Lincoln County Leader.

J. F. STEWART, Publisher.

TOLEDO.....OREGON

EASTERN MELANGE.

A Petrified Tree Filled With Honey Found in Florida.

VERY RICH STRIKE OF GOLD ORE

A Buffalo Burglar's Unique Manner of Making Things Pleasant for His Victims.

Baltimore claims to have 20,000 men out of work.

Cattle are famishing in drought-stricken Texas.

Many farmers in Indiana are feeding wheat to their hogs.

Atchison's earnings for the first week in January decreased $151,000.

Only married men are given work by the city authorities at Duluth.

Oysters from the Chesapeake region coast are complaining of poaching.

Eastern capitalists plan to invest $12,000,000 in Sioux City (Ia.) enterprises.

Special government agents are making arrests in Oklahoma of timber thieves.

Chicago is considering a project of elevated moving sidewalks in the business district.

There are a large number of newcomers who desire to rent farms in Greene county, Mo.

The Indiana Associated Press has been organized at Indianapolis to make a feature of State news.

Whites and blacks are having trouble near Kansas City, Kan., over the question of mixed schools.

An old Spanish grant, covering Pensacola's water front, is declared illegal by Florida's Supreme Court.

The Eastern ice crop this year is not quite so good as last. Cutting has already begun in New Hampshire.

Owing to hard times some of the big circuses will not "take the road" next summer, Forepaugh's among them.

The revenue of the Toronto Street Railroad Company during 1893 was $902,927. The city got $72,234 in percentage.

It is said that letters still reach the Marshfield (Mass.) postoffice from time to time addressed to "Hon. Daniel Webster."

Cedar Creek county, Col., has made its richest strike of gold ore in the Independent mine, a ton assaying 7,583 ounces.

The advance of Boston's death rate from 23 92 in 1892 to 24.02 to the 1,000 in 1893 was almost wholly due to the prevalence of pneumonia.

A Buffalo burglar inveigled a man from home by sending him a couple of theater tickets, and then went through his house at leisure.

Chicago proposes to apply the work test to all idle men seeking public relief and to drive out all who refuse to earn their food and lodging.

General against the Daily Drawing Club has had the effect of closing all the policy shops in New Orleans.

The Standard Oil plant at La Porte, Ind., has been advertised to be sold for taxes. It is a wrangle between the company and the authorities.

The trials in progress within the past four years to ascertain whether or not Texas could be made a tobacco-growing State have resulted successfully.

Reports from fourteen American locomotive-building works give the number of locomotives built in 1893 as 1,958, a decrease from the previous year.

The latest thing in women's societies is a darning club, organized in a Western town. One woman reads aloud, while the others repair the family hosiery.

St. Louis people are contributing to a lake employment fund. The idea is to give work to the unemployed and at the same time add a lake to Forest Park.

A reward of $1,000 has been offered for the capture of Clyde Mattox, who escaped from jail at Wichita just after being convicted of murder in the first degree.

Some men who were digging a well at Live Oak, Fla., found about ten feet below the surface of the ground a tree petrified on the outside. The inside was filled with honey.

The Colorado House is considering a most important measure, which makes it an offense for any one, even farmers or railway men, to work longer than eight hours in one day.

The President has vetoed the New York and New Jersey bridge bill, giving as a reason that it provides for piers in the river, which are likely in the future to interfere with commerce.

There is a strong movement on foot in New York among a number of prominent physicians to establish a gymnasium on such a large scale that it can be used by 5,000 people at the same time.

At Dubuque, Ia., "Ta-ra-ra-boom-de-ay" was played during the service in the Grand View Avenue Methodist Church, and came near causing a disruption. A pastor denounced it as blasphemy.

Secretary Herbert has issued an order that no person in the United States navy shall write for a newspaper or magazine on any subject whatever without first having secured permission from the Secretary.

A Board of Trade firm in Chicago sent a cable message to Liverpool from the floor of the board asking for a bid on wheat. The answer was received at the same place in four minutes. This is the quickest time on record.

Secretary of Agriculture Morton has requested the return of all franked envelopes containing copies of his speech on political farmers, so that he may see who violated his instructions to send them out only at his own expense.

A club man at Boston has made a wager that he will work his way around the world, starting without a stitch of clothing on him. One year is to be given him in which to make the trip, and he is to return to Boston with $5,000 in his pocket, all of which he must have earned.

Dr. Falb, the astrologer, predicts that New York will be inundated and in parts submerged by the waters of the bay and the East and North rivers, which waters will be raised up by a great tidal wave, the result of a submarine earthquake. This event, Dr. Falb says, may be expected on or about July 3 or August 17.

The Judge at Boston in the Everett nickel-in-the-slot case has decided the machines are part of a game of chance, and Wallace, at whose stores machines were placed by which a cigar or a card telling your fortune appeared when the nickel was dropped in the slot, was found guilty of keeping a gambling house.

FOREIGN CABLEGRAMS.

India reports a good wheat crop.

England's pension list last year was $38,000,000.

The South African gold mines' output is increasing greatly.

The wheat area in India for 1894 shows an increase of 6 per cent.

Siamese are evacuating the territory surrendered to the French.

The entire Argentine maize crop has been ruined by the drought.

France proposes to convert her 4½ per cent bonds into 3½ per cent.

A friend of Bismarck has been fined for libeling Chancellor von Caprivi.

There were thirty-one cases of death from starvation in London during 1893.

It is said that fencing is to be the fashionable exercise for ladies this season in London.

War in Europe is more remote than ever according to ex-Premier Di Rudini of Italy.

The total value of the war material of the French army amounts to nearly $500,000,000.

It is estimated that in the whole of Europe over 600,000 women hold public appointments.

The French government has among its naval archives about 3,000 propellers of different design.

Prince Bismarck is reported to be suffering from influenza and a recurrence of his old gastric troubles.

Premier Crispi is preparing a land reform bill for Italy and Sicily similar to Gladstone's Irish land bill.

The Hessian fly is now for the time recorded as occurring in Norway and doing damage to barley.

The revenue returns of Germany for 1893 show that the expenditures exceed the grants by 40,000,000 marks.

The Austrian government has decided that the Vienna city railway shall be built and managed by the State.

Catholics in convention at Buda-Pesth demanded the repeal of the new Austrian education and civil marriage laws.

The London Times says that the year 1893 was one of the most peaceful and prosperous of the century in Ireland.

Dispatches from towns in Saros county, Hungary, say that thousands of peasants there are on the verge of starvation.

The British naval budget will be $35,000,000 larger than usual, in order to meet the popular demand for more war ships.

London women now smoke cigarettes after lunch in the better class of West End restaurants, and no objection is made.

The announcement comes from Calcutta that it is not the intention of the government to place an import tax upon silver.

Great hunger and misery prevail in Russia, which is said to be in worse condition than during the active Nihilist period.

Paris Figaro says the salon of Mrs. Enstis, wife of the American Ambassador, will be the most brilliant of the season.

The Russian government is considering the question of extending the area of territory upon which Jews are allowed to settle.

Spurgeon's sermons have reached an enormous sale since his death. The single sermon on "Baptismal Regeneration" sold 224,000.

The new French tax of 10 francs each on cycles has produced in the first year or about £31,250.

The French are negotiating for a renewal of the Panama canal charter, but opposition to the grant is being developed at Panama.

Clemenceau is to be prosecuted for his attacks upon the French navy, the ground being that his documents affected the security of the State.

The total tonnage of ships built on the Clyde in 1893 is estimated at 208,000, as against 336,000 in 1892. The number of steamers launched was 132.

The Liverpool Chamber of Commerce has appointed a committee to consider a project to reduce port dues and to enlarge the facilities of the port.

A Paris journal urges the necessity for France acquiring more coaling stations if she wishes to be in a position "to talk in fitting manner" to Great Britain.

The gold medal of the Royal Astronomical Society of England has been awarded to Prof. S. W. Burnham, recently of Lick Observatory, California.

The Bavarian Clericals have submitted a motion in the Bavarian Diet requesting the government to use all its authority to suppress dueling in the army.

By order of the Czar and as the result of a recent departmental conference the construction of thirty new torpedo boats for the Baltic fleet is to be commenced forthwith.

Sarah Bernhardt claims that she came near being poisoned by her maid, who put laudanum in the tea by mistake. Sarah's advertising repertory is again called upon.

Florence Nightingale, the famous nurse, is 73 years old. She takes her baptismal name from the Italian city in which she was born. For fully twenty years she has lived a life of seclusion.

Brewery schools have been established by the government in Bavaria, and lectures on the art of brewing constitute a feature of the curriculum at the universities of Berlin, Halle, Bonn and Gottingen.

The German government, yielding to the desire of Chief Judge Ide of Samoa, has given its consent to the continuation of the Samoan Land Commission, believing Judge Ide to be able and willing to pacify the country speedily.

The French government has adopted plans for a new lighthouse at Bon Marche on the Atlantic near Quimper. The light is to be the brightest in the world and visible at a distance of sixty-three nautical miles. It will cost 300,000 francs.

The British Admiralty will abandon the use of sixty-seven-ton guns on the new war ships. The Krupp-sized guns will continue to be cast, but their use will be restricted to fortifications.

Prince Bernadotte, whose romantic marriage with Miss Monk created so much interest in England a year ago, has just been appointed to the chief command of the Norwegian army.

Chinese pirates in Tonquin ambushed a detachment of French troops commanded by Captain Delauney, killing Captain Delauney, wounding three Lieutenants and killing or wounding eighteen men.

The Queen of Roumania, who is an exquisite needlewoman, almost as clever as with her pen, is making an artistic quilt for Princess Marie's little son.

A scheme is on foot in the East among owners and managers of theaters to form a mutual insurance association. It is claimed that existing rates are very high, theaters cannot get more than one-half insured, and the insurance people make too much off them.

FARM AND GARDEN.

Test the Germinating Powers of Seeds Before Planting.

CRUDE PETROLEUM FOR HARNESS

Keep the Cows Indoors During the Winter if Aiming for Butter and Milk Only.

Feeding apples in small quantities stimulates the appetites of most cows.

Now that the weather is cold put plenty of straw on the floor, and add a little meal to cows' rations.

It is best to have cows go dry not over five or six weeks. About ten months of the year ought to represent the time a cow can be milked.

Corn kernels having a flinty, glazed surface contain an excessive amount of starch, while the dull-colored, shriveled grains have an excess of sugar.

When baling hay don't employ a man with a poor old press; get a good machine. It doesn't cost any more to send your hay to market in an attractive manner.

One million acres of oats were sown in Scotland last spring, and the value of the crop is estimated at $35,000,000. Only 200,000 acres were devoted to the production of other cereals.

Keep the cows indoors during the winter if you are aiming for butter and milk only. Except that a short time out of doors ought to be the cow's right when the weather is warm.

Practicing rotation in the production of crops is not only a most excellent course for preventing soil exhaustion, but the best means for preventing the multiplication of weeds and insects.

It is estimated that under the most unfavorable circumstances an acre of properly cultivated willows during the first three years will produce from 3,000 to 5,000 peeled willows ready for market.

The average price of Irish butter in the home market has advanced during the past three years, and may be partly attributed to the introduction of separators and the creamery system of butter-making.

The recent introduction of so-called self-bleaching varieties of celery has also very much reduced the work and cost of bleaching, high banking with the spade and shovel now being unnecessary with these varieties.

The rhubarb and asparagus beds should be well manured now, so that the fertility can be sinking down to the roots as the snows of winter melt into the soil. The more generous you are with the manure the more profitable will you find these items of your garden.

An easy and it is claimed a successful way to oil harness is to use crude petroleum. Add a little lampblack and apply without washing the leather. The oil will not only take off the dirt, but will soak into the leather, softening it and making it water-proof.

Ice can be kept in the simplest kind of a structure. The essential conditions are that it shall be packed in a mass; that there shall be no air spaces at the bottom; that it shall be surrounded by a non-conducting material, and that it shall have ventilation and be secure from wet.

If the cattle are stanchioned all day, do not neglect to give them a brushing or carding. When loose they can attend to it themselves either with their tongue or by rubbing, or by both. When you change their surroundings do not deprive them of this health-giving privilege.

Fertility tends to make fertility. Good crops grown from the land, fed to good stock upon the land, and the by-products returned to the land with due care will make better land, bigger crops, and enable the feeding of more stock. Then you have more manure again, and the same round goes on and grows more money as it does so.

It is foolish business to plant seeds without testing their germinating power. It is so easily done that there is no excuse for omitting it. Place them between two cloths, and keep them damp and in a warm room for a few days. Probably more will germinate thus than in the earth; but, if 90 per cent prove good, you may safely plant them.

Decaying matter of any sort, even piles of rotten wood about the premises, is a constant menace to health and a breeding place for insects that will do damage to your crops. Do not think that because the snow covers them up it prevents them from doing harm. Get all such things cleared up before you consider yourself ready for winter.

There is one thing that must be avoided in buying a run-down farm. That is, the effort to make it yield good crops at once and to improve in condition while doing it. Such a course will only make the land poorer. Be content to do one thing at a time, and let the first be the building up of the soil. Then the good crops will come in their own good time.

Roots draw enormous quantities of moisture from the soil, and by this means it is discharged into the atmosphere. For example, the common sunflower was found to exhale twelve ounces of water in twelve hours, and an oak tree with an estimated number of 700,000 leaves would in the same way give something like 700 tons of water during the five months it carries foliage.

SEED POTATOES.

It is of prime importance in successful potato culture to secure as nearly perfect seed as possible. A very good plan is to select seed as you take the potatoes from the hills in the fall. But, if it is not done then, the seed supply should be secured before storing the crop away for the winter. Select well developed potatoes with smooth surface and free from scab. Medium sizes are best, as these are more apt to be well ripened and more nearly perfect. If, however, the vines have been kept growing until all the tubers were fully ripe, the smaller ones make as good seed as any. The important thing is to get ripe tubers. We have always advised storing in out-of-door pits, covered just enough to keep them from freezing. If there is danger of an early thaw in the spring, it might be well to cover the pit with a layer of straw. Seed potatoes should not be kept in a cellar. The eyes will start before planting season, and much of the substance of the seed will be lost.

Explained.

Teacher—Tommy, have you found out the difference between a republic and a monarchy yet?

Tommy—I asked pa about it, and he said that in a monarchy the people obey their rulers because they respect them, and in a republic they obey the bosses 'cause they can't help it.—Indianapolis Journal.

Precisely.

"How is it that Dodger finds boarding cheaper than housekeeping with his large family?"

"I suppose one reason is that he never pays his board bill."—Chicago Inter Ocean.

THE PORTLAND MARKETS.

WHEAT — Valley, 87½@90c; Walla Walla, 80@81c per cental.

PROVISIONS.

EASTERN SMOKED MEATS AND LARD—Hams, medium, 12@13c per pound; hams, large, 11½@12½c; hams, picnic, 11@12c; breakfast bacon, 13@15c; short clear sides, 11@13c; dry salt sides, 10½@11c; dried beef hams, 12½@13c; lard, compound, in tins, 9½@10½c per pound; pure, in tins, 11½@13½c; pigs' feet, 80s, $5.50; pigs' feet, 40s, $3.00.

HOPS, WOOL AND HIDES.

HOPS—'93s, choice, 15@16c per pound; medium, 10@12c; poor, 5@7c.

WOOL—Valley, 10@11c per pound; Umpqua, 11@12c; Eastern Oregon, 6@10c, according to quality and shrinkage.

HIDES—Dry selected prime, 5c; green, salted, 60 pounds and over, 3½c; under 60 pounds, 2@3c; sheep pelts, shearlings, 10@15c; medium, 20@35c; long wool, 30@60c; tallow, good to choice, 3@3½c per pound.

LIVE AND DRESSED MEAT.

BEEF—Top steers, $2.50@3.00; fair to good steers, $2.00@2.25; cows, $2.00@2.25; dressed beef, 4@5½c per pound.

MUTTON — Best sheep, $2.50; ewes, $2.25; lambs, $—.

HOGS—Choice heavy, $4.00@4.25; medium, $4.00; light and feeders, $3.90@4.00; dressed, 6½@7c per pound.

VEAL—Small choice, 6c; large, 4c per pound.

CORDAGE.

Manilla rope, 1¼ in. cir. and up, 10½c; manilla rope, 12-thread, ⅜ diam., 11c; manilla rope, 6 and 9-thread, ¼ and 5-16 diam., 11½c; manilla bail rope, in coils or on reels, 10½c; manilla lath yarn, tarred, 9c; manilla hawser-laid rope well-boring, etc., 13c; manilla transmission-of-power rope, 14c; manilla paper twine, 11c; manilla spring twine, 14c; sisal rope, 1¼ in. cir. and upward, 7c; sisal rope, 12-thread, ⅜ diam., 7½c; sisal rope, 6 and 9-thread, 1 and 5-16 diam., 8c; sisal lath yarn, tarred, 7c; hop-vine twine, tarred, 7c; sisal paper twine, 8½c.

FLOUR, FEED, ETC.

FLOUR—Portland, $2.75; Salem, $2.75; Cascadia, $2.75; Dayton, $2.75; Walla Walla, $3.00; Snowflake, $2.80; Corvallis, $2.65; Pendleton, $2.65; Graham, $2.40; superfine, $2.25 per barrel.

OATS — White, 33@34c per bushel; gray, 31@32c; rolled, in bags, $6.25@6.50; barrels, $6.75@7.00; in cases, $3.75.

MILLSTUFFS — Bran, $13@16; shorts, $15@16; ground barley, $16@18; chop feed, $18 per ton; whole feed barley, 60@70c per cental; middlings, $23@28 per ton; chicken wheat, 65c@$1.15 per cental.

HAY—Good, $10@12 per ton.

DAIRY PRODUCE.

BUTTER—Oregon fancy creamery, 30@32½c; fancy dairy, 25@27½c; fair to good, 20@22½c; common, 10@17½c per pound; California, 50@55c per roll.

CHEESE — Oregon, 10@13c; California, ——c; Young America, 12@15c; Swiss, imported, 30@32c; domestic, 16@18c per pound.

EGGS—Oregon, 14@15c per dozen; Eastern, nominally the same.

POULTRY—Chickens, mixed, quoted at $3.00@3.50 per dozen; ducks, $4.00@6.00; geese, $8.50@9.00; turkeys, live, 11@12c per pound; dressed, 14c.

VEGETABLES AND FRUITS.

VEGETABLES—California cabbage, 1½c per pound; potatoes, Oregon, 60@75c per sack; onions, $1 25 per sack; sweet potatoes, 3c per pound; California celery, 85@90c; artichokes, $1.00@1.10 per dozen; California lettuce, 20@35c per dozen; Oregon hothouse lettuce, 40@50c; cauliflower, $2.75 per crate, 90c per dozen; parsley, 25c per dozen; sprouts, $1.00@1.25 per box; string beans, 15@18c per pound; asparagus, 12½c per pound; Los Angeles tomatoes, $2.00 per box.

FRUITS—Sicily lemons, $4.00@4.50 per box; California fancy, $3.50@4.00; common, $2.50@3.00; bananas, $1.50@3.00 per bunch; Honolulu, $1.50@2.50; California navels, $2 25@2.75 per box; seedlings, $1.25@2.00; Japanese, $1.75@2.00; sunflower, $2.75; apples (buying price), green, 50@65c per box; red, 50@75c; late winter pears, 65@80c per box.

CANNED GOODS.

CANNED GOODS—Table fruits, assorted, $1.75@2.00; peaches, $1.85@2.00; Bartlett pears, $1.75@2.00; plums, $1.37½@1.50; strawberries, $2.25@2.45; cherries, $2.25@2.40; blackberries, $1.85@2.00; raspberries, $2.40; pineapples, $2.25@2.80; apricots, $1.65. Pie fruits, assorted, $1.20; peaches, $1.25; plums, $1.00@1.20; blackberries, $1.25@1.40 per dozen. Pie fruits, gallons, assorted, $3.15@3.50; peaches, $3.50@4.00; apricots, $3.50@4.00; plums, $2.75@3.00; blackberries, $4.25@4.50; tomatoes, $1.10.

MEATS—Corned beef, 1s, $1.50; 2s, $2.25; chipped, $2.40; lunch tongue, 1s, $3.50; 2s, $6.75@7.00; deviled ham, $1.50@2.75 per dozen; roast beef, 1s, $1.50; 2s, $2.25.

FISH—Sardines, ¼s, 75c@$2.25; ½s, $2.15@4.50; lobsters, $2.30@3.50; salmon, tin 1-lb talls, $1.25@1.50; flats, $1.75; 2-lbs, $2.25@2.50; ½-barrel, $5.50.

STAPLE GROCERIES.

COFFEE—Costa Rica, 23½c; Rio, 22½@23c; Salvador, 23½c; Mocha, 26½@28c; Arbuckle's, Columbia and Lion, 100-pound cases, 25@30c per pound.

DRIED FRUITS — 1893 pack, Petite prunes, 6@8c; silver, 10@12c; Italian, 8@10c; German, 6@8c; plums, 6@10c; evaporated apples, 8@10c; evaporated apricots, 15@16c; peaches, 10@12½c; pears, 7@11c per pound.

SALT — Liverpool, 200s, $15.50; 100s, $16.00; 50s, $16.50; stock, $8.50@9.50.

SYRUP—Eastern, in barrels, 40@55c; in half barrels, 42@57c; in cases, 35@80c per gallon; $2.25 per keg; California, in barrels, 20@40c per gallon; $1.75 per keg.

SUGAR—D, 4½c; Golden C, 4½c; extra C, 4¼c; confectioners' A, 5⅛c; dry granulated, 5¼c; cube, crushed and powdered, 5⅞c per pound; ¼c per pound discount on all grades for prompt cash; maple sugar, 15@16c per pound.

RICE—No. 1 Sandwich Island, $4.75@5.00; no Japan in market.

BEANS—Small white, No. 1, 2¼c; No. 2, 2½c; large white, 2½c; pea beans, 2¼c; pink, 2½c; bayou, 2¼c; butter, 3c; Lima, 3½c per pound.

PICKLES—Barrels, No. 1, 28@30c per gallon; No. 2, 26@28c; kegs, 5s, 85c per keg; half gallons, $2.75 per dozen; quarter gallons, $1.75 per dozen.

RAISINS—London layers, boxes, $1.75@2.00; halves, $2.00@2.25; quarters, $2.25@2.75; eighths, $2.50@3.00. Loose Muscatels, boxes, $1.50; fancy faced, $1.75; bags, 3 crown, 4½@5c per pound; 4 crown, 5@5½c. Seedless Sultanas, boxes, $1.75@2.00; bags, 6@8c per pound.

SPICES—Whole—Allspice, 18@20c per pound; cassia, 16@18c; cinnamon, 22@40; cloves, 18@30c; black pepper, 20@25c; nutmeg, 75@80c.

A business man of Canada of an enterprising nature has established a "floating bank" on Kootenai lake, Canada. It is in a steamer which journeys from place to place along the lake, thus enabling its owner to supply the inhabitants of the lake villages with banking facilities.

A frog cannot breathe with its mouth open. Its breathing apparatus is so arranged that when its mouth is open its nostrils are closed. To suffocate a frog it is necessary only to prop its jaws so that they cannot shut.

COUNTRY WEEKLY.

ITS MERITS OVER MAGAZINES AS AN ADVERTISING MEDIUM.

The Advertiser's Verdict—An Article That Every Home Merchant Should be Sure to Read Carefully.

Written expressly for this paper.]

The most extensive advertisers say that, after all, advertising is an experiment. They do not hide the fact that it is a paying experiment. The doubt that accompanies all experiments is as to the best methods and the best mediums.

The phenomenal success in securing advertising of the magazines and special or class publications, that have a national circulation and comparatively a small local or home constituency, presents an interesting phase of the advertising situation.

COVERING GROUND TWICE.

For one who uses the papers, I may say, almost nationally, to also advertise in the magazines, it appears that his outlay in the latter is in a measure covering ground twice. The magazines go to readers of newspapers, who have long ago seen an advertisement before it reaches them in the former. On the principle that one can never see an advertisement too often and in too many mediums, such an advertisement doubtless does no little good; but surely a general advertiser, whose wares are noted in the pages of the newspapers, can hope for little direct returns for his working the ground over again in magazines.

MAGAZINE VS. NEWSPAPER.

Of course, it is understood that there is an indirect, but by no means insignificant, benefit to be derived from one's seeing an article advertised in his magazine; but there can be little doubt that, if he has seen the same article day by day or week by week in his home newspaper, the magazine advertisement will not be the influence that causes him to purchase it.

That there is caste in advertising as in society one may not safely deny. An inferior article does impress its "importance" in some degree by appearing in the pages of a first-class magazine of large circulation, and it may, thus supplemented, secure sale through the newspapers. It is quite in the realm of certainty, however, to assume that an article of general use finds a market through local newspapers, and almost through them alone.

THE NEWSPAPER'S ADVANTAGE.

Where an article is advertised in magazines only, reaching hundreds of thousands of people, sales will most assuredly be effected; but they will be far more limited than they would be were the same amount of money that is spent with the magazines placed with the home papers of the consumers. The bulky pages of magazines are seldom carefully scanned; whereas, with even mammoth metropolitan Sunday papers the advertisements are all more or less read because of their being so easily seen, and because of the fact that many of them are on pages with reading matter.

As a rule the advertising pages of magazines are not interspersed with reading matter. This is all the better for the subscriber; but, alas! it is not quite so consoling to the advertiser. For even the largest local general dealers to cultivate the pages of magazines seems a daring and hazardous experiment. The circulation is over the entire Union, and there are not sufficient near-by consumers to recompense the expense for readers away beyond the confines of the dealers' trade territory.

What good would it do the largest dry-goods house on the Coast to advertise in the magazine with the largest circulation in the United States? It is conceded that some benefit would be certain to accrue therefrom, but it would not be sufficient to warrant the outlay, while the same amount in any home newspaper would return a handsome profit.

A STRIKING EXAMPLE.

The influence of local advertising and soliciting trade through the home papers of consumers was shown in a remarkable manner on Sunday, December 4, 1893, when the New York Sunday Recorder printed ten more columns of advertisements than the wonderful New York Sunday World of the same day. The Sunday World has almost three times the circulation of the Recorder, but its circulation is national, its main territory being all the Atlantic States; whereas, the Recorder is more or less restricted in its circulation to New York city and immediate vicinity. New York dealers rely largely upon trade at home, and therefore they displayed their wares in a home paper.

This principle is recognized by all the large advertisers and by the leading advertising agencies in a peculiarly striking manner. The smaller the circulation of a paper the higher proportionate rate is allowed it. The reason is that because the smaller the circulation the more certain it is to be confined to home. It will cover its immediate territory more thoroughly than a paper with a larger circulation, reaching beyond the trade limits of the dealers at the point of publication.

A REASONABLE ILLUSTRATION.

Take a metropolitan daily that has, say, several hundred circulation in this place. Would it not pay any dry-goods dealer or jeweler of the big city better were that several hundred circulated in and near the point of publication? That is not a conundrum; its answer is self-evident, and is carried on the very face of the proposition. Now, take an article that is of more or less general sale, and is also advertised here; does the the advertisement of that article in the several hundred copies of the metropolitan paper, circulating here, benefit the advertiser any or one-tenth as much as it would were those copies taken in the home territory.

Experience is usually the correct exponent of true theory, and the experience that advertising in one's home paper is the cheapest and best way to secure his patronage has produced the theory of advertisers that higher prices pro rata for local circulation are cheaper than lower prices pro rata for larger circulation that goes beyond the territory of the home dealers.

The country weekly with 500 circulation covers its territory more thoroughly and is proportionately a far more valuable advertising medium than the metropolitan daily or the great magazine, each with many thousands of general extra-territorial circulation.

The metropolitan dailies may enunciate the proper public policies, but it is the country weeklies that deliver the true political gospel to the vast voting masses. Eminent political leaders may give the note of the campaign but it is the country district workers that carry the election. Mammoth circulations may spread broadcast the fame of some article, but it is the home paper that is read every day of every week that eventually and surely percolates into the unheeding minds of its readers the merits of that article. A column report of our Senator's speech in 300,000 copies of the New York World would not do him as much good as a half column of it in the paper of smallest circulation in this State.

The issue has been joined, and shrewd advertisers are deciding in favor of the papers that have local circulation in city, town, and remote country village, especially in such papers as lie in their trade territory.

CONSECRATION.

Though Fate my own name had decreed
Imperishable, high enrolled,
The human heart is one indeed,
My own heart's throbbing life hath told;
And while that heart beats free and bold,
To thee, O sorrowing world, I'll live,
Leaving the laurel leaf and gold!
All, all is thine I have to give!

Though Love with measureless rich meed
Of life and warmth my life infold,
Could I forget thy bitter need,
Sad world, whose unkissed lips are cold,
Poor world, like unkinged Lear of old,
Can Love thy shameful state retrieve,
Thy daughter's heart shall naught withhold!—
All, all is thine I have to give!

—Grace Ellery Channing in Youth's Companion.

A LUCKY MISTAKE.

Within a month after Fort Sumter was fired on two young men from Pennsylvania enlisted in the Union army. These young men were twins, Tom and I. We were very much alike in size, feature, voice and manner—everything, indeed, and the only persons who could always tell which was Tom and which was I were the twins themselves. We did not join the same branch of the army, Tom enlisting in the cavalry, while I joined the secret service.

After the investment of Vicksburg, and when the Union forces were each day digging nearer the city, I was sent to make an inspection of the Confederate fortifications.

I succeeded in passing the Confederate lines and entered the city at Vicksburg, where, dressed in civilian's clothes, I was reasonably free from suspicion. But it took me a full day before I secured the desired knowledge and started back toward the Union lines under cover of darkness.

I passed the guards safely and was, perhaps, a third of the way to camp when I heard a sharp "Halt! who goes there?" accompanied by the click of cocking weapons.

Escape was out of the question, and a moment later I was a prisoner.

"Which camp do you belong to?" queried the leader of the men who had captured me.

"Neither," I answered, "but I am staying at Vicksburg."

"How came you so far from the lines tonight?"

"I was just wandering around and thought I would go until I reached the outer guard," I answered.

"This is very strange—if true," said my questioner, turning to his comrades, "but probably it is all a lie." Then to me. "We will just take you into camp and sift that yarn of yours."

The yarn sifted so poorly that I was convicted as a spy and sentenced to death.

One day after my conviction some young ladies of the city visited the prison where the Yankees were confined, some to see the strange animals of the north, who they believed had "horns and hoofs like an elephant," as one of the young women expressed it; others to leave flowers or fruit for the unhappy prisoners. The number of the latter class was small.

As a condemned spy I was an object of especial hatred or commisseration, according to the feelings of the fair visitors.

"Is he really a spy?" asked one young girl of gushing class and age.

"Yes," answered the guard; "he is a genuine Yankee spy."

"Oh, isn't it awful," said the girl. "How can you tell? He doesn't look like a spy, and if you hadn't told me I should say he was real nice."

"You can't tell anything by looks," replied the guard. "Some of the brightest and handsomest men in the service are spies. This 'un looks well enough, but he is a sneaking spy just the same."

"How strange! And what do these dreadful spies do? What did this one do?"

"He came to look over our fortifications, so he could tell the Yanks where it would be easiest to break through them and capture the city."

"Oh, dear! you don't think the Yankees will capture Vicksburg, do you? If they should, they would kill us all, wouldn't they? Oh, how dreadfully awful it would be."

"I don't think they will ever take the city; it is too well fortified and too strongly defended."

My attention was soon attracted to three young ladies who were distributing handsome little bouquets to some of the prisoners whom they appeared to know, and I was surprised to see the horrified stare which followed the younger girl's first glance at me. She looked a second time, searchingly, her face pale and startled, then turned away with her companions.

The next day she came back again, bringing flowers, and I had a chance to watch her for some moments. She brought me a small bouquet, and when handing it to me accompanied it by a glance apparently full of meaning and yet utterly bewildering and untranslatable.

"Surely," I thought, "I have never seen her before. Not a look or question or movement is familiar, and yet she appears to recognize me." The more I thought on the subject the deeper and blinder was my mystification, the more surprising the action of my beautiful friend.

I watched my charming mystery builder until she left the prison, then turned to the bouquet she had given me. I gave it a close examination. Hidden among the leaves of one of the flowers was a very small note, the paper being almost as delicate as the tissues of the flower leaves. The note said:

DEAR TOM—I was so startled and horror struck to see you yesterday that I almost betrayed the fact that I recognized you. Fortunately I did not, and now I will try and help you. Examine carefully everything I bring. It may have something useful. Agnes is already ill, and I have not dared to tell her.

MABEL.

Evidently the young lady thought I was somebody else.

A guard came to my cell after she left and said:

"I saw you were one of the favored ones today."

"Yes," I replied; "who is the lady?"

"Miss Murfree—Mabel Murfree."

"Her home is in Vicksburg, I presume?"

"No; Judge Murfree, her father, lived outside, and his plantation was for several weeks in possession of the Yankees. Finally he came here to be in a safe place and brought his daughters along.

The next day Miss Murfree came again, and when she reached my cell she handed me another bouquet.

I waited until I was free from observation, then examined my bouquet. In the hollow stalks of the flowers was a very small file, a slender but strong steel bar with sharp point and a little platinum bottle of hydrofluoric acid. The flowers had been carefully sealed up at the bottom to prevent their contents from falling out. Besides the tools for escape was this note:

DEAR TOM—Tomorrow I will try and find out the password from a young officer who visits us.

MABEL.

I awaited the result of her effort with painful interest, and when she came the following day and gave me the usual bouquet I found the following note:

MY DEAR TOM—The password tonight is "Cartridge." If you get out go to the corner this side of the flagstaff which you can see from your window, and give a low whistle. A colored man will come from the basement of the tall building on the right and address you as "Massa Tom." Follow him and I think you will be safe. May God help you to escape!

MABEL.

The night proved an auspicious one for my purpose. It was very dark and a heavy thunderstorm shook the old jail, so that no amount of filing or prying could be heard. With the acid and the tools I made short work of the bars across my window and of the irons which fettered my limbs.

I squeezed through the window and dropped to the ground.

I had not gone far when a guard called out sharply, "Halt! Who goes there?"

"A friend," I answered.

"Give the countersign!"

"Cartridge."

"Pass on!"

On reaching the corner I whistled softly, and in answer a negro came up and said interrogatively, "Massa Tom?"

"Yes," I replied.

He threw a long cloak over my shoulders and started up the street at a sharp gait. I followed him perhaps half a mile, when he stopped before a plain brick house, unlocked the door and bade me enter. I had scarcely glanced around the dimly lighted hall before the mysterious "Mabel," accompanied by a young lady taller and darker than herself, hurriedly entered from an adjoining room. They had evidently been waiting for me.

I only heard my benefactress say, "Oh, Tom, thank heaven!" before her companion, with a wholly glad and half hysterical cry, threw her arms about my neck and showered tears and kisses upon me in most embarrassing profusion.

I was utterly dumfounded. Finally, collecting my thoughts, I turned from the excited and half crying woman I held in my arms to the one I partially knew, and said:

"My dear Miss Murfree, you have saved my life, and I am bound, as an honorable man, to tell you that you have made a strange mistake in thinking you know me!"

"Mistake!" gasped the young lady who had so passionately caressed me. "Mistake! What do you mean? Are you not Tom Atherton?"

"Not quite," I answered, "but if you thought I was he, the mistake is not a very bad one. I am his twin brother, Ned."

The surprise and confusion which had overwhelmed me were transferred to the young ladies, and for a moment we all simply stared at each other. Then Mabel laughed and said:

"And so you are that wonderful brother of whom Tom used to tell us."

"Yes, fortunately," I answered.

"And you stood there and let me kiss you without saying a word," Agnes (I found out afterward she was Agnes) said reproachfully.

"You didn't give me time to object, even if I had wished to," was my perfectly truthful reply.

"I don't know but that it is so," she assented. "But, Mabel, what shall we do with him?"

"I am entirely in your hands, and will do whatever you wish," I said. "If my being here will endanger you in any way I will try and get through the lines tonight."

"You will be much safer here," Mabel said. "We owe it to you to do whatever we can for you."

"Owe it to me!" I said, "for what?"

"For your brother's sake. He saved my sister's life and protected our property from destruction and us from insult. He is the best and truest man that ever lived, and we cannot do too much for his brother."

I was compelled to keep a dark retreat only a part of the time, and several hours each day were spent with Judge Murfree or his daughters.

Mabel Murfree had saved my life, and the gratitude I felt was perhaps enhanced by the fact that she was a rarely beautiful woman.

After weary weeks of siege the city was captured and the soldiers of Grant and Sherman entered it in triumph and I was free.

When the time came for me to go, having said goodby to Judge Murfree, I went to the parlor to see Mabel and Agnes, feeling how hard, how very hard it was to say farewell, and when I saw Mabel dressed in pure white, with white flowers in her beautiful hair, her cheeks flushed with excitement and her deep blue eyes unwontedly bright, the duty was not made any easier.

"Agnes is writing a letter to Tom for you to deliver," she said, as I entered the room. "She will be down in a few moments."

"I am quite willing to wait," I replied, "and indeed I am sorry that I must go at all. I do not expect to ever again find such friends as I have found here."

"You must thank your brother for them," Mabel answered.

"Miss Murfree, Mabel, you wish to rob your act of saving my life of any personal significance. You do not want me to be misled by the gift of my poor life to ask for that which can make it valuable. I refuse to be warned. I love you, Mabel—love you madly, hopelessly—love you as I never thought to love any one, and while I dare not hope you will return my love, I could not leave you without speaking. Forgive me if I have pained you, but it was impossible for me to go away without telling my love, and you will at least be fortunate in the fact that an opportunity will not soon occur for you to be troubled again by one whose love was stronger than his fear of offending."

Tears trickled through the long dark lashes, then, half smiling through her tears, she lifted her brave, clear eyes to mine and said:

"And what if I insist on your remaining to repeat your offense?"—H. F. Marsh in Buffalo News.

Saved Her Life.

Miss Pastel—It's too bad! I love you and I've promised to marry you, and yet there isn't a bit of romance about it. You have never once saved my life.

Adorer—I haven't, eh? Don't you remember the time you first saw me?

"Yes. I was walking down the avenue, and you passed me on your bicycle."

"Yes, and I rang the bell for you to get out of the way, didn't I?"—Puck.

Devotion.

She (with emotion)—Do you truly care for me just as much as when we were first engaged?

He (with conviction)—Yes, lovey, every single bit as much.

And at the time this conversation took place they had been engaged just 14 hours 8 minutes and 25 seconds.—Chicago News-Record.

That Was Different.

"How do you like the new neighbors by this time?"

"Oh, mercy, I don't pretend to associate with them."

"But I