

The Use of the Newspaper.

Is the influence of the daily newspaper waning? It would seem so from the opinions expressed at the recent dinner of the United States publishers. One of the prominent speakers was Dr. Lyman Abbott. He declared that the influence of the daily paper was as much over-estimated as the influence of the magazine was under-estimated. The Wall Street Journal agreed with Dr. Abbott, and in very strong terms averred that a primary indication of the development of journalism was that the influence of the general daily newspaper was declining, coupling this fact with the immense increase in the influence of the monthly magazine. The causes are briefly enumerated. It is not because the newspaper is casually read and thrown aside, while the magazine is pored over very thoughtfully. On the other hand, it is claimed that many of the newspapers of the day have no character, or at least do not express anything that would indicate convictions, and further, if they have any, nobody believes it.

Expediency is what they are said to use as a ruling power. They are said to be catering to popular cravings or working for interests or cliques, visible or occult, and not those of the people. Magazines contain the views of real thinkers, and are generally read by real thinkers. Their words are weighty and carry far. Our contemporary believes that if the general newspapers would recover their lost influence they must revive the policy of editorial plain speaking, and make themselves again the agents of truth instead of the mere "court circulars" of financial interests.—Printer and Publisher.

Sayings of Dean Swift.

The worthy Dean had been found fault with by some of the office-bearers of his church, for preaching too long sermons, but he got even with them on the occasion of his having to preach a charity sermon the following Sunday, when he announced as his text, "He that giveth to the poor lendeth to the Lord"; and all the sermon they got was, "If you are satisfied with the security, down with your dust."

Dean Swift, on another occasion, while visiting for some time at a farm place, the worthy preacher had become somewhat nauseated in stomach and vexed in soul by the appearance of rabbits, dished up in some form or other, at every meal, thus expressed his wish for a change of menu whilst saying grace:

Rabbits young; rabbits old;
Rabbits hot; rabbits cold;
Rabbits tender; rabbits tough;
The Lord be praised, we've all had enough.

Art in the Drug Stores.

Some attention is being attracted lately to a series of etchings in the leading drug stores. Close examination shows that they were issued by the Abbey Effervescent Salt Company. These etchings are little gems in nature studies and are practical demonstrations of art in advertising. They are by two famous American artists, Randall and King, and are quite worthy of a place in one's library or den. The Abbey Salt Company are to be commended for sending out advertisements so artistic. They are far above the usual store hanger and merit a prominent place in every first class pharmacy.

**WILSON'S
FLY PADS**

KILL THEM ALL

ENTHUSIASM NEEDED.

A Commercial Traveller found a Customer whose Realization exceeded his Expectation.

Any competent salesman, whether of soap or diamonds, must be an enthusiast to succeed. He must know every point of the article he has for sale, and he must be personally convinced that it is positively the best of its kind on the market. A piano salesman who can explain the excellencies of his instrument and then after making the sale, be informed by his customer that the piano is even better than he said, is in a very fortunate position and will find great interest and satisfaction in his work. Some time ago a representative of the firm of Gourlay, Winter & Leeming, Toronto, sold to Mr. J. W. Hollister, of Penetanguishene, Ont., a fine Gourlay piano. This letter from that gentleman will be read with interest: "The Gourlay piano I recently purchased from you arrived in good time and I must say we are delighted with it. We expected a great deal from what your traveller had told us about the Gourlay, but it is even more than we expected. We have had a number of musicians to see it and they all agree that it is the finest toned piano in this town. I shall certainly recommend a Gourlay piano to anyone requiring a thoroughly high class instrument."

A New Stove.

A new type of stove, the object of which is the abolition of smoke, no matter what fuel is employed, has been demonstrated in London. The invention comprises a screen of tubular fire bricks, made of special material built up in the furnace in such a position that all the products of the fire pass through the screen. The latter quickly becomes incandescent, and flashes the gases as they pass through, thus preventing the formation of carbon. By the aid of this device, coal of the worst description can be burnt in the ordinary boiler with practically no smoke, and with a considerable saving in cost. For the purposes of demonstration, cheap damp coal dust was burned. The only result was a light gray cloud at the top of the chimney stack, which cleared away in a few seconds.

"Metallic" Ceilings enable owners of country homes to beautify them equal to city dwellings at trifling cost. They give any room a look of elegance and refinement.

Plaster ceilings crack, sag, and tumble down. "Metallic" Ceilings are firm, fire-proof and last as long as the house lasts. Easily applied over new joists or old plaster.

Send for free booklet showing how the use of Sheet Metal saves dollars for the farmer.

THE METALLIC ROOFING CO., LIMITED
Toronto, Canada.

Western Canada Branch:
705 NOTRE DAME AVE., WINNIPEG

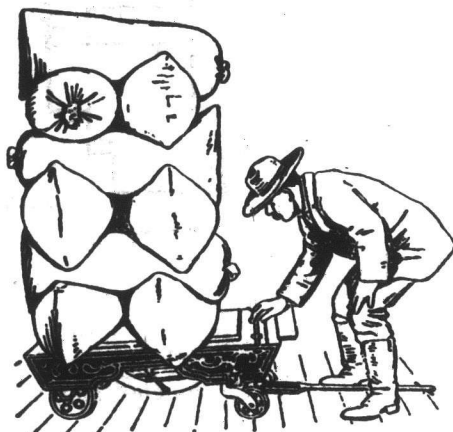
Makers of Sheet Metal Building Materials of Every Description.

Send a Post Card for 50 Tested Recipes

A choice selection of the best old and new recipes for Tea Biscuits, Cakes, Hot and Cold Desserts, Home-made Candies, etc., arranged on a new plan so the ingredients appear at a glance. Free on request. Address:

BLUE RIBBON PREMIUM ROOM, 85 King Street, WINNIPEG

Know the weight of what you buy or sell



Wagon Scale, 4 wheels, 2000 lbs. capacity.

Every farmer should own a **SCALE** that will insure protection against loss when selling or imposition when buying his many farm products or supplies.

Constant watchfulness for little business "leaks" is necessary for farming success.

Large losses must be stopped first, but it doesn't take long for a few trifling leaks, here and there, to become large losses too, in the aggregate.

It is not an uncommon thing for a buyer's scale to "weigh short" 5 per cent., while it occasionally happens that the shortage reaches 7 or 8 per cent.

Let us see what it means to you if you get cheated even so little as the lowest estimate, 5 per cent. If your total grain sales were \$1000.00 yearly, 5 per cent. short weight would mean a loss of \$50.00; on \$400.00 worth of poultry the loss would be \$20.00; on \$200.00 worth of butter it would be \$10.00; on \$1000.00 worth of other miscellaneous farm produce, sold by weight, \$50.00. This would mean a total loss of \$130.00 from petty shortages in weight on a moderate sized farm. Imagine what it would figure at 8 per cent.

What can be saved in one year would pay for a Chatham Scale several times over. Can you afford to be without one when you can buy a

Chatham Farm Scale

On Two Years' Time, No Cash to Pay until Nov., 1905

A scale is as necessary on a farm as in a store. There is not a day in the year that a farmer doesn't lose some money if he doesn't own one. After the first year a Chatham Farm Scale becomes a money maker as well as a money saver, for, having paid for itself in one year, and still making money by saving it, that money goes into the bank and draws interest.

Don't be without a good farm scale, and, while you're about it, get the **best**—the Chatham.

This Scale is made in two styles—two-wheel **Truck Scale** and four-wheel **Wagon Scale**. Both are fully set up, ready for use, when shipped. They are mechanically perfect, all pivots and bearings being protected from damp and dirt, and the parts interchangeable—and easily replaced. It is the simplest and handiest scale made. Drop a lever and it becomes a strong truck; raise the lever and you have an accurately adjusted, perfectly constructed farm scale.

When the lever is dropped, no weight or wear comes upon the knife edges of the scale. No other farm scale has this feature, by virtue of which our scale averages to wear years before the pivots get dull.

Every Chatham Farm Scale is carefully tested by the Government Inspector of Weights and Measures, and carries his certificate of accuracy.

We have a booklet giving full particulars **FREE**. Send for it to-day.

The MANSON CAMPBELL CO.,
Limited

CHATHAM, CANADA

Dept. No. 311

Manufacturers of the Chatham Incubators and Brooders and the Chatham Fanning Mill

Distributing Warehouses at Montreal, Que., Brandon, Man., Calgary, Alta., New Westminster, B.C., Halifax, N.S.

AGENTS WANTED. Good men who show evidence of true salesmanship will be offered special inducements.



MANSON CAMPBELL