

Has It Ever Occurred To You? That there are two direct results from advertising? One is the confidence of the people with a resultant trade, and the other, is a distrust with a lack of trade.

WE have never yet advertised, and put before you, any article that was not just what it should be, and the result has been that our trade has ever been on the increase.

CLOTHING

Unless properly made, is simply a sack for your body, but our clothing. The "EFF-EFF" Brand is more than that. It combines good material and honest workmanship, and you will find that with ordinary care it will last you more than one season. There is a shape to it that conforms to the body and there is none better than the "EFF-EFF" brand of Clothing.

Stetson Hats. Seasonable Underwear. Caps.
 Boy's Suits. Clothing of all kinds for men of all the walks of life.

"The House That Treats You Right."

H. B. MASTERS, — — — OCALA FLA.

THE "GLORY SONG."

A London Choir Rehearses the Famous Revival Hymn.

Strenuous revival efforts are now being made all over the world.

Ocala began revival services last Sunday night, and day and night have continued them all the week, and they will run through all next week.

Jacksonville is making a still bigger effort in the same direction, and some of the biggest preachers in the country are taking part in them.

The biggest effort at a revival perhaps in the history of the world will soon be started in London by Dr. R. A. Torrey and Charles Alexander. They will be aided by a choir of 3,000 voices. The rehearsal was held in Albert Hall Friday. For over two hours the vast hall rang with the stirring revival songs which are to rouse London.

Nearly 200 hymns are to be learned within the next month, but the choir has mastered the battle hymn of the revival—the "Glory Song"—that reached the heart of Lancashire in a single night.

Again and again the choir sang the haunting refrain:

Oh, that will be glory for me, glory for me, glory for me.
 When, by His grace, I shall look on His face.
 That will be glory, be glory for me.

The words of the curious marching song have been sung before in England at camp meetings in the days when the wave of Methodism spread through the country. The following are the first two verses:

When all my labors and trials are o'er,
 And I am safe on that beautiful shore,
 Just to be near the dear Lord I adore
 Will, through the ages, be glory for me.
 When, by the gift of His infinite grace,
 I am accorded in heaven a place,
 Just to be there, to look on His face,
 Will, through the ages, be glory for me.

In the Albert Hall, on February 4, ten thousand Londoners will sing the ringing chorus, and not till then will it be known whether the heart

of London responds to the "Glory Song."

The arrangements for next month's organized awakening are in the hands of the Evangelical Free Church Council, and they will be on a scale of unparalleled magnitude.

Although much of the work is of a voluntary character, over £20,000 will be required to cover the cost of the revival. More than £17,000 of this amount has already been subscribed.

A house-to-house visitation of the West End will be a notable feature of the occasion.

Attention Cattle Growers.

The adjourned meeting of the Southern Livestock Growers' Association will be held in Tampa, Wednesday, February 1st. The Tampa Bay Casino has been secured for the sittings of the association, and the leading citizens and board of trade of Tampa are making preparations to give the visitors a royal welcome. Every cattle breeder, whether a member of the association or not, is cordially invited to attend and take part in the deliberations.

It is hoped to arrive at methods by which the raising of cattle in this section can be made more profitable, and the discussions all be of much value to every one interested.

Snide Lights

As the waters of the Red sea closed over Pharaoh's chariot, the perishing monarch was heard to exclaim in a voice charged with regret:

"Alas, what a mistake I made in riding in a chariot instead of on the water wagon."

It was New Year's eve. Tennyson had just written the line, destined to become celebrated:

"Ring out, wild bells."

In those days it had not occurred to people to celebrate the glad New Year with tin horns.—Chicago Journal.

SISTER SHE THOUGHT DEAD APPEARS IN VISION, ALIVE.

Dream so Vivid That Los Angeles Woman Begins Search for Loved One She Hadn't Seen in 20 Years.

Los Angeles, Jan. 17.—A dream, in which she saw her sister, supposed for many years to be dead, alive and happy, has set Mrs. S. C. Hoagland, of No 1,128 south Flower street, upon a systematic search for the missing relative.

In the vision Mrs. Robert Wathem, the lost sister, appeared living in Ocala, Fla. Mrs. Hoagland's inquiries so far have been limited to inquiries addressed to the postmaster and newspapers there, but so strong is her faith in her dream that if these fail her she may make the trip there in order to conduct personal inquiries.

Mrs. Hoagland declares that in her dream her sister appeared as plainly as if both the women had been standing in the same room.

"I am thoroughly convinced she is alive, and I am going to find her if I possibly can," said Mrs. Hoagland.

Mrs. Hoagland last saw her sister about twenty years ago, in Elizabethtown, Ky. While there Mrs. Wathem departed with her husband, a civil engineer, for the west, where Wathem had been promised employment on a mountain railroad survey. A short time afterward Mrs. Hoagland's mother died, and she moved to Kansas and thence to Los Angeles.

Mrs. Rachel Roess and Miss Lillian Roess, of Oil City, Pennsylvania, mother and sister of Mr. M. J. Roess, of Cornell, arrived in Ocala Sunday afternoon and will remain here for the rest of the winter. At present they are guests at the Ocala House. Mr. Roess went up as far Richmond to meet his mother and sister and accompanied them to Ocala.

LIVE OAK VS. OCALA.

Go to Ocala, for instance, and the moment you step off the train you are impressed with the idea that Ocala is a young city with push, enterprise and prosperity, and yet, as a matter of fact, Live Oak is twice the better town than Ocala; if it had not been it would never have made the growth it has made. With its push and enterprise Ocala has gone ahead and the improvements it has today, or many of them, it has had for many years. Six or eight years ago the streets in the business portion of Ocala were paved, and nicely paved, too. Eight or ten years ago Ocala had a fire company, and that company had horses and wagons with fire fighting facilities. If Live Oak had possessed such enterprise what might not the Live Oak of today be? Certainly much larger than it is now.—Live Oak Crescent.

Live Oak is as old as Ocala. It enjoyed railroad facilities many years prior to Ocala, and has been spared the awful calamities that have fallen upon Ocala.

But with a stout heart Ocala has triumphed over her misfortunes, and today is more prosperous and on a firmer foundation than she ever was before.

She has just completed six new store buildings; is now erecting the largest iron and machine works in the state; has built within the year quite a number of handsome residences; supports three banks and two daily newspapers, and will soon have as fine telephone and electric light service as there is in the state.

If given equal freight rates Ocala will make the fight to become the Atlanta of Florida.

Mr. R. L. Barnes, of Ocala, paid the News office a brief, but pleasant call yesterday. He is down here on a prospecting tour. He is going to build a large tourists hotel somewhere in this state, soon, and seemed to be very favorably impressed with our town. We trust he will decide to locate his hostelry in Crystal River. There is a fine opening here for a resort of this kind. And as for fish and game, this part of the country can't be equaled in Florida.—Crystal River News.

BY SPECIAL REQUEST

Dr. Goldstein Returns Here Jan. 29, and Will Remain a Few Days Longer.



It is our specialty to fit glasses in such a manner that they relieve the eye strain perfectly; fitting the eye with ease and comfort, thus preserving the eye. In examining the eye only the latest and most improved methods and instruments are used.

Physicians especially are invited to call and investigate our methods of correcting errors of refraction. Many cases of headache, neuralgia, nervousness, irritability, insomnia, vertigo, nervous prostration and the seeming stupidity of children are often due to defective vision caused by an abnormal curvature of the cornea or crystalline lens or to an irregularity of the refracting media of the eye, and are relieved at once upon the application of the proper glasses. Ninety per cent of the people over 40 years of age need glasses, and 50 per cent of the 90 need them for distance.

Glasses are not always given to improve eye sight, but to relieve undue strains; in short to assist nature. Thousands of eyes are ruined yearly. Seven persons out of ten have neither eyes alike, and one out of twenty Astigmatism; hence the necessity of testing each eye separately. Special attention is given to any inequality that may exist between the refraction of the eye.

Optical science has made rapid advances within the past few years the correct adoption of spectacle, has become a distinct profession. The optician who thoroughly understands his business realizes fully that in adjusting glasses for his customers he is treating with a most delicate and precious organ, where the slightest error may result seriously, while if he does his work well, he not only gives comfort and ease to his patrons, but in many instances restores the sight.

Special care should be taken in selecting the first pair of spectacles, nor should it be attempted without the aid of a responsible optician. It is most important that the lenses should be accurately centered and of the best quality and the frames so made that the wearer looks directly through the center. Glasses nicely fitted to the face become an ornament as well as a necessity.

Fitting children with spectacles a specialty.

Parents do not neglect your children's eyes. Difficult cases solicited. All questions in regard to the eyes cheerfully answered.

CONSULTATION AND EXAMINATION FREE.

Office hours from 10 a. m. to 3 p. m. at the Ocala House.

ANNOUNCEMENT!!

I offer my entire stock of **MILLINERY FOR SALE** For 30 Days.

And if not sold in that time will open for Easter and the Spring trade the finest line of goods in Ladies' Elegant Dress Hats ever offered for sale in Ocala, and prices lower than ever. I am going to sell out my business but will sell goods of my usual Style and Pattern until I do. The best of the finest markets of the world afford are mine to select from.

Be sure you will get the best if I sell until Easter. Preferring to sell out, but willing to continue if I must. I am, Respectfully,
 Mrs. L. T. Tompkins.

Jerry Burnett, Merchant Tailoring.
 Ocala, Florida.

Finest Imported and Domestic Cloths... Cutting a Specialty Fits Guaranteed.

Study at Home Utilize your spare time of evening getting a better education. Learn more, and you earn more. With the Tablet Home Study Lessons you need not leave home or employment to learn Bookkeeping, Arithmetic, Algebra, Geometry, Grammar, Rhetoric, Literature, History, Physics, Latin, etc. Teachers added to pass examinations. 8 yrs. experience. Circulars sent. Address: L. T. Tompkins, Publisher, Fla.