

Publisher's Department.

TRUTH, WEEKLY, 16 PAGES, issued every Saturday, 7 cents per single copy, \$2.00 per year. \$1.00 for 3 months. Advertising rates: 20 cents per line, single insertion; one month, \$1.00 per line; three months \$1.50 per line; six months, \$2.00 per line; twelve months, \$3.00 per line.

TRUTH is sent to subscribers until an explicit order is received by the Publisher for its discontinuance, and all payment of arrears is made, as required by law.

PAYMENTS FOR TRUTH, when sent by mail, should be made in Money Orders or Registered Letters. All postmasters are required to register letters whenever requested to do so.

SUBSCRIPTIONS—Remember that the Publisher must be notified by letter when a subscriber wishes his paper stopped. All arrears must be paid.

ALWAYS GIVE THE NAME OF THE POST-OFFICE to which your paper is sent. Your name cannot be found on our books unless this is done.

THE DATE AGAINST YOUR NAME on the address label shows to what time your subscription is paid.

WHEN COURTESY have decided that all subscribers, as newspapers are held responsible until arrears are paid and their papers are ordered to be discontinued.

ADIES JOURNAL, monthly, 30 pages, issued about the 15th of each month, for following month, 50 cents per year, 5 cents per single copy. A limited number of advertisements will be taken at low rates.

THE AUXILIARY PUBLISHING CO., printing 100 Weekly Papers and Supplements for leading publishers in some of the largest as well as the smaller towns in Canada. Advertising space reserved in over 100 of these papers and supplements. Rates: 10 cents per single line; one month, \$1.00 per line; three months, \$2.25 per line; six months, \$3.00 per line; twelve months, \$4.00 per line. The largest and best advertising medium ever organized in Canada.

Estimates given for all kinds of newspaper work.

A. FRANK WILSON, proprietor, 23 and 25 Adelaide St. West, Toronto, Ont.

THE AUXILIARY ADVERTISING AGENCY. Manufacturers, Wholesale Merchants and other large advertisers will advance their own interests by getting our estimates for any advertising whatever for long or short dates.

Advertisements inserted in any paper published in Canada at publisher's lowest rates. As we pay "spot" cash for all orders sent to publishers, and the class of advertising we handle is all of the best, publishers much prefer dealing with our establishment to any other.

Publishers will gladly send their papers for trying regularly.

Do not advertise till you get our quotations.

A. FRANK WILSON.

Proprietor, Am. Daily Advertising Agency, 23 & 25 Adelaide St. W. Toronto.

CIRCULATION:

HIGH WATER MARK,

28,882!

Notice to Prize-Winners.

Successful competitors, in applying for their prizes, must, in every case, state the number of the competition in which they have been successful, and also the number and nature of the prize won. Attention to these particulars will facilitate matters, and save a good deal of time and trouble. As many of the prize-winners neglect to send our charges for packing, postage, &c., we would remind those interested that the following sums must accompany applications for the prizes:—Pianos, \$10; Cabinet Organs, \$5; Sewing Machines, \$2; Tea Services, \$1.50; Gold Watches, and Silver Watches, 75c; other Watches, 50c; Silk Dresses, \$1; other Dress Goods, 50c; Cake Baskets, 50c; Rings, 50c; Books, Spoons, Breeches, and other Small Prizes, 20c.

EPPS'S COCOA—A HEALTHFUL AND COMFORTABLE. "By a thorough knowledge of the natural laws which govern the operations of digestion and nutrition, and by a careful application of the fine properties of well selected Cocoa, Mr. Epps has provided our children with a delicately flavoured beverage which may save us many heavy doctors' bills. It is by the judicious use of this article of diet that a constitution may be gradually built up until strong enough to resist every tendency to disease. Hundreds of subtle maladies are floating around us ready to attack and overthrow the weakest of us. Beware of them. Epps's Cocoa is fortified with pure milk and is nourished with pure milk. Made simply with Epps's Cocoa. Sold only in packets. JAMES EPPS & CO., Ltd., London, Eng."

The Value of Advertising.

The Rev. Mr. Scudder preached at Jersey City on a recent Sunday from the text that the children of this world and in this generation are wiser than the children of light, the truth of which saying of Scripture, he thought, was now strikingly exemplified in the better understanding by worldlings of the advantages of advertising.

He would have the Church take a lesson from the men of business, and be vigorous in advertising the Lord's work, so that the things of heaven should be brought before the public as prominently as the things of this world. Accordingly he suggested "the distribution of religious circulars and the annex of every house in the city in order that people might be brought into the fold."

But that is a very expensive and a comparatively ineffective method of advertising. Nor is it at all new. For generations religious tracts have been distributed from house to house by pious people, who have also stood at street corners handing them to such passers by as would take the gift, and yet the impression produced has been trifling so far as the awakening of an interest in religion is concerned. The effect has rather been to encourage ridicule of religion among the flippant and impious, and to lead others to regard the tract distributors as busybodies or as simple and rather silly men and women who did religion more harm than good.

But they are not more foolish than the men who think to advertise their worldly business to advantage by adopting all sorts of odd devices which attract attention merely. Walking advertisements are sent through the streets in fantastic costumes. Carts are fitted up with glaring transparencies. Dead walls are covered with multi-colored signs and announcements. Stereopticons are put into use at night. Lithographs of women in scanty apparel and questionable attitudes are hung up in the windows of shops. Street and elevated car panels are filled with trade announcements. Boys and men stand along the street handing out bills, which are at once dropped to the pavement. Every household is bored and irritated by the receipt of great numbers of circulars, many of which are produced at large cost. And in endless ways thousands of advertisers are spending their money without getting any adequate return for it. They do not understand that it is not enough to advertise, but that they must so advertise as to command respect for their business and to secure serious attention to what they offer.

The best place for an advertisement is in a new paper of large circulation, and of character and interest; and nine-tenths of the money spent otherwise for advertising is wasted, whether it is put in hard bills, lithographs, or in circulars. The public read the newspaper, and an important part of its news is its advertisements. Almost invariably they throw away unread the handbills and circulars.

There Were Elephants in Those Days.

The Pyramid Lake region has for ages and ages been the favorite haunt and home of the Plate Indians. They have many traditions concerning the fantastic rocks in the lake, its finny inhabitants and the caves and canons of the surrounding mountains; also, of great earthquakes and volcanic eruptions that caused the ground to spout water to an immense height. They have a tradition that the country was infected many generations ago by huge animals that tore down and rooted up the trees of nut pine orchards, and in other ways made themselves obnoxious. These animals were of the size of the elephant or mammoth. The Indians constantly made war upon them, and finally the last herd was driven into Pyramid Lake and drowned. To this day when there is a heavy storm, and big black waves are seen rising and sinking out toward the centre of the lake, the Plate Indians say it is the backs of the great beasts that were driven into the lake in the olden time. The many tracks of elephants found in the State Prison stone quarry at Carson City would seem to show that there is some foundation for the tradition. At the same quarry are found the tracks of tigers, wolves, deer, large birds, and also tracks supposed to be those of a prehistoric man clad in moccasins of untanned hide. All these tracks are in one stratum, under about

Rebuking Chatterers.

Theodore Thomas, the famous orchestral leader, has on several occasions administered a public rebuke to these ill-bred persons who talk and laugh during a concert. Once in Washington, where a large and fashionable audience had gathered to hear his renowned orchestra, he rapped to the musicians to cease playing. Turning to a part of the room where several distinguished ladies and gentlemen were loudly talking, he said,—

"The music will not be played until the disturbance ceases."

The persons who had committed the offence were indignant, but the rest of the audience applauded, and during the rest of the evening silence reigned.

Paganini, the renowned violinist, once administered a rebuke to Voltaire for his rudeness. A company had gathered at the house of a leader to hear Voltaire recite some of his verses, and to listen to Paganini's violin.

Voltaire's recitation enchanted the violinist, and he loudly expressed his pleasure. But when he began to play, the poet, who had a contempt for bad playing and was indifferent towards good, began a loud conversation.

The artist played for a few minutes, but as Voltaire continued to interrupt him, he suddenly placed his violin in its case, saying,—

"Monsieur Voltaire makes very good verses, but he understands as much about music as the devil does, and no more."

It was the custom in London, a hundred years ago, to serve the audience at a concert with tea throughout the evening. An Italian violinist once gave a concert in that city, and while playing a concerto, was much annoyed by the conversation of the audience and the clattering of the tea-cups and saucers.

The Italian stopped the orchestra, saying to them: "These people know nothing about music. I will give them something better suited to their taste. Anything will do for drinkers of warm water."

He struck up a jolly French air, "I have some good tobacco," and was overwhelmed with applause. The audience evidently took the hint, for during the second piece the circulation of the tea-cups was suspended.

"Second to None."

Upon the colors of the Coldstream Guards appear the names of "Lancelotti," "Egypt," "Talavera," "Barrosa," "Peninsula," "Waterloo," "Alma," "Inkerman," and "Sebastopol." It also bears as its motto *Nullo Secundus* (Second to None), which it gained by its singular firmness at the restoration of Charles II.

The colonel of the regiment, General Monk, assisted the restored King to mount his throne, who, when firmly seated thereon, paraded the troops to swear allegiance to him. Among those present were three regiments, who, having grounded their arms in token of submission, were ordered to take them up again as the First, Second and Third Regiments of the Footguards.

The First and Third Regiments obeyed, but the Coldstreamers stood firm, their muskets remaining upon the ground.

"Why does your regiment hesitate?" asked the King of General Monk.

"May it please your Majesty," answered the stern soldier, "my Coldstreamers are your Majesty's devoted soldiers, but after the important service they have rendered to your Highness, they decline to take up arms as second to any other regiment in your Majesty's service."

"They are right," replied the King, "and they shall be second to none. Let them take up their arms as my Coldstream regiment of Foot Guards."

Monk rode to his regiment and announced the King's decision. The arms were raised and shouts of "Long live the King!"

While Bismarck, in a recent debate in the German Reichstag, was speaking with his accustomed vehemence, the president of the Berlin Academy, Herr von Werner, was smuggled in among the members, and rapidly sketched him in the heat of oration. The Prince caught sight of the artist, and the moment he had finished his speech, made straight for Herr von Werner. Various wary members, however, buttonholed him on his way and closed about him. The artist had safely retreated before the Prince could catch him.

Blasting coal is sometimes done by caustic lime, powdered, made of mountain lime stone. Cartridges two and a-half inches in diameter, with a groove along the side are packed in air-tight boxes and sent to the mine, where they are treated in such a manner as to act as generators of steam which cracks the coal into large pieces.

An anti-insect fabric has been patented by Mr. John P. Regan, of New York city. It is made by first steeping the fabric in a solution of tobacco and cascarilla bark macerated in benzine, then drying and steeping in tobacco, cascarilla bark and hot water, the fabric to be used in trunk linings, etc., as a protection from moths or other insects.

A MOST LIBERAL OFFER!

THE VOLTAIRE BUREAU, Marshall, Mich., offer to send their Celebrated VOLTAIRE BUREAU and Electric Appliances on thirty days' trial to any man afflicted with Nervous Debility, Loss of Vitality, Manhood, &c. Illustrated pamphlet in sealed envelope with full particulars, mailed free. Write them at once.

Glaze ribbons in all fancy designs and colorings are among the most elegant bonnet trimmings.

KNOW THYSELF, by reading the "Science of Life," the best medical work ever published, for young and middle aged men.

Flowered fustian and plaid and checked Summer silks are made up into little girl's frocks.

A Growing Evil.

Scrofula, or king's evil, an enlargement of the glands of the neck, termed, may be called a growing evil in more than one sense. Mrs. Henry Dobbs, of Berridale, was cured of enlarged glands of the neck and sore throat by the internal and external use of Hagar's Yellow Oil.

Cream and beige are the favorite colors for Egyptian lace, but they come also in colors.

ADVICE TO MOTHERS.

Mrs. Winkler's SCORPION BRAND child always be used for children's ailments. It soothes the child, softens the gums, allays all pain, cures wind colic, and is the best remedy for diarrhoea. 25c. a bottle.

Picturesque short-waist, full skirt frocks are in favor for both large and small girls.

A Fair Proposition.

There could be no offer more fair than that of the proprietors of Hagar's Yellow Oil, who have long offered to refund every cent expended for that remedy, if it fails to give satisfaction on fair trial.

Piques for children's wear come in clustered cord repped, and sprigged effects.

For coughs, colds, bronchitis and all lung and throat troubles, there is no preparation of medicine can compare with Bickel's Anti-Consumptive Syrup. It never fails to afford prompt and permanent relief. It removes all soreness, and heals all diseased parts. It immediately soothes the most troublesome cough, and by promoting expectoration, removes the mucus which stops up the air tubes which causes difficulty in breathing thereby gives relief to that depressing tightness experienced in the chest. Public speakers and singers will find Bickel's Anti-Consumptive Syrup of inestimable value, as it speedily and effectually allays all irritation, and hoarseness in the throat and bronchial tubes, and gives power to the vocal cords, rendering the voice clear and sonorous. If parents wish to save the lives of their children, and themselves from much anxiety, trouble and expense, let them procure a bottle of Bickel's Anti-Consumptive Syrup, and whenever a child has taken cold, has a cough or hoarseness, give the syrup according to directions.

Woven tuks in woolen robes are among the attractive novelties of the season.

Is there anything more annoying than having your corn stepped upon? Is there anything more delightful than getting rid of it? Holloway's Corn Cure will do it. Try it and be convinced.

The fashion of making short mantles of two stuffs is almost universal.

Quinins and Chills.

Quinine is the popular remedy for chill fever, but it does not always cure. Equire Palmer, of Grass Lake, Michigan, took in all 680 grains of quinine for chronic chills and malarial fever. After that and various other remedies had failed, five bottles of Burdock Blood-Purifiers cured him.

Velvet will be used on some of the most elegant Summer costumes.