

higher ends. Paul says in writing to his beloved Philippians: "Look not each of you to his own things, but each of you also to the things of others."

'As our business authority said, it pays "to think of the other man." And it pays in a great many ways. Such regard for others is a good business investment. It also prepares the way for valued friendships. It aids in building up our own characters and gives us the consciousness that we are doing just the right thing.'

Greater Simplicity.

The Rev. Hugh Price Hughes relates that, during his recent visit to Palestine, at one point, when he happened to be riding in the carriage, he had a striking experience. 'It was very hot, the sky was cloudless, the road was hard and white. Suddenly a Syrian, staff in hand, passed the carriage. Instantly I thought: "There, that poor man, with flowing robe and turbaned head and sandaled feet, is dressed just as my Lord was dressed two thousand years ago. When he came up, as he did come up, again and again, from Jericho to Jerusalem he had to trudge through the heat on foot, as that poor fellow is trudging. And here am I—professedly a disciple of his—riding up this hill in a carriage and pair. How dare I ride where my Lord walked?' He felt it so much that he stopped the driver, got out, and walked the rest of the way to Bethany. Commenting upon his action, Mr. Hughes says: 'That sudden impression was neither scriptural nor rational. There is nothing in Christianity that should lead any of us to decline the conveniences of life, provided always that we use for the good of men any energy we conserve. But there was this point of truth in the emotion which filled my heart. We do exceedingly need greater simplicity of life among all who name the name of Christ. We are too self-indulgent and luxurious in these days.'

Two Ribbons.

The 'Christian Evangelist' tells of a missionary meeting in which the following occurred:

After an address by a returned missionary to Japan, the President ascended the rostrum, holding in his hand a mysterious roll. As he unfolded a black ribbon it was borne down the centre aisle of the church and across the building by assistants. The ribbon was a thousand inches long, and was black, that its color might fitly represent the 'jaws of darkness' which devour the heathen world. Every inch of the black ribbon represented a million people. A thousand million votaries of superstition and of the rites of paganism! A thousand million people under the eclipse of heathen gloom!

After this dark revelation our president unfolded a delicate white ribbon, every inch of which stood for a million Christians in the world, and how long does the reader suppose that spotless ribbon was? Only three inches long! Three inches of white against a thousand inches of black. To the majority of the audience the two ribbons were a startling revelation.

The Finger of God.

During a season of revival a friend was praying one evening for a certain unconverted neighbor. After this manner he prayed: 'O Lord, touch that man with Thy finger, touch with Thy finger, Lord!' The petition was repeated with great earnestness, when something said to him: 'Thou art the finger of God! Hast thou ever touched this thy neighbor? Hast thou ever spoken a single word to him on the question of salvation? Go thou, and touch that man, and thy prayer shall be answered.' It was a voice from the throne. God's servant arose from his knees self-condemned. He had known the man as an impenitent for a quarter of a century, yet had uttered not a word of warning. Hundreds of opportunities had come and gone, but the supreme question of life had been set aside for such topics as 'the weather,' 'the latest news,' 'politics' and 'trade.' His first duty as a Christian had been left undone.—The 'Evangelist.'

SUBSCRIBERS SECURING OUR DAILY JUBILEE AWARD

FOR WEEK ENDING JANUARY 27.

Probably none of those securing these awards expect them on such small remittances.

We continue to receive daily, most congratulatory letters concerning the 'Witness' Diamond Jubilee, all of which are heartily appreciated. These letters are being reproduced in our columns.

Our friends all over the Dominion are joining with us in celebrating our sixtieth anniversary of the foundation of the 'Witness.' In another place will be found the special Diamond Jubilee club offers, including in addition to reduced rates THE GIFT of one of our Red Letter colored plate illustrated Bibles. One of these handsome books is given each day to the subscriber from whom we receive the largest amount of subscription money (net), for our publications.

The Bibles awarded free appear good value for four dollars.

The list of successful club raisers for the week ending Saturday, Jan. 27.

Monday, January 22.—Jas. P. Gray, Carleton Place, Ont.

Tuesday, January 23.—Janet Clarke, Woodbridge, Ont.

Wednesday, January 24.—T. D. Ramsay, Summerside, P.E.I.

Thursday, January 25.—Aggie Maitland, Lucasville, Ont.

Friday, January 26.—W. T. Burrows, Summerside, P.E.I.

Saturday, January 27.—Archie Fraser, Sencerville, Ont.

Each of the above will receive one of these red letter illustrated Bibles free, besides their commission.

(Remittances from news agents or from Sunday School clubs for the "Northern Messenger," or from publishers, or from any one who is not a subscriber to one of our publications, do not count in this offer.)

Who will be the successful subscribers for next week?

New Glasgow, N.S., Jan. 22.

Dear Sirs,—I take much pleasure in acknowledging the receipt of the Bible, with which I am very much pleased. I have been a regular reader and club raiser of the 'Witness' since receiving it as a wedding present ten years ago, and join very heartily with those who wish it every success. Yours very truly,

W. H. BROADHURST.

Walkerton, Ont.

Dear Sirs,—The 'Witness' has been taken by some members of our family since 1852, and we always value it for its no uncertain sound on the temperance and Sabbath questions, also on all

the moral questions of the day. We congratulate you on your Diamond Jubilee, and on the beneficial and valuable influence the 'Witness' wields on our fellow countrymen. I am yours truly,

JAMES WARREN.

Newmarket, Ont., Jan. 18.

Gentlemen,—I have been a regular subscriber to the 'Witness' for thirty years and you can depend upon me as long as I live, no matter in what part of the world I may be. My wife and family cannot do without the 'Weekly Witness.' Yours truly,

MARMADUKE HUTCHINSON.

The Measuring Rod.

Let us measure our duty in giving. What shall be the measuring-rod?

1. Capacity. 'She hath done what she could.'
2. Opportunity. 'As ye have opportunity, do good unto all men.'
3. Convictions. 'That servant which knew his Lord's will and prepared not himself, neither did according to his will, shall be beaten with many stripes.'
4. The necessity of others. 'If a brother or sister be naked, or destitute of daily food,' etc.
5. The providence of God. 'Let every man lay by him in store as God has prospered him.'
6. Symmetry of character. 'Abound in this grace also.'

The Witness.

The 'Witness' gives all the news that is worthy the attention of the average reader. It keeps its readers well informed on all subjects of interest. The cable, the telegraph, and the telephone, together with a staff of competent editors and reporters, all unite to make its news columns second to none.

The 'Witness' editorial pages are acknowledged by its readers on all sides to be both fair and forceful.

Reliable commercial news and quotations of the money, stock and produce markets are features that make it of great value in the world of commerce, finance and agriculture.

The 'Witness' special departments such as 'The Home,' 'Literary Review,' 'Letters from Readers,' 'Boys' Page,' 'Children's Corner,' 'Queries,' 'Agriculture,' 'Horticulture,' 'Veterinary,' 'Poultry,' 'Pets,' 'Medical,' 'Legal,' 'Numismatic,' 'Chess,' etc., etc., are ably conducted by specialists at a large expense, offering a most valuable privilege to 'Witness' readers.

In 1846 the 'Witness' was started by the late John Dougall, and its aim was to supply the Dominion of Canada with the best

possible newspaper. One which would always keep in mind high ideals and be 'for God and Home and Native Land.' The 'Witness' has grown since then. Modern machinery and present possibilities have made great improvements inevitable. But it has never outgrown the principles that are, so to say, engraved on its corner stone.

Few papers have had a continuous existence for so long a period. Fewer still have held to the same principles and have been controlled by the same family for anything like so long a time. The result is that the 'Witness' enjoys a loyal constituency that cannot be tempted to leave it in favor of any other publication.

A newspaper published on the 'Witness' lines needs the support of those who are willing to pay its subscription price for the reason that it voluntarily foregoes in the interest of its subscribers much revenue from pernicious advertisements, etc., that other publications accept regardless of their readers.

The 'Witness' is certainly unique among the great metropolitan newspapers of the world.

A Bagster Bible Free.

Send three new subscriptions to the 'Northern Messenger' at forty cents each for one year, and receive a nice Bagster Bible, bound in black pebbled cloth with red edges, suitable for Sabbath or Day School. Postage extra for Montreal and suburbs or foreign countries, except United States and its dependencies; also Great Britain and Ireland, Transvaal, Bermuda, Barbadoes, British Honduras, Ceylon, Gambia, Sarawak, Bahama Islands, and Zanzibar. No extra charge for postage in the countries named.

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