

HAY'S PREDICTION.

"I Expect to Be Comfortably Dead in 1908," He Wrote.

A very interesting letter referring to President Lincoln just after his first inauguration and written by John Hay is dated Washington, 1861, and says in part:

"If there is anything which more than all causes me to regret the intolerable press of business about the president's office it is the impossibility of answering the letters of my best friends. I have positively not had a moment's leisure since we arrived in this city. The throng of office seekers is absolutely fearful. They come at daybreak and still are coming at midnight.

"You know that in anything I can do you can command me, but you overrate my influence. Mr. Lincoln positively refuses to make any recommendations for positions in the department; he rejects the entreaties even of his most intimate friends and relatives."

In another letter, Washington, Dec 12, no year. Hay says:

"Walter Noyes was appointed on the recommendation of two Rhode Island senators, Burnside and Anthony. I did not pay McKinley's debts. I never called him William in my life, nor did he ever call me John. Our intercourse has always been of the most formal character. I have absolutely no claim on him for myself or friends."

And in another letter Hay writes from Washington:

"I am old, sick and busy, and I have not a moment at my disposition besides what is occupied by my daily tasks. . . . Do not talk about anything so ridiculous as my being a candidate for the presidency. I shall never hold an office after this, and I expect to be comfortably dead by 1908."

As will be recalled, Secretary Hay died July 1, 1905.—New York Times.

A BUCKET OF WATER.

In Right Place When Needed It Will Prevent a Conflagration.

A single bucket of water—even a cupful—thrown on a blaze at its start often does more good than a reservoir full ten minutes later. And yet in not one out of a thousand American homes is a single bucket of water dedicated to fire protection. The only excuses for this negligence are ignorance, carelessness, total disregard of property and life. Poverty may explain the absence of structural protection, but no one who has a home is too poor to afford a bucket of water. Even 25 cents spent for fire pails will measurably increase for years the safety of a house and that of its inmates. And the only attention this very effective fire apparatus will need is an occasional refilling from the pump or tap.

The virtue of the bucket of water kept exclusively for fire purposes is that it is always there when you look for it and always full of water. There is, to be sure, lots of water around the house (except when the pipe or pump has frozen), but by the time one can find a bucket, take it to the tap or pump, wait for it to fill and then take it back to the fire not one bucket but ten are needed. If, however, you can dash into the hall, seize a ready filled bucket and souse the blazing curtain, all within twenty seconds, one bucket generally will be more than enough, as good as a whole fire department and far less destructive than its superfluity of water.

The family that cares anything at all for its belongings should keep at least one bucket of water on a little bracket in the hall on each floor and another bucket in the garret. Down cellar there should be a barrel of water and a bucket not far from the furnace. The water in the garret or cellar may be kept from freezing in cold weather by adding common salt.—Exchange.

Sun "Want" ads. bring results.

VOYLE & VOYLE
REAL ESTATE
 GAINESVILLE, FLA.
 Farms, Dwellings, Lots
 —For Sale—
 LIST YOUR PROPERTY WITH US
 Abstracts of Title Made
 To all Lands in Alachua County
 on short notice.
 Fire Insurance
 —Written in Reliable Companies—

Culinary Courtship.

Janet had molded the domestic affairs of the family with whom she lived for so many years that the news of her intended marriage had much the effect of an earthquake. "Have you and David been engaged long?" ventured the mistress of the household.

"One week when next Sabbath comes," stated Janet briefly.

"And—had you any thought of marrying before that?" asked her mistress.

"Times I had and times I had not," said the imperturbable Janet, "as any person will. But a month ago when I gave David a wee bit of the cake I'd been making and he said to me, 'Janet, have you the recipe firm in your mind, lass, so you could make it if Mrs. Mann's book would be far from your reach?' I knew well the time was drawing short.

"And when," said Janet, closing her eyes at the recollection, "I said to him, 'David, lad, the recipe is copied in a little book of my own,' and I saw the glint in his eye I reckoned 'twould be within the month he'd ask me."

Hippo's Mouth an Impressive Sight.

The hippopotamus is a sort of floating island which inhabits the African rivers. To see a hippopotamus rise out of the water and go away is as disconcerting to the tourist as it would be to see a sand bar get out of the Missouri river and chase a cow. The hippo—life is too short to write his full name—is a big brother of the pig. He weighs five tons, and a gargyle is cute and pretty beside him. He is fat and flabby, covered with a reddish skin adorned with bristles and has a broad, flat head as wide as a dinner table. The mouth of the hippo is another of nature's African extravagances. He has mouth enough to do the eating for a boys' boarding school. His jaws are very flexible, and those who have gazed into the inner works of a hippo when he has opened his vast pink lined mouth, studded here and there with tusks that look like broken off Grecian columns, have been impressed with the sight.—Collier's Weekly.

How Rats Move Eggs.

Strange as the story may appear of rats removing hens' eggs from the bottom to the top of a house by one rat lying on his back and grasping tightly his ovoid burden with his forepaws while his comrades drag him away by the tail, I have no reason, writes a naturalist, to disbelieve it. I have seen two rats accomplish the feat from stair to stair in a farmhouse in Banffshire, the first anxious rodent pushing the egg up on its hind legs and the second assistant lifting it up with its fore legs. It was the best athletic feat I ever witnessed, but it is not out of the common. The rat will extract the contents from a flask of Florence oil, dipping in his long tail and repeating the maneuver until he has consumed all that can be reached.

CASTORIA
 For Infants and Children.
 The Kind You Have Always Bought

Bears the Signature of *Wm. D. Feltner*

In the Interest of Good Eyes.

A noted oculist advises against using the eyes immediately after waking; therefore the habit of many young girls of reading or studying in bed is injurious. It is harmful to use the eyes when sleepy, as it is a great strain upon the muscles. If one must read or write when drowsy, rise occasionally and bathe the eyes with hot or cold water. Remember that a quick change from a dark room to a brilliant light is a strain upon the eyes.—New York Press.

Foley's Honey and Tar not only stops chronic coughs that weaken the constitution and develop into consumption, but heals and strengthens the lungs. It affords comfort and relief in the worst cases of chronic bronchitis, asthma, hay fever and lung trouble. J. W. McCollum & Co.

His Choice.

Bustin Seems—How'd yer like to be one of dese here furrin rulers, Sel! Seldum Shaves—Not me, Bus. I'd a lot rather be a king bum dan a bum king.—Kansas City Times.

It is better to lend than to give. To give employment is better than either.—Talmud.

CAPUDINE for "THAT HEADACHE."

Out last night? Headache and nervous this morning? Hicks' Capudine just the thing to fit you for business. Clear's the head—braces the nerves. Try it. At drug stores.

If you have found anything see if it is advertised in the Want column.

BUSINESS CARDS

DR. GEO. S. WALDO,
 —DENTIST—
 Graham Building, East Main Street N
 Bell Phone 51. Also Long Distance

D. R. EDWARD CLARK
 DENTIST,
 Offices in Graham Building, over
 Saunders & Earle's store. Phone
 No. 356.

DR. DeVERE B. MORRIS,
 . . . DENTIST . . .
 Office over Gainesville National Bank
 Phone 200.

DR. J. H. ALDERMAN,
 DENTIST.
 Office over Dutton & Co's. Bank
 Phone 280, Gainesville, Fla.

W. E. BAKER,
 ATTORNEY-AT-LAW,
 . . SOLICITOR IN CHANCERY . .
 GAINESVILLE, Alachua Co., FLA.,
 Office in Haymans Block.

FERDINAND BAYER,
 ATTORNEY AT LAW,
 GAINESVILLE, . . . FLORIDA.
 Own sell your city property, (improved and unimproved), phosphate, tramping and farming lands. Send him a list of what you offer for sale. 2143m

J. A. CARLISLE,
 ATTORNEY AT LAW
 And Solicitor in Equity
 Real Estate, Conveyancing and General Practice. All business promptly attended to. Office next door to Sun office. GAINESVILLE, FLORIDA.

FRANK CLARK, THOS W. FIELDING
CLARK & FIELDING
 LAWYERS
 Practice in all Courts, State and Federal.
 Offices Over Gainesville National Bank, Gainesville, Florida.

IT'S FRESH EVERY DAY!

The Bread, Pie and Cake you eat should be nutritious. The finest flour, mixed with pure rich milk and baked in the "purity fashion," make our goods the most delicious it is possible to produce.

KEYSTONE BAKERY
 Phone 165. R. T. Schafer, Prop

Miss N. Norton

Novelties, Books, Stationery
 Souvenirs, Sheet Pictures
 and Picture Frames

206 East Liberty Street,
 GAINESVILLE, . . . FLORIDA

T. F. THOMAS
UNDERTAKING CO.
 FULL LINE OF
 NEW GOODS...
 AGENTS FOR
 MONUMENTS, TOMBSTONES
 and IRON FENCES,
 See our samples.
 Personal attention to all matters in this line. Mail and telegraph orders promptly attended to.
 Gainesville, Florida.

ABOUT ADVERTISING—NO. 10

The Man Who Retreats Before His Defeat!

By Herbert Kaufman.

Advertising isn't magic. There is no element of the black art about it. In its best and highest form it is plain talk, sane talk—selling talk. Its results are in proportion to the merit of the subject advertised and the ability with which the advertising is done.

There are two great enemies to advertising profit, and both of them are caused by ignorance of the real functions and workings of publicity.

The one is to advertise promises which will not be fulfilled, because all that advertising can do when it accomplishes most is to influence the reader of your copy to investigate your claims.

If you promise the earth and deliver the moon advertising will not pay you.

If you draw men and women to your store on pretense and fail to make good, advertising will have harmed you because it has only drawn attention to the fact that you are to be avoided.

It is as unjust to charge advertising with failure under these conditions as it would be for your neighbor to rob a bank and find yourself indicted for his misdeed. In brief, advertised dishonesty is even more profitless than unexploited deception.

The other great error in advertising is to expect more out of advertising than there is in it.

Advertising is seed which a merchant plants in the confidence of the community. He must allow time for it to grow. Every successful advertiser has to be patient. The time that it takes to arrive at results rests entirely with the ability and determination you display in the effort. But you cannot turn back when you have traveled half way and declare that the path is wrong.

You can't advertise for a week and because your store isn't crowded say it hasn't paid you. It takes a certain period to attract the attention of readers. Everybody doesn't see what you print the first time it appears. More will notice your copy the second day, a great many more at the end of a month.

You cannot expect to win the confidence of the community to the same degree that other men have obtained it without taking pretty much the same length of time that they did. But you can cut short the period between your introduction to your reader and his introduction to your counters by spending more effort in preparing your copy and displaying a greater amount of convincingness.

You mustn't act like the little girl who planted a garden and came out the next day expecting to find it in full bloom. Her father had to explain to her that plans require roots and that, although she could not see what was going on, the seeds were doing their most important work just before the flowers showed above ground.

So advertising is doing its most important work before the big results eventuate, and to abandon the money which has been invested just before results arrive is not only foolish but childish. It would be just as logical for a farmer to abandon his fields because he could not harvest his corn a week after he planted it.

Advertising does not require faith—merely common sense. If it is begun in doubt and deserted before normal results can be reasonably looked for, the fault does not lie with the newspaper or with publicity—it rests entirely upon the head of the coward who retreated before he was defeated.

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"That Which Is Worth Having Is Worth Advertising For"
 The old adage that what is worth having is worth advertising for is still true—true of the more intricate life of today.
 The thing you want—whether it is a used piano or a home, whether it is a ready-made business or a lost pocket-book—is obtained readily through advertising, and with difficulty, or not at all, through other means.

THE SUN "WANT" ADS. BRING RESULTS