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He was conscious of the superiority of what he had to sell, but did not know how to bring it to the attention of others

INVESTMENT

effectively.

He did not know that a fatal reaction

He did not know that a fatal reaction always follows deception.

He did not know how to write an advertisement that would "pull."

He did not know that a brief graphic description, in a few short, pungent, telling sentences that will attract and hold the attention, is more effective than a whole page of fine print, written in a loose-jointed haphazard way.

His advertisements "pulled"; but the effect was lost in bad handling afterwards; in careless, inefficient correspondence.

respondence.

He never learned that many a good customer has been lost by a careless

customer has been lost by a careless letter.

DR. HAUX, (Personal), Haux Build ST. LOUIS, MO

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NOTE.—The above is the Largest Mail Order Spectacle House in the

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AN ARTIST'S CAREER

Edstrom, the rising sculptor, was a newsboy in Ottumwa, Iowa, and later the companion of crooks and saloon politicians, but was saved from their infuence by meeting with a man who gave him a taste for books.

The sight of a crayon drawing inspired him with the desire to study art. He worked hard in a slaughter house, saving his money for that purpose. At twenty one he was still a poor ignorant fellow, out of work by reason of a panic, and with his savings tied up in unsalable land. He walked to New York and worked his passage across the ocean

SYMPATHY

Sympathy need not mean coddling a friend's weakness. True, the Greek word means "suffering with," but if a man were drowning the most valuable sympathy would not be that of the man who would jump in and drown with him, but that of the man who, disregarding the struggles of the sinking one, would pull him out, though it were by the hair of the head.—Catholic Columbian.

sand laid it down as a pure pearl at the feet of their Queen."

She saw him coming and hurried to the gate to get the tidings from Cedar Creek.

In these words the writer bears testimony to a prevalent middle-age practice of the faithful. They memorized the litanies of the Church, and made them an essential part of their daily prayers. In those days long prayers were the rule, rather than the exception; and they had not yet arrived at the stage where brevity was considered the first characteristic of effective prayer. I sometimes feel that our Catholic people do not appreciate how beautiful a form of prayer our approved litanies are. Too many of them never think of opening a prayer book, except on Sunday. The few minutes of oral prayer offered up by the average Catholic generally includes the Our Father, the Hail Mary, the Creed and the Confiteor. Morning and night prayers, as they are given in our manuals of piety, are seldom recited.

She saw him coming and hurried to the gate to get the tidings from Cedar Creek.

"Glory to God, mother, glory to God! Phil licked 'em! The president him the country's thanks, and the paper say's it was one of the gate to get the tidings from Cedar Creek.

"Glory to God, mother, glory to God! Phil licked 'em! The president him the country's thanks, and the paper say's it was one of the gate to get the tidings from Cedar Creek.

"Glory to God, mother, glory to God! Phil licked 'em! The president him the country's thanks, and the paper say's it was one of the gate to get the tidings from Cedar Creek.

"Glory to God! Phil licked 'em! The president has sent him the country's thanks, and the paper say's it was one of the gate to get the tidings from Cedar Creek.

"Glory to God! Phil licked 'em! The president has sent him the country's thanks, and the paper say's it was one of the gate to get the tidings from Cedar Creek.

"Glory to God! Phil licked 'em! The president has sent him the country's thanks, and the paper say's it was one of the gate to get we food! All the paper say and the WHEN YOU HAVE MADE A BAD One of the hardest things a business man is called upon to do is to accept a great loss when he has made a mistake without trying to get his money back by the same means that he lost it. He says to himself, "Well, I am going to keep that thing up long enough to get my money back, and then I'll quit." But as a rule it is a mistake to continue in a thing which your judgment condemns. When you are convinced that you have made a mistake, that you have entered into some business relationship or have gone into something which you the Creed and the Colmers. It is and night prayers, as they are given in our manuals of piety, are seldom recited. Mental prayer is not even so much as thought of; and yet many Catholics complain that they cannot pray—aye, more than that, they do not know how to

hing which your judgment condemns.
When you are convinced that you have made an instake, that you have entered into some business relationship or have gone into something which you should have kept out of, cut it of as quickly as possible.

Many a manufact in a book who to relate the properties of t

writers agree that the ejaculatory form of prayer is most effective. The Litany is a long list of beautiful ejaculations, with a simple "pray for us "at the end of each. I believe that every Catholic boy and girl ought in early years to memorize this Litany of the Blessed Virgin. They will find it the true armor of God in the hour of temptation. So long as they know it, prayer will never be wanting to their lips. It furnishes material for all moods and all spiritual conditions. It tells a story of Catholic faith and love and confidence coming down through the ages, and finding expression in poetical terms of the rarest beauty, as well as of the deepest spirituality. It can be recited anywhere—at work, on the streets, or in the privacy of one's home; and it has an eternal newness and freshness not possessed by many other forms of prayer.

Fathers and mothers ought to see to

LIVE ABOVE THE ALARMS OF TIME

t "O Universe, what thou wishest, I wish!" This was the cry of that most Christian of all pagans, Marcus Aurelius. This perfect faith in the future, this feeling that reason is at the heart of life—this is the thing that gives the poise and the peace that makes possible our nobler work.

It is related that co.

business which he knew practically searched for terms in which to pay tribstearched for terms in which to pay tribstearched for us; should we not nothing of, that he kept putting in more and more until he found that he had over two million dollars in the venture. He had made this money in his own business, which he knew all about, and after he found he had made a mistake in the new venture, when people laughed at him for his failure, his pride was touched and he determined to show them that he could win out even in a business which was foreign to his training.

He said that his experience had taught him two lessons: to keep out of things which he knew nothing about; and when he found he had made a mistake, no matter how great the loss, to take his medicine and quit immediately.

WHY HIS ADVERTISING DID NOT

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when you answer this announcement, as I am going to distribute at least one-hundred-thousand sets of the Dr. Haux famous "Perfect Vision". Spectacles to genuine, bona-fide spectacle-wearers, in the next few weeks—on one easy, simple condition.

I want you to thoroughly try them on your own eyes, no matter how weak they may be; read the finest print in your bible with them on, thread the smallest eyed needle you can get hold of and put them to any test you like in your own home as long as you please.

Then after you have become absolutely and positively convinced that they are really and truly the softest, clearest and best-fitting glasses you have ever had on your eyes and if they honestly make you see just as well as you ever did in your younger days, you can keep the polume(I) pair forever without a cent of pay if you accept my special extraordinary advertising proposition, and

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Won't you help be introduce the wonderful Dr. Haux "Perfect ision" types as a genuine, bona-fide spectacle-wearer (no children reed apply) and want to do me this lavor, write me at once and just say: "Dear Doctor:—Mail me your Perfect Home Eye Tester, absolutely free of charge, also grow handsome 10-karat west." will give your letter my own personal atention. Address:—

DR. HAUX. (Personal). Haux Building.

ST. LOUIS, MO

SURE PURE BAKING POWDER. PURE FOOD BAKING POWDER GOOD

HEALTH-

EVEN THE ALARMS OF THE ALARMS

"Father, did the paper say anyone about John?"

"No, but you know Phil would have sent a dispatch, if anything had happened to John."

John was another son, a private in John was another son, a private in Sheridan's army in the valley.— The Parish Monthly.

CHEERFULNESS

The good English ladies who seek to make good "Roman Protestants" in the City of the Popes continue their work year by year with unabated vigor, says a writer in an exchange. Money is lavished with unsparing hands among the poorest of the poor in Rome, provided they abandon the Church in which they were bandized and consent to step inside

A man who once arose to prominence as an advocate of prohibition reports as a result of his study of the liquor question that the middle classes, who do the world's work, are becoming temperate in the use of liquor. But the idle classes, either poor or rich, are indulging more than ever in the liquor habit. The inference is that idleness is one of the powerful causes of intemperance. The rich man finds time hanging heavily on his hands, and the idle poor find the search for drinks gives them as much



PURE FOOD.

not always understand."
This beautiful prayer for priests frequently said, should do our own souls good as well:
O Jesus, Eternal Priest, keep Thy priests within the shelter of Thy Sacred Heart, where none may touch them.
Keep unstained their anointed hands, which daily touch Thy Sacred Body.
Keep unsulfied their lips, daily purpled with Thy Precious Blood.
Keep pure and earthly their hearts

Keep pure and earthly their hearts sealed with the sublime marks of the

priesthood.

Let Thy holy love surround them, and shield them from the world's contagion.

Bless their labors with abundant fruit, and may the souls to whom they minister the strength of the be their joy and consolation here; and in heaven their beautiful and everlasting crown.—Sacred Heart Review

He who makest known the good ample and virtues of his neighbor, offereth to Jesus most lovely flowers.

He who diminishes the shames and scandals attaching to others, veileth the nakedness of Jesus on the Cross.

IDLENESS AND DRUNKENNESS

A man who once arose to prominence

A ma



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