

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 have 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 these 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 Serbia, is less of a child than his 13 years bespeak. He already speaks French, German, and Russian, and shows great capacity for study.

ST. JACOBS 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. Jacobs Oil she could walk.

JOS. P. MURPHY.

From Same 6 Years Later—Permanent Cure.

My wife was paralyzed and could not walk a step. Before I used a bottle of St. Jacobs Oil she was about the house. She is now entirely well. Does all the house work and milking too. JOS. P. MURPHY.

Sold by Druggists and Dealers Everywhere.

The Charles A. Vogel Co., Balto., 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. VOGEL CO., Baltimore, Md.

PATENTS F. A. LEHMANN, Washington, D. C.

Send for circular.

SINGERS and Pisto's Cure for Consumption THE BEST remedy for Coughs, Colds, and to clear the throat.

READER We want you to sell our self-illuminating self-extinguishing SAFETY LAMP BURNER. Sells at sight. Big pay. To those meaning business, nothing free to canvass with. Address PHOENIX CO., 24 Mechanic St., Newark, N. J.

Weak Men My last lecture with hints and helps for complete home cure. Free. Dr. R. F. Cator, Box 5297, Boston.

Supreme relief for ASTHMA. KIDDER'S PASTILLES, by mail. Stowell & Co., Christchurch, Mass.

Sample Pages from the Latest Sunday School Song Books Free

THE ECHO MUSIC CO., Lafayette, Ind.

ELY'S CREAM BALM CATARRH

Ely's Cream Balm Cold in Head

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

BRADFIELD'S REGULATOR

Cures all Diseases Peculiar to Women!

BOOK TO "WOMAN" MAILED FREE.

BRADFIELD REGULATOR CO., ATLANTA, GA.

MAILED BY ALL DRUGGISTS.

SEND NAME THIS PAPER every time you write.

SSSS

My little boy, 5 years old, was sick with a disease for which doctors had no name. The nails came off his fingers, and the fingers came off to the middle joint. For 3 years he suffered dreadfully; I was getting well, and I am satisfied Swift's Specific is the chief cause of his improvement.

JOHN DEHILL, Peru, Ind.

POISONED BY A CALF—My little boy broke out with sores and ulcers, the result of the saliva of a calf coming in contact with a cut finger. The ulcers were deep and painful and showed no inclination to heal. I gave him Swift's Specific, and he is now well.

JOHN F. HEARD, Auburn, Ala.

Send for books on Blood Poisons & Skin Diseases, free.

SWIFT SPECIFIC CO., Atlanta, Ga.

BRONCHITIS CURED.

After spending Ten Winters South, was Cured by Scott's Emulsion.

146 Centre St., New York.

June 25th, 1889.

The Winter after the great fire in Chicago I contracted Bronchial affections, and since then have been obliged to spend nearly every Winter South. Last November was advised to try Scott's Emulsion of Cod Liver Oil with Hypophosphites and to my surprise was relieved at once, and by continuing its use three months was entirely cured, gained flesh and strength and was able to stand even the Blizzard and attend to business every day.

C. T. CHURCHILL.

Sold by all Druggists.

His Instructions.

Convening of Circuit Court in a Missouri county town. Judge (to sheriff)—I wish you would investigate the cause of that noise next door, Mr. Sheriff. I want it distinctly understood that this court is not going to put up with any interruption. It is time the people in this community were becoming civilized. If they do not think so, I will teach them. Go around there and arrest those fellows that are making daylight hideous with their unseemly cries.

[The sheriff retires, and soon returns with an anxious face.]

Judge—What was the matter, Mr. Sheriff? What was the occasion of the disturbance? And, by the way, you have not put a stop to it.

Sheriff—Your Honor, the noise is not intended to disturb the court. It is the natural and unavoidable outcome of a faro game that has just been started.

Judge—Ah! Well, just let it go. I feared it was the loud declamation of idle talk. You might go across the street there, Mr. Sheriff, and compel those youngsters to stop playing marbles. It is well to teach the young to respect a court of justice.—Arkansas Traveler.

American Enterprise.

A large number of "war relics" have been traced to Chicago, where a Western Yankee had established a regular factory, with traveling agents for supplying the neighborhood of the principal battle-fields with broken swords and flattened musket balls. That manufacture of antiquities will probably receive a new impulse by the announcement that authentic silver dollars of the Confederate States (coined only in small quantities before the mint was closed) are valued by collectors at \$75 apiece.—Texas Siftings.

The Stomach Distills Acids.

These, if existent in a natural quantity, and unvisited by bile, play their part in the functions of digestion and assimilation. But the artificial acid resulting from the inability of the stomach to convert food received by it into sustenance, is the producer of flatulence and heartburn, which are the most harassing symptoms of dyspepsia. The best carminative is Hostetter's Stomach Bitters. Far more effective is it than carbonate of soda, magnesia, or other alkaline salts. These invariably weaken the stomach without producing permanent benefit. No man or woman chronically dyspeptic, and consequently nervous, can be in possession of the full measure of vigor allowed by nature. Therefore, invigorate and regulate the system, and by so doing protect it from malaria, rheumatism, and other serious maladies.

Paraguay.

It is one of the unwritten laws that every incoming President of the United States should be sworn on a new Bible. Clerk McKenny, of the United States Supreme Court, supplies the Bible. After the inaugural ceremony the volume is presented to some one of the President's family. The custom was set aside in the case of Mr. Cleveland, who took the oath on a Bible once owned by his mother, although Mr. McKenny had purchased a book for the occasion.

Deafness Can't Be Cured.

By local application, as they can not reach the diseased portion of the ear. There is only one way to cure Deafness, and that is by constitutional remedies. Deafness is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube gets inflamed you have a running sound or impure hearing, and when it is entirely closed, deafness is the result, and unless the inflammation can be taken out and this tube restored to its normal condition, hearing will be destroyed forever; nine cases out of ten are caused by catarrh, which is no more but an inflamed condition of the mucous surfaces.

We will give One Hundred Dollars for any case of Deafness (caused by catarrh) that we can not cure by taking Hall's Catarrh Cure. Send for circulars free.

J. C. HENNEY & CO., Toledo, O.

Sold by Druggists, Etc.

He Knew the Questioner.

"I hear you are somewhat of a mind-reader, Fred."

"I never made any pretensions in that direction."

"Do you think you can tell what I am about to say?"

"I think so. 'Lend me a dollar.' Is that right?"—Yankee Blade.

A TRAVELING MAN

Creates Great Excitement in the Empire House.

INDEPENDENCE, Iowa, Oct. 14, 1888.

Rheumatic Syrup Co., Jackson, Mich.

GENTS—Your Mr. Brooks came here tonight and registered as agent for Hibbard's Rheumatic Syrup, and as he did so it awakened in me an interest never before realized in a guest at my house. You will not wonder at it when I tell you the story.

For years I have been greatly afflicted with inflammatory rheumatism, the pain and soreness of the joints at times being almost unbearable; could move about only with the use of crutches. In addition to this, my stomach became badly diseased, and neuralgia set in, which threatened to end my days.

A traveling man stopping with me gave quite a history of your Syrup, and the peculiarities of its combination, which induced me to try it. I have taken six bottles, and no act in my life affords me greater satisfaction than in writing you that I am a well man.

It will be a pleasure for me to answer any communications, for I believe it to be the best remedy ever formulated.

A. J. BOWLEY, Proprietor

Empire House, Independence, Iowa.

VACCINATION is compulsory in England and optional in France. In the large cities of France the number of deaths from small-pox was 1,956, or .31 per 1,000 of the living population.

In the large cities of England during the same period the number of deaths was 332, or .04 per 1,000.

Consumption Surely Cured.

To the Editor: Please inform your readers that I have a positive cure for Consumption. By its timely use thousands of hopeless cases have been permanently cured. I shall be glad to send two bottles of my remedy FREE to any of your readers who have consumption, if they will send me their Express and P. O. Address. Respectfully,

T. A. SLOCUM, M. C., 181 Pearl St., N. Y.

Use Brown's Bronchial Troches for Coughs, Colds, and all other Throat Troubles.—"Pre-eminently the best."—Rev. Henry Ward Beecher.

SOPHRONIA: No, dear, there is no danger of a conflagration when there's a verifier in the editorial room.

—I have used MAGEE'S Emulsion with gratifying results and shall continue to use it in my practice.—F. S. Wilcox, M. D., Sanitarium Hospital, Brooklyn.

THE theatrical manager is known by the company he keeps.



"Brother Charlie, what does it say on that big board, under the birdies?"

"It says, 'Be sure to get Hood's Sarsaparilla.'"

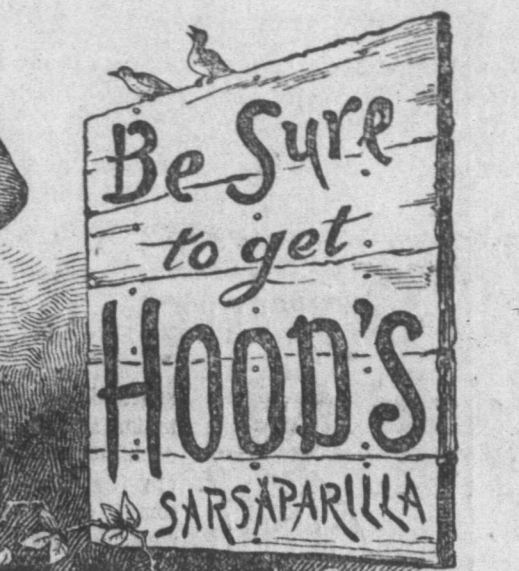
"Why, that's what Mamma told us."

"Yes, and she said, 'Do not take anything else, no matter what they offer you. Look for the big letter Z on the bottle, with Hood's Sarsaparilla on it.' And that's what I'm going to do."

This little dialogue dwells upon a point we wish to strongly impress upon your mind. If you have been led to decide, from the advertising or from what

A Sensible Plan Would use Kemp's Balsam for the Throat and Lungs. It is curing more cases of Coughs, Colds, Asthma, Bronchitis, Croup, and all Throat and Lung Troubles, than any other medicine. The proprietor has authorized any druggist to give you a sample Bottle Free to convince you of the merit of this great remedy. Large Bottles 50 cents and \$1.

The cost of living in this country is gradually becoming cheaper. A man can now get his boots blacked for five cents, and his eyes blacked for nothing.—Norristown Herald.



you have heard in regard to cures effected by Hood's Sarsaparilla, that you will try this medicine, you should not allow yourself to be induced to buy some other preparation, which may be claimed to be "as good as Hood's." Remember that the sole reason for recommending something else when Hood's Sarsaparilla is called for is that more profit will be made on the substitute.

Therefore we say: Insist on having Hood's Sarsaparilla. Do not be induced to buy any other. Hood's Sarsaparilla is the ideal Spring Medicine.

Hood's Sarsaparilla

Sold by all druggists. \$1; six for \$5. Prepared only by C. I. HOOD & CO., Apothecaries, Lowell, Mass.

100 Doses One Dollar

Sold by all druggists. \$1; six for \$5. Prepared only by C. I. HOOD & CO., Apothecaries, Lowell, Mass.

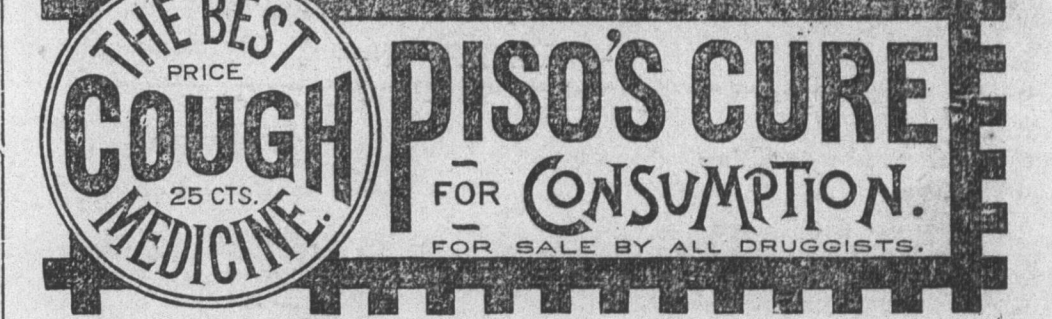
100 Doses One Dollar

A WET HEN We offer the man who wants service (not style) a garment that will keep him dry in the hardest storm. It is called TOWLER'S FISH BRAND SLICKER, a name familiar to every cowboy all over the land. With them the only perfect Wind and Waterproof Coat is "Towler's Fish Brand Slicker." Ask for the "FISH BRAND" SLICKER. Does not have the FISH BRAND, send for descriptive catalogue. A. J. TOWLER, 20 Simmons St., Boston, Mass.



ONE OF THE BEST TELESCOPES IN THE WORLD. THE BEST DOUBLE-BARRELED SHOT GUN.

FREE In order to introduce our goods, we will until further notice, send absolutely free, to one locality, one of our Grand Double-Barreled Shot Guns made. We are able to make this wonderful offer for the reason that our goods are of such merit that, when a person possesses them, in any locality, their fame spreads, and many people purchase; a large and profitable trade always results. We can supply free only one person in each locality. Those who write at once, will receive sure of their reward, while those who delay will lose the chance. Best Gun, Grand Telescope. No space to explain further here. Those who write will receive a complete catalogue, state your express-office address. Address, R. H. HALLETT & CO., Box 397, Portland, Maine.



THE BEST PRICE COUGH MEDICINE 25 CTS. PISO'S CURE FOR CONSUMPTION. FOR SALE BY ALL DRUGGISTS.



DESPAIR.

"I am weary of life," moaned poor Mrs. Black. "For I'm fairly worn out with the ache in my back. My nerves are a chain Of weakness and pain, And my poor head is aching as if it would crack. 'Now, don't be discouraged,' cried good Mrs. White, 'It is never so dark but there's promise of light; I can tell you, in brief, What will give you relief— Pierce's Favorite Prescription will soon set you right.'"

It is the only remedy for woman's peculiar weaknesses and ailments, sold by druggists, under a positive guarantee from the manufacturers, that it will give satisfaction in every case or money will be refunded. See guarantee on bottle-wrappers. As an invigorating, restorative tonic and as a soothing nerve tonic it is unequalled. For overworked, "worn-out," "run-down," debilitated teachers, milliners, dressmakers, seamstresses, "shop-girls," housekeepers, nursing mothers, and feeble women generally, Dr. Pierce's Favorite Prescription is the greatest earthly boon. It is invaluable in allaying and subduing nervous irritability, exhaustion, prostration, hysteria, spasms and other distressing, nervous symptoms commonly attendant upon functional and organic disease. It induces refreshing sleep and relieves mental anxiety and despondency.

Copyright, 1888, by WORLD'S DISPENSARY MEDICAL ASSOCIATION, Proprietors.

Dr. Pierce's Pellets cleanse and regulate the liver, stomach and bowels. One a dose. Sold by druggists.



AGEE'S EMULSION

COD LIVER OIL,

With Extract of Malt and Compound Syrup of Hypophosphites. Cures Consumption, Bronchitis, Coughs, Colds, Scrofula, and all Wasting Diseases.

It is as pleasant and palatable to take as honey.

Its strengthening effects are almost immediate.

It does not come up to assert itself semi-occasionally after being swallowed, as other Emulsions certainly do.

It is a great producer of BONE and MUSCLE, it purifies the Blood, and patients gain rapidly in weight while taking it.

It is a true Emulsion, the only one that is always ready, always alike, and that never has a thick, gummy and greasy BLOB at the top to upset the PATIENT'S STOMACH.

It is used in all the leading Hospitals.

It is prescribed by the most eminent physicians in the United States and Canada.

Ask your Druggist for it, and take no other.

J. A. MAGEE & CO., Lawrence, Mass.

find that Pisto's Cure for Consumption not only PREVENTS, but CURES Hoarse-ness.

LADIES LOOK!

A Novelty Rug Machine sent by mail for \$1. Satisfaction guaranteed or money refunded. Wholesale prices reduced to Agents. New Price-list of machines, yarn, patterns, etc., and a book of beautiful colored pattern designs sent free. Agents wanted. E. ROSS & CO., Toledo, O.

JOHN W. MORRIS, Late Principal Examiner, U. S. Pension Bureau, Atty at Law, Washington, D. C., successfully prosecuted claims for original, increase, re-rating, widows', children's and dependent relatives'. Experience: 3 yrs. in last war, 15 yrs in Pension Bureau, and 4 yrs. practicing attorney.

PENSION

WANTED An active man of business tact to introduce some thing entirely new in the schools. Must be fairly educated and have good address. No one able and willing to work for advancement, we will guarantee permanent position and good salary from the beginning with assurance of promotion to a high salary. Address, with stamp for particulars, stating age, experience, etc., J. B. DANIS, Drawer 682, Chicago, Ill.

I CURE FITS!

I do not mean merely to stop them for a time and then have them return. I mean a radical cure. I have made EPILEPSY or FALLING SICKNESS a life-long study. I warrant my remedy to cure the worst cases. Because others have failed is no reason for not now receiving a cure. I have a simple, safe and free Bottle of my infallible remedy. Give Express and P. O. H. G. ROOT, M. C. 183 Pearl St., N. Y.

\$5 TO \$10 A DAY. AGENTS WANTED!

CIRCULARS FREE.—1,000 Brewster's Safety Razor Holders given away to introduce them. Every horse owner who sends a card to G. L. Brewster never under horses' feet. Send 25 cents in stamps to pay postage and packing for Nickel-Plated sample and full set for Sec. Brewster Mfg. Co., Holly, Mich.

WEBSTER

WEBSTER'S UNABRIDGED DICTIONARY A LIBRARY IN ITSELF

3000 more Words and nearly 2000 more Illustrations than any other American Dictionary.

An Invaluable Companion in every School and at every Fireside.

Sold by all Booksellers. Illustrated Pamphlet sent free.

G. & C. MERRIAM & CO., Publishers, Springfield, Mass.

IF YOU WISH A GOOD REVOLVER

purchase one of the celebrated SMITH & WESSON arms. The finest small arms ever manufactured and the first choice of all experts.

Manufactured in California 32, 38 and 44-100. Single or double action, Safety Hammerless and target models. Constructed entirely of the best quality wrought steel, carefully inspected for workmanship and stock, they are unrivaled for finish, durability and accuracy. They are so designed, by cheap malleable cast-iron imitations which are often sold for the genuine article and are not only unreliable but dangerous. Insist upon having the genuine article, and if your dealer cannot supply you an order sent to address below will receive prompt and careful attention. Descriptive catalogue and price list furnished upon application.

SMITH & WESSON, Springfield, Mass.

Mention this paper.

20 PRIZE STALLIONS

Percherons and French Coaches, RESERVED FOR SPRING TRADE, TO BE PLACED

On Sale March 25, 1889.

These Stallions were Prize Winners at the three great Horse Shows of France, 1888.

I have found each year that a number of my customers could not conveniently buy until late in the season, and it was to accommodate these that I have placed a reserve of Twenty of my Best Stallions, Old enough for service, which will be placed on sale March 25th, 1889, it being my determination to so control my importations that I can offer purchasers a first-class Horse any day in the year.

A Satisfactory Breeding Guarantee given with Each Animal.

M. W. DUNHAM, Wayne, Illinois.

Thirty-five Miles West of Chicago on the Chicago & North-Western Railroad.

PALMER'S MAGNETIC INHALER

Patented June 12, 1888

Price, One Dollar.

This Inhaler consists of a powerful Magnetic Coil inclosing a supply of pure Japanese Crystal of Menthol, the whole incased in polished rubber with nickel removable caps. Sufferers are scarcely aware that Catarrh is due to the presence of microbes in the mucous membrane lining the nose and throat. After one or two simple inhalations the microscope will show in the catarrhal mucus dead forms of the parasites which, before the inhalations, were seen to be alive and active. They can only exist in membranes that are below the healthy standard. It is for the want of the understanding of these facts that the cure of Catarrh is made difficult. For a permanent cure it is necessary not only to kill the germ, but also to strengthen the membrane. This is accomplished by the electric force stored up in the Magnetic Coil being the most powerful natural tonic to the weakened tissues. Speakers and vocalists will find the Inhaler very beneficial in strengthening the voice. Forwarded by mail on receipt of the price by D. O. GALLAGHER & CO., 371 Frank St., Chicago, Ill.

I prescribe and fully endorse Big G as the only specific for the certain cure of this disease.

G. H. INGRAHAM, M. D., Amsterdam, N. Y.

We have sold Big G for many years, and it has given the best of satisfaction.

D. R. DYCHE & CO., Chicago, Ill.

Trade Mark \$1.00, Sold by Druggists.

C. N. U. No. 14-89

WHEN WRITING TO ADVERTISERS, please say you saw the advertisement in this paper.