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## The Newspapers Of Wicked Paris.

Things About Them That Are Exceedingly Curious to American Eyes.

Paris Letter in the Sun.

American newspaper man ran across the editor in chief of one of the most prominent Paris evening newspapers. He was sitting on the terrasse of the Cafe de la Paix, and upon the diminutive table in front of him was a glass of absinthe. Hardly an hour before had occurred a calamity which had stirred Paris to its centre. More than a hundred people, the flower of French fushion, had been burned to death in the ruins of the Bazar de la Charite The news had been brought to the boulevards by word of mouth; hundreds of victims, was the report, and among them all the great people of the old regime. It was the biggest plece of news in twenty years; all Paris

was aghast. The editor-in-chief beckoned to the American and pointed to a seat beside him. He was greatly excited, although he assumed calmness.

What a desolating thing it is!" he cried. "Ab, my friend, France has rebear un; we must have fortitude. We French, whatever else we are, are brave.

He went on, waxing reminiscent, then Presently the American's nose for

news impelled him to remark that none of the papers seemed yet to have got out an extra-The Frenchman's glance was really

reproachful. "Always thinking of the What a practical people, you Amer-

The American explained, rather strongly, that trustworthy news regarding the calamity would relieve

becoming more distressing.
"An extra!" echood the editor again. Then, with an injured air, he pulled out "Why, my dear fellow, do you know

that I dine in half an hour!" The American laughed, impolitely, too late this evening."

#### PRINTING THE NEWS.

It was then not 6 o'clock. At 7 the Presse, a puny little sheet published late to give the result of the races, had no information about the fire. At 10 a religious paper, the Croix, got out an extra. Its printing office adjoined the scene of the disaster, and some of its compositors had helped at the rescue; but it printed nothing but the rumore of the street. Toward midright two or three of the evening papers. the reporters of which had finished their dinners and made the usual rounds of the theaters on free tickets. tumbled over each other at the police station nearest the scene of the disaster. They got no news, but some ex-

type the facts that everybody knew. had two or three columns, not more day the news began to be something told. From that time until the expiration of three weeks the news came repetitions, had told such a riory of lte as an ordinary American paper in of every meal he sits down to, a town of 50,000 people would have told upon the following morning.

## THE KEYNOTE.

This little incident, the American and a French newspaper last week's. Even then it is done cautiously, because there seems to be nothing that a German or French journalist is more afraid of than live news. He treats it a broken electric wire. When he runs against anything of any real importance he is overwhelmed. But if the press of France and Germany is chiefly drags you back into the forgotten past, it is at least better than that of Italy and Spain. The publication of papers in those countries, as many people have doubtless remaked, might be deis concerned. Most of the 120,000 Americans who have been in Europe this year must have reached the conclusion that if one wishes to know what is going on in France, in England, and in Germany, as well as in the rest of the world, the best place in which to learn it is America.

The foreign journalists are not alone to blame for this state of affairs; the public demand-or rather the lack of it is also responsible. A Frenchman, for instance, doesn't care whether there is any news in his paper or not, and he isn't even particular what time he gets it. That is because his edu-cation has not been devised to give him general interests, such as the average American has. His mornings, to ter what their station, are investors start with, are usually occupied with Last, but by no means least, come

CAL MARY

this own affairs; outside matters may Late one afternoon last spring an only be considered at his leisure. The morning papers, consequently, are always on sale at the klosks until the evening, and, indeed, until the next day; and in Paris, probably the only large city in the world where such a condition exists, there are always more morning papers sold in the afternoon than in the morning. The morning paper even competes with the evening paper in some quarters. But that is not especially significant, because the evening papers, with one exception, rarely have so much as a single paragraph that has not been copied out of morning papers-bodily, without credit, and without the change of a word. If there are any later developments they may possibly get into the morning paper of the next day, but never by any chance into the evening

in Paris, and all of them put together would hardly make one of the firstclass, viewed with American eyes. The greater number of these are merning papers, and all of them are strongly political. In circulation they run from a few thousands to more than a million. From the French standpoint the matter of most importance is politics, but not a tenth of the whole number occupy as much space with politics as is given to the other features which go to make up the paper. These fea-tures are, in the order of apparent value, fiction, the drama, literature, art, sports, music, finance, and, last, general news. With the exception of the Figure which has six pages, the papers are all of four pages, usually printed in very large type, with wretched, smudgy ink, upon inconceivably dimsy paper. Of those most gromipublic anxiety; as yet there was noths | nent, one is gold at four cents, five ing but dreadful rumors, and each was are sold at three cents, eight at two cents, and the rest at once cent.

There are seventy-nine daily papers

#### THE EDITORIAL PAGE.

The French paper gives almost in-

variably as its leading first-page artiele its one editorial, which is usually a column and a half in length. It is "Tomorrow, my friend, tomorrow," political, often ted hot, semetimes said the Frenchman gently. "You will be able to read it all tomorrow. It is consist of a column or so of matter, frequently intended to be humorous, reprinted from English papers or culled from magazines. In this de-partment the French find their American news, which consists for the most part of highly ingenious stories regarding the pursuits and personal affairs of American millionaires, or preposterous yarns showing off the supposed customs of the higher circles of society among which are the "countrymen of Clara Ward," as the French now refer to us. This department is always encluded with a ghastly joke, made by one of the reporters. After the 'Echoes' comes a few meagre telegrams from half a dozen provinces in France, usually about fires, floods, or strikes, or the celebration attending tras came out announcing in big black the unveiling of a statue. The unveiling of a statue, parenthetically, is the In the morning each of the papers French reporter's strong point; he like trustworthy, and was of the char- through the country these few tele-There was a diagram of the scene of graphic news the paper receives, exthe most enterprising papers. But it president is on his travels, the editor was only when the weekly illustrated spares no expense; each Paris newspapers came out, on the fourth day, paper dogs his steps, and the reporter that the real story of the calamity was belegraphs holly every minute detail paper dogs his steps, and the reporter every time the president opens his mouth, every word that he utters is out in driblets, and at the end of the telegraphed; his clothes are described month the French press, with many in full every time he changes them; repetitions, had told such a story of the Parisian newspaper invariably the burning of the Bazar de la Char-prints in leaded type the bill-of-fare

## MISINFORMATION

After the telegraphic news the French paper presents a column entitled "Information." This is made up newspaper man thought, struck the merely of the routine reports of the keynote of French journalism. Rough. various government offices, relating ly speaking, a German newspaper principally to the changes in cierk prints the day before yesterday's news, ships. Then come the court news, colships. Then come the court news, colorless, and confined to the smallest possible space, and the reports of the proceedings in the senate and chamber of deputies, also presented as a matter of routine, Following these is as he would treat the business end of the local news-always concentrated under the heading "Faits Divers," or "Paris au Jour le Jour." All the news Paris, much of it exceedingly picturesque, is here boiled down to paranoted for the cheerful way in which it graphs. It makes an American reportr heartsick to see the way in which 'beautiful stories" are smothered and sent to this morgue. After the "Faits Divers" comes a half column of similar matter, but relating to the suburbs ferred indefinitely so far as real news Then follows the theatrical news, which is in two divisions. The first is the criticism of new plays writter by the critic, who is a very great man n French papers; the second another criticism, but done by the regular the atrical man, and minor notes of the The literary and the art criticism are not a regular feature and appear periodically after the dramatic article. Then cames a column or so devoted to the Bourse, in which inancial matters, for some reason not discernible to an Anglo-Saxon, are treated with a certain degree of facelousness. The lower third of this page s devoted to stock and bond quotaions, which are very complete because nearly all French people, no mat-

SOUTH OF THE PARTY OF THE PARTY

THE DIFFERENCE

between the nature of the cotton-plant and the

habits of a hog, and you have the difference between Cottolene and lard. Cottolene is all that's pure and whole-some; lard has few redeeming features.

makes your food light, crisp, digestible. Rightly used, it greatly improves the food and the health of those who eat it.

The genuine Cottolene is sold everywhere in one to ten pound tins, with our trade marks—"Cotto-ene," and steer's head to cotton-plant wreath—on very tin. Not guaranteed if sold in any other ay. Made only by

THE N. K. FAIRBANK COMPANY,

Chicago, St. Louis, New York, Montreal.

two columns or so devoted to sports. cuse for being. After the editor-in-This means, principally, horseracing chief come the bollaborateurs, who are than in any other country.

SERIAL STORIES. There are several features of French paper has at least two of these in progess all the time, and some have four; The third peculiarity is that nearly all the important political news, oncerning France itself, is received by the French paper from its correspondfor instance, has sources of informaprominent and influential French journal. Foreign correspondence, too, is a the event which calls it forth has been feature comparatively unknown to forgotten.
French journalism. All the foreign news it receives from other than English papers is the half column or so of meagre notes sent out by the news agencies. No French paper was ever known to receive a special dispatch from any country outside of Europe, no

matter how important the news. Foreign news, however, excites in the Frenchman very mild interest at best. Perhaps in no other country is so little known about other lands and other people. Whenever the journalist, therefore, ventures beyond the national boundary there is a mess. Hence, French readers are more than likely to be furnished with careful information about the city of Missouri and the state of San Francisco, The politics and orthography entering into the question are like the geography. The ordinary editor's knowledge of the United States is easily summed up; It is a free country; Washington was the father of it, and Lafayette thrashed the English for him; Lincoln emandpated the negroes, who form three-fourths of the population; it is the land of Barnum, the great humbug; all Amricans worship the dollar, and say "All right" and "Go ahead;" wear beards under their chins, chew tobacco while sitting in rocking chairs and splt on the carpet, and dress in black broadmarry French noblemen, and Clara Ward is the national type; the married women are prudes; all Americans are rich, and the millionaires spend their pare time either in killing pigs or driving railway trains against time; the great men of the land are Buffalo Bill, Edison and Richard Harding Davis-because Paul Bourget told them

Opinions are divided as to the American government according to the affirming that it is a model governnent and the Monarchists that it is badly organized and short-lived; but us if she would half try.

ORGANIZATION OF STAFF

and bicycling. The latter is a craze, not necessarily attached to the jour-increasing rather than diminishing, nal, and write political and literary and the former has developed within articles over their own signatures, for five or six years to be a very serious which they are personally responsible, business. There is horseracing in the although the articles, of course, are neighborhood of Paris throughout the in line with the paper's policy. These year, and there are probably more men come nearer to the regular edi-punters who make a slim living at it torial writers of American papers than any other, but they are free-lances, and may write for a dozen papers. Next in Importance are the critics of the papers common to all. First is the cach paper employs but one. All these running of continued stories. Each men, the aristocracy of French jourdrama, music, art, and paper, although nalism, are very light workers; it is ress all the time, and some have four; seldom that they write more than two generally speaking, these stories form the ground floor of three of the four as much as a column in the Sun, and pages, and so occpy about one-fourth they consider that very fair production. of the entire space. Another peculiarity is that each paper prints a second from that of American newspaper; edition, in which it reprints all the it is done leisurely, never at night, and news matter in the first edition of the without any pressure regarding timeothers which it did not have itself. In consequence the second edition of a curiosity to know, at the earliest possi-Paris paper is a hodge-podge of all the ble moment, what is happening in the world, is a characteristic of the French newspaper reader, so is it unnecessary for the French editorial writer to hurry with his comment. It is given to ent in London, who takes it from the no newspaper, thought it should bring English papers. The London Times, the latest news from the moon, to dino newspaper, thought it should bring vert either from his pleasures. It will tion wholly inaccessible to the most read as well tomorrow as today. Thus its blood-and-thunder continued stora French editorial often appears after

### THE MANAGING EDITOR. Perhaps the most important man of

ne Paris paper is the secretaire de redaction. He fils the shoes of the Ameri-can managing editor, night editor, city ditor, suburban editor, and copy readers. He is really the only editor the Paris paper has. He reads every paper published in Paris; he has charge of the reporters and gives out assignments; he reads all the copy, local, telegraph, and special, and all the proofs; lastly, he makes up the paper and goes home only when the first copy comes off the press. He is hard worked, but these many duties are possible because a French paper, defucting the continued stories, prints in its four pages only the equivalent f about one page of the Sun,

It is when the reporters are considred that one finds the greatest lack a French paper, however. They are of three classes—the "specials," the "ordinaries," and the "falts diversiers." "specials" include the sporting men, the theatrical man, and the in-terviewers; the "ordinaries," the legislative and court reporters, and those charged with looking after the various government offices-all routine men; the "fait diversiers," the local men on police and other criminal cases and happenings of the street. All these recloth frock coats; the girls are fright-fully free in their ways and want to They have a dress which is nearly uniform-slik hats with wide, flat brims, very long frock coats, and flowing neckties. They all wear the hair long, sport sticks, and carry flowers in their buttonholes, have beards fashloned to throughout the year. Their great Journal, which is more virtuous and dream is to be mistaken for a boulevardier.

The method of work of these gentlemen is odd. If they received an aspolitics of the paper, the Republicans signment-say a sensational murder or ed as such, the rate varies from 20 suicide case-they all go to a cheap cents a line in the papers of small cirto see which shall be the man to go Fetit Journal and a few others. they all believe that Spain could whip to the police station of the quarter in which the event occurred. lucky one finally goes-strolling as far pearance would seem to warrant. The along the boulevards as possible. At reporters get from \$40 to \$100 a month, The editorial department of a French | the police station he receives a writ- the editorial writers from \$200 to \$500. had two or three columns, not more than two or three columns, not more than two thousand words, still mostly columns about it, and, if the matter is while the editorial and reportorial telling all that the police care to have rumors. On the second day they sent by telegraph, it always exceeds staff of an American paper of the first known about the matter. Seldom is the actual printing. The Petit Journal, printed the police reports, which were in space all the other telegraphic news class will contain from 50 to 100 men, the name of a victim or of a murderer for instance, gives its yearly expense curious things to read. On the third in the paper. Unless the president is that of a representative Paris paper given out, and the reporter has to be account as follows: on one of his frequent junketing tours will rarely exceed ten. First comes the satisfied with initials. He returns leiseditor-in-chief, who is often the prin- urely to the cafe, and all the other reacter that an American paper would grams, amounting in all to an average cipal owner, and looks after the policy porters copy the slip when they have have had in press within an hour: of half a column, are all the tele- of the paper, and may sometimes write time. That is all. All the papers print an editorial-although that is rare, ex- | the paragraph the next morning, and the fire, and two or three hasty sketches es of the ruins were given in one of papers they edit would have no ex- ered. Sometimes, however, one or

more of the papers get beaten on the item because their reporters had another engagement at the time of grand meeting of the reportess. Then the beaten paper cheerfully reprints the item on the following day, making the event occur one day late. It makes

## CIRCULATION AND COST.

An instance of this slipshod way of loing business occurred in August. One Tuesday morning a man killed his wife and committed suicide. All the papers of Wednesday had the news excepting the Eclair and the Journal. On Thursday these two papers, seeing that they were beaten, printed the item, but made the event occur on Wednesday morning. On Friday morning all the other papers printed it again, under the misapprehension that they had been beaten the day before, but made the killing and suicide hapen on Thursday. Of course this was all the result of the secretaires de re-daction. But they are hard worked. It is curious to note how a paper like the Petit Journal can sell daily

1.100,000 copies. It is the typical paper of the French masses, and contains less real news than two stickfuls of The Sun's "Jottings About Town," Its success can only be escribed to its hold on the lower orders of intelligence, with ies. The Petit Parislan, which comes second in circulation with \$19,000 copies daily, makes pretensions and is better only in comparison; yet the stock of the Petit Journal is quoted at \$245 on a par value of \$100, and that of the Petit Parisian at \$230 on a par value of The former pays a dividend of 14 per cent, and the latter one of 16 per cent, and the stock of each has teen handsomely watered. In other words, the net profits of the first average \$700,000 yearly, and of the second \$375,000, even after taking into consideration the extremely high cost of paper in France, and the many enormous taxes that a newspaper is subjected to by the government. The advertising in a French paper is

not profitable. As a rule it does not take up one-fourth of one of its pages It is not the custom to advertise. Aside from the posters and handbills pasted on dead walls, nearly all the advertising is done in a small pamphlet called the Journal des Petites Affiches, which one consults in the cafes. The paternalism of the government, too, supplies the place of advertising to some ex-It not only sells you matches and cigars and lends you money on your watch, but it takes you under its wing when you want a servant or a midwife, and has lists of almost anything that you can need, which lists ing done in the newspapers in the way of puffs. If one has not the influence to procure a puff, it is notorious that the financial and theatrical columns of all the papers but two or three are open to anybody at a fixed price. Puffs in other parts of the paper cost from charges \$20. For this price the papers will say anything you want them to say, so long as it is not contrary to law. For ordinary advertising, printsafe on the Boulevard and draw lots culation to \$1.20 in the Figure, the

> The cost of producing the Farls paper is much larger than its printed ap-

Editorial stat							§	
Typesetting	 	 		 		.,		35,4
Stereotyping	 	 		 	**			15,5
Paper	 	 	40	 		**		440,0
Presswork .	 	 450		 200				24.6
Ink, oll, fue								16,0
Total	 	 		 			3	(3).),(

Sunday School Lesson for November 28.

# Salutary Advice and Warnings.

1 Peter, IV, 1-8.

BY J. E. GILBERT, D. D., LL. D., Secretary of American Society of Religious Education.

PRELIMINARY—Happy the man whose to lead a good life. Once he associated the seventh verse. Some expectations are all external to himself! Pollowing Paul' advice, as given in last lesson, he may certainly gain the victory over them. But also for the man who object of criticism on the part of those of the whole Jewish economy. A more nahas fees within, concealed it may be from the gaze of nertals, intrenched in mis is a desperate and life-long struggle, with occasional defeat. And are not all men of this class? Who among us has not encountered his own baser self? (Rom, vii, 31.) Many passages of Scripture treat this most interesting theme, each dwelling on some aspect of it. But oday we shall study from Peter, who wrote about thirty years after the ension of our Lord, when presumably he had somewhat subdued the cvil qualities of his rugged nature, which appeared so roublesome and offensive in the earlier part of his career. (Matt. xvi. 23.)

IMITATING.-The lesson begins by orging believers to imitate Christ (verses 1 and 2). He had endured the cross in submission to the Divine will. (Matt. xxvi, 42.) His followers ought to culti-vate the same resigned, self-denying, meek, steadfast and intropid spirit. (Rom. vill, 2.) He had sacrificed the carnel for the sake of the spiritual, laying down the life of the body which clamors loudly and perpetually that the higher purpose of the Spirit might be attained. Although this sacrifice had another significance (Rom. v. 6.) it exhibits the way of triumph over sin for every man . (I Cor. ix, 27.) The crucifixion of the flesh, its mortification and subjection, is a necessary preliminary o that higher life, begotten by the spirit and hid with Christ in God (Rom. viil, 18) which is the chief end to be sought. The ragedy of Calvary illustrates the law of | grief. miritual life. (Rom. viii, 2).

SUFFICING.-When a person is called o forsake one life for another it is well to how that the former is no longer desir-ble. Otherwise there will be more or ess of longing and turning, resulting in iivision of heart and irregularity of con-luct. The Christian, to succeed, must wholly renounce the old and unreservedly take up the new. (Matt. vi. 24.) This point is presented by the apostle in two ways (verse 3.) He calls the old life "the will of the Gentlies," characterized by cots, revelling, banquettings, and idolatries, disgusting to every refined person.

Then he affirms that they have had enough of such things—the time past ought to suffice for such indulgences.

They ought to turn away from them and seek something higher and better. This ought to be a powerful motive with every follower of Christ. (II Peter II, 22.) A backward look into things from which one has escaped (Isa. Li. l.) ought to send him forward with increased zeal.

SURPRISING .- All men are influenced by the opinions and conduct of others. This fact may be turned to good account in confirming the Christian in a purpose

has foes within, concealed it may be from former associates. They are surprised at the change which has come over the surprised at the change which has come over the constitution. For such a one there the change which has come over the change which se more repulsive than a man who condemns another for trying to be good! What stronger incentive can there be to continue the effort to be good!

ACCOUNTING .- Thus far in the lesson the beautiful example of Christ set for imitation is contrasted with evil practices of men, those things which the Christian once indulged, which old associates continue. It is expected that one will be at tractive and the other repellant, and that by the combined influences of opposite ces the soul will be drawn heaven-The apostle next presents the stern realities of another world. 5.) We must all give account to Christ. He, the Saviour and Intercessor, the prophet and priest, the example and guide, will become the judge of men (Rom. xiv. 19.) awarding to each his due. (Matt. xxv. 31.) To some, as they stand in His presence, there will be confusion and terror (Rev. vi. 16.) because of their dark record. Every one who regards that solemn event ought to be incited to the greatest care and diligence that he may be able to render an account with joy and not with

PREACHING.-The sixth verse of the tesson is one of the most obscure in the Bible. There are as many different translations of W. and comments upon it, as there have been translators and commen-tators. The following by Ur. Macnight is the rendering most generally approved:
"For this cause was the Gospel preached
even to the dead (that is the Gentiles)
that though condemned by men in the
flesh (their persecutors) they might live eternally by God in the spirit." This continues the apostle's line of thought. It explains the large mission of Christianity, as including the heathen world, that men, dead in trespasses and sins (Eph. ii. 1,) might know Jesus, the pattern spiritual man, and, while believing in Him, might imitate Him, and so escape the corruption of the world (II Peter, i, ii), and enjoy the life of God. This construction empha-sizes the statements of the last three paragraphs and ir creases their force as motives to holy living. God's plan is one among Jews and Gentiles—to break the of the flesh and increase that of the spirit (Rom, viii, 6.)

APPROACHING.-There is also some diversity of opinion concerning the mean- | zave.

latter, knowing that this change is for the better, ought because of such criticism to be all the more steadfast in his with other utterances of holy writ, (Rom. rood purpose (verse 4) for thereby is revealed to him the blindness and the folly countability is made an incentive to a called to him the blindness and the folly countability is made an incentive to a f his critics—a blindness and folly caused good life. Heb. xlii. 25). This life is so short, the world is so near, its allotments are to be made with such justice, that men cannot afford to live any longer to the flesh. They ought rather to be "sober," that is, thoughtful, watchful and prayer ful. There is a sure method of overconing the animal propensities, of subduin the lower nature, by which we are allied to the earth and cultivating that by which we are allied to heaven. (Heb. xiii, 14.)

> LOVING.-The last advice of the lesso the apostle appears to deem more import ant than all the proceeding. "Above all things," he says, (verse 8), and enjoins brotherly love, or charity. In putting a high estimate upon this affection Peter agrees with Paul (I Cor. xiii, 13.) who of ter elevating it above fuith and hope, calls it the bond of perfectness (Col. iii, 1i) or the perfect bond, that which unites hearts profitable relations. Love is immense serviceable to its possessor, because i odifies, or builds up and strengthens all the Christian graces. (I Cor. viil, 1.) For this reason it is enjoined in this connection. It "covers the multitude of sins"not as a mantle concealing one's form, but as the regulating principle of life (James v. 20.) To bring men to love God and to love their fellows is the end sought in religion. (Matt. xxii, 27.) Indeed, it is the very essence of religion liself, (Matt. v. 48.)

> SUMMARY.-What wholesome advice oca the lesson give for the regulation of the interior life, for the victory over th who submitted to the death of the body in promoting the cause of Gol. Abandor the evil practices of former years which are seen to be harmful. Conform not to the ways of those who indulge the same Remember the day of judgment which i not far distant. Consider that the who plan of the Gospel and the one end o preaching is to save men from the sins and bring them to eternal life. Culthe household of faith. A look to Jesus A look at the past! A look at the evil of former associates! A look to the eternal gross! A drawing toward the brother substitutes but helps for the genuin trust of the soul. No man saves himself in this way or in any way. Jesus only saves. But by these Latructions one as

SOMETHING NEW--A FORTUNE FOR ALL. S250 III GOLD SOLUTION WORD PUZZ HERE ARE THE WORD PUZZLES -- CAN YOU SOLVE THEM? -O-D Something one may get in Alaska. A ---- The name of a place where gold has been found. NO. 3. -A--- Once president of a great republic. HO. 4. — LA — Something used on dinner tables, either as an article of food or an utensil. EXPLANATION. Each of the skeleton words have dashes in the place of missing letters. You are rewhich properly fit the definition. For example: No. 1, is -O-D, comething on may get in Alaska, in the
selution you would find G and L, thus making GOLD. In thinking what else one might get in Alaska, in the
selution you would find G and L, thus making GOLD. In thinking what else one might get in Alaska, but
would certainly think of COLD, and so on, make all the words you can for such pusic, using the excision
and filling the spaces with other letters, so that the complete word fit the definition gives. Got the find, and the word pursues we give \$100 in Gold. If the snawers are correct
EWANDS For complete solutions of the 4 word Pursies we give \$100 in Gold. If the snawers are correct
EWANDS cand complete to only \$, we give \$500 in Gold. If the snawers are correct
and to everyome sending only a partial solution we will give a credit of \$3.75 on the first purchase they
make from us. CONSOLATION PRIZES \$15.00 will be divided among 15 persons who answer this contest but whose answers are not entirely complete and correct, and will be awarded according to the number and correctness of the words in each answer.

THE CONDITIONS are that you send with your collation because to be invested in the promotion fund Investment Certificate, which may enable you to participate in the profits of the inines, and every pensy may bring \$10.60.

SOMETHING NEW We have headed this advertisement "Romething New." You will find it different SOMETHING NEW from most of the missing letter advertisements, because every thing is stated plataly and airise you to beware of any advertisement which promise any impossible things the contestants, and airise you to beware of any advertisement which promise hings which on its fees is impossible. We will promptly do exactly as we promise and everything that by plain, ordinary meaning of this advertisement you have the right to expect. Should there be more than one full and complete set of answers we shall divide the results to expect. Should there he more than one full and complete set of answers we shall divide the rewards pro rata among them, but we promise in good faith that everyone who sends a full and correct answer ashall actually receive a money reward promptly paid to thom in each.

BUT THIS IS NOT ALL Every one who enters this contest will receive an easy proposition by which he was a state of the state of th



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