



Keep Your Eye on that Can

When Buying Baking Powder

For this is the baking powder that makes the baking better. It leaves the food evenly throughout; puts up to any lightness, makes it delectably appetizing and wholesome. Remember, Calumet is moderate in price—highest in quality.

Ask your grocer for Calumet. Don't take a substitute.

RECEIVED HIGHEST AWARDS, World's Pure Food Exposition, Chicago, Illinois, 1904; St. Louis, Missouri, 1904.



You don't want money when you buy cheap or big-can baking powder. Don't be misled. Buy Calumet. It's more economical—more wholesome—gives better results. Calumet is far superior to other milk and soda.

Newspapers and Literature. All this over emphasis of the unmeaning surface is due to a confusion of newspaper and literary standards, ends, aims. The word literary has come to suggest an absence of red-blood; spinners and knitters in the sun; the 85 cent magazine crowd; this is non-sensical, of course. In its elemental meaning literature is at least as stern a job as journalism, albeit the intention and function of the latter is merely to present things that happen, of the former to violate such material, to strike the rock and raise a spirit that is life.

THE RIGHT SOAP FOR BABY'S SKIN

In the care of baby's skin and hair, Cuticura Soap is the mother's favorite. Not only is it unrivaled in purity and refreshing fragrance, but its gentle emollient properties are usually sufficient to allay minor irritations, remove redness, roughness and chafing, soothe sensitive conditions, and promote clear and healthy skin generally. Assisted by Cuticura Ointment, it is most valuable in the treatment of eczemas, rashes and other itching, burning infestations. Cuticura Soap wears to a wafer, often outlasting several cakes of ordinary soap and making its use most economical.

Cuticura Soap and Ointment sold throughout the world. Sample of each free with 35¢ Skin Book. Address post-card "Cuticura, Dept. L, Boston." Ad.

The Kind. "How did they succeed in catching that defiant aviator?" "With a spy detective."

Their Use. "Why do ships have needle guns?" "To threaten their way with stupidity."

PATENTS Watson & Coleman, Washington, D.C. Inventors of the PISO'S REMEDY, a new and powerful remedy for COUGHS AND COLDS.

PROGRESS of the WORLD

SOME THINGS THE BUSY WORKER IS DOING FOR THE ADVANCEMENT OF CIVILIZATION

WHAT "DOWNS" MAN HIS IDEA A GOOD ONE

Refusal to Get Acquainted With the Inevitable Temptations of Life.

EXCUSES ALL TOO SHALLOW

Small or Great, It is One's Vices That Have the Determining Effect on the Life and Career of the Individual.

The man who refuses to get acquainted with his temptations refuses to consider them. His experience has given him just as definite records of the results of certain behavior as though they had been put down in black and white on a ledger, yet he refuses to look at these records. He likes his follies too much. He gives excuses that show he is very much like the small girl whose mother had told her to say, "Get thee behind me, Satan!" When she was in trouble later her mother reminded her of this injunction, and she replied, "I did tell him to, but he got behind me and pushed me right in."

Strong drink, gambling, definite vices, bad as they are, have no more power to undermine a man's moral character than the seductive and slushy that grow upon him in his easy chair, where he considers himself immune from temptation. The easy chair coddles and softens his flesh. Stimulants pay literally his backbone. Real stamina means hard, firm flesh and limber joints, so far as it means anything of the physique, and these are the things a man loses as he grows older, not because he is old, but because he has not resisted many subtle little lures, the meanest sorts of temptations.

As there are debilitating easy chairs for the body, so there are easy chairs for the mind, chairs that make it too comfortable, too much at ease. In Zion. As a man grows old in life, he needs to make a conscious effort to keep every nerve and muscle of his mind alert instead of being bolstered up and wrapped in warm woolens, as it were, and from this attempt to complain that there is no place for the old man in today's civilization.

The man in his easy chair or in some comfortable mental bath may not realize that he is being notoriously deteriorating forces, for which reason he may be tempted into a self-righteousness that is as great a sin of his kind and to be as easily rectified by the mind as the mind and sensible as any of the others. Its effects are even more far reaching and indirectly harmful to society than the vice which confines its effects mainly to his own life.

The evil and even the suffering a self-righteous man may cause is impossible to estimate. In thousands of cases it is great, for self-righteousness

ness and inhumanity generally go hand in hand. The self-righteous man may do worlds more harm by what he will not do than the really wicked man by his doing—the wicked man who does what harms himself mainly.

The bodily temptations are hard enough to overcome, but those of the mind are far harder, for we give them no name and we hardly realize what they are. These temptations take two forms: the temptation not to use the mind at all, to think when it is necessary to do so, to make no attempt to keep it in health by exercise, and the temptation to use it in the wrong way. Any one can think out the details of these temptations, which may come in many ways to different individuals.

KEEP THE MEMORY AT WORK

Mind Should Not Be Allowed in Any Event, to Grow Rusty With Disuse.

Among the many attributes of the good housewife and mother is that of a reliable memory. In the order of the house alone this is an absolute necessity. As for the care of the children, the mother's memory is one of the best aids to discipline, and its reliability will save her much unnecessary worry.

The average "bad memory" is merely a memory abused and, one in need of constant. Our memories, a good deal like our characters, are what we make them. The so-called "good memory" is the memory that has been taught how to work, and that has been permitted to shirk a single task assigned to it, and this kind of memory is, happily, within the reach of all.

The way to keep the memory in order is to see that it is constantly at work, says the Dundee Courier. Facts carefully digested are the food upon which a memory is fed and upon which it grows, and when facts are not properly digested the memory becomes inert and practically useless. One of the greatest teachers in psychology to-day has pointed out to us the folly of burdening a memory with useless facts, but if you have happened to come upon his book from the statement is drawn you should not "swallow it whole," but take it with this grain of common sense—if your memory in need of repair direct no fact that ever presents itself for consideration. It is only the perfectly trained mind that can afford to do that.

Keep in mind the fact that you may not be very keen you are permitted to slip away from you, and so ignore nothing. We have a careless habit of permitting names, or facts, or places, or engagements to slip away from us as they pass. The best remedy for this is a weary sigh and the thought—"Well, I couldn't remember it, anyway!" If your mind is ever in search of a name, or a thing, place, day, etc., stand still where you are and search for it at once. Force your memory to seek and bring it as you would command a dog to go and bring a stick to you. Obedience in both cases is to a wholly matter of discipline.

CLERK HAD EMPLOYER'S AND CUSTOMER'S INTEREST IN MIND.

Small Thing in Itself, Possibly, but One of Those by Which Character is Determined.

Just for a change, the boss had arrived at the store early. As he roamed through the empty aisles, looking at the salesmen standing about idle, he heard the voice of a clerk talking over a telephone. He stopped and listened.

"Hello, Mrs. Williams," said the voice; "this is Trayne & Company. That velvet you were talking about came in this morning. Don't you think you could drop down and see it?"

The telephone was hung up for a second. Then another number was called and the same clerk told some one else of a new shipment of goods which had just arrived. The boss opened his eyes—and still stayed there listening while five more persons were called up. Then the clerk came forth from the telephone and met the boss.

"What's the reason for that telephoning?" asked the latter. "Had these people requested you to call them up?"

"No," the clerk answered. "It's just a little habit I have. When people come into the store and ask for something we are out of it I try to get their names and telephone numbers. Then, when the goods come in, I make it a point to call them up and notify them. Often they have already bought the goods somewhere else, but, just the same, it shows that the store is looking out for their interests, and the next time they want anything they come here."

"Where did you get the idea?" the boss questioned.

"It just came to me one morning," replied the clerk. "I was loafing around here with nothing to do, when I remembered that I had bought a certain kind of drapery and had been unable to find it anywhere in town. We had just gotten in and I thought I'd telephone him about it. Since then I've been following up the practice."

The boss grunted and hurried away. Soon after this some changes were made in the way the store handled business. More changes have been made since—and a man who once was a clerk is general manager.

Be Among Those That Win. Success is in the blood. There are men whom fate can never keep down. They go jauntily forward and take by divine right the best of everything that earth affords. They do not lie in wait, nor scheme, nor fawn, nor seek to adapt their sails to catch the breeze of popular favor. Still, they are ever alert and ready to go where the wind comes their way, and when it comes along they simply appropriate it, and, tarrying not, move steadily on.

Cultivate good health. Whenever you go out of doors draw the chin in, carry the crown of the head high and old your lungs to the utmost; drink in the sunshine, and greet your friends with a smile, and put soul into every handshaking.

THE JOURNEY OF LIFE.

Life is strictly business in this old world, believe it or not. Following that, he went to the railroad companies.

Now he has an office with three assistants. He furnishes the reports of arrivals of produce to every commission merchant in the city. And he has long ago gave up his small salary as a checking clerk—New York World.

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"Real Fisherman's Luck for Duke's Mixture Smokers"

Good tobacco and a good reel! That's surely a lucky combination for the angler—and here's the way you can have them both.

Liggett & Myers

Duke's Mixture

All smokers should know Duke's Mixture made by Liggett & Myers at Durham, N. C.

Pay what you will, you cannot get better granulated tobacco for 5c than the big ounce and a half sack of Duke's Mixture. And with each of these big sacks you get a book of cigarette papers FREE.

Get a Good Fishing Reel Free by saving the Coupons now packed in Liggett & Myers Duke's Mixture. Or, if you don't want a reel—get any one of the hundreds of other articles. In the list you will find something for every member of the family. Pipes, cigarette cases, catcher's gloves, canoes, watches, toilet articles, etc.

These handsome presents cost you nothing—not one cent. They simply express our appreciation of your patronage.

Remember—you still get the same big one and a half ounce sack for 5c enough to roll many cigarettes.

During November and December only, we will send our new illustrated catalogue of presents FREE. Simply send us your name and address.

Premium Dept. Liggett & Myers Tobacco Co. St. Louis, Mo.



Truth About Old Age. George F. Baer, the famous Philadelphia railroad man, said on his seventeenth birthday:

"I agree with Professor Metchnikoff about the wisdom of the old. Professor Metchnikoff says that the best of everything that earth affords is in the old. I agree with him. I have seen many old people who are really old, but they seek it also."

With a smile Mr. Baer added: "The only people who are really old are those who are too old to learn are those who are really old."

Summer Styles. Patience—see the suffragettes have come out against the secret ballot. Patience—Yes, women, as a rule, prefer open-work.

Constipation causes and aggravates many serious diseases. It is thoroughly cured by Dr. Pierce's Pleasant Pellets. The favorite family laxative. Ad.

Only a lawyer or a detective can mind his own business when he tries to outdo other people's.

FOLEY KIDNEY PILLS For Backache, Rheumatism, Kidneys and Bladder. BECAUSE THEY ARE HIGHEST IN CURATIVE QUALITIES. CONTAIN NO HABIT FORMING DRUGS. ARE SAFE, SURE, AND SAVE YOU MONEY.

W.L. DOUGLAS SHOES

\$3.00 \$3.50 \$4.00 \$4.50 AND \$5.00

FOR MEN AND WOMEN Boys wear W. L. Douglas \$2.00, \$2.50 & \$3.00 School Shoes. These shoes are made by the same manufacturer as the famous W. L. Douglas shoes. They are made of the same material as the famous W. L. Douglas shoes. They are made by the same manufacturer as the famous W. L. Douglas shoes.

W. L. Douglas makes and sells more \$3.00, \$3.50 & \$4.00 shoes than any other shoe manufacturer in the world. The STANDARD OF QUALITY FOR OVER 30 YEARS.

The workmanship which has made W. L. Douglas shoes famous the world over is maintained in every pair.

Ask your dealer to show you W. L. Douglas latest fashions for fall and winter wear, notice the short pumps which make the foot look smaller, points in a shoe particularly desired by young men. Also the conservative styles which have made W. L. Douglas shoes a household word everywhere.

If you could visit W. L. Douglas large factories at Brockton, Mass., and see for yourself how carefully W. L. Douglas shoes are made, you would then understand why they are warranted to fit better, look better, hold their shape and wear longer than any other shoes made for the price.

CAUTION—To protect you against inferior shoes, W. L. Douglas stamps his name on the bottom. Look for the stamp. Beware of imitations. W. L. Douglas shoes are made by the same manufacturer as the famous W. L. Douglas shoes. They are made by the same manufacturer as the famous W. L. Douglas shoes.

50 Acres Yield 10,000 Bushels of Irish potatoes in the neighborhood of Natchez, Mississippi, an average of 200 bushels to the acre. The same land planted immediately in corn yielded 60 bu. to the acre. This is the experience of Waldo Henderson, Natchez, Miss.

Go South and Prosper.

The land is cheap and terms are easy. Call upon Imagine getting 200 bushels of potatoes and 60 bushels of corn per acre in one year in the North! Write for booklet giving you full information about the prices of land.

J. C. CLAIR, Immigration Commissioner, Room 1600 III. Central Station, Chicago

IT'S BRAIN THAT WINS

AND HERE IS JUST A LITTLE ILLUSTRATION.

Thought That Made Clerk "Get Busy" Had the Result of Ultimately Making Him a Rich Man.

Five years ago a clerk who worked in the freight office of a lake steamship company shouted angrily into a telephone as he tried to make the man at the other end of the wire understand that he was saying "At last the agony over, be hung up the receiver."

"I'd rather write a letter about it than have to yell my head off," he grumbled. Then he stood still a moment, looking out at nothing in particular.

He was the checking clerk of the company. It was his duty to arrive at the freight office in the morning and check up the freight that had arrived during the night. And it had become a habit also with various commission men throughout the city to call up to learn what produce had arrived.

It was to one of these he had just been talking—and it was over this that he was pondering. His sentence about the letter had given him an idea and he began work on it.

In the next few days he saw practically every commission merchant whose goods came in over the freight line, and made contacts with them to send them a daily mimeograph letter that would tell exactly what produce had arrived by ship. For this he was to receive a dollar a week from the commission men.

In a week he had made arrangements with other clerks at steamship lines, and made contacts with them to send them a daily mimeograph letter that would tell exactly what produce had arrived by ship. For this he was to receive a dollar a week from the commission men.

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