

SUES, GOES HUNTING

Wife of Real Estate Man Says Husband Nagged.

Mrs. C. B. Gerhart of St. Louis Files Petition for Divorce, and Then Starts for Lodge in Ozark Mountains.

St. Louis, Mo.—Mrs. Julia M. Gerhart, following her suit for divorce against Charles B. Gerhart, wealthy real estate operator, was said to have gone to a hunting lodge in the Ozarks. She is an enthusiastic huntress and sportswoman, and in this respect she and her husband were most congenial, as he is fond of horses, dogs, and outdoor sports.

That, in other respects, they were not so congenial is indicated by the wife's petition. It says that Gerhart nagged her, made contemptuous accusations against her, and that he expressed preference for other women and told her he would act so as to give her ground for a divorce.

The husband is vice-president of the F.H. and C. B. Gerhart Realty company, of which his brother, Frank, noted for his part in the free bridge campaigns, is president.

That the Gerharts were living apart became generally known in July, when it was learned that Mrs. Gerhart was occupying the magnificent Gerhart home, 4484 Forest Park boulevard, and that her husband was living at a downtown hotel.

At that time Gerhart employed Attorney E. H. Charles to look after his affairs with a view to a possible suit by his wife. Her attorneys are Bates, Blodgett, Williams & Davis.

In her petition the wife names April 22 last as the time when Gerhart left home. She says he notified merchants that he would not pay her bills, and that it thus became necessary for her to pawn jewelry to get needed articles.

She states that her husband's income is \$20,000 a year, but makes no specific request for alimony. She states that since leaving the house he has given her only \$30 for her support, and has threatened to have the water, gas and electric current shut off.

Last June, when Mrs. Gerhart reported the theft of jewelry from the home, she told the police that a man had called at the house and presented what purported to be a request from Gerhart for his clothing, and that in this way the man had obtained entrance. This gave the first confirmation of the reports of their separation.

"There could be no better medicine than Chamberlain's Cough Remedy. My children were all sick with whooping cough. One of them was in bed, had a high fever and was coughing up blood. Our doctor gave them Chamberlain's Cough Remedy and the first dose eased them, and three bottles cured them," says Mrs. R. A. Donaldson, of Lexington, Miss. For sale by all dealers.—Adv.

IS CHAMPION COON HUNTER

Missouri Man and His Famous Dog Have Killed 132 in Last Three Seasons.

Centralia, Mo.—J. L. Sappington of Centralia will be protected from the cold this winter by a coonskin overcoat made from hides of coons which he himself caught with his famous coon dog, Buck, whose reputation as a finder and killer of coons is by no means confined to Boone county.

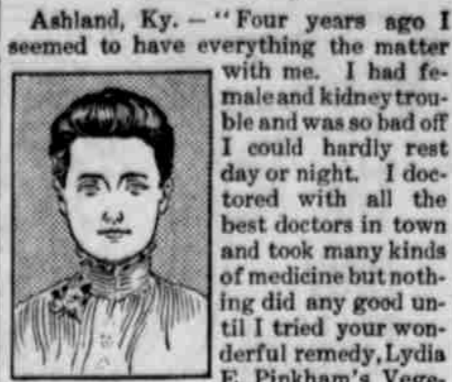
Sappington has been offered \$100 for Buck, but says he is not for sale at any price. Sappington's coat was made from the skins of thirty of the 132 of the ring-tailed species, which he and his past master canine have captured in the last three years.

Three years ago Sappington bagged 52 coons; two years ago he captured 48; last year but 16, and so far this year he has 16 to the credit of himself and Buck.

Uses Champagne in Auto. Jacksonville, Fla.—Simon David Paddock, eighteen, "the millionaire kid" of Atlantic, N. J., had a narrow escape from death in a collision that resulted from substituting champagne for gasoline as motive power for his racing automobile.

WIFE'S HEALTH RESTORED

Husband Declared Lydia E. Pinkham's Vegetable Compound Would Restore Her Health, and It Did.



Ashland, Ky.—"Four years ago I seemed to have everything the matter with me. I had female and kidney trouble and was so bad off I could hardly rest day or night. I doctored with all the best doctors in town and took many kinds of medicine but nothing did any good until I tried your wonderful remedy, Lydia E. Pinkham's Vegetable Compound. My husband said it would restore my health and it has."

—Mrs. MAY WYATT, Ashland, Ky. There are probably hundreds of thousands of women in the United States who have been benefited by this famous old remedy, which was produced from roots and herbs over thirty years ago by a woman to relieve woman's suffering.

Read What Another Woman says: Camden, N. J.—"I had female trouble and a serious displacement and was tired and discouraged and unable to do my work. My doctors told me I never could be cured without an operation, but thanks to Lydia E. Pinkham's Vegetable Compound I am cured of that affliction and have recommended it to more than one of my friends with the best results."

—Mrs. ELLA JOHNSTON, 324 Vine St. If you want special advice write to Lydia E. Pinkham Medicine Co. (confidential) Lynn, Mass. Your letter will be opened, read and answered by a woman and held in strict confidence.

WATER IS TURNED ON MOB

Reserves and Hundreds of Innocent Bystanders Soaked When Hose is Thrown on Socialist.

New York.—What might be called a wet riot occurred during the noon hour recently in front of the big jute mills of the American Manufacturing company, called the cordage trust, Cooper street, Brooklyn. The witness came from a hose that was turned upon the Socialist spellbinder by an employe of the company. Police reserves and hundreds of innocent bystanders were included in the general dampness that ensued, whereupon the soaked mob, policemen included, charged the building, and before the excitement was at an end half a dozen arrests were made inside the mill.

Last week the company obtained from Supreme Court Justice Kelly an injunction restraining members of the Socialist party from spellbinding in the neighborhood of the plant. Attempts to enforce this injunction led to noisy demonstrations, and, fearing more trouble, Captain Linden of the Green Point station led a force of policemen to the scene.

The constabulary had hardly arrived when came Edward Lindgren, the Socialist organizer of Kings county, and mounted the stump. Several hundred workers surrounded him and he began his spiel.

He had just got going when Myron Laskow, an assistant engineer of the plant, appeared in the doorway with the nozzle of a fire hose. He aimed the nozzle at Lindgren and let go. A mighty stream shot out and swept the orator off his stump and sprinkled the crowd with a Niagara of water.

"It is a pleasure to tell you that Chamberlain's Cough Remedy is the best cough medicine I have ever used," writes Mrs. Hugh Campbell, of Lavana, Ga. "I have used it with all my children and the results have been highly satisfactory." For sale by all dealers.—Advertisement.

Very Observing. Muggins—Do you believe women are more observing than men? Bugbins—Well, my wife met a friend on the street today for two minutes, and it took her two hours to describe what the other woman had on.—Philadelphia Record.

SUGGESTIONS FOR THE ADVERTISER

Things to Be Considered If Good Impression and Best Results Are Sought.

The psychological advertisers or the advertising psychologists will tell you that there are two essential elements in a successful advertisement. The first is to attract the attention of the reader; if an advertisement is not striking, it is a failure. The second is to stimulate the interest of the reader in the advertised article; if an advertisement is not pleasing as well as satisfying it misses its goal. Many advertisers overlook this second consideration. They attract the attention of the reader and then arouse his resentment, instead of stimulating his interest in a pleasant manner. No reader likes to be tricked. If he comes suddenly on an advertisement of a corn salve or a spring tonic at the end of a paragraph purporting to be a news story, he is likely to register a vow never to buy the article that has been forced upon his notice by a cheap deception. Right here is the explanation of the failure of much apparently effective advertising.

The mistakes of advertisers are discussed by Professor Stephen L. Colvin in a suggestive paper in The Independent. The principal suggestions which this writer offers for the guidance of advertisers are, in brief, as follows:

1. To gain the attention is the first requisite of successful advertising, but this alone is worthless. It is futile to arouse the attention unless an impression can be made and a desire created.
2. Every portion of the advertisement should have reference to this desire. There is no place for irrelevant material, which distracts the attention from the essential features of the advertisement.
3. This desire may be stimulated in various ways, by argument, by suggestion, by appeal to the fundamental instincts and interests, such as curiosity, appetite, the play impulse, the saving impulse.
4. The most successful advertisements avoid complexity in their presentation. Their illustrations are simple and their reading matter is brief and to the point. And brevity is the soul of good advertising.
5. The atmosphere of the advertisement must be considered. It should always be in good taste; there should be nothing that either directly or indirectly offends the prejudices or the judgment.
6. The form of the advertisement is important. It should be made as attractive as possible. The type in particular should be clear and sufficiently large to be easily read. Fine print should never be employed.
7. The position that the advertisement occupies is also a matter of significance. The good advertisement must avoid bad company. It must not appear with advertisements that are cheap, vulgar or poorly constructed. Further, it should not be assigned to a crowded space, never mind how popular this space seems to be.
8. The most effective advertisements combine both the picture and the copy features. Neither should be used to the exclusion of the other, if the widest possible appeal is sought.
9. The picture advertisement should suggest some form of action, and this should directly bear upon the main features of the advertisement. It is to be remembered that action that has nothing to do with the advertisement as such distracts the attention.
10. Recent investigations concerning the effectiveness of various appeals in advertisements show that the wholesomeness or durability of the product, the age and reliability of the firm, the pleasure connected with the use of the article advertised and its popularity, have great pulling power. On the other hand, with the better class of purchasers at least, an emphasis on cheapness, the giving of prizes and presents, excessive boasting as to the value of the article advertised, letters of recommendation, accounts of the prosperity of the firm and the extent of the manufacturing plant tend to create distrust and even disgust.
11. Finally, it should be remembered that an article that has no merit in itself is not likely to be norma-

nently successful through advertising. The advertisement cannot perform a miracle, create something out of nothing. All that it can do is to emphasize merit where it exists; it cannot make this merit. The public, when once fooled, is likely to remember the fact. Even if a sham succeeds because it is advertised, this success is purchased at an economic waste. It is positively immoral to advertise a sham. The principle has thus an ethical as well as a commercial import. The ethics of advertising all reputable newspapers and magazines are beginning to recognize, greatly to the benefit of these papers and magazines and to the public as well.

The Time to Advertise. The time to advertise is all the time, but the advertising should vary with the seasons. Advertising performs a double function. It helps the merchant to move larger quantities, and so enables him to buy at better advantage than he could do without advertising. It enables the customer to study the stock in advance. She compares her wants and her purse with the goods advertised, and she goes to the store knowing what she wants, consequently shopping is facilitated, and the day's business is more satisfactory to all concerned.

Is your husband cross? An irritable, fault finding disposition is often due to a disordered stomach. A man with good digestion is nearly always good natured. A great many have been permanently cured of stomach trouble by taking Chamberlain's Tablets. For sale by all dealers.—Adv.

KEEPING CUT FLOWERS FRESH

Water Must Be Changed Frequently and the Blossoms Should Be Sprinkled Every Hour.

Almost the first thought that follows admiration for a freshly picked bouquet is how it can be preserved the greatest length of time? Many experiments have been undertaken to prevent flowers from fading—such as placing salt in the water, or nipping them off and applying sealing wax. We have tried all methods, and have come to the conclusion that changing water in which the stems are plunged frequently and sprinkling the flowers hourly, will keep them fresh and fair longer than will other treatment.

The water used should be tepid. The cooler the temperature of the apartment the better. Never leave flowers under a gas jet, or they will immediately blight. The last thing at night, change the water on the stems and sprinkle the flowers thoroughly. Tie over the vase or basket tissue paper which has been soaked in water. Over this tuck a newspaper. In the morning the flowers will be found as fair as the night previous.

Roses fade sooner than almost any flowers. Heliotrope will wither and blacken with the tenderest care. It should be nipped from a bouquet as soon as it loses freshness. Lilies, tulips, narcissus, euphorbias, hyacinths and all flowers with succulent stems can be preserved several days.

Don't waste your money buying strengthening plasters. Chamberlain's Liniment is cheaper and better. Dampen a piece of flannel with it and bind it over the affected parts and it will relieve the pain and soreness. For sale by all dealers.—Adv.

Proper Gymnastic Work.

Every person who has received gymnasium training is aware of the fact that an exercise which calls for painful effort on the part of the beginner is often performed almost without any conscious effort at all after a certain amount of training has been received. Again, it is perfectly well known that brute strength alone does not make a gymnast, and that even a simple exercise may offer great difficulty to a muscular and well developed individual who has not been trained in the gymnasium. The explanation for this is made plain in an article by Professor du Bois Reymond in Die Umschau, who points out that one of the essential functions of gymnasium work is not so much to build up muscle as to train nerves and nerve groups to work in proper unison and coordination.

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