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**COMMERCIAL BANK,**  
OCALA, FLA.

**Our Best Attention**

Everything of a banking nature entrusted to our care receives our best attention. We shall be glad to have a share of your business.

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**McIVER & MacKAY**

DEALERS IN

**FURNITURE AND HOUSEHOLD GOODS**

Furniture, Stoves, China, Crockery, Lamps, Rugs, Carpets, Matings, Linoleums, Blankets, Comforts, Table and Bed Linen, Pictures, Portiere and Lace Curtains.

Harness Saddles, Trunks, Suit Cases and Satchels

BUILDING MATERIAL

Pls, Lime, Sewer and Flue Pipe, Lath, Shingles and Cement.

Wagons, Carriages, Buggies, Undertaker's Goods.

**CONTRACTORS AND BUILDERS**

Call on or write us for prices

**McIver & MacKay**

OCALA, FLORIDA

**Pure Food Meat Market**

Hugo Russell Proprietor

Wholesale and Retail Dealer in

**FRESH AND SMOKED FLORIDA AND WESTERN MEATS**

A Complete Stock of Meats of All kinds on Hand at All Times

STALLS 1 & 3, CITY MARKET

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**THOMASVILLE Business College**

Thomasville, Georgia

This school secures the best positions for its graduates. Open all the year.

**ENTER NOW!**

ANSON W. BALL, President

**PURE WHITE SAND**

For Cement Sidewalk Construction and Building Purposes, see

B. H. SEYMOUR

**ADS THAT ARE FULL OF HUMAN NATURE**

Human nature is seen in many guises, but particularly is its originality shown in the unique advertisements inserted in newspapers and magazines from time to time. American advertisements especially are to the point, and are no respecters of persons or place.

This advertisement was painted on numerous graveyard fences in New York State: "Use Jones' bottled ale if you would keep out of here."

An old New York upholstery firm used this advertisement for a number of years:

"Our parlor furniture is elegant.  
"Our bedroom furniture is rich.  
"Our mattresses are downy.  
"Our coffins are comfortable."

A Long Island school master once notified his pupils that vacation was almost over by inserting this notice in the papers:

"Flushing Institute. Dear Boys—Trouble begins September 15." This notice appeared in the "want" column of a Baltimore paper sometime in the early seventies:

"Ann Hempy desires employment. Can make trousers and scrub floors, clean windows, makes the best of pies and cakes, and washes dead bodies."

Another amusing advertisement is this: "Wanted—A professor to come twice a week to the house of a religious family in order to reform the pronunciation of a parrot."

An eccentric and very wealthy spinster inserted this notice in a New York newspaper:

**Medical Man Wanted**

"A lady going abroad would give a medical man \$500 a year to look after a favorite Spanish poodle during her absence."

There have been many queer advertisements published in England since the custom was first started.

A country clergyman, whose parish was very poor, was very desirous of procuring hymn books for his congregation, but he could not afford to buy them. One day he received a letter from a business firm offering to give him the desired hymn books if he would not object to advertisements being inserted in them. The clergyman was delighted and thankfully accepted the offer.

Some time after the books arrived, and he was agreeably surprised to find that the advertisements had been omitted from the back of the book. The following Sunday the hymn books were distributed among the congregation. Toward the end of the service, to the clergyman's horror, the choir sang lustily:

"Hark, the herald angels sing,  
Beechman's Pills are just the thing,  
Peace on earth and mercy mild,  
Two for man and one for child."

People who have grasping and disagreeable landlords will have a fellow feeling with the Englishman who published this advertisement:

"Wanted, immediately, to enable me to leave the house which I have for the last five years inhabited in the same plight and condition in which I found it, 500 live rats, for which I will gladly pay the sum of five pounds sterling. N. B.—The rats must be full grown and no cripples."

**An Ideal Chaperone**

This advertisement was published in the Morning Herald, 1823, and it is extremely unlikely that many applicants applied for the situation:

"Wanted, for the ensuing London season campaign, a chaperone who will undertake the charge of two young ladies now making their entree into fashionable life. She must possess a constitution impervious to fatigue and heat, and be perfectly independent of sleep; au fait at the mysteries of whist and casino, and always be ready to undertake a round game, with a supper appetite of the most moderate description. Any personal charms which might interfere with her acting as a foil to her charges will be deemed inadmissible, and she must be totally divested of matrimonial pretensions on her own account. Address to Louisa, Twopenny Postoffice, Great Mary-le-bow street. N. B.—No widow need apply."

There are some simple souls who with the best intentions in the world, defeat their own ends by publishing advertisements, which are, to say the least, distinctly ambiguous. For instance:

"Babies taken and finished in ten minutes by country photographer."  
"Two young ladies want washing."  
"Teeth extracted with great pains."  
"A house for a family in good repair."  
"Buggy blankets for sale cheap."  
"Babies after taking one bottle of my soothing syrup will never cry any more."  
"No person having once tried one of my airtight coffins will ever use another."

This unfortunate advertisement was painted on some fences in Berkshire: "Use Dr. Prior's Cough Balsam," and just below it, on the same board, appeared this: "Buy your gravestones in Pittsfield."

This advertisement certainly has a Darwinian flavor:

"For Sale—An excellent young horse, would suit any timid young lady or gentleman with a long silver tail."

**Joke on College Chapel Door**

A former President of Trinity College, on going to prayers one morning, was surprised to find a sign over the chapel door, which was inscribed in capital letters: "To Providence and Way Stations." Some students had taken it from the railway station and

hung it there, to the great scandal of the neighborhood.

An enterprising furrier advertised that for such ladies as desired genuine furs, he would make muffs, boas, etc., out of their own skins.

The advertisements of the Irish are inimitable. A handbill in Dublin announcing a public meeting in that city stated that:

"The ladies, without distinction of sex, are invited to attend."

P. T. Barnum, the showman, thoroughly understood the art of advertising, and he turned every possible circumstance to his own account. This is an amusing illustration of his ingenuity:

To an able-bodied beggar who was willing to work, after dressing him in a theatrical uniform, he gave five common bricks, telling him to go and lay one on the sidewalk at the corner of Broadway and Ann street, another close by the museum, a third diagonally across the way at the corner of Broadway and Vesey street, by the Astor House, the fourth on the sidewalk in front of St. Paul's church, opposite; then, with the fifth brick in his hand, to walk rapidly from one point to the other, and make the circuit, exchanging his brick at every point, and speaking to no one.

**Drew a Great Crowd**

The man placed his bricks and began his round. Half an hour afterward at least 500 persons were watching his mysterious movements. He had assumed a military step and bearing, and made no response whatever to the constant inquiries as to the object of his singular conduct.

At the end of the first hour the sidewalks in the vicinity were packed with people, all anxious to solve the mystery. Then the man, as directed, went into the museum, stayed in the building 15 minutes, and then resumed his round. This was repeated every hour until sundown, and whenever the man entered the museum 20 or more people would buy tickets and follow him, hoping to gratify their curiosity in regard to the purpose of his movements. Finally the police complained that the crowds obstructed the sidewalks, so the brick man" was dismissed.

Advertising has always been used to benefit music halls and theaters. One theatrical manager in Vienna advertised for 5,000 cats. Four hours after the notice appeared the streets leading to the theatre were blocked with men, women and children, carrying all varieties of cats.

The manager bought the cats and then he and his assistants attached labels to them, announcing the first performance of a grand pantomime the following week. Then they turned the cats loose in the streets.

Some years later a melodrama, "The Mystery of a Hansom Cab" was being acted in London. The manager wished to advertise it, so he hired 50 hansom cabs, put a dummy figure of a man in a dress suit with blood-spattered shirt front in each cab, and instructed the cabmen to drive in every section of London.

It worked only too well; women and children fainted, and some were even thrown into convulsions at the gruesome spectacle. For two days London was demoralized, and then the theatrical manager was haled into court as a disturber of the public peace. Altogether he got all the free advertising he wanted.—Washington Post.

**COMFORTING WORDS**

Many a Florida Household Will Find Them So

To have the pain and aches of a bad back removed; to be entirely free from annoying, dangerous urinary disorders is enough to make any kidney sufferer grateful. To tell how this great change can be brought about will prove comforting to hundreds of Florida readers.

A. Oerting, seaman, of 419 L. St., Pensacola, Fla., tells how to do it. He says: "From experience with Doan's Kidney Pills I can strongly recommend them to anyone in need of a good medicine for the kidneys. Kidney complaint and backache caused me suffering at intervals for years. The first or second attack I did not mind, but as time went by they grew worse and at times laid me up, I could hardly walk and it was a difficult matter to straighten after stooping while the kidney secretions were irregular and unnatural. Doan's Kidney Pills cured me. From personal experience I know that this remedy can be depended upon to fulfill the representations made for it."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States. Remember the name—Doan's—and take no other.

**CAN WE STAND IT TILL THEN?**

Washington, April 16.—Representative Watson, of Indiana, announced yesterday, after a conference with the president, that Congress would adjourn about May 15th.

**THE JUMPING OFF PLACE**

"Consumption had me in its grasp; and I had almost reached the jumping off place when I was advised to try Dr. King's New Discovery; and I want to say right now, it saved my life. Improvement began with the first bottle, and after taking one dozen bottles I was a well and happy man again," says George Moore, of Grimesland, N. C. As a remedy for coughs and colds and healer of lungs, sore lungs and for preventing pneumonia New Discovery is supreme. 50c and \$1 at all drugstores. Trial bottle free.

**Veterinary Surgeon**

Office opposite Tompkins Livery Stable

E. P. GUERRANT, V.S.

C. J. PHILLIPS Contractor and Builder.

Plans and Specifications Furnished Upon Request

129 South Third Street, Ocala, Fla. Phone 301

**ICE**

Best Quality Prompt Service Lowest Price

Buy from the BLUE WAGONS Ocala Ice and Packing Co. MEFFERT & TAYLOR Phone 34

**THE UNION CENTRAL LIFE INSURANCE CO.**

Leaders in all DIVIDEND EARNINGS

Represented in Ocala by M. D. WILSON

**WOOD**

A Big Load for \$1 CASH B. H. SEYMOUR Phone 185

**OCALA PRESSING CLUB**

JOHN F. WILLIAMSON, Proprietor.

Rates reasonable—All goods pressed and Cleaned on Short Notice and Delivered Promptly.

All transient work not called for within thirty days will be sold for charges.



**FRIEND TO FRIEND.**

The personal recommendations of people who have been cured of coughs and colds by Chamberlain's Cough Remedy have done more than all else to make it a staple article of trade and commerce over a large part of the civilized world.