

Shrewd Advertisers.

Readers of the newspapers of the day cannot fail to be impressed with the fact that the modern advertiser is progressive. He is compelled to be, else competitors, more active in the invention of new advertising devices, will outstrip him in public favor.

The value of printers' ink judiciously and scientifically employed cannot be overestimated; it is the medium whereby a meritorious discovery is raised from local fame to a position in the public esteem. Hence the columns of the newspapers are daily used by hosts of advertisers, and in the competition which is indulged in to attain the desired end, the reader is oftentimes amused.

The greatest of American advertisers, and it may as well be said in the world, is H. H. Warner, of Rochester, N. Y., whose name has been made everywhere familiar in connection with "Warner's Safe Cure," widely advertised because of its merit in the prevention and cure of kidney diseases.

By printers' ink this great discovery has achieved world-wide popularity, and thousands feel grateful for the knowledge thus acquired of this greatest of modern remedies.

Furthermore, the public has been taught that disorders of the lungs, brain, heart, and liver which hitherto been regarded and treated by the profession as distinctive diseases are not so in fact, but are the attending symptoms of disease of the kidneys; therefore, the consumptive, the apoplectic, the paralytic, and the sufferer from nervous disorders can be restored to health by Warner's Safe Cure, which will remove the true cause of those disorders by restoring the kidneys to healthy action.

The advertising methods employed by this greatest of advertisers are invariably instructive, and, although the reader may sometimes be "caught" in reading an advertisement, which was not at first supposed to be such, there is nevertheless no time lost, since useful information is invariably gained concerning life's great problem.

KING ALEXANDER I., the boy sovereign of Servia, is less of a child than his 13 years bespeak. He already speaks French, German, and Russian, and shows great capacity for study.

S. JACOB'S OIL FOR NEURALGIA.

Neuralgia and Paralysis--Nov. 1880--Cured.

Springfield, Tenn.

My wife suffered 18 months with neuralgia and paralysis. I had to move her in bed, and could find no relief. By the time she had used two-thirds of a bottle of St. Jacob's Oil she could walk.

JOS. P. MURPHY.

Sold by Druggists and Dealers Everywhere.

The Charles A. Vogeler Co., Balt., Md.

DIAMOND VERA-CURA FOR DYSPEPSIA.

A Positive Cure for INDIGESTION and all Stomach Troubles Arising Therefrom.

Your Druggist or General Dealer will get Vera-Cura for you if not already in stock, or it will be sent by mail on receipt of 25 cents (5 boxes \$1.00) in stamps. Sample sent on receipt of 2-cent stamp.

THE CHARLES A. VOGELER CO., Baltimore, Md.

PATENTS

F. A. LEHMANN,

Washington, D. C.

Send for circular.

SINGERS

find Piso's Cure for Consumption. THE

BEST remedy for

harseness and

clear the throat.

READER We want to sell our self-igniting, self-extinguishing SAFETY LAMP BURNER. Sells at sight. Big pay. To those

meant business, sample free to canvass with.

Address PHENIX CO., 24 Mechanic St., Newark, N. J.

My last lecture with hints and

Weak Men helps for complete home cure.

Dr. R. F. Caton, Box 5357, Boston.

Sure relief.

KIDDER'S PASTILLES Price 25cts. ASTHMA,

Chilblains, &c.

Dr. Stowell & Co.

Providence, R. I.

Sample Pages from the Latest

Sunday School Song Books Free

THE ECHO MUSIC CO., LaFayette, Ind.

CATARRH

Ely's Cream Balm

Cold in Head

ELY BROS., 56 Warren St., N. Y.

BRADFIELD'S

FEMALE

REGULATOR

Cures all Diseases Peculiar to Women!

BOOK TO "WOMAN" MAILED FREE.

BRADFIELD REGULATOR CO., ATLANTA, GA.

Also SOLD BY ALL DRUGGISTS.

NAME THIS PAPER every time you write.

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