Describes the Principal Ingredients Contained in Pe-ru-na.

Are we claiming too much for Peruna when we claim it to be an effective remedy for chronic catarrh? Have we abundant proof that Peruna is in reality such a catarrh remedy? Let us see what the United States Dispensatory says of the principal ingredients of Peruna.

Take, for instance, the ingredient hydrastis canadensis, or golden seal. The United States Dispensatory says of this herbal remedy, that it is largely employed in the treatment of depraved mucous membranes, chronic rhinitis (nasal catarrh); atonic dyspepsia (catarrh of the shomach), chronic intestinal catarrh, catarrhal jaundice, (catarrh of the liver) and in diseased mucous membranes of the pelvic organs. It is also recommended for the treatment of various forms of diseases peculiar to women.

Another ingredient of Peruna, corydalis formosa, is classed in the United States Dispensatory as a tonic. So also is cubebs classed as a stomachic and as a tonic for the mucous membranes.

Cedron seeds is another ingredient of Peruna, an excellent drug that has been very largely overlooked by the medical profession for the past fifty years. The seeds are to be found in very few drug stores. The United States Dispensatory says of the action of cedron that it is used as a bitter tonic and in the treatment of dysentery, and in intermittent diseases as a substitute for quinine.

Oil of copaiba, another ingredient of Peruna, is classed by the United States Dispensatory as a mild stimulant and diuretic. It acts on the stomach and intestinal tract. It acts as a stimulant on the genito-urinary membranes. Useful in chronic cystitis, chronic dysentery and diarrhea, and some chronic diseases of the liver and kidneys.

Send to us for a free book of testimonials of what the people think of Peruna as a catarrh remedy. The best evidence is the testimony of those who have tried it.

An elevator sometimes enables man to rise to the occasion.

It Cures While You Walk.

Allen's Foot-Ease is a certain cure for hot, sweating, callous, and swollen, aching feet. Sold by all druggists. Price 25c. Don't acceptany substitute. Trial package FREE. Address Allen S. Olmsted, Le Roy N. Y.

Col. Silas W. Burt, who was re cently elected president of the Civil Service Reform association. naval officer under the first Grant ad-

Deafness Cannot Be Cured

, Dearness Cannot Be Cured by local applications, as they cannot reach the diseased portion of the ear. There is only one way to cure dearness, and that is by constitutional remedies. Dearness is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube is inflamed you have a rumbling sound or Imperfect hearing, and when it is entirely closed, bearings 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 nothing but an inflamed condition of the mucous surfaces. We will give One Hundred Dollars for any case of Dearness (caused by Catarrh that cannot be cured by Hall's Catarrh Gure. Send for circulars, free.

F. J. CHEKEY & CO., Toledo, O. Sold by Druggiss, 750.

Sold by Druggists, 75c.

Take Hall's Family Pills for constipation.

Has Pearl Monopoly. Joshua Pisa of the Isthmus of Pana-

ma and one of the greatest pearl merchants in the world is visiting Wash-He owns valuable concessions granted by the Panama government, whereby he has almost a monopoly of the valuable oyster beds of the Pearl islands that are situated in the Pacific ocean 75 miles from the city of Panama. He ships his pearls mostly to Paris.

Oats-Heads 2 Foot Long.

The John A. Salzer Seed Co., La Crosse, Wis., are bringing out a new oats this year with heads 2 foot long! That's a wonder. Their catalog tells!

Spetz—the greatest cereal hay food America ever saw! Catalog tells!



FREE

Our mammoth 148-page Seed and Tool Catalog is mailed free to all intending buyers, or send 6c in stamps and receive free samples of new Two Foot Long Oats and other cereals and big catalog free. John A. Salzer Seed Co., Box W, La Crosse, Wis.

Use for Hot Potatoes.
Dr. Herbert Claiborne of New York, something of an inventive genius and noted for good looks as well as for medical skill, suffers from cold hands in winter. And nothing will warm his fingers except hot water, a hot fire or a hot potato. He can be seen almost any frosty morning marching along at five miles an hour with a hot potato in each over coat pocket and his hands grasping the tubers. He has two big potatoes piping hot wrapped in silk handker chiefs for this purpose. "They will keep your hands warm for hours un less you happen to sit on 'em," "They are great for a football match or when you go sleigh riding.

\$33.00 Personally Conducted Excur

sions. Colonists' one-way tickets Chicago to the Pacific coast, via the Chicago Union Pacific and Northwestern line are on sale daily during March and April at the rate of \$33.00. spondingly low rates from all points Double berth in tourist sleeping can only \$7.00, through without change to San Francisco, Los Angeles and Port land. No extra charge on our personally conducted tours. Write for itin erary and full particulars to S. A Hutchinson, Manager Tourist Depart-ment, 212 Clark Street, Chicago. Ill.

U. S. DISPENSATORY HOME MERCHANTS

GOOD REASONS WHY THEY DE-SERVE YOUR SUPPORT.

MEANS MUCH TO COMMUNITY

He is at the Head of the Things That Are Good for the Town and Yourself.

(Copyright, by Alfred C. Clark.) The above head is a subject that can well be treated as open for dis-cussion and consideration at any and all times. It is also a subject that should interest all persons who have at heart the welfare of the community in which he lives and who wishes to

see it grow and prosper.

No person can afford to do what he knows will work an injury to the community in which he lives. In justice to himself he cannot refuse his sup-port to the home industries that are striving for existence and the welfare of the town in which he goes to do his trading.

In considering this question it should be borne in mind that the country people, like all other American citizens, are always on the lookout for a place to invest their money that will bring them the biggest returns for the least expenditure; in this they are right and are justified in so doing, but, at the same time they should remember that they are dependent on the home merchant for the money that they send to foreign markets.

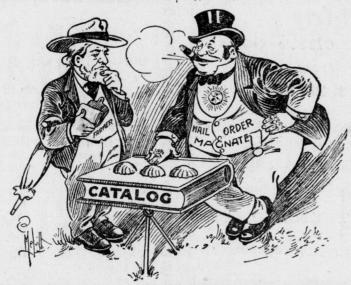
If they should stop to think how these catalogue houses are operated, and look into, and know, the true condition of affairs, probably they would reconsider the stand they had taken toward them. In many cases the people are ignorant of the true surround ings and inside operations of these concerns and think they are doing right in sending them their money. They are led to believe that what they get from the catalogue house is the same article that the home merchant sells, only at a much lower price. The majority of the people do not know that they are buying the cheapest article that can be manufactured and

from the wholesaler or manufacturer and it will be sent to the purchaser in as good condition and short time as if it had been ordered from a catalogue house. The home merchant's business must be kept up and in order to do this it is absolutely necessary that the people at home patronize him and help him keep up with the times, or else he will soon be out of the struggle for existence among the country people.

The home merchant should not be expected to pay the highest price for produce and farm products and then be turned down by the seller of these articles when he wants anything in the merchant's line. He should be the first one to be consulted when the farmer intends buying. He should be seen and arrangements made for the purchase of the article, if he does not carry it in stock.

The home merchant advertises or should advertise, in the home paper. This keeps the home paper in the field and helps the community along. The people take the home paper because it gives all the local news that they cannot get any other way and thus the advertisements of the merchants are read by them. If the people do not patronize the home merchant he cannot afford to advertise, and without advertising a paper will soon prove a failure. Soon the home paper is sent to the wall for the want of support from the merchants; it may have a large circulation, but without the merchant's help it will soon be lost to Then the merchant is next to get out of business for the want of support, and the town will decrease in population, and the people will won-der what the trouble is when the editor and the merchant leave town together.

The home merchant contributes to the support of the church, he pays his taxes to keep the schools up, contributes to the horse show, the fall festival, and the hundred and one things that he is supposed to help out and give his support to. He is at the head of the list for everything that is for the good of the community and he deserves the honest and hearty cooperation of all the people, all the time, that are interested in the welfare of the community in which they live. The merchant helps to elect the men that are to represent them in the city, county, state and national af-



It's a Shell Game-You Pay Your Money Without Knowing What You Are Going to Cet.

that they are in reality paying more for an inferior grade of goods than those sold by the home merchant, which probably cost them a few cents

Since the catalogue house has sprung into the commercial world and begun operations in the United States all kinds of schemes have been tried and worked to get the money from the people that are always looking for bargains. No expense has been spared in their struggle for the almighty dollar of the country people, and they have been so far successful, at the great expense of the home town of the people that sent their money to these concerns.

Magazines have been started for the sole benefit of the catalogue house and these circulated among the country people at ten or 15 cents a year. They build up a circulation on this low price of hundreds of thousands; this circulation brings to them millions of dollars in advertising from the catalogue houses and this money ex pended for advertising is more than doubled from the sales of these concerns to the country people who are

losers by the transaction Catalogues are sent out telling the people that the house from which they came is the cheapest place in the country to buy, and it is, if the person receiving this catalogue wants a cheap article, not only in price, but also in make and material. The farmer re-ceives this catalogue, looks it over, and after reading the well composed guarantee or assurance that the goods described in it are the very best that can be found anywhere, sends in an order. The house receives the order and immediately ships the articles wented. The farmer drives many miles to get them and when the box is opened it is found to contain some thing much below his expectations but this does not satisfy his mind on the fact that he has been duped and that he is not getting his full money value. In a second order he may be treated the same as the first one, but still he may think that he has saved money by buying it where he could

get it cheap. At the same time the merchant at home has the goods on the shelf in his store waiting for them to be taken away so that he can replace them with newer goods, thereby keeping his stock fresh and up-to-date. If he has not the article wanted he can order it a parson.'

fairs, and he is ever on the go looking to the interests of the people.

The people like to be entertained and they will come many miles to some amusement given by the merchants of the town where they are ever ready to go to sell their farm products. The merchant cannot give these entertainments unless he the support of the people and it is not fair to expect this of the men that are striving for a livelihood, when the people send their money to a concern in some far away city that will neither contribute to any of these enterprises or take an interest in the surround-

Home trading makes home industries, brings more to the town and keeps them there, and it helps to build up the place. But the town will be at a stand-still so long as the people persist in this way of robbing the home merchants of the right to live and do business among them.

If the people will keep their money at home there will be no need for complaint. The place will assume a lively air, it will take on a metropolitan look, and the people will say to their neighbor that business is good. and it will be, as long as the people continue to trade in the home markets. The least that a person can do toward the betterment of the community and his own interests, is to keep the money at home and see to it that it is put where it is most needed

This should be a vital question to all concerned in the welfare of his community and it should be an established rule that one should not seel for things in other parts that he can get at home

Origin of "Helpmeet."

FENTON J. LAWLER.

"Helpmeet" has had a curious history which began with the biblical account of the creation, when "the Lord God said, It is not good that the man should be alone; I will make him an help meet for him." to say, a fit assistant. But the two words hove become curiously combined into a "helpmeet," and they are constantly used as one. Moreover, the confusion is increased by the corruption of the words into "help-mate," and Macaulay writes of the waiting woman who was "generally consider ed as the most suitable help mate for

What Men Most Admire in Women

By Julia Magruder

Cleopatra Was Not Beautiful, But Charming - Beauty Common in Comparison with Charm -The Trustful and Dependent Woman Most Attracts the Man —The "Ever Womanly" Wo-man Has No Charm for Others of Her Sex—The Element of Mystery a Large Part of the Attraction Between Sexes.

(Copyright, by Joseph B. Bowles.)

One often hears the expression: "Oh, she's a man's woman!" or "She's a woman's woman!" and certainly the differentiation is just. Occasionally it happens that the two are combined in one person, and then we may, with the exactness of science, pronounce that the secret of this woman's attraction lies in the possession of that most subtle, most difficult of all attributes to define, er than to herself, while with women

which we know as charm.

But charm is very rare. meet with it half a dozen times in a life we may think ourselves fortunate. We are sure that Cleopatra possessed it, all the more so since modern research goes to prove that she was not beautiful, and we are equally sure that, had she been the most beautiful of her in this life, it would seem that, compared to that preeminent power which we call charm, beauty is but a common and every-day affair.

Beauty without charm will attract, but not retain, while charm without beauty will both draw and hold the admiration. Sometimes the two exist together, as in the case of Mme. Recamier. But can we doubt which of these qualities it is that has made her live? If her attraction had been mere beauty, would she have been sought in marriage at the age of 80 by one of the greatest men of his time? she is known to have retained her beauty to an extraordinary degree, but that alone and of itself would not be a sufficient explanation of this fact in her history.

But what of the women who belong to the so much larger class, who, with-cut that rare quality of charm can both attract and retain the admiration and affection-whether of women or of men?

Evidently, if we reflect we find that to be what is known either as "a man's woman" or "a woman's woman," there noust be some powerfully attracting quality.

Now, what is this quality? The subject seems to fall into two divisions, Observation and reflection point to the conclusion that an admired and beleved woman exercises wholly different qualities to win the different sexes What is it in women which most pleases men and what is it which most pleases women?

The man's woman, it would seem, is very sure to possess, in some form, the quality known as feminine. She need not of necessity be weak and helpless
—indeed, that form of the feminine may attract, but it will not hold—but she must have some of the qualities which specially differentiate her from mar. She must give him, in their whole relation, what he could not get from any man friend, as social relative-the quality which Goethe calls 'the eternal feminine."

An experienced woman who knew flock men pretty well once said to the writer like. that there was one appeal to which she had never known any man fail to principles, and may be applied in a respond-and that was a certain sort of cowardice in woman.

commonplace or ugly, become terrified by a tramp or a burglar, or even describe herself as having been so, and adds: "You men have no conception of what that feeling is in a poor, defenseless woman," and the man will respond to it as a cat to stroking!

And why is this? What quality in man does this course in woman appeal to so strongly? Is it his selfishness, because he likes the implication of his superior mental and physical strength? Or is it his unselfishness because he is touched by the helplessness of another? Whichever it may be, the fact remains that, although man may express approval of plucky conduct in a woman, it appeals to him on the masculine lines, and he pays it the same sort of tribute that he pay a man, which is an abstract commendation that has nothing to do with love or tenderness or any strong personal emotion.

And as a man likes the woman who depends on him and reaches out for his support, in like degree, on the other hand, he despises a man for those qualities. All of which goes to that, just so surely as a man demands of men to be manly, he demands of women to be womanly. Trustfulness and dependence being inherent parts of "the ever woman'y, these are essential qualities in the man's woman. There may be many others that attract, but unless these be there also the others will fail of their due effort, and while a woman may be complimented and approved by men without possessing these qualities, she will not be loved or chosengranted the quality of true manliness in the men.

And now as to what makes "a wom-Certainly here the case

is different. Would it ever delight a woman and win from her a warm emotion to hear another woman proclaim that she had shivered with fright at the appreach of a tramp? She might sympathize with the feeling and for the very reason of its comprehensibility to her it would fail to arouse in her any especial interest. As a matter of fact, observation seems to prove that the woman's woman is pretty apt to have certain qualities of the manly in her. These, of course, must never be of the grosser sort; indeed, they must be disguised, as it were, and appear only in their ultimate effect.

But observe closely the women whom other women seek in companionship, and extol to others, and see if there is not something which satis-fies this same feminine desire to lean, to be led, to be supported, which is of a piece with man's attractiveness women. Let a woman-granting her some personal attractions, of course show herself capable to lead in thought, in opinion, in public or private action, and see, if she will not have, at once, a host of admirers in her own sex. If she has real powers, she will have them in the other sex, also, but see if the quality be not dif-ferent. With men, it will be an attraction, a tribute to what she does, rathit will be a more personal matter. They go to hear her speak, rather than to hear her speech, and when they come away they say: "Isn't she interesting? Isn't she wonderful?" while the male portion of the audience will speak only of her subject and the manner of its treatment.

The truth is "the ever womanly" sex and that alone, we should never have heard of her. Great beauty is rare, but as all things are relative By the same token, it delights men, because nothing is so fascinating as mystery-a quality which seems even more worthils rendered by the French word mystere

> In this connection it may be interesting to consider what may be the effect of the present tendency toward equalizing the attributes of the two sexes. It has been claimed that if, in becoming voters and bread-winners, women must needs lose some of tacir femininity, men, on the other hand. would be gainers, from the fact that the association of the two sexes at the polls and in places of business would tend to impart to them some of the gentleness and modesty which are supposed to be the attributes of woman. This being so, the two sexes would become more alike and, what, in effect, would be the loss and gain from

> No doubt, in the sense of practical utility, the gain would be great, for the matter of sex, and the consideration which is at present demanded for women, is often a nuisance in the rough and tumble of business life, and any new condition which placed the sexes more on a level would make matters simpler for working purposes. But, on the other hand, how great would be the loss to the other side of men's and women's natures! The disappearance of that element of mystery which constitutes so large a part of the power of attraction between the sexes would make life a somewhat tame affair for each of them. Unquestionably, if the mental, the psychic and the spiritual are to be considered, this equalizing of the sexes is to be co-

> These crude observations would seem to suggest that behind this elusive, indefinable, seemingly capricious subject of attraction there rests a cer-tain law, albeit it may seem to contradict other postulates which are accepted as laws. We have the axiomatic deductions that birds of a feather flock together and that like seeks

These, no doubt, are good working general way, but when we come to anything so subtle and so psychic as Let any woman, she said, no matter this secret attraction between human beings it would seem that it is regulated by the law of opposites. man's woman, therefore, is she who has some essential qualities of womanliness in her, and the woman's woman must possess some essential qualities of manliness, while the most attractive and retaining of all is the woman whose quality defies all definition, who draws all the world to her, men, women and children alike, because of her inherent possession of that rarest and least to be analyzed of all qualities for which we find no better word than that potent little monosyllable, charm.

Modern French Ideals

The old notion that military heroes held first place in the esteem of the French people must be dismissed from the mind. If the French ever worshiped the soldier they have been cured, and the proof seems to rest in the result of the plebiscite taken by the Petit Parisien on the pre-eminence of the great Frenchmen of the As there were nineteenth century. 15,000,000 answers to the paper's ques tions, a very fair expression of the opinion of the nation was secured. If the great soldier was still the idol of France Napoleon should have receiv ed by far the most votes, yet he was only fourth in the contest. Pasteur, Victor Hugo and Gambetta each led the great genius of war-Pasteur with 1,338,425 votes, Hugo with 1,227,103 and Gambetta with 1,155,672. eon was closely pressed by Thiers.

More Trouble With the Language "He's a steady drinker, isn't he?"
"He's a drinker, all right, but he's
never steady." — Cleveland Plain



upon which it is used—added to this it has an elasticity which permits the paint to follow the natural expansion d contraction of the w and contraction of the wood. Pure White Lead (with its full natural tenacity and elasticity, unimpaired by adulterants), alone fulfills all the requirements of the ideal paint. Every keg which bears the Dutch Boy trade mark is positively guaranteed to be absolutely Pure

solutely Pure White Lead made by the Old Dutch Process. SEND FOR BOOK

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You can have a mighty hot time on cool million.

ONLY ONE "BROMO QUININE" t is LAXATIVE BROMO Quining. Sim named remedies sometimes deceive. The first a original Cold Tablet is a WHITE PACKAGE wi black and red lettering, and bears the signature E. W. GROVE. 25c.

Disease Puzzles Doctors.

A mysterious disease is troubling the Dutch medical profession. It has broken out in the district of Ouddorp, not far from Utrecht, and Prof. Spronck, of Utrecht, after all the best efforts he can devise, has had to confess himself perplexed. The disease is a contagious affection of the heart, and the patients invariably develop high fever. There have been more than 100 cases. Prof. Spronck has made a careful anlysis of blood taken from patients, but has utterly failed to find a cause or an origin for the epidemic.

AWFUL NEURALGIA

Pain Turned This Woman's Hair White but She Was Cured by Dr. Wil!iams' Pink Pills.

Do not seek relief from suffering simply, but free your system from the disease which is the cause of your suffering. That is the message which a former victim of neuralgia sends to those who are still in its grasp. Hot applications, powders that deaden the senses and others that reduce the heart action may cause temporary re lief but the pain is sure to return with greater intensity.

Mrs. Evelyn Creusere, who has a

Mrs. Evelyn Creusere, who has a beautiful home at 811 Boulevard West, Detroit, Mich., suffered for years with neuralgia until she tried this tonic treatment. She says:
"My trouble began about six years ago and I did not rest as I should have but kent up about my many

ago and I di not rest as I should have, but kept up about my many duties. After a time I became so weak I could not do any work at all. I had severe backaches and such dreadful headaches in the back part and top of my head. My eyes were easily tired and at times I saw black stops before them. I becauted ask spots before them. I consulted several doctors but without the slightest

benefit. The pains were so intense that my hair turned white. "I lost continually in weight and strength and was almost in despair when a friend recommended Dr. Wil-liams' Pink Pills. I tried them ac-cording to directions and soon began to feel relief. At the end of three months I had gained ten pounds weight and had no more trouble with my nerves. I have been in perfect health ever since and can heartily commend Dr. Williams' Pink Pills."

Dr. Williams' Pink Pills are sold by all druggists, or sent postpaid, on receipt of price, 50 cents per box, six boxes for \$2.50, by the Dr. Williams Medicine Co., Schenectady, N. Y.

A Positive CURE FOR CATARRH Elv's Cream Balm

is quickly absorbed. Gives Relief at Once. ELY BROS It cleanses, soothes, heals and protects the diseased membrane. and drives away a Cold in the Head quickly. Restores the Senses of Taste and Smell. Full size 50 cts. at Druggists or by mail; Trial size 10 cts. by mail. Ely Brothers, 56 Warren Street, New York.

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