

### SOUTH LONDON.

**Sir Walter Besant Gives Some Interesting Sketches of That Ancient Portion of the City.**

Besides being a novelist, Sir Walter Besant is a historian, particularly the historian of London. For the last few years he has written articles on historic London for The Pall Mall Magazine. The last series to appear were on South London; these, like the others, are now presented in book form under their original title and with the elaborate and artistic illustrations which so enhanced their value when they were printed in the magazine. The publishers of "South London" in this country are Frederick A. Stokes Company.

"The chief difficulty in writing 'South London,'" said Sir Walter in his preface, "has been that of selection from the great treasures which have accumulated about this strange spot. The contents of this volume do not form a tenth part of what might be written on the same plan, and still without including the history proper of the borough."

The author courteously acknowledges his obligations to the artist "Mr. Perry Wadham, who has so faithfully and so cunningly carried out the task committed to him."

"My South London," says Sir Walter, "extends from Battersea in the west to Greenwich in the east, and from the river on the north to the first rising ground on the south. This rising ground, a gentle ascent, the beginning of the Surrey hills, can still be observed on the high roads of the south—Clapham, Brixton, Camberwell."

At first London had no communication with the rest of the world, except by water. Then a causeway was built across the Southwark marshes. The second road connected with the high road to Dover; it is now called High Street Borough. It formed an entirely open and broad communication; it began not far to the west of St. Saviour's Church, opposite the Roman Trajacket, the medieval ferry, now St. Mary Overies Dock. Ferries were soon established across the Thames, and at length the marshes were drained. Prehistoric remains prove that all this was done during the stone age and the bronze age.

Centuries passed by. "High Street of Southwark is now a crowded thoroughfare, because it is the main artery of a town containing a population of many hundreds of thousands. In the last century it was quite as animated, because it was one of the main arteries by which London was in communication with the country. An immense number of coaches, carts, wagons, and caravans passed every day up and down the High Street, some stopping or starting in Southwark itself; some going over London Bridge to their destination in the city."

Among the relics of the bygone ages stands to-day the remains of the palace of the Bishop of Winchester. As one of the Bishops of Winchester would have made a very good modern Police Court Judge and District Attorney combined, it may not be inappropriate at this place to tell something about the punishments of the time that were ordered by the church. "There was whipping, but not the terrible, murderous flogging of the eighteenth century; there were hangings, but not for everything. Mostly to the credit of the church, punishment was designed not to crush a man, but to shame him into repentance and to give him a chance of retrieving his character. A man might be set in the stocks or put in pillory, and so made to feel the heinousness of his offense. This punishment was like that which was inflicted on a schoolboy; the thing done, the boy is taken back to favor. The eighteenth century branded him, imprisoned him, transported him, made a brute of him, and then hanged him. Did a woman speak despitely of authority—presumptuous queen—set her up in the cage beside the stoupe of London Bridge, that every one should see her there and should know what she had done. After an hour or two take her down; bid her go home and keep henceforth a quiet tongue in her head. This leniency was only for offenses moral and against the law. For freedom of thought or doctrine there was Bishop Bonner's better way. And it was a way inhuman, inflexible, unable to forgive."

Sir Walter Besant, in showing how the palace either contains or has at some time contained the work of nearly every archbishop in succession, incidentally remarks, in speaking of some of the improvements executed by the various prelates, that the Chicheley tower, commonly known as the "Lollards' Tower," "never had any connection with Lollards, and that all the talk about the unhappy Lollard prisoners is without foundation."

And, in a word, which will explain why I have given an apparently disproportionate space to Lambeth Palace, the author thus ends his chapter on the royal houses of South London: "Lambeth Palace, the only palace in the whole of South London, is a monument of English history from the twelfth century downward. Kennington appears at intervals; Eltham is a holiday house; Greenwich practically begins with the Tudors. Lambeth, like Westminster or St. Paul's belongs to the long history of the English people."

From the fragmentary "lives" of Shakespeare we have learned considerable about the Globe Theatre, but in "South London" we find a great deal more, and also much about the Bear Garden, Blackfriars, and Paris Garden, the Hope Theatre, the Swan Theatre, and the Rose. It is all very interesting.

And of the South London of to-day, there is much that is of interest, much that is fascinating, albeit the tourist to London can see it all if he only takes the trouble.

### WHY THE HORSE SHIES

**Sensible Explanation of the Habits of Well-Known Animals.**

Dr. Louis Robinson, an English zoologist, has just given to the world an account of the habits and mode of life of certain animals, and the conclusion at which he seems to arrive is that all such phenomena may be explained on the ground of atavism. Thus he claims that the horse of our day derives his swiftness and power of endurance from the fact that his ancestors in former days were obliged to flee from and frequently to defend themselves against their great enemies—the wolves. In like manner he claims that the reason that the horse shies is because his ancestors were forced to be constantly on the alert against hidden enemies, and that the reason that he rears and plunges is because only by pursuing such antics could his forefathers shake off wild animals who had leaped upon their backs.

Sheep when frightened immediately rush off to the highest point they can reach. The reason, says Dr. Robinson, is because all sheep originally inhabited mountainous districts. And this, he claims, is also the reason why they wear a thick fleece of wool all the year through, the summer temperature in mountainous districts being almost as cold as that of winter. Finally, we are assured that the leader is because their ancestors were obliged to go in Indian file through the narrow mountainous passes.

Pigs have also engaged Dr. Robinson's attention. He was puzzled for a good while as to the cause of their grunting, says the Chicago Times-Herald, but now he thinks he has discovered the real reason. The pigs of to-day, he says, evidently grunt because their ancestors made their homes in thick woods, and only by making this sound could they keep track of each other and guard themselves against going astray from the common herd. Commenting on this latter explanation, a scientist suggests that Dr. Robinson might now do well to spend some time in trying to find out why the horse neighs and why the dog barks.

**Well-Dressed Man Arouses Sympathy.**  
The generosity supposed to be hidden under the mask of the ancient highwayman is sometimes present under the rags of his modern edition, the street tramp. A well-dressed man, who had just left the ferryhouse in New York after crossing the river, started to pick his way through the mud of the crossing. His patent leather, his silk hat and his shining evening dress made him an obvious prey for the tattered dock bandit, who slouched up to him with the usual piteous cry for help to get a night's lodging.

"My dear fellow," said the well-dressed man with a sudden instinct of frankness, "I'm in my store clothes, but the fact is I've got to walk up town because I haven't a nickel to pay my car fare."

"Is that so?" said the other in an excited whisper. "Well, it ain't goin' to be said I left a pard in the lurch when he was dead broke."

And putting his hand into his rags, he hauled up a bewildering heap of silver and offered anything the other wanted.

The "pard" burst into a shout of laughter and insisted on shaking hands with the beggar, though he refused the nickel. And all through his trudge home he had plenty of food for thought, humorous and otherwise.

**An Expert Swordsfish.**  
Hank Carruthers, of Block Island, R. I., an old-time fisherman, last year caught a young sword fish, not more than two feet long, which had refused to leave the dead body of its mother, which he had harpooned after an exciting fight. The young fish survived the transportation to a tidal pond behind the Carruthers homestead and the entrance to the pond was closed with a net to prevent his escape. Since then Mr. Carruthers has tamed the fish so that it will feed from his hand, and the neighbors had become so accustomed to the sight that they did not notice it any more. Last month a French gentleman, who is a well known fencing teacher, M. Tierce, had been training the fish furtively. He had made a soft pad of leather, which he adjusted on the tip of his sword, like the button on a foil, and the two gave an exhibition bout of fencing which could not be equalled for nicety of action and correctness of dash in the Fencers' Club. The fish apparently knows all the rules of the game and carefully refrains from committing fouls. He cuts and slashes swiftly, and several times he caught M. Tierce unawares, says the New York Press, and nearly transfixed him. The Frenchman has offered Mr. Carruthers a large sum of money for the fish which he wishes to exhibit.

**Hot Baths.**  
Here is a point that English folks might learn from the Japanese. The reason we are inclined, in this country, to catch cold after taking a hot bath in the daytime, is that we do not take it hot enough. If only you have the water as near boiling point as possible, there is no fear of your getting cold afterward. The Japanese revel in these hot tubs, says Chambers' Journal. They take them three and four times a day. In some districts of Japan, I believe, the people are amphibious for months at a time they live practically in the water. A Japanese once called upon me, and he apologized at the outset of our conversation for being so unmanly and dirty, for he had only had time to take two hot baths that day.

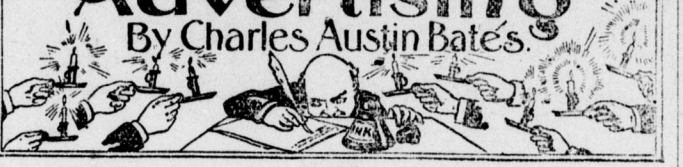
**A Dangerous Indulgence.**  
"There's only one drawback to a ay off."  
"What's that?"  
"It makes you want another day off."—Chicago Record.

Never sweat Nicodemus—Did yer ever hear about a princess wot slept for one hundred years?  
Tattered Tolliver—Yes, wot an idee she led!—Kansas City Independent.

The Parson—I heah de angels done fatched yo' anudder baby brudder?  
"Yas, but it jest seems lak dem angels picks us out de blackest babies up eers!"—Life.

### Short Talks on Advertising

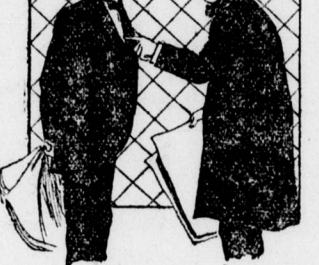
#### By Charles Austin Bates.



No. 18.

Don't expect the newspaper to do it all. Look out for the show window and the cases and counters.

When you advertise something of special interest in the papers, fill the window with it and have it prominently displayed every day. I would have them neat tickets painted and hung up above or near the goods.



"I would have them understood just what I was trying to do."

Be sure all the clerks know what is going on. If I were running a store, I would make it the first rule that every clerk should read every advertisement every day. I would have them understand just what I was trying to do with each advertisement—just what the goods were and where they came from and how they happened to be so cheap, or so good, or both.

The newspaper is sometimes blamed for the ill success of an advertisement, when the real fault is right in the store. Don't ever expect spasmodic advertising to pay. Don't ever let an issue of a paper you are using appear without your advertisement. The day you leave the ad out will probably be the very day on which somebody will look for it, and not finding it, go to a competitor. The last of a series is the one that sells the goods. A man may see your ad thirty days in July and not buy till the thirty-first ad welds conviction into his mind.

It's the last stroke that makes a horseshoe—all the others were merely preparatory. The shoe was not a shoe till the last blow fell. If that had not been given it would only be a semblance of a shoe—merely a bent piece of iron. A sale is secured by the last word that is spoken—by the last ad that is read. If it remained unspoken, or unread, the sale would often fail entirely.

Advertising is the insurance of business, but you must keep up the premiums or the policy will lapse.



"The last advertisement of a series is the one that sells the goods."

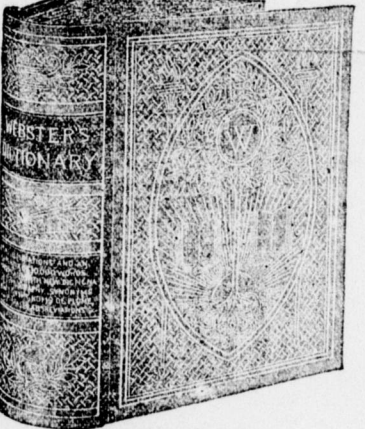
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Newly and magnificently illustrated. We offer you the best dictionary ever put on the market at a low price. This is an American Dictionary of the English Language, containing the whole vocabulary of the first edition, the entire corrections and improvements of the second edition, together with an introductory dissertation on the history, origin, and development of the languages of Western Asia and Europe with an explanation of the principles on which languages are formed. This book contains every word that Noah Webster ever defined, and the following SPECIAL FEATURES: An Appendix of 10,000 words, pronounced, Vocabulary of Scripture names, Greek and Latin Proper Names, Modern Geographical Names, Dictionary of Antonyms and Synonyms, Dictionary of Familiar Allusions, Lexicon of Foreign Phrases, Dictionary of Abbreviations, etc., etc., together with 4 BEAUTIFUL COLORED PLATES, showing in their actual colors the Flags of the Various Nations, U. S. Naval Flags, Pilot Signals of Various Nations, Yacht Club Signals, and Shoulder Straps for Officers. THIS IS NOT THE CHEAP BOOK but a beautifully printed edition on fine paper with masses, now offered to our readers in a sumptuous style in keeping with its great value to the people. Bound in Tan Sheep with a beautiful cover design and gold leaf. The small price of \$2.00, makes it the cheapest, low-priced Dictionary ever published. For every day use in the office, home, school and library, this Dictionary is unequalled. Forwarded by express upon receipt of our special offer price, \$2.00. If it is not as represented you may return it to us at our expense and we will refund your money. Write us for our special illustrated book catalogue, quoting the lowest prices on books.

Address all orders to THE WERNER COMPANY, PUBLISHERS AND MANUFACTURERS, AKRON, O., U. S. A. [The Werner Company is thoroughly reliable.]—Editor.



This strip is manufactured under a U. S. patent and is the neatest, strongest and most durable window shade holder on the market, and we guarantee it to be as represented or money refunded. The price, Express paid, to all points in Pa., Md., Del., N. J. and N. Y., One Dollar per doz. other States \$1.25. Your order solicited.

**To Cure a Cold in One Day**  
Cures Grip in Two Days.  
Take Laxative Bromo Quinine Tablets. **E. W. Grove** on every box, 25c.  
Seven Million boxes sold in past 12 months. This signature, *E. W. Grove*

## COLDS THAT HANG ON

So frequently settle on the lungs and result in Pneumonia or Consumption. Do not take chances on a cold wearing away or take something that only half cures it, leaving the seeds of serious throat and lung trouble.

# FOLEY'S HONEY AND TAR

Cures Coughs and Colds quickly and prevents

## Pneumonia and Consumption

**CONSUMPTION THREATENED**  
C. Unger, 211 Maple St., Champaign, Ill., writes: "I was troubled with a hacking cough for a year and I thought I had consumption. I tried a great many remedies and I was under the care of physicians for several months. I used one bottle of FOLEY'S HONEY AND TAR. It cured me, and I have not been troubled since."

**HAD BRONCHITIS FOR TWENTY YEARS AND THOUGHT HE WAS INCURABLE**  
Henry Livingstone, Babylon, N. Y., writes: "I had been a sufferer with Bronchitis for twenty years and tried a great many with poor results until I used FOLEY'S HONEY AND TAR which cured me of my Bronchitis which I supposed was incurable."

THREE SIZES, 25c, 50c and \$1.00. Refuse Substitutes

**SOLD AND RECOMMENDED BY**  
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"NEW RIVAL"  
FACTORY LOADED SHOTGUN SHELLS

No black powder shells on the market compare with the "NEW RIVAL" in uniformity and strong shooting qualities. Sure fire and waterproof. Get the genuine.

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from now until Christmas will be found a free game, amusing and instructive—50 different kinds.

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# LAXAKOLA

## THE GREAT TONIC LAXATIVE

If you have sour stomach, indigestion, biliousness, constipation, bad breath, dizziness, inactive liver, heartburn, kidney troubles, backache, loss of appetite, insomnia, lack of energy, bad blood, blotched or muddy skin, or any symptoms and disorders which tell the story of bad bowels and an impaired digestive system, Laxakola Will Cure You.

It will clean out the bowels, stimulate the liver and kidneys, strengthen the mucous membranes of the stomach, purify your blood and put you "on your feet" again. Your appetite will return, your bowels move regularly, your liver and kidneys cease to trouble you, your skin will clear and freshen and you will feel the old time energy and buoyancy.

Mothers seeking the proper medicine to give their little ones for constipation, diarrhea, colic and similar troubles, will find Laxakola an ideal medicine for children. It keeps their bowels regular without pain or griping, acts as a general tonic, a stimulant, aids digestion, relieves restlessness, clears the nasal passages, reduces fever, causes refreshing, restful sleep and makes them well, happy and hearty. "Laxakola like it and ask for it."

For Sale by

Laxakola is not only the most efficient of family remedies, but the most economical, because it cures many ailments, such as: Laxative and tonic, and of one price, 25c. or 50c. per box. Send for free sample to THE LAXAKOLA CO., 52 Nassau Street, N. Y., and mention the name of your druggist. We will express to any address on receipt of 2c. in stamps or post notes, all charges prepaid. Large Family and Hotel bottles of Laxakola, 50c. and \$1.00 per box.

**To Cure a Cold in One Day**  
Cures Grip in Two Days.  
Take Laxative Bromo Quinine Tablets. **E. W. Grove** on every box, 25c.  
Seven Million boxes sold in past 12 months. This signature, *E. W. Grove*