SHREWD ADVERTISERS.

Readers of the newspapers of the day not fail to be impressed with the fact that the modern advertiser is progressive. He is compelled to be, else competitors nore active in the invention of new advertising devices, will outstrip him in public favor.

ublic favor. The value of printers' ink judiciously and scientifically employed cannot be werestimated ; it is the medium whereby a meritorious discovery is raised from ical fame to a position in the public esm. Hence the columns of the pews-ers are daily used by hosts of adver-Allie. eader is oftentimes amused.

The greatest of American advertisers, and it may as well be said in the world, s H. H. Warner of Rochester, N. Y. hose name has been made everywhere aniliar in selection widely advertised because of s, in fact, a Confucionist scholar, safe Cure, widely advertised occase of s, in fact, a Confucionist scholar, is merit in the prevention and cure of Here totters along a woman on her kidney diseases.

By printers' ink this great discovery has achieved world-wide popularity and thousands feel grateful for the knowledge thus acquired of this greatest

eart and liver which have hitherto been egarded and treated by the profession as listinctive discusses are not a profession as rer from nervous disorders can be reored to health by Warner's Safe Cure. hich will remove the true cause of those worders by restoring the kidneys to ealthy action.

The advertising methods employed by his greatest of advertisers are invariably nstructive and, although the reader may metimes be "caught" in reading an dvertisement, which was not at first supand to be such, there is nevertheless

what He Meant.

In one of our district courts, not long since, thiopia furnished the plaintiff and defend nt, and the witnesses on each side also could their ancestors to "Afric's burning nd." One of the witnesses was a rather ee and easy sort of a personage, who came the stand and underwent the fire of the sing counsel. After the witness had n testimony, the tone of which showed a ied bias against the principal on the ther side, the latter's attorney took him in "You do not like Mr. Jones very uch, I see?" "No, I doesn't," was the candid "Why is it that you so dislike "Can't say, boss, unless 'tis he's much o' darky an' a half to suit dis a." Here his honor turned to the witness inquire what he meant by referring to the her as a darky an' a half, whereupon the itness replied: "You see, jedge, I call him darky an' a half, coz be puts on too many is for one nigger, an' not quite enough for a"-Boston Budget.

First Crook-I've got a soft snap now; fe, too, right within the law. Did you noe those "how to get thin" advertisements the papers? ond Crook-By jinks! Is them yours!

hat do you send in return for the half dol-

and Crook-Country board circulars e Cartoon.

A Great Favor.

Dumley-I say, Brown, as a great favor, ould you mind putting your name on the ack of my note for thirty days!

vabled

CHINESE STREETS. Jueer.

fares of a Celestial City.

ix to twelve feet wide, and are filled 'rom morning to night with a ceaseless hrong. Every man is black-haired,

while behind him hangs the queue imlosed by the Machu conquerors. Here somes the coolies, in blue jackets and lue knickerbockers, bare-footed, or straw-sandalled, with a bamboo across the shoulders, carrying heavy weights and singing, "Eh ho, ah ho, ay ho-H!" papers are daily used provided in the single state of the of the Mediterranean. This man with long flowing robe, wide sleeves, huge norn-rimmed spectacles, slow swaggerng gait, languld-fluttering fan, eviillar in connection with Warner's lently a very important person indeed.

adorned with strange hirsute struc-

10t, a touch of rouge to cheeks and lips, while powder gives mistiness to many wrappings-if it be summer, squally gally dressed in the not unbecoming garb of his yellow skin alone. For vehicles look at you sedan chair,

o time lost since useful information is timely warning, for this is a mandarin; will think no more. Had he thought a nvariably gained concerning life's great before him runs a motley crowd of re- great deal more about water and a

A Sure Cure.

Brown (dubiously)-Why, I s'pose so, umley. Where will you make the note

Dumley-Anywhere you like, old man;

Sights to Be Seen in the Thorough-

The streets in Chinese cities are from he fore-part of his head is shaven,

iny three-inch feet, clad in gay emproidered jacket, and delicate silk skirt, perhaps a small silver-mounted tobacco-pipe in her hand, her head

admodern remedies. Morned with strange hirsute struc-ures like a carving knife, a remeher, a flying swallow, or what istinctive discuss of symptoms of discusse of 'ull-fleshed facial charms. Here is a he kidneys ; therefore, the consumptive, small boy, if it be winter, gally dressed he sindeys it, the paralytic, and the suf- in brilliant colors, a perfect ball of

borne by two or three men. In it sits

of office, meant for the official, should he ever wish to move his heavy well-fed body, with its impressive self content, from his chair. This is an event which

which bears a military official; none is no reason why an editor shouldn't but one accustomed to the rough life of also be a gentleman.

kempt being, howling a dismal ditty, and rattling together two bamboo slips.

THE ARIZONA KICKER. some l'ecultarities of Journalistic Lire fm

Western Territory. WHAT IT MEANS .- This half-sheet is

no accident. We issued it to save our legal notices. Had we had no legal ads we should have skipped publication entirely. When it is cold enough in this town to freeze whisky within en feet of a red-hot stove there is no call for an editor to get up and hump himself. Our esteemed contemporary lown the street calculates to skip two weeks and get drunk at least four imes, and we shall be with him in spirit. While we aim to publish the greatest newspaper in the West we can't fight 27° below zero worth shucks. Cum dig solis, which means that as soon as the blizzard lets up we will try to do better.

THE SAMOA AFFAIR.-In case of a war count us in! We have already arranged, in case war breaks out, to leave the Kicker in good hands, or suspend publication altogether and go to the front. We shall go as a General. We shall be prepared to part with a liberal quantity of our blood, devour our share I hard tack, and return to receive the plaudits of the multitude. Let 'er go, Gallagher!

GONE TO THE H. H. G. -An Indian named "He-that-thinks-a-great-deal" drank a pint of Bronson's budge the other evening and started for his abode across the creek. Yesterday his dead body was found on the highway near the bridge, frozen so stiff that it broke a gentleman, elegantly clad in white in two as the boys loaded it up. The or flowered silk or in costly furs, ac- spirit had gone to the happy hunting sording to the season. If there be four grounds, there to know sorrow never or even eight bearers you will have again. "He-that-thinks-a-great-deal tainers beating gongs, carrying tablets great deal less about whisky he might inscribed "Be silent," "Make way," have pulled through until spring and Villainous-looking fellows with stee- had another chance to run off a horse, pled-crowned Guy Fawkes hats, armed but he had become discouraged and with whips, mouthing out uncouth cries, wanted to go. He is gone. It is well. are the lictors of the great man. Others We traded him a year's subscription carry the great silk umbrella, the badge to the Kicker for four big jack-rabbits, and we are six months ahead of him.

MOLEHILL VS. MOUNTAIN. - There is a disposition on the part of a few mudsills to magnify the little incident rarely occurs; in fact it is an awful which occurred at the post-office last thought to an Englishman that sitting Tuesday evening. Last week we rein a chair and scolding are the most ferred to Colonel Crocker as a thief. violent forms of exercise in which a We were wrong. He was arrested in mandarin ever indulges. On the breast Illinois for arson and jumped his bail. of his handsome silk robe he bears em- He met us in the post-office and broidered some strange bird or beast knocked us down. While down we which marks his rank; on his hat a explained that we were in error, and button, blue, red, crystal or gold, ac- he apologized and helped brush the cording to his dignity, and, if he be dirt off our clothes. That's all there distinguished, a one-eyed or even two- was to it-one of the triffing incidents eyed peacock's feather. Occasionally of every-day life-and that class who some distuber of the peace, spied fla- are seeking to exaggerate the facts grante delicto from the chair, is will make nothing by it. When we promptly thrown into the street call an incendiary a thief-a robber, an stripped and beaten. Here comes clat- absconder - a bigamist an embezzler, tering and jingling along a small pony, we shall apologize every time. There

camps would use so fatiguing a mode WELL SUPPLIED. -J. M. Tompkins,

our-leading and popular druggist, has received from the East a fresh supply is a beggar. It is as well to give him of arsenic, strychnine and rough on the microscopic dole he claims, for he rats, and any one requiring any thing will stay there, inert but vocal, till he in that line will find his goods fresh and gains his point. Such a one has been his prices exceedingly moderate. Mr. known to commit sulcide in a determin. Tompkins uses the poor just as well ately parsimonious shop in order to as the rich, and all who come are made

Politeness is the most efficient aid in the world to strengthen a good name or to supply the want of one.

-If we did but know how little some enjoy the greatest things they possess, there would not be so much envy in the world.

-It is in love as it is in religion; the man with a new goddess is ready to offer up the old idol as the first burnt offering. -Once a Week.

-Prejudice is the conjurer of imaginary wrongs-strangling truth, overpowering reason, making strong men weak and weak men weaker.

-There is nothing in the world so toilsome as the pursuit of fame; life concludes before you have so much as sketched your work.-Bruyere.

-It is not always the man who looks the wisest that knows the most, but most people don't know this, so that it will pay you to look just as wise as you possibly can - Somerville Journal.

-Really there is much to be thankful for in this country that has food in abundance, enough of material comforts, and, in the main, freedom from pestilence and the horrors of war. -Don't think that a man is a genius

because he wears long hair. True genius brings plenty of work to both tonsorial and editorial shears, for the much-quoted man can always afford to be elipped. - Puck.

-A recent visitor to the library of Dr. Oliver Wendell Holmes says that the books in it that appeared to be most frequently consulted were a Bible and a copy of Shakespeare.

Endescryedly Laughed At.

Endescryedly Laughed At. The anthinking are prome to make game of herrowness. Yet this is a very real and serious efficitom, the harrassing symptoms of which are rendered all the more potgant by ridicale. The domach is usually responsible for these somp-oms--its weakness and disorder find a reflex in the brain, which is the, headquarters of the ner-rous system. As a nerve tonic and tranquillizer, we believe that not one can be pointed out so effective as Hostetter's stomach Bilters. In re-newing vigorous direction, it strikes the key-oute of recovery of strength and quietude by he nerves. Headaches, tramors in quiet sizep, bhormal sensitiveness to unexpected noises-all these modify and ultimately disappear as the system gains strength from the great tonic. rspepsia, billousness, rheumatism, constipa on and kidney complaints are subdued by the

It is easier to be wise for others than

White Elephant of Siam, Lion of Eng-land, Dragon of China, Cress of Switzer, land, Banner of Persia, Crescent of Egypt-Double Eagle of Russia, Star of Chili, The Circle of Japan, Harp of Erin. To get these buy a box of the genuine DR. C. MCLANE'S CRIENRATED LIVER DRUSS relea 20 cents and used us the out-

PILLS, price 25 cents, and mail us the out side wrapper with your address, plainly written, and 4 cents in stamps. We will then mail you the above list with an elecant package of oleographic and chro matic cards.

FLEMING BROS., PITTSBURG, PA.

Prosperity unmasks the vices; adversity re-sals the virtues.

Consumption Surely Cured.

To THE EDITOR:--Please inform your readers that I have a positive remedy for the above named disease. By its timely use thousands of hopeless cases have been permanently oured. I shall be glad to send two bottles of my reme-dy react to any of your readers who have con-sumption if they will send me their express and postoffice address. Respectfully. T. A. SLOCUM, M. C., 181 Pearl st., New York.

Life is but a short day, but it is working day

Desires to Bear Testimony.

Henry Thorne, Traveling Secretary of the Y. M. C. A., writes from Excter Hall, Strand, Lon-don, February 2, 1888. "I desire to bear my testimony to the value of ALLCOCK'S PORCE PLASTERS. I have used them for pains in the back and side arising from rhou-



CURE FITS To Housekeepers and Farmers, -It is impor-tant that the Soda of Ide not mean merely to stop them for a time and en have them return again. I mean a radical cure have made the disease of FITS, FILLSFAY OF FALL-it sitKNESS a life-long study. I warrant my remedy cure the worst cases. Because others have falled is i reason for not now receiving a cure. Send at once r a treatise and a free bottle of my infailible remedy its Express and Post Office. H G. ROOT M.C. 183 Pearl St., New York. saleratus you use should be White and Pure same as all similar substances used for food. To insure blaining only the "Arn

A BIG SHOW Smith's Oash Store, 418 Front St., S. F., Oal. largest general dealers west of the Mississippi

wear; Wall Paper, Stationery; Blanksta, Bed-

or Salerat s, b y it in "pound or half pound" cartoons which bearout name and trade-mark, as inferior goods are some-times substituted for the "Arm & Hammer River. Dry Goods, Notions, Hoslery, Under-

& Hammer" brand Sodi



ss, not mine - New York

How He Got There.

Friend (to dentist)-Now that you've got custom house job you were after I s'pose u'll give up pulling teeth? Dentist-Yes, indeedy. "How did you manage to get that job,

arley?" "I had a strong pull."-Texas Siftings

-The population of Africa is theen to the square mile; in Europe re are eighty-eight to the same

-In Liverpool the rate of mortality 18.8 per cent. Every fourth funeral that of a child under one year old, d every second funeral is that of a ld under five years old.

-Princess Eugenie, of Sweden, has me the expense of establishing a ssion house for the benefit of the planders in the northern part of eden. It is over two hundred miles rth of the Arctic Circle.

-A Russian officer who has made a r of observation through India. cludes that English rule there is r from tottering to its fall. It has uck out so many deep roots that to turb it would be no easy task." It has hitherto been the rule in pan that all persons visiting gov-

mental offices must alight from ir horses or vehicles at the outer e; unless they were of certain rank. s relic of feudal times has now a abolished. Every Japanese is at liberty to go where he pleases

Englas

Thorough tillage, combined with gation and drainage, enables Japan, only 12,000,000 acres under tillto clothe and feed 38,000,000 peoto say nothing of exporting anlly 40,000,000 pounds of tea, sevmillion dollars' worth of silk and e quantities of tobacco and rice. The German Empress is not a an of dress, but when she does y herself in her stateliest robes presen's a marvelous spectacle. other Sunday she appeared in a u of white silk, with a train sevyards long, embroidered with gold silver. The material cost \$1,500. ok twelve girls two months to make unbroidery.

The Emperor of Russia has disuted small tokens of gold to all who were with him in the imal train at the time of the rallway ent near Borki, in memory of miraculous escape. The keepare minature copies of a sacred re which was found quite unaged after the accident in the dinoon of the train.

It appears that land grabbing has going on at a lively rate in the h Pacific. Official reports at hington are said to show that up 886 foreigners had laid claim to th have a total area of 670,720. the Germans have filed addiof acres. . .

bring its owner into trouble with the welcome. authorities. -North China Herald.

NORTH SEA TRAWLERS. The Dangers They Brave to Keep Soul and Body Together.

public comment, sneeringly observed Every condition of squalor, cold, exlast week that we had not yet secured cessive toil and danger is known to the right to put "postmaster" after our them, and during the greater part of name. Don't be in a hurry, gentlethe year they do not know a single

men. We began on the ground floor, pleasure, even of the low sort. Why and we can't grow nine stories all at should they endure such a fate? It is once. We don't want to be postmaster because they know of no other. Many just at present, being engaged in conof them leave the parish schools and ducting a great weekly newspaper, a become apprentices; from that day grocery, butcher shop, and hardware until their bleak and barren life's end store combined, but when we get more they are cut off from the world of men. time we may have something to say People think that a voyage to the Cape about even the governorship. The only is rather a long and tedious affair, but pang of sorrow we feel is one for the the fisherman stays out at sea for eight editor of the Howling Hyena, who will weeks at a stretch, and during that

have filled a drunkard's grave before time he must be content with alterour plans are perfected. nations of furious labor and mere dull-

ness, unless some influence from out- A CORRECT VERSION. - There are side can be made to touch him. For several versions flying around in reeight weeks the men only have their gard to the unfortunate affair in the recking cabin as a refuge from the Red Front Saloon last Friday night. As deck; and the very name of pleasure we were present and a witness we will would sound strange to them. No one state that when Major Shamocken came who is inexperienced can conceive the in he was inebriated. Some one laughextent of the fisherman's ignorance ingly asked him how he escaped from even now, and I think that only Joliet, and the Major foolishly insisted that as we owed him fifteen dollars he from feeling discontented. At their did not want to harm us, but passed on own craft they are consummately to Judge Shooks. The Judge skillful; they know the cunning and far gone with drink and in had temper, mysterious ways of fishes; they can and the two clenched and rolled on the read the meaning of every change of floor. The stove was upset, and in its wind, or sky, or sea; and they are so fall the Major was mortally injured. heedless of danger that it is sometimes This is a plain statement of the case. We all know that the Major was a frightful to see them. Then, barring horse-thief, and he shouldn't have been the worst of the weeds from the slum, so thin-skinned. We all know the they are men of superb physique, and Judge as an old bum and corrupt offitheir powers of bearing labor and priva- cial, and he shouldn't have be

Keep the Children's Faith.

Mothers, don't destroy your chil-

-The rapid increase of the foreign

population in France is causing great

concern to the government. Since

1886 no less than 482,000 Belgins, 265,-

000 Italians, 100,000 Germans, 78,000

Swiss, and 80,000 Spaniards have gone

into France in addition to the foreign

population previously resident there.

In 1851 there were but 381,000 foreigu-

ers in a total population of nearly

while the native population remained

searly stationary.

tions are quite without parallel in my ready to fight. Both were to blame experience. This noble set of toilers and yet neither could be held culpable. must be reckoned as only equal to the -Detroit Free Press. merest children in knowledge. When

they are bad, their badness is brutal: when they are good, their goodness is marked by infantile simplicity. The dren's faith in you by not keeping sailor goes from port to port; the your promises to them, no matter how smacksman travels from the desolate triffing they may seem. The simple banks c' the Dogger or Ameland to childish faith they place in you should the grayside of his native town, and be a reason, if there was no other, for

the quayside of his native town, and the a reason, if there was no other, for then he goes back again—year in, year out. Often on weary afternoons, when the gray sky stooped low and the dim water was inshed by the sleet, I have thought "What a life!" Mr. Carlyle boldiy asserted that a man is nearer is his law and gospel. But let a child the eternal verifies, or something of once distrust the word of his mother, that kind, when he is at sea; now I and he loses forever his simple childshould say that the fisher, with his ish faith. It is a shock that the tender dog's housing and his dog's life, is a tensibilities never recover from, and good deal kept away from the verities, often a cruel distillusion that makes t smal and otherwise .- Contemporary him ultimately perhaps a cynic .- De-

woit Tribune,

-queen victoria is so fond of fresh air that she is in the habit of sleeping with open windows even in the dead of winter. The Empress Maria Theresa of Austria was more peculiar in this 00 acres in the Samoan Islands, respect. Her writing-table, even in winter, was close to the open window, aliens assorted ownership of and the falling snow often drifted in acres more than the entire king- ind fell on the paper on which she possesses! During the past two wrote. It frequently happened that thirty-six millions. In 1886 the forthe hands of the hairdresser were eign population exceeded 1,000,000, claims amounting to many thou- partly frozen while astending to her majesty's colffure.

B view.

for pains in the back and side arising from rheu-matic and other causes, never without deriv-ing benefit from their application. They are casily applied and very comforting. Those en-gaged as I am in public work, which involves exposure to sudden changes of temperature, IN GOOD TIME. -The "Howling Hyena," which boasts of a weekly circuexposure to sudden changes of temperature, will do well to keep a supply of ALLCOCK's PORUS PLASTERS in their portmanteaus." lation of 125 copies, and whose jealousy

of the Kicker's success is a matter of Diversity of opinion proves that things are only what we think them,

Happy Recovery.

Happy Recovery. There is nothing I now enjoy that I do not worth the femedy, of Barrid Kennedy's Fa-yorite Remedy, of Roundout, N. Y., at a time when I was suffering all that a human being ould endure. My troubles began in my kid-neys, from which I never expected to recover. Ny physician said I had Bright's disease, faiter i had sub at take (of gravel Six years ago last have never had a return of the disease, and your physician south is not be disease, and your of the sixty years of age I am vis-physicians and the many remedies I had taken could not do. Dr. Kennedy, a Favorite Remedy and into the many remedies I had taken could not do. Dr. Kennedy, a Favorite Remedy is traved the disease and made me a well woman. Mrs Emiline P. Mizner, Burg Hill, O. Dr. KENNEDY'S FAVORITE REMENT, made at Remedy. N. Y. R. & for R. Bard for bood, how to cure Kidney, Liver and Hood disorders. Send for bood, t Blood disorders.

Ideas are a capital that bears futerest only in the hands of talent.

For an Irritated Throat, Cough, or Cold, "Brown's BromshialTrocks" are of fored with the fullest confidence in their effica ey. Sold only in bozes.

If you haven't time to be good, step over and orrow a little of your besetting sin.

If afflicted with Sore Eyes, use Dr. Isaac Thompson's Eye Water. Druggists sell it 25c.

TRY GERMEA for breakfast.



LADIES A SECRET YOU WOULD like to know, especially MARAIRO LADIES of deli-cate health. Seed stamp for full particulars of this great hoe to women, sent in securely sealed letter. DR GRAZME, ber 1841, San Francisco, Cal.



27 Years in present location.