

THE "AD" IS OLD IN HISTORY

ANCIENTS USED TO EMPLOY THE
PUBLIC CRIES AS THEIR
MEDIUM.

Aged Papyrus Found-A Parchment
3,000 Years Old Advertis-
ment Lost Slave.

Clinging to the mummified court-
ier is the odor of the first advertising
medium to appear in history. He is an
adaptation of the chow courier whom
the king of old was wont to send out
into the highways and byways to make
proclamations of his latest whim and
command the obedience of his subjects
to it. His worth as an agent for the
dissemination of information among
the people was not lost on the pharaohs
of those primitive days, and they
speedily took him into themselves
for purposes of their own.

The Greek tradesmen sent musiciens
with him on his rounds to cry their
wares, and he tickled the ear of the
starched people of Athens by chanting
the merits of his employer's offerings
rather than shock them with rule
shouts. In later days he was the
favorite of the wine merchants of
Paris; and so that the good folks of
the city might see that he spoke but
the truth about this wine, he carried
at either end of a pole that rested on
his shoulders a bucket of the vintage
he cried to sample.

MANY AIDS SOUGHT.
With characteristic keenness the
tradesmen turned into a crier every
man whose business brought him into
public view. Orators were paid for
"puffing" as a side line. There are
records of bargains even with priests to
extol goods from their pulpits. In re-
turn they were to have them furnished
to them at first price. The old bellman
of London who stole out from his den
hourly day and night to sound his bell
and announce the hour often found an
incidental profit in the function of
rousing the early workers from their
slumbers. He is still going the rounds
in some of the ancient and remote
localities of the realm.

Though, as has been noted, the crier
was not an unfamiliar figure in Greece,
the ancients as a rule preferred the
written signs for communicating in-
telligence. Hieroglyphic notices of their
enterprises and business were
traced on parchment and posted in the
most public places. In the British
Museum is an advertisement of a re-
ward for a runaway slave written on
papyrus 3,000 years ago and exhumed
from the ruins of Thebes.

The debris of Herculaneum and
Pompeii is littered with signs and
notices. How like the bill of a modern
boxer, but are the announcements of a
gladiatorial poster that "there will
be an awning to keep off the sun" and
notices of side shows to beguile the
boy and the rustic!

GODS AS BILLBOARDS.

But the favorite advertising centers
with the ancient Greeks were the
temples of their gods. Persons with
grievances were wont to exploit them
on parchments and hang the written
scroll to the ears, the nose, the head,
the eyelids of the images of the aveng-
ing deities until the temples looked like
a modern bill poster's display room.
At the start they were only the devout
appeals of the suffering for relief or
vengeance, and the most minute de-
tails were recorded only that the recit-
ing deity might not be left to act in
the park. But in course of time every
one who wished to expose or abuse
his neighbor resorted to the subterfuge
of writing the story to the gods and
tacking it under the deity's nose for
every one else but the god to read and
reap what he sowed.

Numerous inscriptions drew crowds of
the curious eager for the news and
scandals of the neighborhood. They
moved from one to the other of the
placards as if they were the scattered
fragments of a yellow journal. In time
those who had to deal with the multi-
tude began to flock to the temples to
promote their business-fakes, jugglers,
money lenders, women of no account,
all seeking whom they might devour.
Eventually the tradesmen took to
decorating the images with written
"puffs" of their wares—not open ad-
vertisements, of course—they would
have been sacrilegious—but covert
advertisements disguised as appeals
to the gods to prosper their trade.
The gamblers and thimble riggers

whom Christ drove from the temple,
were doubtless drawn by the conditions
described.

CATHEDRAL IS PROFANED.

The revival of the art of writing after
the dark ages led to a similar pro-
fanation of the great St. Paul's Cathed-
ral in London. The walls of that
stately edifice were hidden under ad-
vertising placards. These grew to be so
scandalous in the end as to turn the
place of worship into a disorderly
house, and the government sent the
constabulary to clear it out.

Notwithstanding their readiness to
appreciate the value of the written
advertisement the people were slow to
see the advantage of the newspaper
as a medium, and yet, singularly
enough, the first persons to make any-
thing bearing a resemblance to a news-
paper printed it only to advertise.

One would think that the successful
employment of the printed sheet in
these instances would have given an
impetus to that method of reaching the
public, but for two centuries after
Gutenberg's genius had given birth to
the art of printing not a single adver-
tisement appeared in a newspaper.
One medical notice managed to creep
into a German print called the "News-
book," but that was all.

"News-book" A BREAK.
The "News-book" was a spasmodic
freak of journalism. It was run only
when there was something to make
known that the facilities of the day
enabled its publishers to ascertain. It
was long afterward that the first at-
tempt to get out a news sheet peri-
odically was made in London, and even
then so rare a philosopher as Ben
Jonson discouraged the idea.

"News," he said sententiously,
"means to be news when printed."

The enterprise was not a flourishing
one—the community did not take kindly
to it. Even that grand old paper the
London Times in its beginning was
printed only to be hired out for a penny
an hour to the news readers—and it
gradual decay of the Great Mogul Em-
pire. With the adoption of Aurang-
zeb's policy of intolerance it began to
crumble, and none of his successors
proved able to restore it. He died in
1707, and the throne of the Moguls was
never again occupied by a man of
force or notable ability.

The history of the empire during the
eighteenth century is merely a record
of successive failures, of disintegra-
tion, of successful rebellions and of in-
vasions by foreign foes, which stripped
the Moguls of their wealth and de-
stroyed their resources. First came
the Persians; then the Afghans, who
plundered the imperial capital, de-
vasted the provinces, and destroyed
the fortresses and palaces and left
behind them a desolation when they
departed. One by one the provin-
ces separated themselves from the
empire and set up their own indepen-
dence, until in 1804 the British took
possession of the remnant and have
maintained their authority ever since.

When the wall of the great citadel
at Delhi for reasons of policy, the
British allowed the great Mogul to
maintain a fictitious court, and be-
cause the title continued to command
the veneration of the natives at state
ceremonies the nominal successor of
Timour the Great was allowed to sit
upon a throne in the Imperial hall of
audience and receive the homage of
the people. But none of the Moguls
were allowed to exercise authority and
were idle puppets in the hands of
their advisers until the great mutiny
of 1857 brought the native soldiers in-
to the palace crying "Help, oh king,
in our fight for the faith."

Minard's Lihlment Cures Diphtheria.

A tablet has been placed in the Vac-
cortland farmhouse in Peekskill in
the best manner of its use by General
George Washington and his aides when
he made his headquarters there in the
year 1776.

RUSSIAN PRONUNCIATION.

Numerous correspondents have asked
for information as to the pronunciation
of the names which figure in the war
news. It would be impossible in any brief
compass to give satisfactory rules for the
pronunciation of Russian names.
Generally speaking, the vowels are sound-
ed as follows: "A" as in "far," "e" as
in "met," "i" as in "machine," "o" as
in "tone," "u" as in "rude." Initial "o"
often has the sound of "a"; thus "Orlof"
is sounded as though spelt "Arlor." An
"e" in a final syllable often has the
sound of "yo" in "yoke," so that
"pravyozh" is pronounced as though
"pravyozh." The consonants have much
the same force as in English—"ch" as in
"church," "sh" as in "wish," "kh" as in



NOW FOR THREE STRIKES AND OUT!

ESQUIMAUX FASHION; ALL WEAR TROUSERS

DRESS OF MEN AND WOMEN IS
MADE FROM NORTHERN
ANIMALS.

The chief material of the clothing of
the Esquimaux is the skin of the rein-
deer, which is used in various stages of
pelage or tanning. Fine, short-haired
summer skins, especially those of does
and fawns, are used for making dress
garments and underclothes. The
heaviest winter skins furnish extra
warm jackets for cold weather. The
white spotted skins of the tame Siberi-
an reindeer are especially valued for
full dress jackets.

The skins of the white mountain
sheep, white and blue fox, wolf, dog,
ermine and lynx are sometimes made
into cloaking. Underjackets of elder
duck skins are often pressed into ser-
vice. Seal skins dressed with the hair
on is used only for breeches and boots,
and for the various articles of the
dress.

The dress of the men consists of a
loose hooded frock, without opening
except at the neck and wrists. This
reaches just over the hips, and is very
rarely to mid-thigh, where it is cut off
square and usually confined by a girdle
at the waist. Under this garment is
worn a similar one of lighter skin and
sometimes without a hood. The thighs
are clad in one or two pairs of tight
fitting knee breeches, rather loose, but
fitted to the shape of the leg. They are
very low in front, but are much
higher behind, sometimes as high as
the small of the back. They are held
in place by a girdle or thong around
the waist, and are usually fastened
below the knee, over the boots, with a
draw string.

On the legs and feet are worn, first,
a pair of the long deerskin stockings
upon a thong, then slippers of
tanned seal skin, in the bottom of
which is spread a layer of whalebone
shavings and outside a pair of close-
fitting boots, held in place by a string
around the knee and ends with a
rough edge covered by the breeches.
Dress boots made of reindeer skin,
and white seal skin soles for winter
and dry weather.

The women wear tight-fitting dress
in pantaloons with the hair next the
skin, and outside of these a similar
pair, made of the skins from deer legs,
with the hair out, and having soles of
seal skin, like those of the men.
The women are fastened with a girdle just
above the hips. It appears that they
do not stay to wear imperial capital, de-
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the fortresses and palaces and left
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Slips into vest pocket, purse, or
glove as easily as a coin."

TINY TONIC TABLETS

—packed in a dainty aluminum box—
not a bit like "medicine." Take it out
anywhere—nothing offensive—very different
from bottles and cardboard boxes.

The Tablets—tiny, chocolate coated,
pleasant—as inviting as the box. Very gentle,
but they do cure

Indigestion and
Constipation.

A tonic-laxative that benefits the stomach,
bowels, blood, brain and nerves.

Why not try?

Fifty Iron-ox Tablets, in an attractive aluminum
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