising his was possible, and the next day Mr. with a prohibitive law on something particular brand Man had every page in the Daily the people really wanted? of breakfast fod- Howler. There was not a murder, not a bit of editorial speculation, not a Daily Howler kept on increasing his thing of any sort in the paper, except the name and the date and the sub-

> scription price. And of course there was no advertisement. And that piqued curiosity. with it and five large mills hard at Well, this thing happened next day work compressing it into cakes. and the next, and then on the editorial page was printed in very small letters, the pressure of public opinion, but

> TRY SORD UST. Now you may well believe that subscribers began to rush in, for here was an advertisement on the first page of paper that could be introduced into the Daily Howler to the effect that the most bigoted home in the land. Sord Ust was a breakfast food, and There were no tiresome politics in it; that all you need do to it was to pour no dreadful murders; nothing but a little hot milk on it: and if your Sord Ust.

Every one said it was the cleanest paper that had ever been issued, and more and more people subscribed to it. It got to be quite a fad. To be sure, the subscribers did not know what was going on in the world except by hearsay, but they had that much time for other things, and they were, consequently, far happier, and, reading about no murders or steamship "Go ahead. Advertise Sord Ust in trusts or presidential possibilities, they finally came to the conclusion that the millennium was at hand.

But, of course, the thing that made the most impression on them was this ders to his employer to refuse to sell it for at least six months.

People did not even know whether it was a new kind of soap, or a breakfast food, or the latest thing in stove volish.

What was the result? Why, people menu. And he's alive yet. were mad to get it. They would have (Copyright, by James Pott & Co.)

For the Hostess

Suggestions as to Social Entertainments, and Other Matters, by Authority on Subject

Refreshments for a Bridge Party. | then dinner calls must be out of da I am going to entertain 12 ladies at bridge and wish to give a light funcheon in middle afternoon on the cafeteria order. Will you kindly tell me what to serve and how. I will feel very grateful to you.-Xenia. And all this time the editor of the

> Arrange your dining-room table with center-piece and candles, then have plates with napkins and silver in the table. Let the guests help themselves to salad out of a bowl, also to sandwiches (two kinds), pickles, olives, salted nuts and bonbons. Have coffee, chocolate and tea passed on a tray. You can have frappe or a sherbert passed during the game, it is always refreshing.

Spring Decorations.

I am planning to give a little luncheon to the members of our Womans' Reading club. Can you give me any Katheryn. grocer wouldn't get it for you change suggestions that would be pretty for decorations for spring?-E. M. T.

> Nothing is more beautiful than the lovely spring flowers, jonquils, daffodils and tulips have been much in favor this spring with candle shades to match the color which has been mostly yellow. Tiny umbrellas make appropriate favors for April.

> > For a Baby Shower.

Will Mme. Merri kindly suggest how to issue invitations for a baby shower regretting. I wish to give in June; also how to present the gifts and what to serve?-M. L. D.

The invitations are issued verbally or by informal notes or your visiting cards may be used with "baby shower" in lower left hand corner. The refreshments may consist of anything whipped cream in molds, sandwiches of nuts, cottage cheese and olives, hot chocolate or tea. Give the presents in a dainty hamper, or if that is too expensive cover a large box with pretty rosebud wall paper, tie with pink and blue ribbons.

For a Stag Party. How shall I issue invitations for a

stag party which I wish to give for my brother on his twenty-first birth-Jay? Not too elaborate and I do not want to serve drinks of any kind. Think I'd like a luncheon.-Maybelle.

I presume the stag party is to take place at night, and a luncheon is never served except in the daytime. You can have a dinner at seven o'clock. a nine-o'clock supper or just refreshments at about 10:30. To the latter would have ovster cocktails, chicken salad, sandwiches, coffee, fruit and cheese. All you have to say on the invitations: "Stag Party" or "Smoker" and the guests will understand. You can have a birthday cake and frink the host's health with lemonade. It would be nice to ask each guest to

For a Linen Shower. Can you suggest something for a linen shower, some novel way of giv-

Have all the packages in a child's wheelbarrow ornamented with flowers and ribbons. Dress a small child of a tinted bordered handkerchief. like Cupid to trundle in the load. Cut one-quarter of the handkerchief There are cunning little gilt arrows away and make out of this a butterfly to use for favors or to put on top of bow. Plait the remainder of the handheart-shaped cakes and candy.

A Budget of Questions.

First. Are party calls out of date? course, the lace-edged handkerchiefs Was informed that they were. If so, can be used to make daintier jabots.

or just the one? Thanking you in advance for relieving my ignorance. Very truly, In reply to your first question party calls are not out of date, decidedly not Your informant is ignorant on the subject. Every invitation accepted brings with it an obligatory call-or a very

Second. A lady issued invitations

for a colonial tea for two different

hours in one day. Invitations worded

in "old-time style:" "Will you come,

Third. A lady invited me to her re-

ception, who had not previously called.

but inclosed a card. I went to recep-

tion; left my card and then in giving

a party myself, a few days later, I

invited her to mine. She came, and

In leaving a card at a reception do

you make a call after, or is the card

Fourth. If two ladies entertain me,

one only of whom has called upon me,

am I later entitled to entertain both,

etc?" Did that require a reply?

now who owes the first call?

"a call?"

who issued the invitation for a "colonial tea," certainly should have had a reply at once, accepting or In regard to who owes the first call I should say it is the lady who in-

vited you first without previously call-

good excuse must be had to omit the

courtesy. A dinner party or any for-

mal affair requires that the duty call

ing, providing she is the oldest resident of the town. To your fourth question the reply is that the lady who had not called sent her card because the two were endainty. I would suggest gelatin with tertaining together and it would not have been polite not to have sent it. You may or may not return the compliment. It is just as you feel in-

clined to do.

MADAME MERRI.



Trotting skirts now hang straight. Braiding continues as popular as

Daisies are popular for the baby's millinery. Bell-shaped skirts have vanished

from fashion. Many accesories show the reign of he "diabolo" craze.

Flame and watermelon shades are perhaps the most fashionable. Dresses lie close about the feet, and

there is no stiffening in skirts. Tunics are not cut round, but in points, to which are often attached tas-

Sleeves made in one with the bodice are in accordance with the latest decree of fashion. Straw hats that look like miniature

sombreros make a jaunty headger for a two-year-old boy.

Handkerchief Jabot.

A Parisian novelty is a jabot made kerchief so that three hemstitched sides form the finish around the edge and to these lace is sewn or not, as Kindly answer these questions for the wearer desires. This is very easily made and not very expensive. Of

DAYS OF FINANCIAL STRESS MAKE FARM LANDS LOOK

A staff contributor of a southern

newspaper has taken up the question of the return to the farm of many who had forsaken it for the glitter of the city. He says: "It is a well known fact that the history of this Government shows that those men who have been most successful in life and who have left their impress upon its people and its institutions as statesmen soldiers, financiers—have as a rule been those whose youth was spent on the farm, and it is to such as these that there comes with overmastering power THE CALL OF THE SOIL. More especially does it come with redoubled persuasiveness, greater power and sweeter pleading to the man of affairs when the clouds of financial unrest begin to darken the sky; when the cry of panic causes people to lose their wits and act like stampeded cattle; when with reason or without reason there arises before him the specter of ruin, grinning in his face and waving its gaunt arms in threat-

ening gesticulation. The pitiable state into which some men were brought by the recent financial flurry, which happily is now passed, suggests these reflections. Some were ruined and a very few became insane because of their losses.

Two or three took their own lives. It is when such times come that the statesman, the great financier, and the man of affairs becomes tired of the struggle. He lays down his pen, turns from his desk and listens to woman are asked to write? be paid within two weeks. The lady the CALL OF THE SOIL.

There are hundreds of cases looking for investment in lands. No strictly confidential? investment is better or safer. Take, Come and Sec. for instance, the lands in Western Canada that can be bought at from \$10 to \$15 per acre which yield a revenue equal to and often greater than their Come and See. original cost. Those lands make a certain investment. During the past two months large investments in these lands have been made, some intending to use the lands for farming different points throughout the United States have in their possession parschools, churches, &c. These are valpleased to give information to any desirous of securing, and will tell all about the railway rates, &c.

Very True. The Best Friend-I hear her old

husband shows her a dog-like devo-The Casual Gossip-Yes, they say he is always growling at her.

Garfield Tea, the herb medicine, insures a healthy action of liver, kidneys, stomach and bowels. Take it for constipation and sick-headache. Write Garfield Tea Co., Brooklyn, N. Y., for free samples.

Political Mass Meetings Forbidden. China strictly prohibits the holding of mass meetings for political purposes in all parts of the empire.

Lewis' Single Binder Cigar has a rich taste. Your dealer or Lewis' Factory,

Hope, without action, is a sad

doer.—Feltham

True valor is the basis of all-Carlyle.

MANUFACTURESS OF THE MACTCLE, MINOLETT

Come and See. Do the women of America continually use as much of it as we are told? Come and Sec. Was there ever such a person as Lydia E. Pinkham, and is there any Come and See.

out drugs?

Mrs. Pinkham now to whom sick Is the vast private correspondence throughout the United States of those with sick women conducted by

This sign is permanently attached to the front of the main building of the Lydia E. Pinkham Medicine

It means that public inspection of

the Laboratory and methods of doing

business is honestly desired. It means

that there is nothing about the bus-

iness which is not "open and above-

It means that a permanent invita-

tion is extended to anyone to come

and verify any and all statements

made in the advertisements of Lydia

E. Pinkham's Vegetable Compound.

made from roots and herbs - with-

Is it a purely vegetable compound

Company, Lynn, Mass. What Does This Sign Mean?

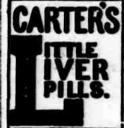
who have money in the banks and are | women only, and are the letters kept

Have they really got letters from over one million, one hundred thousand women correspondents?

Have they proof that Lydia E.

Pinkham's Vegetable Compound has cured thousands of these women? Come and Sec. This advertisement is only for

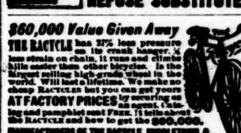
purposes of their own. Others to re- doubters. The great army of women sell to farmer friends. The agents of | who know from their own personal the Government of Canada located at experience that no medicine in the world equals Lydia E. Pinkham's Vegetable Compound for female ills ticulars of districts in which there are | will still go on using and being benfree homestead grants of 160 acres efited by it; but the poor doubting, ch accessible to railways, markets, suffering woman must, for her own sake be taught confidence for shealso uable lands. These agents will be might just as well regain her health.



Eating. A perfect remedy for Dizziness, Name Taste in the Mouth, Coated Tongue, Pain in the Side, TORPID LIVER.

They regulate the Bowels. Purely Vegetable. SMALL PILL. SMALL DOSE. SM**ALL PRICE.**





W. N. U., OMAHA, NO. 17, 1908.

ananaa

"OUCH, OH MY BACK"

NEURALGIA, STITCHES, LAMENESS, CRAMP TWINGES, TWITCHES FROM WET OR DAMP ALL BRUISES, SPRAINS, A WRENCH OR TWIST THIS SOVEREIGN REMEDY THEY CAN'T RESIST

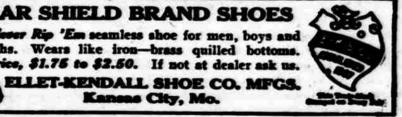
STJACOBS OF

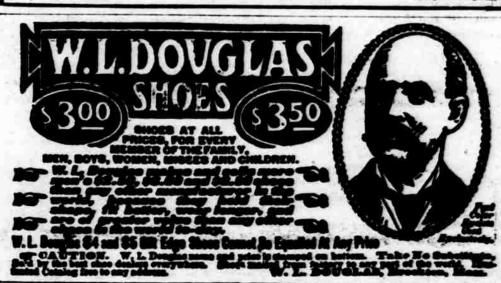
Altitude only 300 feet above the sea level. Inexhoustible water supply, taken from the great Snake River, the seventh largest river in America. No aliah, no cyclones 450,000 acres of the finest fruit and agricultural land in the West.

The man who wants a home where everything grows that makes farming profitable-on easy terms—or the man who wants land for investment should write us, as we quote nothing but absolutely reliable information. Address

H. A. STROUD & COMPANY. Twin Falls, Idaha

WEAR SHIELD BRAND SHOES Meser Rio 'Em seamless shoe for men, boys and youths. Wears like iron-brass quilled bottoms. Price, \$1.75 to \$2.50. If not at dealer ask us.







Lim Jucklin on Editor's Dinner Col. Shang W. Mowlett, the editor I reckon you ever saw-made out of whip. I cat and eat-well, I jest eat of the country paper, while out for a this pearl corn. Hard! Why, you till I forgot all about old Dorb in the

ed his attention at home.

And after sitting a long time it took up his hat and had made a mo- hat on his head. tion to put it on his head when his at-

a Plymouth Rock pullet. a trumpet vine, the editor looked off'n the fat of the land. So you think paper." across a corner of the garden into a that if this here prime preacher re- And forcing the editor to sit down, lot where in the sunshine sucking signs-" pigs, just big enough, if roasted, to hold crab apples in their mouths, editor.

were tumbling over one another." Not with an extra effort of memory was it that the newspaper man recalled the fact that his pre-daylight likely to be rain in northwest town- that she was in love with a long, lank breakfast had consisted mainly of sod- ship, range east. Looks that way to feller that come down the river on a den cakes and extreme hurry. It was me, too; and I reckon I'll have to raft and stopped at Moseley's place. fresh in his mind as he heard the "pot make my priparations accordin". But, Now whuther or not the logs belonged rack, pot rack" of a guinea hen. But speakin' of breakfast there ain't to him don't enter into the story. At with the air of vital concern he talked nothin' nicer, to my notion, than a any rate, he sold 'em and the first on the condition of the country and of piece of roasted pig, with the brown thing he done was to give a dinner in foreign probabilities. He didn't load crust on it, briled on the coals. Oh, the woods, and the most urgent invite down his speculative mind with what I hear of folks that for breakfast eat was sent to Tilly Groggin. He had had taken place. That would have hot milk and doll stuffin', but that seen her somewhere, no matter where. been a matter of mere industry. It don't touch the spot where I live. Now and so, along with a number of others. lay within the keen province of his a right nice yaller-leg chicken, a she went. And it was a barbecue vision to discover what might be done leetle more than half grown, snatched mind you. They roasted sheep whole if such and such should happen. If a off'n the face of the earth and fried and-wait a minit-and ducks, too: certain prime minister should resign, before he knows what's the matter and he had about two barrel of shell or if the emperor should so far forget with him-he's some, I want to tell oysters that were brought in right himself as to say so and so in his you. Made up your mind yit as to fresh, and they roasted them on the coming speech, why it was clear that who is to be the next president? But hot coals, and-" this, that and the other would hap I reckon you've been so busy you pen. And old Lim agreed that it was hain't paid much attention to it. This hurry."

over into the afternoon, the waving ners, too; you have to go to them; body was haungry, and the long, lank vine at the window sifted a softer and they eat dinners now in the night, feller, he takes up a knife about as light, and still there was no call from I'm told. I like 'em best when the long as a scythe and begins to carve pot or pan. So, at last, the editor sun gits jest about as high as it kin, a mutton, and the brown juice began arose and was about to put his hat on but the time don't make so much dif- to run out and-" dining-room the rattle of dishes. Sorry my wife ain't at home. She Then he hesitated, turned about as if | could skeer up a bite for you. She be had just thought of a wise thing got my dinner as quick as she could to say, and sat down.

"Sorry, colonel, you didn't come a and I reckon they'll have a good time. little earlier. Reckon you seen some The old maid was engaged to be marof them pigs out there. Had one of ried and that makes her death all the their brothers roasted to a fall of the more interestin'. Don't ricollect when year brown, and-" The editor old Dorb Servier died, do you? I set wiped his mouth. Old Lim continued: along about 12 o'clock old Aunt Judy, ashamed of yourself." "And I had some early rose potatoes that worked there, skeered us up as pink-eyed as one of these these about as good a snack as I ever eat. Albumins—is that what you call 'em?" Some seem to forgit that folks get

"Albinos,' drawled the editor. "Yes, that's it; seen one in the side o' that kind. She had a way of fryin' show when the cirkis come to Purdy. hominy in ham gravy that would seven tons of pennies were turned out And I had some of the best corn bread make a saint pop his mouth like a bull in a single day by an English mint.

day among his subscribers, halted at could have a grain of it set and wear next room. He was mighty fond of the house of old Limuel Jucklin. He it for a breastpin. Along with it all, cards, and Bill Atcherson 'lowed that had time to stop only a few moments, too, was a yaller pitcher full of but- he was a lyin' there a waitin' for the he said; a delinquent tax list demand- termilk brought from the spring- last trump. Now, Bill, he's monst'us house, and-"

tention was seized upon by the rattle about it. Set down," and the old man Is there anything sweeter than a of dishes in the dining-room, just shoved the editor back into his chair. chinkapin ham? Jest take and b'il it across the broad passageway in the "And I do reckon I had some of the in cider about four days old and—I north section of the old log house. It best sparrar grass that ever growd tell you, then you've got suthin' to is of no doubt that the embryo crow- outen the ground, and these little smack your mouth over." ing of a half-feathered dominecker brownish redishes that look like a had appealed to the scribe to break rusty-coat apple. Haungry! Why, Jucklin, I've stayed too long already, his journey in the hope of breaking colonel, I never was haungryer in my and must go." his fast at the house of his "constant life. And Susan, my wife, she kept of reader," and as he drove into the a savin'. 'Do have another help to the well up and I've got nothin' to do but yard he was seen to cock his eye at pig, and—well, I cat enough to last to sit here and talk. And as for you But as the hours wore hungrily way, too. Folks must bring you thou- nor the sun when it's slantin' toward along he saw no signs of dinner. In sands of things—these here women the west. They say that time was no seeming fear of danger the chick- that write; don't care much for suthin' made for slaves, and if you ever was ens walked about the yard. And from to eat themselves and fetch it to you. a slave you were set free long ago. the window, where a perfumed breeze You may not make as much money as Sit down-just a minit. I'll give you murmured music amid the tendrils of a county jedge, but I take it you live a piece of news you can print in your

signs and the emperor ketches cold day's travel, of a Sunday when folks and sneezes before breakfast there's are goin' to church, took up a notion here social life, too, keeps you on the The sun lost its balance and slipped trot a good deal, I reckon. And din- By the time dinner was ready everyd when there came from the ference as what they have to eat. "Turn me loo and hurried over to one of the neigh-"I reckon a cat must have run over bors, where the old maid school teachthe table," said old Lim, and Shang er ain't expected to live till sundown. W. Mowlett's heart beat low in de Nearly all the women folks in the neighborhood are flockin' over there.

hungry, but old Aunt Judy wan't one

fond of good things to eat. Tuther give a toast. "I've got to go," the editor ex- day he brought me about as fine a seemed as if he were about to go. He claimed, jumping up and clapping his mess of young squirrels as I ever set down to. Fried 'em in the lard out of "Wait a minit and let me tell you a mast-fed hog. And that reminds me.

edition, and all the time Mr. Wise

went on buying sawdust and cheap

molasses until he had a whole county

in northern New York heaped high

And at last, seemingly on account of

really because the advertising man

said it was high time, Mr. Wise put

Why, they had one long freight train

stretched from the mills to New York,

moving all the time on a special track

and as fast as a car was unloaded at

the Manhattan end a car was filled at

Motive power? Electricity, of course.

And the man became a millionaire

ten times over before the year was

up and before the Sord Ust had kicked

up any racket in the insides of the

And now the advertising man be-

gan to advertise in all the papers, and

the Daily Howler came before its

millions of subscribers with murders

and editorials once more, and they,

after their long fast, were only too

giad to learn that the world was not

as good as they had suspected, and

the Daily Howler was a bigger suc-

But the editor had got the tip, and

he didn't use Sord Ust on his home

your grocer at once!

Well, I guess.

the other end.

nonulace.

cess than ever.

Was it a success?

The editor got out of his chair. "Mr.

he continued: "I reckon you hearn "Prime minister," muttered the of what happened over at old Groggin's. Well, Groggin's daughter, Tilly, "Ah, hah. And you think if he re as likely a girl as you'd meet in a

"But what happened? I'm in a

hungry man. "I've got to go, I tell

Jucklin appeared at the door.

Rush Work in English Mint. Owing to a shortage in small coins.

ing the packages?-Avis.

"Don't you do it. My work's putty me for a week. I reckon you are that -you don't need to look at a watch

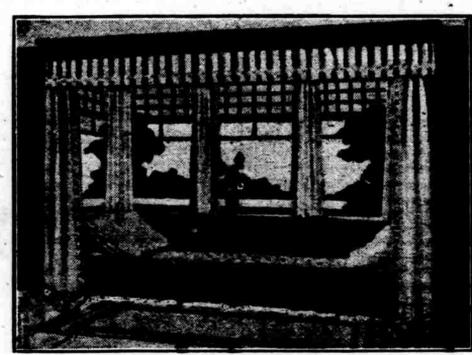
"Happened? You jest wait a minit.

And just at that moment old Mrs.

"Why, howdy do, Col. Mowlett. When Limuel seen you a comin' he told me not to have dinner till he said so, and I don't know what he meant by it unless it was one of his own sort of jokes, but as you must be hungry by this time you'll please walk out. The colonel looked at Lim and the grabbed out his handkerchief and up with him the night afterward, and old man shouted, and the old lady said: "Limuel, you ought to be

(Copyright, by Opie Read.)

FOR WINDOW SEAT



Novelties in Hatpins.

heads of stuffed birds or made of length. artificial flowers. A society lady in | Thus the plain look of the kimono New York brought a hatpin from Eu- sleeve is modified to a great extent. lete, tail, feathers and all, but the have found the last year whole is not more than four inches in fashions very trying.

height. Another pin head consists of a large red rose, so fresh and rich in color denias and camellias, too, form the heads of some of these pins. These

Combination Sleeves.

hatnin with a black end.

The newest of sleeves is a combinafulness, used in the ordinary way. neither matches the skin nor contrasts This allows sufficient material for the with it. Warm gray is allowable.

sleeve to be arranged in a puff at the In Paris hatpins are seen made of top and gathered again at elbow

rope with the head in the shape of a. and the fulness at the shoulder is so miniature peacock. The bird is com- becoming to many women that they Colors for Blondes

The colorless blonde must avoid that it seems as though it had just black, dark green and purple, choosbeen plucked from the garden. Gar- ing instead bright navy blue, white, cream, pale blue, mauve, pinks, grav. amethyst and possibly olive green. If floral hatpins can be made at home the skin is very white this type will by buying a small bunch of flowers become fluffy transparent black for and running through the center a plain evening wear, especially if the lips are red.

The sallow blonde must exercise the greatest care in selecting her colors. Many authorities agree that yellow, tion of the mikado and the kimono, ar- pale gray and ecru will become her. ranged so that, although the armhole Deep, warm colors will suit her better, is fairly small on the top of the sleeve, such as rich deep reds, browns and there is no seam. The waist and sleeve blues, relieved with ivory white about together are gathered into the usual the throat, rather than ecru, which