

Important Movement in Advertising.

The creation of a General Advertising Department for the New York Central Lines, and the placing in charge of that department the veteran railroad advertiser, George H. Daniels, who has been for nearly twenty years the General Passenger Agent of the New York Central Railroad, marks an era in the history of advertising in America.

The New York Central Lines are the first great system to create an advertising department which covers all the railways in their system, and the far-reaching consequences of such a movement cannot be appreciated at first sight, but this action on the part of the management of these lines emphasizes the value of advertising generally, and forces the conclusion of a strong belief in the efficacy of railroad advertising in particular.

Some idea of the importance of this new department can be had when it is understood that it will control the general advertising in America and in foreign countries of the New York Central, Boston and Albany, Lake Shore and Michigan Southern, Michigan Central, Cleveland, Cincinnati, Chicago and St. Louis, Rutland, and Lake Erie and Western railways and their leased lines, having their western terminals at Chicago, St. Louis and Cincinnati, and their eastern terminals at New York, Boston and Montreal, and embracing more than twelve thousand miles of the best equipped railways in the world.

Mr. Daniels has for many years been a firm believer in newspaper and magazine advertising, and, therefore, the organization of the General Advertising Department of the New York Central Lines is of importance to every legitimate publication in America, daily, weekly or monthly.

In an address before the New York State Press Association a few years ago, Mr. Daniels made the point that the railroad is the advance agent of commerce, and that railway advertising had been of immense value to American manufacturers in calling the attention of the whole world to the excellent work done by our inventors and mechanics, as illustrated in the Empire State Express, the Twentieth Century Limited, and other great trains that connect the east with the west; the average foreigner among them the men who are able to turn out such machines must be able to build anything, and that the farm machinery, and all kinds of industrial machinery made in America, must be of the very best quality. Railroad advertising has certainly been the means of bringing the minds of men here from foreign countries to investigate our manufactures and has wonderfully increased our foreign commerce.

Every legitimate newspaper and magazine publication in America will have a direct interest in the General Advertising Department of the New York Central Lines, and every advertising agent on the continent will take a new lease of life because of this endorsement of the value of advertising.

THEY COULDN'T FOOL HIM.

Son of Erin Knew He Was in the Wrong Place by Letters on the Wall.

At the recent election, owing to the lack of proper accommodations, it was found necessary, relates the New York Times, to use the rooms of the American Pleasure association as a polling place for one of the lower East side districts.

It happened on the very first registration day that a little old, weathered son of Erin (a newly-made citizen) strolled in. He proved a very snappy and suspicious individual, and the inspectors of election found it a very difficult task to extract from him suitable replies to the usual questions, the old fellow displaying keen resentment and taking much umbrage at the necessary information required qualifying him as a voter.

Soon the chairman of the board and the old chap were exchanging compliments relative to pedigree, intelligence and facial appearance of not too flattering a nature.

Suddenly in the midst of his harangue with the chairman, the excited Irishman stopped short, the color left his face, he threw his clay pipe angrily upon the floor, and with his eyes blazing fire brought his fist down upon the table with a bang as he shrieked:

"Begorry, I thought this wasn't the right place! I knew something was wrong! It's a trap I've fallen into! And they're the police, the damned, shaking my finger menacingly at the wall. The inspectors quickly turned. A smile flickered across their faces. On the wall, painted in great, big yellow letters, was the club's emblem, "A. P. A."

An Atebison girl who works down town for three dollars a week bought a Christmas present for her young man that cost six dollars—a hair brush. And that is love, too.—Atebison Globe.

Among those present at Cannes this winter are five Russian grand dukes and one grand duchess. They are all of one opinion: Be it ever so humble, any place but home.—Puck.

When a man finds it necessary to boast of the greatness of his ancestors he has reached the limit of his descent.—Chicago Daily News.

There are few ladders in the well where Truth lies.

UNCONSCIOUS POISONING.

How It Often Happens from Coffee.

"I had no idea," writes a Duluth man, "that it was the coffee I had been drinking all my life that was responsible for the headaches which were growing upon me, for the dyspepsia that no medicines would relieve, and for the acute nervousness which unfitted me not only for work but also for the most ordinary social functions."

"But at last the truth dawned upon me and I forthwith bade the harmful beverage a prompt farewell, ordered in some Postum, and began to use it. The good effects of the new food drink were apparent within a very few days. My headaches grew less frequent, and decreased in violence, my stomach grew strong and able to digest my food without distress of any kind, my nervousness has gone, and I am able to enjoy life with my neighbors and sleep soundly overnight. My physical strength and nerve power have increased so much that I can do double the work I used to do, and feel no undue fatigue afterwards."

"This improvement set in just as soon as the old coffee poison had so worked out of my system as to allow the food elements in the Postum to get a hold to build me up again. I cheerfully testify that it was Postum, and Postum alone that did all this, for when I began to drink it I threw physic to the dogs." Name given by Postum Co., Battle Creek, Mich.

There's a reason. Read the famous little book "The Road to Wellville" in pkgs.

Automatic Forces That Make for Higher Life

By RABBI LEON HARRISON, Pastor Temple Israel, St. Louis.



IT SEEMS almost a contradiction in terms to speak of morals as mechanical. For the essence of moral responsibility is our moral freedom. If we are not free to do right or to do wrong, can there be any real virtue in right, or shameful guilt in wrong? The discussion would indeed seem closed before being commenced. Yet, I propose to sustain, without inconsistency, the thesis I have advanced, the existence of what I have termed automatic morality.

It will indeed soon become evident to you that we employ only to a slight degree our absolute freedom of action. We move along a groove; we follow a beaten path; we repeat ourselves; we are, in a word, creatures of habit.

Yes, creatures of habit we are, molded by strong fingers in soft years. The stamp of our teachers is on us. Our parents have marked us for life. Striking examples have made their indelible impression. Our orbits swing around larger bodies; and through education, home training, environment, habits begin before even the self-consciousness that reveals them is ours.

Habit is the individual groove we follow. But let us proceed a step further and say we submit to common custom. Habit is our private path; custom is our public highway. To submit to custom, enforced as it is by public opinion, is scarcely voluntary; it is almost obligatory. A compliance with at least average moral standards is exacted by the community, more searchingly and successfully than by the law. Water no more surely seeks a common level than does society. It is not only not difficult to be decent and respectable; it is almost impossible to be otherwise. Society tacitly, impersonally, legislates, scrutinizes, judges, punishes and sometimes rewards. Society is the guardian of the moral minimum of the age.

The moral minimum, I said, was exacted; yet that minimum keeps on increasing as ages pass. That increase in the moral minimum that is actually demanded, not simply by policemen, or churches, but by men and women themselves; that indeed deepens faith in man and in God. There is a moral strong box in the world in which the generations deposit their real savings, their moral capital. That strong box is public opinion, common custom—the capital deposited and saved is the advancing moral level of each generation. That level, though not high, is higher than it ever was before. It is actually maintained spontaneously, unofficially, by the world. And that restraint of license, dishonor, cruelty, avarice, immorality, is a real restraint; and from age to age, a stronger restraint. It is known to all, practically obeyed by all; it is taken for granted. Indeed, the "things that are taken for granted" in each generation are the moral assets of that generation.

These factors, individual habit, common custom, tend to make our moral life automatic. And it is in many ways of immense value and service to us, forgetful as we are of the slow, laborious processes by which the way was cleared for us.

People Too Busy to Be Polite

By HENRY W. HERRICK, Well-Known Artist of Manchester, N. H.

There may be as much sentiment felt by humanity in general toward one another, but there is much less manifestation of it outwardly than there was 50 years ago. People are so engrossed with their many activities, with the rush, the fret, and the hurry of life, that they manifest less cordiality, less affability and less hospitality than in olden times. The home life, which predominated half a century ago, is largely lost sight of in the present, and the time once given to the home is spent in entertainments outside the home.

In the early history of industrial Manchester, my home, which practically dates back not 75 years, there is not much margin in time between its modern condition and its early industrial and social interests; yet a large change appears in the financial and other conditions of its people. In the population of the period of construction, young men largely predominated, the churches showing this in their congregations, very few elderly attendants being seen. When the machinery was fairly in operation a day's limit in factory labor was about 12 hours, and a good part of this time realized with oil lamps for the early morning and evening operations. Much of the social life of this period consisted of family parties, instead of the professional troupe of theatrical and concert artists with their hours of late entertainments.

The rules of all corporation boarding houses required closed doors at ten o'clock p. m., while nine o'clock was the general custom. Regulation papers were required by many mill owners, signed by all operatives who entered employment, a duplicate being retained in book form by the corporation. These papers enjoined early hours, good habits of churchly attendance, and regularity of factory service; also noting age of employe and the place of residence, past and present.

Young men at the age of 18 had the option of entering service in the fire department or military, and were subject to a fine if not enrolled between the ages of 18 and 40. Schools and churches were established at an early date, and the quiet and cleanly reputation of the town as an industrial center, for more than 60 years, is evidence of the wisdom of the powers that controlled the destinies of the settlement.

I recall a visit of Thomas H. Benton, the statesman, to Manchester in the early forties, when the mills were in charge of Agent Gillis, the first superintendent of the Amoskeag Manufacturing company. Mr. Benton visited the mills and took dinner at one of the boarding houses, and commented upon the high character of the help. He said that his dinner was good enough for any man. In those days it was the native sons and daughters who were employed in the mills, but their places have since been taken by immigrants from other lands.

The subject of education was made prominent by the newspapers, which were published weekly, yet the character of their contents was generally of a high order, being largely supplied by readers and subscribers, who, though amateurs in literature, show a creditable literary ability. Few details were allowed in criminal statistics, or in general news, and nothing admitted to the family paper suggesting evil for family reading.

The appearance of the streets when filled with a busy crowd shows at the present time a marked contrast to early days. Color has never been a marked feature in dress with the people, but the prevailing ideas of form and style are observed and adopted. The parasol is now seldom a part of the costume, hats meeting all the requirements for shading the face from the summer's sun.

Henry W. Herrick

THE CALL OF THE CANADIAN WEST.

The Greatest Wheat Crop of the Continent.

The year that has just closed has done a great deal towards showing the possibilities of Western Canada from an agricultural standpoint. The wheat crop has run very near to the 100,000,000 bushel limit that was looked upon as too sanguine an estimate only a short time ago, and the area that has been broken to fall wheat for the coming harvest will go a long way towards enabling the farmers of the West to overlap on the 100,000,000 bushel estimate next year. And while the spring and winter wheat have been doing so well during the past few years, the other cereals have been keeping up with the procession. Rye and barley have made immense strides, and peas and flax have been moving steadily along. Dairying, also, has been successfully carried on in the new provinces, and in every stage the farmer has been "striking it rich."

To such an extent has the success of the West taken hold of outsiders that the rush of Americans to Saskatchewan and Alberta, which was looked upon as marvelous last year, bids fair to be largely exceeded in 1906, and as there are still millions of acres of free homesteads available, which the building of the new railways will render accessible to the markets, new wheat lands will be opened up ere long. Amongst the first to avail himself of the opportunity presented will be the American settler. In a large number of American cities Dominion Government Agents are located, who are able and willing to give the latest and best information in regard to the new districts which the railways will open up, and there will be no abatement of the rush to the Canadian prairies during the coming season. Some time since a poet in the columns of the Toronto "Star" had the following stirring lines, which throbb of the Western spirit:

There's a stir in the air, there's a thrill through the land, there's a movement toward the Great West; And the eyes of all men for the moment are turned to the country that we love the best; For 'tis Canada's day in the world's calendar, and to this merry toast let us sing: "Here's to the land, the young giant of the North, where the prairies are opening up!"

They come from the East and they come from the South—they come o'er the deep rolling sea— They come, for they know they will dwell 'neath a flag that makes all men equal and free.

Then, once more the toast, very manly, manly, and cheer ere he slips from the cup: "Here's to the land, the young giant of the North, where the prairies are opening up!"

EDUCATIONAL ERRATA.

The retirement of Dr. William A. Packard as Kennedy professor of Latin language and literature and the science of language at Princeton marks the close of 35 years of active teaching.

Granta, the Cambridge undergraduate organ, urges reform in the English university education. It says: "Rendered unfit for business, the only places open for the graduates are schoolmastering and the church, and in the uttermost parts of the earth are to be found graduates of Oxford and Cambridge, now become laborers, beggars and outcasts."

Prof. E. W. Clark, of Ripon college, Wisconsin, has been honored by the bureau of university travel in Rome in a manner which will make it possible for him to go abroad each summer and secure a new stock of material for the lectures he is delivering. He has been engaged to conduct the teachers' excursions to the homes of the ancients and will spend the next ten years in this manner.

A step has been taken toward the organized athletic training of American schoolgirls by the forming of a girl's branch of the Public Schools' Athletic league, of New York city. Speaking of this movement, Miss Grace Dodge said that the methods of training must be different from those applied to the boys. A prize of \$50 was offered by Mrs. Henry Siegel for the best method of combining the essentials of moral and athletic discipline.

Heartless Dame. Fate is a fat old woman who chuckles at mortals for believing in her.

CASTORIA

For Infants and Children In Use For The Signature Of *Chas. H. Fletcher* Over Thirty Years The Kind You Have Always Bought THE CENTAUR COMPANY, 77 MURRAY STREET, NEW YORK CITY.

SLOAN'S LINIMENT

VETERINARY REMEDIES are a necessity to every Farmer & Stockraiser. MAILED FREE. Sloan's Treatise on the Horse, and Sloan's Advice on the Care of Horses, Cattle, Hogs and Poultry. Send your address to DR. EARL S. SLOAN, 615 ALBANY STREET, BOSTON, MASS.

Not on the Bill. He was a stout, pudgy individual liable to be irritated early in the morning, evidently subject to indigestion, and he walked into the dining room in anything but good grace. The hotel was new and the prices were not mellowed. Their stiff front "riled" the guest still more. Turning to the freshly imported, white-shirted mummy at his side, he said: "Haven't you people any conscience here?" Getting no answer, his face grew red, and he blurted out: "Conscience! Conscience! Have you no conscience—conscience—conscience here?" "Eef eet ees not on ze bills eet ees charge extra for," suavely replied the importation.—Pittsburg Dispatch.

A Guaranteed Cure for Piles. Itching, Blind, Bleeding, Protruding Piles. Druggists are authorized to refund money if Pazo Ointment fails to cure in 6 to 14 days. 50c

Blue blood is all right for would-be aristocrats, but the old-fashioned crimson brand is of the warmer and more comfortable.

How to cure Lame ness, Stiff Joints, Rheumatism, Lumbago, and Backache in a few hours. Apply Dr. Bayer's Penetrating Oil. 25c a bottle.

JUST AS HE DICTATED IT.

Production of a Stenographer Who Obeyed Orders to the Letter.

"What I want you to do," said the man who had engaged the new stenographer, "is to transcribe my letters exactly as I dictate them. I don't want any of these stilted forms in my correspondence. What I believe in doing is putting my own personality in my correspondence."

"Yes, sir," said the new stenographer, meekly. And this, writes C. W. Taylor, in the Chicago Tribune, is the letter that went forward to a new customer of the firm that afternoon: "Mr. John B.—what the dickens is the name of that fellow down at Bingville—O. Smith, who was that man at Bingville that asked for prices?—What?—Skidmore?—Sounds like Skiddoo—All right—Let me see; where was I?—John B. Skidmore, Bingville, Tex. Dear Sir—Wait a minute. Better jolly him along a little. My Dear Mr. Skidmore—Replying to your valued letter of the—what date was his letter? Where is his letter, anyhow? Here it is. Writes like a hen walking across a barnyard. Can't make out the date. Looks like 44th. Well, just say, replying to your valued favor of recent date, we take pleasure in saying to your valued letter of the following prices:—Say, Smith, what will this suffer stand for? Oh, give it to him harder than that. He lives in Bingville. If I lived in Bingville, I'd thank anyone for soaking me so hard I'd have to leave town. In car lots, \$3 a ton. There, that's about 40 per cent. higher than we'd charge anyone else. Now, finish it up with Awaitin' your further requests, we beg to remain yours sincerely."

No Excuse for Her. Mrs. Briggs—I wish you wouldn't be so positive. There are two sides to every question.

Mr. Briggs—Well, that's no reason why you should always be on the wrong side!—Stray Stories.

It is vain to expect to live both long and fast.

VICK'S GARDEN AND FLORAL GUIDE FREE FOR THE ASKING. Ten cents will bring you a packet of Vick's Branching Aster, mixed colors, our 1906 Catalogue, and a coupon good for 10 cents on next purchase of \$1.00 from it. The Guide describes Vick's Violet King and Mikado Asters, two absolutely new ones, our own production, good specimens of Vick Quality. Send for the Catalogue anyway. Its free. JAMES VICK'S SONS, 451 Main St., Rochester, N. Y.

FROM OVER THE OCEAN.

Another sign of the Anglo-French entente is that women of Paris are taking to the wearing of Scottish clan tartans to such an extent that the Glasgow mills find it hard to keep up with the demand.

In a recent race up the Eiffel tower in Paris victory was won by a cyclist named Forestier, who climbed the 729 steps in the extraordinary time of 3:12 4-5. His next competitor was less than four seconds behind.

Nataly von Eschtrich is undoubtedly the most widely liked of the women authors of Germany. She lives in Berlin and still appends her maiden name to her works, although she married Lieut. von Knobelsdorf Brenkerhoff in 1890.

Owing mainly to the inability of the British government to find a suitable site for the proposed imperial memorial to all those who fell in the South African war the scheme has been abandoned and all subscriptions are to be returned.

Antony de Rothschild, youngest son of Leopold de Rothschild, is head boy at Harrow school, England. This is the first time this distinction has fallen to a Jewish lad who has not conformed to the ordinary religious exercises of the school.

From their home near St. Malo, France, the children of the captain of the steamship Hilda, who was lost with his ship the other night, watched the rockets that were sent up from Hilda's deck when she was on the rocks, little thinking what they meant.

Two years ago a Norwegian postal clerk was convicted of having been long and systematically pilfering from the mails; he had done away with some 1,500 American letters. A few weeks ago another was convicted of the same offense; he had appropriated at least 1,600 American letters in two years.

They Will Scatter. She—I'd like to sing, but there are so many people here.

He—Oh, don't be bashful. You just wait till you begin and there won't be so many.—Judge.

LOST EYESIGHT Through Coffee Drinking

Some people question the statements that coffee hurts the delicate nerves of the body. Personal experience with thousands proves the general statement true and physicians have records of great numbers of cases that add to the testimony. The following is from the Rockford, Ill., Register-Gazette: Dr. William Langhorst of Aurora has been treating one of the queerest cases of lost eyesight ever in history. The patient is O. A. Leach of Beach county, and in the last four months he had doctored with all of the specialists about the country and has at last returned home with the fact impressed on his mind that his case is incurable. A portion of the optic nerve has been ruined, rendering his sight so limited that he is unable to see anything before him, but he can see plainly anything at the side of him. There

have been but few cases of its kind before, and they have been caused by whisky or tobacco. Leach has never used either, but has been a great coffee drinker, and the specialists have decided that the case has been caused by this. Leach stated himself that for several years he had drunk three cups of coffee for breakfast, two at noon and one at night. According to the records of the specialists of this country this is the first case ever caused by the use of coffee. The nerve is ruined beyond aid and his case is incurable. The fact that makes the case a queer one is that the sight forward has been lost and the side sight has been retained. According to the doctor's statement, the young man will have to give up coffee or the rest of his sight will follow and the entire nerve be ruined.—Register-Gazette.

Let it be remembered that the eyes may be attacked in one case and the stomach in another, while in others it may be kidneys, heart, bowels or general nervous prostration. The remedy is obvious and should be adopted before too late. Quit coffee, if you show incipient disease. It is easy if one can have well-bolled Postum Food Coffee to serve for the hot morning beverage. The withdrawal of the old kind of coffee (that is doing the harm and the supply of the elements in the Postum which Nature uses to rebuild the broken down nerve cells, insures a quick return to the old joy of strength and health, and it's well worth while to be able again to "do things" and feel well. There's a reason for POSTUM