

COMMODORE NICHOLSON

OF OUR NAVY
Recommends Pe-ru-na--Other Prominent Men Testify.



Commodore Somerville Nicholson, of the United States Navy, in a letter from 1837 R St., N. W., Washington, D. C., says:

"Your Peruna has been and is now used by so many of my friends and acquaintances as a sure cure for catarrh that I am convinced of its curative qualities, and I unhesitatingly recommend it to all persons suffering from that complaint."

The highest men in our nation have given Peruna a strong endorsement. Men of all classes and stations are equally represented.

If you do not derive prompt and satisfactory results from the use of Peruna, write at once to Dr. Hartman, giving a full statement of your case, and he will be pleased to give you his valuable advice gratis.

Address Dr. Hartman, President of The Hartman Sanitarium, Columbus, O. Ask Your Druggist for a free Peruna Almanac for 1904.

U.M.C. New Club Shot Gun Shells. Nitro Club and Arrow Shells are factory loaded with smokeless powder and reduce the amount of smoke, noise and recoil.

BAD BREATH

"For months I had great trouble with my stomach and bad breath. My food has been mostly as green as grass, my breath having a bad odor. Two bottles of Cascarets cured me."



Pleasant, Palatable, Painless, Taste Good, Do Good. Cascarets Candy Cathartic. ANNUAL SALE, TEN MILLION BOXES

FOUR FREE FRIENDS FOR FARMERS. Our money winning books, written by men who know, tell you all about Potash.

MISS GANNON, Sec'y Detroit Amateur Art Association, tells young women what to do to avoid pain and suffering caused by female troubles.

DR. FINKHAM'S VEGETABLE COMPOUND. A substitute for and superior to mustard or any other plaster, and will not blister the most delicate skin.

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Started His Collection.

A woman who was riding uptown on a Broadway car the other afternoon proved her possession of at least a modicum of wit.

"Conductor, one of these dimes is a Canadian piece, and I will thank you to give me another piece of money for it."

The conductor evidently had received his training on an East Side route, for he immediately began to bluster.

"What's that matter with it? Ain't that good enough money?" he demanded.

The woman quietly said, "I would prefer American money, if you please."

"Well, I wish I had a thousand of 'em!" grumbled the conductor, but he made no motion to comply with her request.

"Very well," was the instant reply. "I will give you this one to start your collection."

The laugh that greeted this thrust was even too much for the libertarian wit of the conductor, and he quickly fished out another dime and then made his escape to the rear platform.

Depends on Kind of Girl. "When a tidy looking girl seeks work in the holiday season," said the employment superintendent of a big store, she is not turned away because there is no vacancy in the department she wants to get into or because she is a flat failure in that department after one day's trial.

COMPLETED RESTORED. Mrs. P. Brunzel, wife of P. Brunzel, stock dealer, residence 3111 Grand Ave., Everett, Wash., says: "For fifteen years I suffered with terrible pain in my back. I did not know what it was to enjoy a night's rest and arose in the morning feeling tired and unrefreshed. My suffering sometimes was simply indescribable."

Doan's Kidney Pills are effective. I felt like a different woman. I continued until I had taken five boxes.

One Way to Dispose of Them. The turkey was a particularly large and fine one, and with a flourish of the carving knife and fork, Mr. Ferguson was about to attack it, when one of the guests observed:

"I am a member of the Audubon Society, and opposed, as a rule, to the slaughter of birds, but I am always willing to make an exception in the case of a bird like this."

"How about English sparrows?" asked Mr. Ferguson, casually.

"Well, I make an exception of their case, too. The English sparrow is the enemy of other birds. It has driven away from my home nearly every bird I love. It is a feathered nuisance. It is a national calamity. I would exterminate it if I could, for the benefit of our native songbirds."

"Then it's all right," said Mr. Ferguson, attacking the fowl with renewed vigor. "The turkey is stuffed with English sparrows."



Miss Gannon, Sec'y Detroit Amateur Art Association, tells young women what to do to avoid pain and suffering caused by female troubles.

"DEAR MRS. FINKHAM:—I can conscientiously recommend Lydia E. Finkham's Vegetable Compound to those of my sisters suffering with female weakness, and the troubles which so often befall women. I suffered for months with general weakness, and felt so weary that I had hard work to keep up. I had shooting pains, and was utterly miserable. In my distress I was advised to use Lydia E. Finkham's Vegetable Compound, and it was a red letter day to me when I took the first dose, for at that time my restoration began. In six weeks I was a changed woman, perfectly well in every respect. I felt so elated and happy that I want all women who suffer to get well as I did."

When one considers that Miss Gannon's letter is only one of the countless hundreds which we are continually publishing in the newspapers of this country, the great virtues of Mrs. Finkham's medicine must be admitted by all.

HOW TO WRITE AN "AD" THAT HITS THE MARK

Results of Ten Years' Psychological Research

By PROF. WALTER D. SCOTT, of the Northwestern University.

"The power which any object has to attract our attention, or its attention value, depends on the ease with which we are able to comprehend it."

"We turn our attention most readily to those things which speak to us in terms that we can understand with the least possible effort."

"This gives one reason for making legibility the chief standard in choosing types. It condemns irrelevant displays, whether in type or illustration. It shows the folly of choosing names for goods which in no way suggest the nature of the goods, or which do not have some striking characteristic."

"The attention value of an object depends on the number of times it comes before us, or on repetition. Repetition gives an accumulative force to advertisements. An advertisement seen ten times is probably more than ten times as effective as the same advertisement if seen but once. This does not contradict the other principle:

"The attention value of an object depends upon the contrast it forms to the object presented with it, preceding or following it."

"Many advertisements repeat just one of the text or display to identify each one of the goods, and yet each advertisement is in the main different from all others, and stands contrasted with the others of the series by the mere presence of the similarities as well as by the difference. Some characteristic feature, even if nothing more than a trade mark, can thus be constantly repeated in such a manner that it serves to give unity to the series which would otherwise have no apparent connection. Repetition and contrast can both be secured at the same time."

"The attention value of an object depends on the intensity of the feeling aroused."

"In general, it is to the interest of the advertiser to awaken the more pleasing feelings and emotions. To do this is not necessary to descend to the ridiculous or to make use of irrelevant words or pictures. The work of the real artist is necessary here, and the successful advertiser will must be a true artist."

"This barest outline in the way to which attention was directed shows in presenting the various principles of psychology and in indicating their relation to advertising. In conducting the work a psychological laboratory specially equipped, or testing advertisements has been made use of. Psychology in different parts of the country have contributed to the results. Some of the leading advertising managers of manufacturing establishments, of railroads and of magazines have been kind enough to contribute to the work. In every way possible they have assisted to make the work practical. They have thus supplied data, and tested principles, and in many ways given assistance without which no psychologist could hope to construct a theory of advertising which would meet the needs of the practical business men of America."

Lord Rowton. There had been a disastrous fire in Clerkenwell which left a large number of very poor people homeless and destitute. There is something grotesque, and yet something not without pathos, in the method in which the late Lord Rowton set about relieving the distress. Fitted with a strong leathern girdle, from which depended two enormous pockets, he drove to Dowling street to see his chief, Lord Beaconsfield.

"In heaven's name, what is this?" was the exclamation of surprised salute. "I am going," replied the Secretary. "To distribute large pieces of copper and silver to the Clerkenwell sufferers. I have a hansom waiting below; when I have placed some small change in these pockets I shall drive off."

"The most gracious apparition amid the smoking ruins and charred homesteads on the spot of the outrage was a beautifully dressed young gentleman, with a girlish round his silk-faced frock coat distributing benedictions and small change to hungry and grateful recipients at the East End."

Activity of the Heart. The human heart is practically a force pump, about six inches in length and four inches in diameter. It beats seventy times per minute, 4200 times per hour, 100,800 times per day, 36,702,000 times per year and 2,575,440,000 times in seventy years, which is "man's appointed three-score and ten."

SIX ESSENTIAL RULES. In the discussion of the methods of attracting attention the six following rules were presented which are quoted from Mahlin's Magazine and also from The Theory of Advertising, a volume from the press of Small, Maynard & Co., Cambridge, Mass.

"The power of any object to force itself into our attention depends on the absence of counter attractions."

"This is one reason why a full-page advertisement is more than twice as effective as a half-page advertisement. It also shows the wisdom of concentration in a single advertisement and the folly of attempting to attract the attention of many things at once by displaying many features in a single advertisement."

"The power of any object to attract our attention depends on the intensity of the sensation aroused."

"This shows the wisdom of using certain attractive colors, moving objects, etc., and of placing the advertisement where it will fall within the direct gaze of the eye and make the strongest possible impression."

The Real Land of Peanuts.

If you like peanuts, the place for you is Senegal, Africa. Senegal is one of those places that is hard to remember, even after you have found it on the map, and many a "Failure" has old Senegal produced in school days past and present. But the peanut gives it a sort of life-like look, and should make it easier to remember.

The peanuts raised in Senegal in one year weighed more than 125,000 tons. France takes most of them. But thousands of tons go also to Holland and Germany.

The little French and Dutch and German children do not, however, eat peanuts by the ton. Indeed, they hardly eat them at all. The peanut in those benighted lands is turned into oil instead of being turned into hungry children.

The only European country that treats the Senegal peanut with proper respect is England. It takes less than a hundred tons a year out of Senegal, but the nuts are packed carefully in bags and are sold to confectioners, as they should be, instead of to oil makers.

Senegal also raises great quantities of that typical Arabian Nights grain, sesame. Do you remember the "open sesame of the forty thieves?"

Eastern Idea. "Went you please hold me up?" said the well-dressed stranger on the South Side.

"What for?" demanded the tough citizen with the cap pulled over his eyes.

"Well, you see, I'm from the East. If I went back and said I'd been in Chicago two days without being held up, they'd never believe I was really here."

Indispensable. It was down in old Kentucky. "That city drummer was the dullest chap I ever met," said the proprietor of the crossroads store.

"In what way?" asked the man on the prairie box.

"Why, he actually thought he could sell pocket knives without corkscrews down here."

Going, Not Coming. Mrs. Frank-I heard Deacon Sulberly telling his wife that he saw you come out of a saloon yesterday.

How She Got Here. The authoress-Why do you not do something clever and be rewarded.

English Humor. Senator Perkins, of California, returned recently from a tour of Europe. The unprecedented rainfall interfered considerably with the Senator's pleasure, but it gave him an opportunity to sample the humor of London bus conductors.

Too Much, Indeed. "What's the trouble, Harker?" "Too much raising."

As We Find Them. "Studying much?" we asked. "Studying?" he echoed, his eyes dilating with astonishment.

At The Post. Up and doing, to live and help to live, the old reliable.

St. Jacobs Oil. Hurts, Sprains and Bruises. Price, 25c. and 50c.

Ripans Tablets are the best dyspepsia medicine ever made. A hundred millions of them have been sold in the United States in a single year.

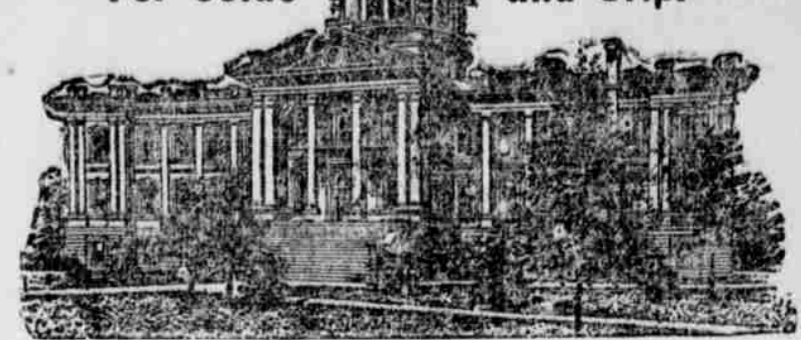
NEW LIFE for all who are suffering from Kidney trouble, Rheumatism, or a weak condition of the system.

DR. BUNNETT'S NEW LIFE, a medicine that CURES. \$1.00 per bottle, six bottles \$5.00.

ADVERTISE IN THIS PAPER IT PAYS PATENTS, TRADE-MARKS AND PENSIONS.

GOVERNOR OF OREGON

Uses Pe-ru-na in His Family For Colds and Grip.



CAPITOL BUILDING, SALEM, OREGON. A Letter From The Governor of Oregon.

Peruna is known from the Atlantic to the Pacific. Letters of congratulation and commendation testifying to the merits of Peruna as a catarrh remedy are pouring in from every State in the Union.

The outdoor laborer, the indoor artisan, the clerk, the editor, the statesman, the preacher—all agree that Peruna is the catarrh remedy of the age. The stage and rostrum, recognizing catarrh as their greatest enemy, are especially enthusiastic in their praise and testimony.

Any man who wishes perfect health must be entirely free from catarrh. Catarrh is well nigh universal; almost omnipresent. Peruna is the only absolute assured remedy. A cold is the beginning of catarrh. To prevent colds, to cure colds, is to cheat catarrh out of its victims.

The Governor of Oregon is an ardent admirer of Peruna. He keeps it continually in his house. In a recent letter to Dr. Hartman he says:

Ask Your Druggist for a free Peruna Almanac for 1904. W. WINCHESTER RIFLE & PISTOL CARTRIDGES. "It's the shots that hit that count."

There is nothing sadder than the man who has loved and lost—unless it is the man who has loved and won.

No muss or failures made with PUTNAM FADELESS DYES. Wise is the man who is able to keep his mouth shut when he has nothing to say.

Two and a Half Billion Dollar Grass. The two greatest food plants on earth, one good for 14 tons of hay and the other 80 tons green fodder per acre.

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