

## The Planet.

Business Office ..... 53  
Editorial Room ..... 102  
A. STEPHENSON - Proprietor.  
SATURDAY, APRIL 1, 1906.

## TWO PAPERS' ADVERTISING.

On a recent Sunday, said Manly M. Gilliam, in an address to the London Sphinx Club, the New York Herald contained 380 1-2 columns of advertising. The net price of this advertising, said Mr. Gilliam, was \$85 a column. (Think of that, Chatham merchants). The Daily Planet of Saturday last contained 43 columns of advertising and about 35 columns of reading matter. Not an inch of this advertising space was of the mushroom class. The merchants of Chatham believe in persistent advertising and use space regularly in the newspapers. They find The Planet a specially valuable medium for reaching the masses, and we are pleased to say that the call on our space was never greater than at present. Non-advertising merchants who wish to get to the front and stay there should make a contract for space in The Planet without delay.

## THE RUSSIAN POSITION.

Imperative orders are said to have been sent to General Linevitch to make a stand at or below Kirin, because the immediate result of a defeat at Harbin would be the destruction of the Trans-Siberian Railroad. While the Japanese can be kept at a safe distance south of the railroad troops and supplies can be forwarded to the army and to Vladivostok. But even though Harbin should hold out, the Japanese might destroy the railroad to the west if they should reach it, and both the army in the field and Vladivostok would be isolated.

But Linevitch has a far smaller force than Kuropatkin had and the army has had to sacrifice a great part of its artillery and stores. With the somewhat dubious exception of Kirin—to which point it would not be absolutely necessary for Oyama to follow Linevitch—the Russians have no fortifications to make a stand behind as at Mukden and even at Tie Pass. What chance, then, is there of Linevitch being able to keep Oyama at a distance from the Trans-Siberian Railroad if Oyama has designs further up that road?

The Russian censorship has permitted the publication of a newspaper dispatch from Linevitch's army to the effect that 200,000 troops are imperatively needed. The estimate is moderate, for it would not do much more than to replace the killed, wounded and prisoners of the Russians at Mukden and Tie Pass. If Kuropatkin's army could not hold the Japanese out of Mukden, what can Linevitch do with a force not much larger?

But can such a force reach Linevitch before, in his disabled condition, he shall be overwhelmed? Twelve hundred men a day are now being forwarded to the army. At that rate it would take six months to get the 200,000 men to the front. Where will the front be inside of six months?

Naturally, the Russians are contemplating the abandonment of all Manchuria and of the Amur district of Siberia, with the exception of Vladivostok, which might resist a long siege. But since Port Arthur no one can doubt the result of such a siege.

In view of these facts it is highly probable that the report that the Czar's Ministers have nearly persuaded him to make overtures for peace is true. If further argument be needed the Japanese will supply it.

## ITS DAYS NUMBERED.

Stratford Examiner.  
The numbered ballot is to be counted out.

BECAUSE YOU SHOULDN'T SPEND TOO MUCH IN ONE PLACE.  
Toronto Telegram.

If time is money, why should Mrs. Cassie Chadwick object to getting ten years?

## QUESTION.

Brockville Times.  
A question for Liberals of Ontario to consider just now is, "What would Sir Oliver Mowat have done had Sir Wilfrid Laurier made his present autonomy proposition while Sir Oliver was in his cabinet?"

## ONE DIAGNOSIS.

Hamilton Herald.  
As we understand the Globe's latest position, it is something like this: "The Globe, having committed itself on the principle of provincial rights, it cannot approve of the autonomy legislation even as amended. But the Globe would be profoundly sorry if any Liberals in parliament were to take the position that the Globe has taken."



## Babies Thrive

on Nestle's Food, because it contains all the food properties of rich, creamy cow's milk—in a form that tiny babies can assimilate.

Ready for the bottle by adding water—no milk required to prepare it.

## Nestle's Food

makes sturdy, healthy babies. FREE SAMPLE (sufficient for 3 meals) sent to mothers on request. THE LEBROUX, MILK CO., LTD., MONTREAL.

## TO BE CONTINUED.

Hamilton Herald.  
They say that Biographer Williamson would dearly like to add a sequel to his Life of Laurier.

## A TOUCHING APPEAL.

Bellelille Intelligencer.  
March has, sometimes, a nasty way of going out in zero weather. I hope it won't happen this year, for the sake of the poor robins, who have nothing but their red chest-protectors to keep them warm.

## A PRECAUTION.

Toronto Star.  
When a man is released from a lunatic asylum as "cured" the authorities should see to it that a physician near his place of residence should be advised of his case and warned to keep a look-out for any recurrence of his malady.

## A MODERN NOVEL.

San Francisco Call.  
Chapter I.  
The prettiest girl you ever saw.  
Chapter II.  
The young man interviews her pa.  
Chapter III.  
A wedding grand without a flaw.  
Chapter IV.  
An oath—a tear—a lot of jaw.  
Chapter V.  
"I'm going back home to my ma."  
Chapter VI.  
Her maiden name restored by law.

## THE DEFINITION.

Toronto Telegram.  
"What is the difference between the so-called Separate schools which it is proposed to establish in the Northwest and the Public schools?"—Archibald Campbell, M. P.  
Every Public school system is founded on the citizenship of its constituents.

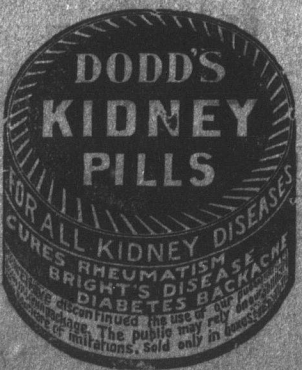
Every Separate school system is founded on the creed of its constituents.

A school system that ignores denominational religion from foundation to roof is a national school system.

A school system that recognizes denominational religion from foundation to roof is a sectarian school system.

## HOW KIPLING WORKS.

Exchange.  
Kipling's method of work presents a direct antithesis to that of the German scholar. The English scholar spends only about ten hours a day at his desk, but he is a systematic worker, going about his writing at the same time every morning. A friend of the author who has seen him lately says that he has grown very thin and looks much more than the 39 years that stand his account. It would seem that he has never quite recovered from his serious illness in New York, and that the death of his little daughter had deepened his spirituality. Kipling's favorite form of recreation is motor-ing, and he takes a boyish delight in rediscovering England with his hand on the brake. An American author who met him last summer warned him to be careful not to let his enthusiasm make him run his machine off the island.



## TO READ A NEWSPAPER

PROF. E. C. MINNICK TELLS THE WAY IT SHOULD BE DONE.

Great Mistakes That People Make in Reading the News—Several Hints That Will Profit the Wide-Awake Man and Woman—Dumont's Works on the Subject Seem to Cover the Whole Situation.

A newspaper is not to be read like a novel, or, on the other hand, like a scientific treatise. It is not fiction, it is news.

Some time since an acquaintance of mine was awailed in a peculiarly absurd manner. Swindlers of the kind had been exposed in the newspapers over and over again. I pointed out that fact to him and expressed my surprise that he, a man who read the newspapers, should be so taken in, writes Prof. E. C. Minnick in The Chicago Tribune.

"Of course, now you mention it," he remarked ruefully, "I've read it over and over again. But one never applies these things to oneself, you know. They just amuse you and you forget them."

News is a narration of actual fact—of things going on in the world which may, in the homely phrase, "come to your doorstep." When you read of an outbreak of typhoid fever through bad drains in Madrid do not dismiss the news as having no concern with you because Madrid is in Spain and you are not. Your own drains may be bad.

I remarked to an official at my railway station the other day that the account I had read in the newspapers of a terrible accident to a passenger who tried to get on a car while the train was in motion would probably have a great effect upon persons who, I noticed, were in the habit of doing the same thing at our station.

"You'd think so," he replied; "but it's too far off, sir. If we'd had a passenger killed here we'd see a difference."

He was quite right. People read news like fiction and do not seek to apply the incidents to themselves. That is why what judges term "hoary-headed frauds" still succeed with so many in spite of constant exposure.

How is it that young women still believe in the dramatic agent who for \$50 will make them into Sarah Bernhardt and secure them princely salaries on the stage? How is it that men will still confide their money blindly to gentlemen who kindly undertake to make fortunes for them by stock exchange speculations? The victims have read exposures of these swindlers time after time, but after all they "never dream such things could be."

Some people, on the other hand, read a newspaper as if it were a scientific treatise. They want to begin at the beginning and read it through word for word—even the advertisement. The consequence is that they never seem to have time to read just the part of the newspaper which might be of special good to them. It is wonderful how, if you ask one of these laborious readers about something in the papers, he has never seen it. He has never had time to read it.

This kind of reader commences his newspaper with the leading articles, and he prefers the newspaper that has the longest, so long as they agree with his own particular point of view. In time he never takes the trouble to form an opinion of his own on matters of the day. Like the man who was so afraid lest he should wear out his brains that he kept a man to think for him, this reader looks to his paper to think for him. If you know his newspaper you can tell what his opinion will be upon any matter of the day.

Now, newspaper leading articles, admirably written as they often are, and by men of splendid gifts as regards literary expression, are not to be always accepted as serious productions. They are written in haste and are sometimes considerably biased. I have not lived long enough yet to read in a democratic newspaper an article which was exactly fair to republicans, nor have I seen one in a republican paper which did not democratize justice for virtues they possessed.

A newspaper is not to be despised because it is cheap. It is not to be studied as if it were a rule in serious matters. It is not. You must seek elsewhere for "the wells of knowledge."

Gladstone was reported to read the London Times in twenty minutes—that is, he had managed to skim over it, gleaned all the facts in it worth noting. It is a habit to be acquired. When a young man asked Sala once what he should read in order to acquire all round intelligence for journalistic work he responded, "A startling advice—Read everything."

One of our busiest politicians told me that when it was necessary for him to test applicants for the post of secretary to himself he used to take the coming paper and put it in the candidate's hand.

"Take a sheet of paper," he ordered, "and write down, in the fewest words possible, the chief things noted in this paper. I'll give you half an hour for it." He declared that the test was an infallible one as a guide to acuteness of mental perception of quick judgment. I have known it also applied to candidates for vacancies in commercial houses. One of my acquaintances failed miserably over it some time ago. He could not understand his unsuccessful and deplored to me the fact that his would-be employer, a merchant, was evidently an ignorant person and of poor judgment. My acquaintance's list of important matters in the newspaper was long and accurate, he felt certain.

"What did you put first?" I asked.

"Football," he replied. "There were five columns of it. Nothing else had half the space given to it."

Some people have a lamentable faculty of noting one fact they find recorded in a newspaper and ignoring all others in antagonism with it.

I met a medical friend of mine some weeks ago. He was in an ill temper, and as he is usually a man of agreeable disposition I asked him the reason.

"I cannot understand why newspapers print such things," he said.

He was attending a woman for indigestion in a remote locality. His patient had seen a paragraph in a newspaper recording the death of a confirmed drunkard at 96 and had care-

## Record for 1904



## Shows

Lower Expense Rate than any other Canadian Life Company.

Over Five Millions New Business nearly all written in Canada.

Funds invested in gilt-edge home securities, such as mortgages on farm and city properties, bonds, municipal and school debentures.

Good Home Business and lots of it, with sound investments, since these things mean more profits to Canadian policy holders.

Head Office: Waterloo, Canada.

fully out it out as a proof that excess in alcohol must really be a good thing! She had overlooked all the other instances recorded in her newspaper which bore in the other direction.

There are people who, if they read that "Mr. X made a thousand dollars on the Derby," jump to the conclusion, though they have had countless instances given them in the newspapers of ruin caused by betting, that "betting is the way to make money." Afterward they blame the newspapers.

"Reading a newspaper," wrote Dumont, "is going out into the world. In the world I shall see evil and good. If I am not to see them I must put out my eyes. Shall I do so, or shall I train my brain and heart to know the good and follow it? If I do not, anyway I will not blame the world, but something nearer—me, Dumont."

## NEITHER STONE NOR METAL.

Uralite May Be Cut Like Wood, Yet It Is Fireproof.

Have you ever heard of urallite? Probably not, for it is a new invention. Yet it is well worthy of notice, since it is superior to anything of the kind that has yet been produced.

It is the invention of a Russian artillery officer and chemist named Imshenetsky, and its claim to distinction lies in the fact that it is absolutely fireproof.

Uralite is composed of asbestos fiber, with a proper proportion of silicate, bicarbonate of soda and chalk, and it is supplied in various finishes and colors, according to the purpose for which it is intended.

In a soft form a sheet of urallite is like an asbestos board. When hard it resembles finely sawed stone and has a metallic ring.

Besides being a nonconductor of heat and electricity, it is practically waterproof, and may be made entirely so by paint, and is not affected either by atmospheric influences or by the acids contained in smoke in large towns, which rapidly destroy galvanized iron.

Moreover, it can be cut by the usual carpenter's or woodworker's tools; it can be veneered to form paneling for walls or partitions; it can be painted, stained, polished and glued together like wood; it does not split when a nail is driven through it; it is not affected when exposed to moisture or great changes of temperature, and it can be given any desired color either during the process of manufacture or afterward.—Dietetic and Hygienic Magazine.

## Coquelin's Wit Won the Day.

One of the most famous of the Quartier Latin clubs in Paris is the one which is called "The Sub Rosa," and the most famous of its members is the great actor, Coquelin, the elder, but the story of his election has not yet been told in print.

He was present, one night at the club's late supper, a weekly feast, and having heard that there was a vacancy in the roll, applied for membership. Now the only rules of the "Sub Rosa" men are: "Think much. Write little. Be as silent as you can." The presiding officer, with this last rule in mind, answered the applicant by placing before him a tumbler filled so full of water that another drop would have caused it to run over. Coquelin understood. He had evidently been misinformed about a vacancy, the club membership was obviously full.

Over the table was suspended a rose, the club emblem. While the glass still stood before him Coquelin broke a petal from the flower, and laid it so gently on the water that not a single drop escaped. A silent man could join and make no trouble.

Around the table ran a ripple of smiles and little hand-claps and nods of approval, and then, as if of one accord, all began making bread-balls. Then a cup was passed from hand to hand, and each deposited his "ballot" in it, and all were found to be round; not one had been pressed flat in sign of disapproval. So Coquelin joined the Sub Rosa Club.

DR. WEAVER'S TREATMENT.  
WEAVER'S SYRUP  
For Humors  
Salt Rheum  
Scrofulous Swellings, etc.  
WEAVER'S CERATE  
Cleanses the Skin  
Beautifies the Complexion.

Combined, these preparations act powerfully upon the system, completely eradicating the Poison in the blood.

Davis & Lawrence Co., Ltd., Montreal.

## \$2.50 CANARY FREE!

Send us a Bird Seed-polymer before Jan. 1st. Bird Seed is 2¢ per lb. and 1¢ per lb. for cash or stamps for stamps, stamps, stamps. Send us 25¢ and we will send you a canary for free. Address: COTI AM BIRD SEED, 19 St. Louis, Mo.

Miard's Liniment Cures Diphtheria.



## A TIN CUP TRICK.

Do It Cleverly and You Can Pose as a Magician.

This little trick, performed in a parlor, will make you appear quite a magician.

Get beforehand two perfectly plain tin cups without handles and with the bottom sunk about a quarter of an inch and straight sides. On the sunk bottom of each put some glue and over it drop some bird's seed, so that it looks as if the cup were full, whereas it is really standing upside down and the layer of seed is glued to the outside bottom.

When you are ready to perform the trick have a bag of the same kind of seed, and standing off from your audience, hold the cups so that they can see they are empty, but don't allow any one to approach you.

Now take one cup and dip it into the bag of seed, but instead of filling it



turn it upside down, so that when you take it out the seed glued to the bottom will show, and every one will think it is full.

Place the apparently full cup of seed under a hat, but in doing so dextrously turn it so that the empty cup is upright and the glued side at the bottom. Don't let your audience see this turn.

Now take the other cup, which is empty and let them see you put it under another hat, but also turn this one so that they do not see you do it. This brings the seed to the top and looks as if the cup were full, and when you remove the hat after pronouncing some magic words it will look as if the cups had changed places.

Remove the cups before any one has a chance to examine them.—New York Mail.

## SOME AFRICAN GIANTS.

They Are Strong and Cunning and Nine Feet High.

There are many giants in Africa nine feet high. Some of them weigh 300 pounds and are strong enough to kill a panther at one blow. Perhaps you think such big fellows must be clumsy, but they are not. They can run faster than any horse, springing twelve to fourteen feet at a leap. This all sounds like a fairy story, but not so when you hear that these African giants are ostriches.

Perhaps you have been told some foolish stories about these birds. That when pursued they stick their heads in the sand and because they cannot see they imagine that no one can see them.

This is base slander. Instead of being stupid, ostriches are very cunning. Their long legs will take them away from men—unless they have their families to protect. Then all is different. The papa ostrich sends mamma ostrich and the baby ostriches off at full speed, while he runs the other way. What do you think he does next? He rolls on the ground, pretending to be hurt. The hunter rushes toward the fallen bird, thinking he can easily catch him, mentally counting how much money he can make out of the splendid feathers which adorn the bird's tail. After the papa ostrich thinks his family has got a good start, up he jumps and stings over the ground, leaving the disappointed hunter to think that the ostrich is not as silly as he has been led to believe.

## Conundrums.

What is the difference between stabbing a man and killing a hog? One is assaulting with intent to kill, and the other is killing with intent to salt—Boston Globe.

Where did William the Conqueror stand when he landed in England? On his feet.

What is the difference between an angler and a dunce? One baits his hook; the other hates the book.

Why is it easy to break into an old man's house? Because his gait is broken and his locks are few.

## Going For the Doctor.

"Wait a bit, my little miss; What makes you walk so fast? You've got the day before you! The sky is not o'cast."

"I'm going for the doctor, sir. For my doll is very ill; She's got a raging fever, sir. I guess she's took a chill."

"Put a bandage round her head And mustard to her feet; Give her cambric tea to drink And not anything to eat."

"I tried all that two hours ago! The fever didn't abate. I lay all the trouble, sir. To pudding which she ate."

"What if the doctor isn't in? Or doesn't care to come? Or charges—as he often does—A most outrageous sum?"

"If he isn't I'll wait. What if his charge be high? Do you think because of that I'd let my dollie die?"

## DR. MACKAY'S SPECIFIC

For the Treatment

## ALCOHOLISM

Used in Connection with the Province of Quebec Probation System with Unvarying Success

The City Council of Montreal has endorsed this marvelous discovery. The Finance Committee of Montreal recently voted \$500 to defray the expense of placing the medicine in each of the city police stations, as prompt application of the Treatment to bad cases will prevent the fatalities continually occurring in the cells.

No Sanatorium is required. The treatment can be taken at home. No special diet required. The desire to reform is simply necessary and spirits avoided for a few days.

This medicine is now within the reach of all, the price having been reduced. The wonderful results obtained with the worst cases of Drunkenness coming before the Judges of the Recorder's Courts in Quebec and Montreal warrants the statement that the disease of Drunkenness can be cured—readily and surely—under ordinary circumstances and with the reasonable desire upon the part of an inebriate.

This treatment is simply the medicine of the medical profession—the only secret is as to its administration.

Dr. Mackay's discovery is the result of 25 years of practice as a specialist and expert. He is a member of the College of Physicians and Surgeons of the Province of Quebec.

The Government of Quebec through the Judges ordered over 600 boxes of the medicine for prisoners appearing in the Courts in 1904—Official Reports establish 80 per cent. of cures with these cases.

With public and official endorsement and the record of results published it is unnecessary to waste money experimenting further. All communications private.

## The Leeming Miles Co., Ltd.

MONTREAL.

SOLE AGENTS FOR...

DR. MACKAY'S SPECIFIC

—FOR—

## DRUNKENNESS.

The Mask in Italy.

The Italian nation is especially appealed to by the charm of mystery and all those indefinite possibilities which lurk behind the secrecy of the mask. Not that this license of masks was frequently abused. Alessandro VI., who with Madonna Lucrezia, was so fond of watching the maskers go past from the balcony of Castel St. Angelo, had to forbid masks in 1499 under pain of the gallows, to such an extent did the factions and ill disposed at Rome take advantage of them to pay off old scores, and so many people were killed or seriously wounded every day in the streets.

Connected with the old Saturnalia the masks were the especial characteristic of the Fabulae Attellane and the less aristocratic Mimae, and nobody who has seen the collection of such antiquities at Rome, Naples and Pompeii will doubt the important part that masks played in the life of the early empire. Thence we may trace them down in the antique farces, which gradually blended with the sacred representations of the middle ages until they ultimately laicized them and removed them from the church.—Gentleman's Magazine.



## A Bad Case.

BUT EASILY OVERCOME WHEN "THE KIDNEY REMEDY" WAS FOUND.

Alfred Carter writes the following candid letter, setting forth the benefits he derived from the use of Bu-Ju Kidney Pills.

Toronto, Ont., June 4, 1904.

Clafin Chemical Co., Windsor, Ont.  
Gentlemen—During the past winter having caught a severe cold in my back and my kidneys appearing to be affected thereby, I was induced through seeing your advertisement in one of the daily papers to try a box of your "Bu-Ju" pills, and am pleased to tell you that after taking only two boxes of them, the trouble entirely disappeared, and I have not been troubled since. Yours truly,  
139 D'Arcy St., ALFRED CARTER.

What they have done for Mr. Carter they will do for you. Why hesitate and continue to suffer when a simple remedy can be obtained at so moderate a cost. Bu-Ju Kidney Pills are for sale at all drug stores.

## To Look Clean

Is gratifying.

## To be Clean

Is satisfying. You will enjoy both when you place your linen with us, for we do our work by the most modern methods known to our art.

The Parisian Steam Laundry Co., Phone 20