

## BRIBERY IN RUSSIA.

An incident of the reign of the "Czar-Liberator."

An old and long retired Russian general, a man of the "old school," related the following story by illustration of the official bribery that prevails in Russia, the incident being one within his own personal knowledge:

During the reign of Alexander II, the "czar-liberator," the widow of a distinguished general endeavored to obtain an appointment in a certain ministry for her only son, a young man of superior education and intelligence. The minister promised the widow to reserve the first occurring vacancy in his department. She waited in vain for the fulfillment of the promise and twice repeated her appeal by letter. She learned, too, that in the meantime several vacancies had been filled by other candidates.

The widow then waited upon the emperor and told his majesty of the minister's broken promises and her own keen disappointment, and after a few moments' consideration the czar asked her if she had inclosed a gift of money to the minister with her written application.

"Why, certainly not, your majesty. I should not dare put such an affront upon his excellency."

"Do not trouble yourself about the affront, madame," replied the czar, "but renew your proшение to the minister and inclose £1,000 to him."

"But I have no such sum of money, your majesty," said the widow dolefully.

"Oh, as to that, I will lend you the money, and the minister will no doubt repay me, and you will inform me, please, of the result of your renewed application with the inclosure."

The widow sent her son to the minister with the £1,000 lent by the czar inclosed with a politely written note, the result being that the young man received the desired appointment the same day.

About a week later the minister had just concluded his customary official report to the czar when his majesty observed, "By the way, there is a very intelligent and promising young man, the son of the late General —, for whom you can perhaps find a fairly prospective position in your department."

"But, your majesty," said the minister, "that young man is already in my department, and I should say that he is likely to make a career for himself."

"Tell me, please," quietly asked the czar, "how much did this youth's mother pay you for the appointment?"

The minister was too wily and tactful outwardly to manifest his surprise and chagrin, and he knew, too, that his safety demanded a perfectly candid reply to his sovereign.

"Would your majesty be interested," he said, "to hear what I myself paid for the influence which procured my portfolio from your gracious hands? The total sum was £22,500, and, relatively speaking, I do not think, with all humility, that this lady has paid at all dearly for the prospects of her son."

The minister repaid to the czar the £1,000 and was not unkindly dismissed from the audience, and he also retained his portfolio.—Odessa Cor. London Standard.

## The African Buffalo.

A wounded buffalo is vastly more dangerous when he runs away than when he charges, for in nine cases out of ten after a dash that may be for a few hundred yards or a mile he will revengefully circle back to an interception of his own trail, stand hidden in grass or thicket until his pursuer comes plodding along the trail and then charge upon him. Despite the fierce temper of a lone bull, his savage cunning and his great, charging bulk, I believe him much less dangerous than the lion, for he has far less speed, lacks the lion's poisoned claws and is a much bigger target. This opinion is substantiated by the indisputable fact that at least ten men are killed or mangled by lion to one killed by buffalo.—Edgar Beecher Bronson in Century.

## The Temple of Zeus.

All that remains of the great temple of Zeus, which was 700 years in building, is to be found about 150 yards from the foot of the Acropolis at Athens. The ruins consist of sixteen columns of the Corinthian order, six and one-half feet in diameter and sixty feet high. It was the second largest temple erected by the Greeks, one superior to it in size being the temple of Diana at Ephesus. According to a legend, its foundation was built by Dukalion, the Greek Noah, who from this point witnessed the waters of the flood subside. An opening in the ground is said to be the orifice through which the flood disappeared.

## Result of Rashness.

"Out of a job, are you?" asked the first girl. "Boss catch you flirting?" "No; I caught the boss. Say, what sort of a wedding dress do you think is real swell?"—Philadelphia Ledger.

Assume in adversity a countenance of prosperity and in prosperity moderate thy temper.—Livy.

## HE COULD DRAW.

Artemus Ward on His Own Connection With the Art.

On the occasion of Artemus Ward's professional visit to London, which occurred not long before his death, J. E. Preston, Muddock says in his book, "Pages From an Adventurous Life," that the American humorist's advertisements of his "show" were as full of funny surprises as the lectures themselves. One that tickled the general public was this:

Artemus Ward Delivered Lectures Before All the Crowned Heads of Europe Ever Thought of Delivering Lectures.

And an excerpt from his lecture on "Drawing" is quoted by Mr. Muddock as a particularly delightful bit.

"I haven't distinguished myself as an artist," Ward said in his inimitable way, "but have always been mixed up in art. I have an uncle who takes photographs in his spare moments, and I have a servant who takes everything he can lay his hands on at any moment."

"At a very tender age I could draw on wood. When a mere child I once drew a small cart load of raw turpentine over a wooden bridge. It was a raw morning. The people of the village recognized me. They said it was a raw turpentine drawing. That shows how faithfully I had copied nature. I drew their attention to it, so you see there was a lot of drawing in it."

"The villagers, with the wonderful discernment peculiar to villagers, said I had a future before me. As I was walking backward when I made my drawing I replied that I thought that my future must be behind me."

## Hannibal in Italy.

Hannibal entered northern Italy in the year 218 B. C. and gained during that year the two victories of Metaurus and Trebia, both in Cisalpine Gaul. The next year he advanced farther south and defeated the Romans at Trasymenus, and the year following, having proceeded still farther south, he inflicted upon them the terrible defeat at Cannae, at which time his ascendancy attained its maximum. He remained for thirteen years longer, but gained no more decisive victories. He was finally recalled by the authorities at Carthage, who had never given him anything like a decent support.—New York American.

## All the Difference.

Among the patients in the private ward of a Philadelphia hospital there was recently a testy old millionaire of that city whose case gave his physician considerable difficulty at first.

"Well," asked the crusty patient one morning, "how do you find me now, eh?"

"You're getting on fine," responded the doctor, rubbing his hands with an air of satisfaction. "Your legs are still swollen, but that doesn't trouble me."

"Of course it doesn't!" howled the old man. "And let me tell you this: If your legs were swollen, it wouldn't trouble me either!"—Lippincott's.

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## The Lark's Song.

A writer on "The Wonders of the Spring" says that the volume of sound produced by the skylark is most wonderful. "The lark ascends until it appears no larger than a midge and can with difficulty be seen by the unaided eye, and yet every note of its song will be clearly audible to persons who are fully half a mile from the nest over which the bird utters its song. Moreover, it never ceases to sing for a moment, a feat which seems wonderful to us human beings, who find that a song of six or seven minutes in length, though interspersed with rests and pauses, is more than trying. Yet this bird will pour out a continuous song of nearly twenty minutes in length and all the time has to support itself in the air by the constant use of its wings."

## The Right Word.

"Why do you speak of him as a finished artist?"

"Because he told me he was utterly discouraged and was going to quit the profession. If that doesn't show that he's finished I don't know what does."—Chicago Post.

## The Plain Part of It.

"Did the young man they caught in fraudulent transactions speculate very much?"

"I donno about that, but he stole a lot."—Baltimore American.

## Exercise and Eating.

There can be no exercise without eating. Neither can there be any eating without exercise.—Good Health.

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ABOUT ADVERTISING—NO. 3

How to Write Retail  
Advertising Copy

By Herbert Kaufman.

A skilled layer of mosaics works with small fragments of stone—they fit into more places than the larger chunks.

The skilled advertiser works with small words—they fit into more minds than big phrases.

The simpler the language the greater certainty that it will be understood by the least intelligent reader.

The construction engineer plans his road-bed where there is a minimum of grade—he works along the lines of least resistance.

The advertisement which runs into mountainous style is badly surveyed—all minds are not built for high level thinking.

Advertising must be simple. When it is tricked out with the jewelry and silks of literary expression it looks as much out of place as a ball dress at the breakfast table!

The buying public is only interested in facts. People read advertisements to find out what you have to sell.

The advertiser who can fire the most facts in the shortest time gets the most returns. Blank cartridges make noise but they do not hit—blank talk, however clever, is only wasted space.

You force your salesmen to keep to solid facts—you don't allow them to sell muslin with quotations from Omar or trousers with excerpts from Marie Corelli. You must not tolerate in your printed selling talk anything that you are not willing to countenance in personal salesmanship.

Cut out clever phrases if they are inserted to the sacrifice of clear explanations—write copy as you talk. Only be more brief. Publicity is costlier than conversation—ranging in price downward from \$6.00 a line, talk is not cheap but the most expensive commodity in the world.

Sketch in your ad to the stenographer. Then you will be so busy "saying it" that you will not have time to bother about the gewgaws of writing. Afterwards take the type-written manuscript and cut out every word and every line that can be erased without omitting an important detail. What remains in the end is all that really counted in the beginning.

Cultivate brevity and simplicity. "Savon Francais" may look smarter, but more people will understand "French Soap." Sir Isaac Newton's explanation of gravitation covers six pages, but the schoolboy's terse and homely "What goes up must come down" clinches the whole thing in six words.

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