

Missionary World.

The semi-annual meeting of the Toronto Presbyterian Society—W. F. M. S.—was held at Unionville on Friday, Oct. 20th. Every preparation was made for the cordial reception of the delegates. The meeting was very successful both in interest and numbers, there being about 200 ladies present. The first half-hour was spent in devotional exercises. Representatives from 30 Auxiliaries and 11 Mission Bands gave good reports of the work they were doing. Three new Auxiliaries have been formed during the past six months. Miss Grier, who lately sailed for India, was a member of Westminster church Mission Band. A conference was held on "How best to interest our Young People in Missions," which was felt to be very profitable, and a number of valuable suggestions for workers were given. All returned home feeling refreshed and strengthened by the cordial welcome and kind provision made by the Unionville Auxiliary.

The annual Thank-offering meeting of the W. F. M. S., in connection with the Presbyterian church, Prescott, took place on Monday, Oct. 16th, and was a very pleasant affair. The ladies took a new departure this year, and invited all the congregation to attend. Special envelopes for the thank-offerings, and neat programmes were distributed to every family, thus giving an opportunity to all to contribute their mite. The pastor, Rev. J. Stewart, occupied the chair, and opened the proceedings with devotional exercises; he then gave an excellent address on the rise and progress of the Society. This was followed by an address from Mr. A. Greenhill, superintendent of the S. S., on "Some Phases of Home Work," dealing with the progress and work in this Presbyterian, giving facts and figures in illustration. He also made a powerful appeal to the ladies on behalf of the Aged and Infirm Ministers' Fund. The next speaker, Rev. G. Blair, took as his subject "Woman as a Missionary," and handled it to the satisfaction of all the ladies, giving it as his opinion that woman in the future will be the great factor in the evangelization of the world. From these speakers much missionary information was received. After each address the S. S. orchestra gave appropriate selections, which made the meeting lively. They also led the hymn-singing. "God be with you till we meet again," was then sung; and after the benediction was pronounced the audience moved to the dining room where a plentiful supper was provided, and a season of general sociability took place. The offerings amounted to \$60.

A NOTABLE HINDOO TESTIMONY.

A striking sign of the times is the progress in India of the eclectic religion, called the "Brahmo Somaj," which takes its principles professedly from all the religions of the world—in Buddhism, Hindooism and Mohammedanism. "But," says Sir William Muir, Principal of Edinburgh University, "it finds mainly in the Bible, in the teaching of Jesus Christ, the true principles of morality and spiritual life." And we bring before our readers some expressions, not by Christians, not by those who have been converted to Christianity in India, but by those who, still Hindoos, have embraced this eclectic faith. They have their missionary agents who go about the country; and here is an account from a local paper of an address given by one of these at Lahore, not spoken to Christians, but to Mohammedan and Hindoo students at the University of Lahore. The lecture is headed, "Jesus Christ, the Guide of Indian Youth," and here is the substance of the report.

"In the course of his speech the lecturer laid great stress on the usefulness of Bible-reading as a text-book, and exhorted the native students to read the precepts of Christ diligently and adopt them in their daily life. He referred to the greatness of Christendom and the progress made by the Christian countries in science, etc., as being wholly due to the teaching of the Bible. 'The native student,' he said, 'could find no better text-book than the Bible for morality, literature, philosophy, or any other branch of learning.' He recommended the Bible principally for the simplicity of its language and teaching, which did not fail to touch the human heart in whatever way it might be taken. There was no difficulty in understanding the Bible, because its teachings were much in conformity to the human nature. . . . He chiefly commended Christ's Sermon on the Mount as being peculiarly adapted for the Indian youth. 'The sentiment and morality expressed in that one sermon of Christ's, he said, 'were unsurpassable in their simplicity as well as in their conformity to the instincts of human nature.' . . .

Referring to Father Damien's life among the lepers, he said that 'that was a noble work, and none but those influenced by the teachings of the Great Master could have the courage to perform it.' Speaking on the subject of morality, the lecturer said that 'one great point in the teachings of Christ was that He treated the act of committing a sin and having the intention of committing it one and the same thing.' Hence, to be virtuous and moral, it was absolutely necessary that the sanctuary of the man's heart must be filled with purity, and the only way to aspire to that great virtue was the diligent study of Christ's precepts as laid down in the Bible."

Is not all that grand testimony to the Gospel coming from a Hindoo?

A CHATEAUGUAY MIRACLE.

PHYSICIANS PRONOUNCED RECOVERY IMPOSSIBLE.

The Remarkable Experience of Mr. L. Jos. Beaudin, of St. Urbain—His Friends Called to His Supposed Deathbed—How He Regained His Health and Strength—A Public Acknowledgment of His Gratitude.

From La Presse, Montreal.

There has appeared in the columns of La Presse, during the past few years, many articles bearing witness to the great good accomplished in various parts of the country by a remedy the name of which is now one of the most familiar household words in all parts of the Dominion. And now comes a statement from the county of Chateauguay, over the signature of a well-known resident of St. Urbain, which speaks in positive and unmistakable language as to the value of this wonder-working medicine.

MR. BEAUDIN'S STATEMENT.

"I feel that I owe my life to your Dr. Williams' Pink Pills, and I desire to make grateful acknowledgment and to give you a complete statement of my illness and cure in the hope that my experience may be of benefit to some other sufferer. About the middle of October, 1891, acting on the advice of an American doctor whom I had consulted, I left home for the north to invest in farming lands, with the intention of cultivating them myself. I had been afflicted with a species of paralysis caused by the rupture of a blood vessel over the right eye, and which stopped the circulation of the blood on the left side. I was at that time employed as a book-keeper by Messrs. Lacaille Bros., Lawrence, Mass. The doctor had advised a change of work so as to have less mental and more physical exercise. This I resolved upon, but delayed too long as I did not leave until the following October. Arrived at my destination I perceived symptoms of my previous illness making themselves felt once more. I went at once to a local physician who declared himself unable to understand my case. However, he gave me some medicine to ease the pain I felt in my head, particularly at night. This afforded me relief for a few minutes, and sometimes enabled me to get a little sleep, but the awakening was always worse than before. On the last of October I went to bed as usual after taking my medicine as directed, and slept the whole night, but the following morning on trying to rise I found myself so weak that I could not stand and could scarcely speak. My wife, surprised to see me in such a state, ran to a neighbour's and requested him to go for a doctor and the priest. The doctor arrived almost immediately, but could not afford me the slightest relief. The priest then arrived, and seeing the condition I was in, told me my case was critical and to prepare for death. On the following day both the priest and the doctor advised my wife to telegraph to my friends, as they considered death approaching, and two days later my two brothers arrived. The doctor then asked if I preferred that he should hold a consultation with another physician, and on my replying in the affirmative, he telegraphed to a doctor living at a distance of about fifteen miles. They both came to see me, asked some questions and retired for consultation. The result of this was that my wife was told that I could not possibly get better. Said the doctor to her, 'with the greatest possible care he cannot live a year.' When my wife told me this I

determined to pay the doctors and discontinue their services. It cost me about \$30 to hear their verdict. Two or three weeks passed without any improvement in my condition, and I was so weak I could barely move around the house with the aid of a cane. One day I noticed a parcel lying on the table wrapped in a newspaper. Having nothing better to do I began to read it, and after a while came across an article headed "Miraculous Cure." I read it, and the longer I read the more interested I became, because I saw the case of the person referred to resembled my own in many respects. When I finished the article I saw that the cure had been effected by Dr. Williams' Pink Pills. It seemed as though there was a struggle within me between the facts I had read and my own incredulity, so small was the faith I had in medicines advertised in the papers. I read the article and re-read it several times. I seemed to hear the doctor's words, "he cannot live a year," and then I saw the effects of Dr. Williams' Pink Pills in the case I had just read about. The result of these reflections was that I decided to give Pink Pills a trial, and I immediately wrote the Dr. Williams' Medicine Co. for a supply. On their arrival I commenced using them according to directions, and before the first box was done I found they were helping me and it was not long before I was able to walk to the village, a distance of half a mile, without the aid of a cane, and I was rapidly gaining health and strength. At the time I was taken sick I weighed 212 pounds, and at the time I began the use of the Pink Pills I was reduced to 162 pounds, a loss of 50 pounds in a little more than a month. I took the pills for about three months and in that time I gained 40 pounds. To-day I am as well as I ever was in my life and my recovery is due entirely to the use of Dr. Williams' Pink Pills, and I cannot recommend them too highly to those who do not enjoy the blessing of perfect health.

Yours gratefully,

L. JOS. BEAUDIN.

An analysis shows that Dr. Williams' Pink Pills contain in a condensed form all the elements necessary to give new life and richness to the blood, and restore shattered nerves. They are an unfailing specific for such diseases as locomotor ataxia, partial paralysis, St. Vitus' dance, sciatica, neuralgia, rheumatism, nervous headache, the after effects of a grippé, palpitation of the heart, nervous prostration, all diseases depending upon vitiated humours in the blood, such as scrofula, chronic erysipelas, etc. They are also a specific for troubles peculiar to females such as suppressions, irregularities, and all forms of weakness. They build up the blood, and restore the glow of health to pale and sallow cheeks. In men they effect a radical cure in all cases arising from mental worry, overwork, or excesses of whatever nature.

Dr. Williams' Pink Pills are manufactured by the Dr. Williams' Medicine Company, Brockville, Ont., and Schenectady, N.Y., and are sold in boxes (never in loose form by the dozen or hundred, and the public are cautioned against numerous imitations sold in this shape) at 50 cents a box, or six boxes for \$2.50, and may be had of all druggists or direct by mail from Dr. Williams' Medicine Company, from either address.

GROWTH OF ADVERTISING.

THE PUBLISHER AND THE ADVERTISER SHARE THE HARVEST.

How Advertising is Done by a Large Concern—Distributing Advertising Matter in Every Quarter of the Globe—Newspapers the Best Medium for Distribution.

One of the most interesting phases of the growth of business in this country has been the development of advertising. Persons who have watched the newspapers, magazines and other publications for the last twenty years must have noticed with some degree of curiosity the change that has been going on in their appearance and wondered at the increased size of the periodicals themselves, together with the increased proportion of advertising to reading matter. It seems to the average reader that there cannot be a proportionate return to the advertiser to pay him for all this extra expense in advertising, and still it may be said with every degree of confidence that advertising in this country is still in its infancy. The growth of newspapers, magazines and all publications has been the direct result of advertising. The advertising department is the backbone of the newspaper, and at the same time the advertising of any article of merit controls to a large extent its sale; consequently the publisher and the advertiser meet on friendly ground each helping the other to success.

Twenty years ago it was considered quite a big undertaking for an advertiser to contract for \$50,000 worth of space in the newspapers of the country, whereas to-day there are a number of concerns which spend anywhere from \$300,000 to \$600,000 a year in advertising in this country alone. It must be understood at the outset of this article that no claim is made for the success of advertising unless the article advertised possesses superlative merit. It is true that successes have been made by men who simply impose upon the

credulity of readers of newspapers, but their successes have been short-lived, for it is the same in advertising as in every branch of business—it does not take the public long to appreciate the worthlessness of any article advertised and refuse to buy it. In selling an article of merit, however, legitimate advertising paves the way for a ready success, and newspaper advertising is unquestionably the best method to employ. The newspapers are the best means for the distribution of advertising matter, costing less in proportion to the number of people reached and causing the least trouble. Still there are other methods for distribution which are very effective.

It is only necessary to refer to the history of one concern to show the value, as well as good business judgment, of making known to the public any article of merit through the medium of legitimate advertising. In 1876 there was organized the firm of Scott & Bowne in New York city. The members of the firm—Messrs. Alfred B. Scott and Samuel W. Bowne—had for three years prior to that time been experimenting with cod-liver oil and had succeeded in making an emulsion which came up to the standard fixed by physicians. Cod liver oil had been recognized by the medical world for years as the most nourishing of foods and the possessor of unusual remedial properties. It is a well known fact that physicians had prescribed plain oil for years in cases where there was a wasting away of strength, such as Consumption, Coughs and Colds, Scrofula, Anemia, Loss of Flesh and Blood Diseases. It was also prescribed for Weak Mothers and Children where food did not seem to nourish them properly. The objections to it, however, were that it was nauseating to the taste and taxed the digestive organs of the body in getting rid of it. The plain oil was so difficult of assimilation that even if the stomach could retain it the digestive organs were taxed in dealing with it. When Scott's Emulsion made its appearance, however, cod-liver oil became practicable as both food and medicine, and by the year 1880 Scott's Emulsion was fully established among the medical profession. There was no effort made to conceal the formula or method of its manufacture, as Messrs. Scott & Bowne were very anxious to co-operate with physicians and improve their emulsion in every way possible. It may be said for the purpose of explanation that an emulsion of cod-liver oil means simply the breaking up of the oil into tiny particles so that the oil may readily be assimilated. The great difficulty is in making an emulsion wherein the oil will not separate itself from the other ingredients, thus going back to its old form, and in preserving the strength of the oil by making an emulsion contain a large per cent. of it.

Messrs. Scott & Bowne believed in advertising their preparation from the start, the same as they have always believed in elevating its standard to the highest degree of perfection possible. Not having much money, their advertising during the first few years of their business was necessarily small, but in about the year 1882 they began branching out in newspapers all over this country. In 1880 they had established a factory in Belleville, Canada, and about the same time that they began their extensive newspaper advertising in this country they started a factory in London. The newspaper advertising brought almost immediate returns and enabled them to extend their business further. In 1884 they opened factories at Barcelona, Spain, and Oporto, Portugal. In 1885 a factory was started at Milan, Italy, and in 1890 the concern went into Paris, France. In the meantime, however, they had introduced their preparation into South America, Central America, Mexico and the West Indies. Wherever they went they introduced their unique trade-mark of a Norwegian fisherman carrying a big cod-fish on his back into the newspapers, together with other advertising matter, and they also distributed cards, circulars, books and calendars free.

Several years ago the firm bought property fronting on Pearl and Rose streets, New York city, and last Spring there was completed the new Scott & Bowne Building which is now the home of Scott's Emulsion. This building is twelve stories high and is the most perfectly equipped building of its kind in the world. On the second floor of the building a large space is set apart for the advertising department, where a force of men is kept busy with the making of contracts in about every country of the world, in preparing advertising literature to be sent all over the world from New York, and in checking newspapers to see that contracts are carried out. To show the vast extent of this advertising department is only necessary to say that the department in the home office at New York controls the advertising of Scott's Emulsion in the following countries: Canada, United States, Salvador, Honduras, United States of Colombia, Bolivia, Guatemala, Ecuador, Venezuela, Mexico, Argentina Republic, Costa Rica, Nicaragua, Chili, Peru, Brazil, Uruguay, Paraguay, West Indies, Great Britain, France, Belgium, Holland, Switzerland, Portugal, Spain, Italy, Turkey, Malta, Egypt, Palestine, South Africa, India, Japan, China and the Australian Colonies including New Zealand.

Prior to this fall it was the policy of Scott & Bowne to place all their United States advertising through an advertising agency in New York City, but the advertising department has grown to such proportions that it became advisable to handle the United States advertising the same as foreign countries—that is, from the home office. In several countries there are still advertising agencies employed to a certain extent, but the growth of the business necessitates a centralization of work under the one head of the advertising department in New York, which is personally superintended by Mr. Scott himself, although Mr. Scott delegates the details, such as the making of contracts, etc., to his subordinates.

Mr. Bowne attends to the financial part of this great business, and thus the responsibility is divided evenly between the members of the concern.

The purest and best medicinal cod-liver oil in the world is made in Norway, and it has been to an extent through the influence of Scott & Bowne that the standard of its manufacture has been elevated in that country. Scott & Bowne consume a large percentage of all the first grade medicinal Norway cod-liver oil. They import it themselves to their various factories, and are continually making improvements in their emulsion. Experiments are constantly made with the oil, and it is no injustice to others to say that in its degree of perfection Scott's Emulsion stands head and shoulders above all other forms of cod-liver oil.

Such has been the growth of Scott's Emulsion, and this is only one instance of the development of the legitimate advertising of an article of merit. Physicians and the public generally have found by years of experience with Scott's Emulsion that it has great merit, being much more effective than plain oil in the cure of Wasting Diseases such as Consumption, Scrofula, Anemia, Lung and Throat Troubles, Loss of Flesh and Wasting away of Children, and this account, largely for its sale all over the world in the countries wherein it is advertised. There are many other similar cases, and no one is better fitted to testify to the truth of this article than publishers themselves, who have reaped their share of the harvest.

C. C. RICHARDS & Co.

My son George has suffered with neuralgia round the heart since 1882, but by the application of MINARD'S LINIMENT in 1889 it completely disappeared and has not troubled him since.

Linwood, Ont.

JAS. MCKEE.