

The Art of Advertising

By DWIGHT NORWOOD

Mr. Broadribb, the proprietor of Broadribb's cleaning powder, gave me a territory to sell it in, sold me a stock on credit, and I located in a small town called Mercerville...

WOES OF THE POOR RICH.

How the Wife of One Wealthy Man Got Her Spending Money. In the American Magazine, in a story by Rebecca Hooper Eastman, is a satire on the poor rich...

She Got Even With Him

By EDITH V. ROSS

I was studying art in Italy in the hope of being able to return to America and set up as a portrait painter...

WHAT CAUSES CRYSTALS?

An Obscure Process That Plays a Large Part in Nature. In answer to the question, "Will a sudden jar ever cause crystals to appear in a supersaturated solution..."

End Came Quickly.

The experiences of local jewelers with prospective bridegrooms have been many and varied. Some wish to buy on the installment plan...

Glacier National Park.

Glacier National park is in northern Montana and is bounded on the north by the Canadian line, on the east by the Blackfoot Indian reservation...

Inductive and Deductive.

Deductive reasoning is from theory to facts, while inductive reasoning is from facts to theory. Deduction is sometimes mere dreaming...

Folly, Not Politeness.

Gibbs—I noticed you rise in the car this morning and give your seat to a stout lady. Gibbs—Yes; it was a question whether she or I was going to stand on my feet—Philadelphia Ledger.

Train Momentum.

The momentum of a modern twelve-car railroad train running a mile a minute is equal to that of a ton weight falling from a height of twenty-one miles.

Fixed Both Ways.

Please give me two bills for my hat, one for \$10, to show my husband, and one for \$20, to show my lady friends.—Meggendorfer Blattler.

It is too late to throw water on the children when the house is burned down.—Danish Proverb.

THE ERA OF GLASS.

It May Come After Our Iron Ore Deposits Are Exhausted.

The iron ore deposits of the world are being rapidly exhausted, and the time is not far distant when we will have to get along without iron and steel.

The chief fault with glass is its brittleness, but it is possible even now to produce a grade of glass which can stand a great deal of hard usage and serve many of the purposes for which iron is employed.

RELATED RECOGNITION.

Plaint of a Woman Who Was Shadowed by a Detective.

"Acquaintance with a detective is not the good thing some people may imagine," said a young woman who has never yet been accused of being an adventuress or anything else that is supposed to get one's name on the front pages of the newspapers.

"That was all well enough, but the other day as I was walking down Broadway I saw Mr. Detective. He saw me, too, and remembered that he had seen me somewhere, but had evidently forgotten the circumstances.

New York's First Mayor.

The first mayor of New York, Thomas Willott, was inducted into office in June, 1663. Governor Richard Nicolls, the first English executive of the future Empire State, was responsible for the appointment of Willott...

A Wonderful Drummer.

Probably the most remarkable drummer who ever lived was Jean Henri, the famous tambour major of the Emperor Napoleon. One of his feats was to play on fifteen different toned drums at the same time in so soft and harmonious a manner...

Manfield's Humor.

Richard Manfield's humor was often misapprehended for conceit. One night the company was playing under a tin roof upon which a sudden downpour of rain caused a terrific clatter. This startled Manfield into exclaiming, "What's that noise?"

She Was Prepared.

"I trust, Miss Tappit," said the benevolent employer to his stenographer, "that you have something in reserve for a rainy day."

Perfectly Plausible.

Cautious Customer—But if he's a young horse, why do his legs bend so? Dealer—Ah, sir, the poor animal has been living in a stable too low for him, and he's had to stoop!—Exchange.

Fa's Solution.

"Oh, papa," called Willie excitedly, "there's a big black bug on the ceiling."

We rise in glory as we sink in pride.—Young.

BOSTON EXCURSION \$1100 Round Trip Friday, August 7 Final Return Limit, Aug. 21. For information on stop-over privileges, routes, railroad tickets and sleeping-car accommodations, call at New York Central Station or at City Ticket Office, 20 State St., Rochester, N. Y.

VACATION DAYS—HAPPY DAYS ARRANGE your vacation or business trips to include our popular lake steamer. Daily service between Detroit and Cleveland, and Detroit and Buffalo...

THE GREAT SHIP "SEANDREE" Length 396 feet; breadth 62 feet; 118 staterooms and 2000 passenger accommodations. Daily—BUFFALO and CLEVELAND—May 1st to Dec. 1st.

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Book or Job Printing of any kind give us a call. Catholic Journal Co