ST. JOSEPH'S COLLEGE.

The Corner Stone of Lefebvre Memorial Hall Laid With Appropriate Ceremony.

Speeches by Judge Landry, Supt. Inch, Dr. Allison, Dr. Belliveau

H. A. Powell, M. P., Hon. Mr. Emmerson and G. W. Cook of Amherst.

Memramcook, July 7.—Tomorrow's gathering at St. Joseph's college, when the corner stone of a new building in memory of the founder of the college will be laid with appropriate ceremonial, bids fair to be the largest and most representative assembly of the Acadian French ever held in the maritime provinces, while the event itself will constitute an important page in the educational records of New Brunswick. While due prominence has been given to the special nature of the festival, the makers of the day's programme, feeling that it possesses another and a lighter side, have made very careful preparations for the amusement and enjoyment of the masses, concluding at night with a grand illumination of the entire grounds.

The ceremonies proper will be opened at 2.30 p. m. by Mr. Justice Landry and in default of the presence of a bishop of the church, the corner stone will be blessed by Rev. F. X. Cormier, the oldest clerical graduate of the college. There will be several short addresses by Dr. Inch, superintendent of education; Dr. Belliveau of Shediac; Chas. S. Hickman of Dorchester; Geo. V. McInerney, M. P. for Kent, and others, but the orator of the occasion will be the Very Rev. Dr. Matthieu of Laval university, who will of course speak in the French tongue.

The ceremony of blessing the corner stone is quite simple. Two hymns will be sung by the assembled Acadians, one before and one after the blessing.

The blessing concluded, it is proposed to allow the assistants and others to ascend the platform at the southeastern corner of the building and to strike the stone with the silver hammer used in the ceremony at the same time placing whatever contributions they may desire to make towards the completion of the memorial edifice.

The absence of several gentlemen invited to speak, among them H. A. Powell, M. P., who is now in Ottawa, has necessitated several alterations in that part of the programme, but it is intended to give all on whom the populace call, a chance to be heard, the only restriction being time limit of ten minutes.

LEFEBVRE MEMORIAL HALL.

Your correspondent called upon Rev. Fr. A. D. Cormier this morning for the purpose of ascertaining the particulars concerning the Lefebvre memorial hall.

The rev. father said: The alumni of St. Joseph's are determined to rush the work through rapidly. The hall is to be built of yellow olive stone, which is to be obtained from the Caledonia quarry. This stone was much the fashion in New York years ago, and many of the magnificent buildings of Wall street are built of it.

It was by the merest accident that we came upon this stone, and we were surprised to find it in so large a quantity, as there had been none found in this country for years. We have all the stone on the grounds.

The hall is to be seventy-nine feet by fifty-five, and two stories high. The first floor will be divided into four rooms, two of which will be used as museums, while the others are to be used as laboratories.

The second floor will be used as an opera house, and will have a seating capacity of 800 or 900 persons, including the galleries, which will be reserved for the students and faculty. The walls and ceiling of both flats will be of metal, thus rendering the entire building fire-proof.

We intend to spare nothing in order to make the hall one of the finest buildings in the province. It will be heated with hot air ,and lit by electricity, and the ceiling will be painted in the most beautiful and elaborate designs. A large statue of the founder of St. Joseph's (Rev. Fr. Fefebvre) is to be on a high prominence over the main entrance. We are uncertain as to the time the hall will be completed, as it depends upon the success of the alumni in receiving subscriptions. We have already enough subscribed to complete the outside of the building, and we depend on the generosity of the admirers of Fr. Lefebvre for the rest.

(From a member of the Sun staff.)

Memramcook, July 8.—Glorious weather favored the Lefebvre memorial festivities at St. Joseph's today, and at this writing the grounds are filled with a vast multitude, gathered together from all parts of this province and adjacent sections of Nova Scotia and Prince Edward Island. A more delightful spot for such a gathering could not be conceived. The college buildings are picturesquely situated on an eminence overlooking Memramcook valley, and command an extensive view of one of the most charming landscapes to be found in the maritime provinces. St. Joseph's is but twenty miles from Moncton and within a mile of the institution is the Intercolonial station of College Bridge, 112 miles from St. John and 165 miles from Halifax.

Walking up the planked pathway from the station to the hill, the scene that greeted the eye was one of exceeding pastoral beauty. Swayed by a smart breeze that tempered the heat of the sun, the tall marsh grass rose and fell like ocean billows, while the hillside fields, soon to be covered with ripening grain, presented an assortment of shades of living green that would defy the skill of the painter to reproduce. Half hidden in trees on the summit stood the buildings of St. Joseph, to the right being the rising walls of memorial hall, with the tri color of France floating from its summit.

That Father Lefebvre was a teacher as well as a preacher was forcibly impressed by the very arrangement of the buildings. Instead of the church crowning the hill, as the poet always has it, it was well down towards the base, the place of honor being given to the institutions of learning. And still more significant evidence of the practical side of his teaching is to be found in the presence, hard by the church, of a large co-operative dairy of the latest type, that has already established for its products a high reputation. But although subordinated so far as its site goes to the college buildings, the church is an imposing edifice and is the largest in the province outside of St. John.

Once in the grounds the buildings take a second place, for the eye is constantly filled with a charming picture. Thousands upon thousands of people in holiday attire are here gathered together, enjoying themselves as heartily as children on a holiday. It is none of your stolid English crowds. All is life, gaiety and motion. The ladies are conspicuous in colors that their English sisters would hardly dare to assume, but they wear them becomingly, and with that taste which bespeaks their French origin. Luxuriant dark tresses and cheeks crimsoned with the hue of health can carry off a wardrobe that would overshadow more fragile city belles.

A large merry go round is the centre of a jolly crowd; shooting and bowling alleys and such like attractions are appealing with much success to the pockets of the young men, and then the bazaar is drawing its hundreds of purchasers who cannot resist the tempting array of needle and fancy work displayed before their eyes. Turn which way one will there is something to feast upon, yet no man need spend a penny involuntarily. The roliciting of patronage is not heard, save the stentorian announcements of the merry go round men and the touters for athletic sports.

The first question that rushes to one's lips is, Why have these people assembled here today and

WHO WAS FATHER LEFEBVRE?

Here is what your correspondent has gathered about him:

Father Lefebvre, whose death took place at Memramcook in the latter part of January, 1895, was emphatically a man with a mission, who filled for three decades an important, though not particularly prominent, place in the educational history of New Brunswick. He was the apostle of the Acadians, who have solid reason for holding his memory in everlasting remembrance. Camille Lefebvre was born February 14th, 1832, in the parish of St. Phillipe, province of Quebec. The son of a well-to-do Canalan farmer, he received a sound and liberal education. After some years' attendance at the parochial school in St. Phillipe, he entered the Sulpician college at Montreal, and later St. Laurent college, at that time a young institution conducted by the Fathers of Holy Cross, a religious Congregation imported to Canada from France about 1847. A few years at St. Laurent fixed his future career, and he entered the Congregation of Holy Cross, being the first Canadian cleric to enter its ranks. Soon after his ordination in 1855, he was appointed vicar of St. Eustache, Quebec province. The exceptional oratorical abilities of the young priest speedily brought him into prominence in ecclesiastical circles, and he was in frequent request as a preacher of retreats and missions throughout the diocese of St. Hyacinthe. After nine years in this sphere of labor, he began his real mission.

In 1864 the Fathers of the Holy Cross were invited by His Lordship Bishop Sweeny to accept charge of the Acadian parish of Memramcook, and to establish a school or academy. In response to this invitation came Father Lefebvre with one or two companions. To form an adequate idea of Father Lefebvre's labors in that field, it is necessary to bear in mind the condition of the Acadians at the date of his arrival among them. It is no reproach to say that they were submerged in the slough of ignorance. "The greatest misfortune of the Acadians," says that learned Canadian author, the Abbe H. R. Casgrain, "was not their dispersion, but the almost complete abandonment in which they were left for nearly a century. During that whole sad period they had, practically, no means of education."

Thirty-five years ago the Acadians of New Brunswick, except in a few isolated cases, had no representatives in the liberal professions, in the civil service, or in commerce. Politically they were without leaders and without influence. In agriculture and in architecture their methods were for the most part primitive rather than scientific. What wonder, then, that they were looked upon by their more favored Anglo-Saxon fellow-countrymen as an inferior race?

The lack of instruction was the basic cause of their weakness, and the new pastor of Memramcook at once began to apply the remedy—education. A very few months after his arrival in the parish, he prepared a medium-sized wooden building, organized a teaching staff, and on October 10th, 1864, opened St. Joseph's college. Little importance was attached, at that time, by the masse, to the establishment of a boarding and day school, in which were gathered scarcely a score of pupils, but it was the beginning of one of the most flourishing and most useful educational institutions in the maritime provinces today

As French and English students began to frequent its hall, the old buildings had to be enlarged, then new ones erected, till the little academy of 1864 became the splendidly equipped college of 1896 And what a mighty factor has St Joseph's been in placing the Acadians of New Brunswick in the position they occupy at present! To no one man does so much of the glory of this race rebound than to Father Camille Fefebvre But it was not alone as the founder and president of St. Joseph's that he contributed to the well-being of his chosen people. An orator of universal excellence, he traversed Acadia from Madawaska to Cape Breton, preaching missions, retreats and jubilees, and while exhorting the masses to spiritual advancement, he never failed to indicate the means they should adopt in order to ensure their temporal welfare and prosperity. He persistently raised his voice against the emigration of young men to the United States, advising them to settle rather on the crown lands, and so provide themselves in a few years with a permanent independence.

Of his eminence as a public speaker, a writer well qualified to speak has said: "Dowered with all the physical and moral advantages that enhance the external grace of an orator, he possessed in addition the vivid sympathy, the fire and earnestness that render speech more truly eloquent. A little above the medium height, and of generous build, his exterior was noble and imposing without suggestion, however, of coldness or haughtiness. His physiognomy revealed a powerful intellect and abundant force of character. A rich, full, orotund voice that could run at will the gamut of the passions; graceful and frequent gesture; an inexhaustible vocabulary; pure and elegant diction; a luxurious imagination, controlled by a sound judgment—these are some of the qualities that enabled Father Lefebvre to take first rank among the orators of the country."

A hero in the truest sense of the term, he poured out his life unselfishly in the cause of religion and education, regenerating a people whom Longfellow had led the world to believe were almost extinct.

JUDGE LANDRY'S

estimate of Father Lefebvre's labors is more personal in its application. At a recent meeting in St. John, before representatives of the Branch of the C. M. B. A. and other Catholic societies, he said:

"Some years ago, on the occasion of Parnell's visit to the United States, Wendell Phillips delivered an address in the Boston Music Hall on the Cause of Ireland. Among other things he said: 'Just as my Lord Bacon, three hundred years in his grave, may lay one hand on the telegraph and the other on the steam engine and say these are mine, for I taught you to invent; so O'Connell may say of the success already achieved by the home rule movement, this victory is mine, for I taught you the method and gave you the tools.' And so in a sense quite as intelligible as that in which Phillips spoke of O'Connell, I say of Father Lefebvre that not only did he, not less certainly, if less directly than other agents, place Richard and his eight or nine French Catholic colleagues in the provincial parliament, Poirier in the senate, and Landy on the supreme court bench, but through the inevitable outcome of the Catholic educational movement which he inaugurated here in New Brunswick, he made possible Ritchie's accession to the police magistracy of St. John, put McInerney in the commons and Costigan in the cabinet."

ST. JOSEPH'S COLLEGE.

This institution is conducted by the Fathers of the Congregation of the Holy Cross. Founded in 1864, it was incorporated with power to confer degrees by an act of the New Brunswick legislature in 1864.

Located in the centre of an agricultural settlement, the college possesses, in its retired position, an advantage which discriminating parents will readily appreciate. Apart from the sanitary benefits afforded—pure country air, extensive grounds for field sports, etc.—this comparative seclusion from the outer world is especially conducive to serious application to study. Removed from the diverting influences of town or city life, the zealous student gives his uninterrupted attention to his classes; and even the most careless young man turns to study in an atmosphere where there exist no inducements to waste time in more congenial pursuits.

A salubrious climate, regular hours, abundant sleep, wholesome diet, systematic work, with a due proportion of recreating exercise—such are the safeguards of health enjoyed by the inmates of St. Joseph's. It is gratifying to add that these safeguards have hitherto proved highly efficient. The habitual immunity of the student from serious illness has been, since the establishment of the institution, a standing cause of gratitude to a beneficient Providence.

The educational system, says the college prospectus, is based upon the text: "The fear of the Lord is the beginning of wisdom." True education consists in the harmonious development of the moral, intellectual, and physical qualities. A system that ignores or neglects any one element of this triple culture of heart, mind and body, is radically defective, and the results achieved by such a system cannot be other than sadly imperfect. The element most liable to be neglected in this, our day, is undoubtedly, moral training. The votaries of science are too prone to forget that their goddess is, after all, only the handmaid of Religion: and in too many instances—provided the graduates of the educational gymnasium are physical and mental athletes, it is apparently a matter of no moment that they are, at the same time, spiritual starvelings and moral cripples.

Recognizing the futility of any training from which the knowledge and the practical worship of God are eliminated, the faculty devote every attention to the religious culture of the students. The aim is not only to impart a sound, practical and thorough knowledge of Catholic doctrine, but also to foster and develop those virtuous habits which are the noblest adornaments of Christian youth.

It was after three o'clock when the ceremony of blessing the corner stone was begun in the presence of a large assembly. A choir, led by Father Bourgeois, sang the hymn Isre Confessor, after which Rev. Dr. Hamel of Laval university delivered the oration of the day, speaking in French on our Saviour's words to his apostles, to teach all nations. These words, said the speaker, were given to the Catholic church, and since their utterance the church has carried out the Saviour's instructions. The church has many forms of evangelizations, prominent among them the education of the youth, as the educated man usually exercised a great influence for good or for evil. The Catholic church had always strongly insisted on religion forming part of the education of the young. While having no personal knowledge of Father Lefebvre or of St. Joseph's college, he had studied with interest the story of his magnificent work amid great trials, tribulations and sufferings. All the eulogy of Father Lefebvre he left to his colaborers. In conclusion, the speaker emphasized the necessity of the French people maintaing their native tongue, while at the same time mastering the English language.

Bishop McDonald of Charlottetown, who had as his assistants Fathers Mehan and F. X. Cormier then formally laid and blessed the corner stone, after which the choir sang Ave Maris Stella, the national hymn of the Acadians.

Father O'Neil, secretary of the Alumni Association, addressing the assembly, said he had received many telegrams and letters of sympathy and good will, but he would only read one, that from Rev. Dr. Zahm of the Congregation of the Holy Cross at Rome, to whom he had lately written. It would be seen from the cablegram that the Holy Father was not personally unacquainted with the great work of Father Lefebvre in this land.

The following is the cablegram:

Rome, July 8th.

O'Neill, Memramcook, N. B., Canada:

Holy Father blesses Lefebvre hall, its projectors and benefactors and imparts apostolic benediction.

Signed, ZAHM.

Judge Landry, who spoke first in French and then in English, extended to all present a most hearty welcome. The fact of the people having come in such numbers and from long distances was abundant proof of the interest they felt in St. Joseph's and the work of Father Lefebvre. His honor invited one and all to come forward to the platform and lay their hands on the hammer, and touch with it the corner stone, at the same time depositing their contributions in aid of the building. The name of each contributor would be deposited in the corner stone, so that future generations might know who had contributed to the success of the institution. It was not their money alone that was asked for. High above it was the desire to interest them in the cause of Acadian education.

Dr. Inch, chief superintendent of education, addressed the assembly on behalf of the provincial educational authorities.

Dr. Beliveau of Shediac, in behalf of the alumni and Dr. Allison, president of Mount Allison, on behalf of that institution, and Mr. Benoit of Arichat spoke for the Acadians of Nova Scotia. He was followed by Mr. Powell, M. P., Hon. Mr. Emmerson, Senator Wood and G. W. Cook of Amherst.

All the speakers were given a splendid hearing. While the speech-making was in progress a long line of people pressed up to the platform and had their names inscribed on the list of donors to the building.

The documents deposited in the corner stone included the names of the reigning pontiff, the Queen, the governor general, the lieutenant governor of New Brunswick, archbishop, bishops, president of the college, a portrait and autograph of Father Lefebvre, a copy of the contract for Memorial hall, with autographs of the alumni association; copies of the provincial newspapers, including the Sun, and a collection of coins of the period.

In the evening the grounds were beautifully illuminated and a fine display of fire worke was given. The festival will be continued tomorrow, when another large crowd is expected.

The college band did much towards the success and enjoyment of the day. Among those present today were Messrs. McInerney and Powell, M. P.'s, Senator Wood, Angus Barnes and O'Brien, M. P. P.'s, Hon. Mr. Emmerson, Hon. Mr. Richard, John Connor, P. J. O'Keefe, John Welsh, Thomas Kickham, W. K. Reynolds, R. O'Brien and P. Tole of St. John.

The clery present included His Lordship Bishop McDonald of Charlottetown, Mgr. Hamel of Laval University, Rev. Frs. Richard of Rogersville, F. X. Cormier of Aboushagan, Mehan of Moncton, Ouillett of St. Marys, Pelletier of St. Louis, Hibbert of St. Pauls, Kent Co., Savage of Sussex, Robichaud of St. John, Arsenault of Barachois, Eagan of Springhill, Martineau of Cape Bald, Duffour of Shediac, LeBlanc of St. Antoine, Legere of Fox Creek.

BRITISH LUMBER MARKET.

(Timber News, June 27.)

Liverpool—A sound and steady business seems still to be in progress here. There is activity shown in almost every department, and all the surroundings show a liveliness which we hope may continue for some time. Numerous vessels are engaged discharging their cargoes, and every available berth in the timber docks is occupied. As reported last week the chief arrivals are per steamers, and the merchants are having great difficulty to keep the quays clear for vessels to discharge so that no demurrage may be incurred.

Manchester—Business this week shows no change, and every branch of trade is brisk. The demand for spruce shows no signs of abating and the market is evidently prepared to absorb anything offered. The greater portion of the spruce received here lately has been sold to arrive, and has gone, as a rule, over the side into consumption. Prices are firm.

Two large steamers, the Romsdalen and Acacia, are at present discharging cargoes of timber at Salford Quay from Campbelliton and Hopewell Cape, N B. The S S Empress and Ferndere are on passage from West Bay. Further Canadian timber cargoes are due shortly by the sailing vessels Hermon, 1,043 tons, which cleared at Parrsboro on June 2nd; Valkyrie, 575 tons, which cleared at Chatham on June 9th, and Chrysolite, 1,067 tons, which left West Bay on June 17th. In addition to these ten sailing vessels, averaging 1,000 tons register, are fixed for Manchester with timebr from Canadian ports, three large steamers from the St Lawrence, and three from West Bay, Nova Scotia. The Baltic timber trade also shows signs of growth.

Glasgow—Trade in all branches is generally active. Prices are firm, and in one or two instances have a rising tendency.

A curiously old-fashioned military caricature appeared in a recent number of Punch, and the artist wrote to explain that it had been drawn, accepted, and paid for twenty-five years before.

Children Cry for Pitcher's Castoria.

P. E. ISLAND NEWS.

Bedeque, July 6.—Edwin P. Robins, M. A., arrived home in Bedeque last Friday from Halifax. Mr. Robins has just been awarded a scholarship in philosophy at Cornell University. The scholarship is worth three hundred dollars for one year, besides fee tuition. Mr. Robins is a winner of prizes. On matriculating at Dalhousie in 1891 he took the first senior Munro Bursary, and in 1893 he took the first senior Munro Exhibition. He graduated in 1895 with honors in philosophy, and this year received the degree of M. A. from that college. He will spend a well earned vacation with his parents here.

Miss Lilian J. Dienstadt, daughter of Rev. T. J. Dienstadt of Yarmouth, is visiting at her aunt's, Mrs. A. T. Wright, for a few days before she leaves for ner home.

We are sorry to report the continued illness of Miss Milly Black. Some months ago she contracted a severe cold, and ever since has been in a somewhat dangerous condition.

Drink river is a favorite fishing ground, but the young men of Summerside and other places should not desecrate the Sabbath day by making a habit of spending part of the time there fishing. A number of persons are found there every Sunday. Measures are being taken to stop it.

Andrew Clark, one of Bedeque's successful men abroad, and eldest son of the late Ewen Clark, arrived here yesterday from Cheyenne, Wyoming. It is seventeen years since Mr. Clark went west to seek his fortune, and this is his first visit to his old home. Mr. Clark is one of Cheyenne's most prominent citizens, and has held several important official positions, both in city and state affairs. He will remain ten days, seeing old friends and acquaintances.

A four year old son of J. A. Collett's, South Shore, while playing in the yard, was kicked on the face by a horse last Thursday. The nose and cheek bone were fractured and an ugly cut made. Dr. Sutherland was called, but as yet it is impossible to tell whether the child will live or not.

Charlottetown, July 4.—The grand lodge, I. O. G. T., met in annual session with Orient lodge, St. Peters, on Thursday, and the business was successfully and profitably attended to. The reports of officers showed the order in a very healthy condition. There was an increase of 165 members, seven new lodges, one district lodge, and three juvenile lodges had been organized during the year; 25 received the G. L. degree. The treasurer reported a balance of $23.56 on hand.

The retiring G. C. T., Rev. W. Lawson, was presented with an International supreme lodge regalia at the evening public meeting. After the general business was through the annual election of officers took place and resulted as follows: Grand Chief Templar, Rev. John Goldsmith; Grand Counsellor, S. M. Martin; G. V. Templar, J. Bell Pratt; G. C. J. T., A. E. Horton; G. Sec., A. D. Fraser (re-elected); G. Treas., D. McKinnon; G. Chaplain, Rev. A. C. Shaw; G. Marshall, George Phillips; G. Guard, E. H. Duchimin; G. Sentinel, F. B. McRae; G. D. M., Bessie Matheson; G. A. S., Lillian Hugh; G. Messenger, H. H. Hiltz; P. G. C. T., Rev. W. Lawson.

The popularity of the Rev. John Goldsmith is well seen in his election, and the I. O. G. T. is glad P. E. I. did not lose this excellent temperance worker, as was expected at one time. This is the third Methodist minister in succeseion who has been called upon to fill the chief templar's chair.

Last night a very successful promenade concert was held on the beautiful grounds of the Upper Methodist church, under the auspices of the Epworth league. The grounds were beautifully trimmed and lighted with electric lights and colored lanterns.

The Rev. G. M. Campbell is about to take a month's rest by order of his physician, in consequence of throat trouble.

The officers of Witcley Lodge, I. O. O. F. were installed last night by D. D. Grand Master George Wallace, assisted by P. Grand J. F. Whean and others: N. G., Albert W. Mitchell; V. G., Chester Acorn; R. S., David Blake; P. S., R. H. Jenkins; T. Wm. Brehaut; W. Treas., M. Waller; Con., John Wares; I. G., Frank Batt; O. G., Charles Leigh, jr.; R. S. N. G., W. R. Gorcham; L. S. V. G., John McLaughlin; R. S. S., Harvey Morris; L. S. S., Daniel Morrison; J. P. G., Phillip Bridges.

At Frenchfort, a few miles from Charlottetown, a barn belonging to Alex. McGreggor was totally destroyed by fire on Tuesday night. Besides the machinery and articles stored in the barn, one cow, two calves, seven pigs, and 100 head of poultry were roasted alive. The building was a large one, and had $250 insurance upon it, but there was no insurance on anything else, and the loss is estimated at $500.

There has been a further change in the P. E. I. railway time table, by which the train through from Boston or Montreal will reach this city at 9.15, standard. The train going west leaves town at 4.30 p. m., instead of 5 p. m., local, and connects with the boat train at Summerside.

Our railway's accommodation this summer are giving good satisfaction. Tourists are arriving by every train and boat and the sea side and other hotels are filling up.

AN OMISSION.

Husband—I expect some friends of mine this evening and I must go out and buy some cigars.

Wife—Why, I thought you bought some for them.

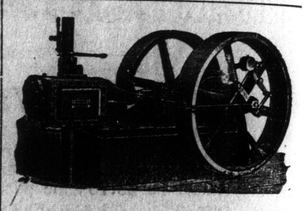
"I did, but I forgot to get any for myself."—Life.

Thos. Murphy, now of Woodstock, but formerly of Carleton, where his people reside, has been appointed chief train despatcher on the northern division of the C. P. R. His office is at Woodstock. We extend congratulations to Mr. Murphy on his appointment.—Woodstock Press.

Christina Rosetti is to have a memorial in Christ church, Woburn square, where she attended for nearly twenty years. It will consist of a series of paintings for the reredos by Sir Edward Burne-Jones.

I will sell by Public Auction on the premises on WEDNESDAY, the 22nd day of July instant, at 11.30 a. m., about 30 acres of excellent Intervale Land, at head of "Mistake," Greenwich, Kings County, either in one lot or in six lots of about five acres each, together with the grass thereon. For terms enquire at 42 Princess street, in the City of St. John of

July 6, 1896. MONT. McDONALD.



Robb-Armstrong ENGINES.

Correct Design.

Best Workmanship.

Robb Engineerin Co., Ltd., AMHERST, N. S.

SHORT TALKS ON ADVERTISING.

No. 21.

(Copyright by Charles Austin Bates.)

Do you advertise (God save the mark!) on the backs of restaurant bills of fare? Do you put a card in the book "for the benefit of the fire department?" Do you subscribe to the "Industrial Progress" book and have your picture in it as a prominent business man? Does the "society" programme catch you? Are you susceptible to the blandishments of the gentleman who puts beautiful charts in all the railway stations?

Do you take "a space—the only one left," in a thousand and one schemes that come around every year? Do you suppose you ever got a cent's worth of benefit out of any $10 you ever spent that way?

If all the dollars that are diverted from the newspapers into these and similar channels were used in buying space in the best paper in town there would be fewer merchants who say that advertising is a doubtful undertaking.

There's nothing doubtful about it. It is as sure as any other business transaction. The funny part of it is that it is generally given less attention than any other department of a business.

The contract once made and the space decided upon, the average advertiser's interest seems to die. Even a neglected ad. in a good paper will do some good, in spite of the advertiser's apathy. A good advertisement will always bring profitable returns, if placed in a paper whose price for space is based on an honest circulation statement.

And if I were an advertiser I would not use a paper that refused to prove its circulation. Circulation is what he is buying, and he has the right to know the quantity. And bare assertion isn't proof—not by several thousands sometimes.

RESENTED.

"I suppose," said the man trying to be chummy, "it doesn't hurt your glass eye to get anything in it?"

"Does it look as if it would ever be likely to have a pane in it?" responded the other frigidly.

And he gave him the glassy stare.—Indianapolis Journal.

KOOTENAY, A SURE CURE.

EYESIGHT AND HEARING RESTORED AND PARALYSIS CURED.

Mrs. Margaret Patterson Cured of Rheumatism of Seven Years' Standing and Paralysis.

(Testimony Under Oath.)

The following testimony of Mrs. Margaret Patterson, given under oath before W. F. Walker, Notary Public, marks the most wonderful cure in the history of any medicine:

"For six or seven years I was badly afflicted with rheumatism and severe neuralgia of the head. At times I suffered very much pain from violent headaches, and in order to stop same, and upon the advice of a physician, I had a number of my teeth extracted, without deriving any advantage.

"In May, 1894, I had a paralytic stroke in the left side of my body; this was followed by the total loss of sight of my left eye, bealing of both ears, violent headache, severe fits, and great weakness. I became totally unable to do any work about the house, and was not safe to be left alone on account of my dizziness and general weakness.

"I consulted four different physicians, who attended me, and they told me that they would do what they could, but that I would never become well again.

"About two months ago I began using the medicine being put up by Mr. S. S. Ryckman, M. P., of this city, and now known as Kootenay Cure, and am now taking the fourth bottle of such medicine.'

"Before I finished the first bottle I noticed a great improvement in my condition. I have now received the use of my eyesight, the use of my hearing, and the use of my limbs and body; the headache has completely disappeared ,and my strength has come back almost completely, and, in fact, though 62 years old, I feel almost a new woman. Mrs. Margaret Patterson, 91 Vine street, Hamilton, Ont."

And I make this solemn declaration conscientiously believing it to be true, etc.

MARGARET PATTERSON.

Declared before me at the City of Hamilton, in the County of Wentworth, this 20th day of August, A. D. 1895.

For sale by Geo. A. Moore, Samuel Watters, G. W. Hoben, Druggists. Canadian Drug Co., Wholesale Agents.