

## Publisher's Department.

\$43,535.00

A NEW PLAN.

FINE CITY RESIDENCE GIVEN AWAY

FOR ONE DOLLAR ONLY.

"TRUTH" BIBLE COMPETITION NO. 14.

TRUTH, WEEKLY, 23 PAGES, issued every Saturday, 7 cents per single copy, \$3.00 per year. Advertising rates:—30 cents per line, single insertion; one month, \$1.00 per line; three months, \$2.50 per line; six months, \$4.00 per line; twelve months, \$7 per line.

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

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

DISCONTINUANCE.—Remember that the Publisher must be notified by letter when a subscriber wishes his paper stopped. All arrearages 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.

THE COURTS have decided that all subscriber to newspapers are held responsible until arrearages are paid and their papers are ordered to be discontinued.

LADIES' JOURNAL, monthly, 20 pages, issued about the 20th of each month, for following month, 60 cents per year, 6 cents per single copy. A limited number of advertisements will be taken at low rates.

THE AUXILIARY PUBLISHING CO., printing 165 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:—30 cents per single line, one month, \$1.00 per line, three months, \$2.50 per line; six months, \$4.00 per line; twelve months, \$7 per line. The largest and best advertising medium ever organized in Canada.

All Estimates given for all kind of newspaper work.

H. FRANCIS WILSON, proprietor, 33 and 35 Adelaide St. West, Toronto, Ont.

## BRANCH OFFICES.

MONTREAL, QUE.—No. 161 St. James St., G. R. Scott, Manager.

WINNIPEG, MAN.—No. 320 U. S. St., Winsor Bros., Managers.

Business in connection with all of our publications or the Auxiliary Publishing Company, can be well transacted with either of our established offices or with the head office in Toronto.

THE AUXILIARY ADVERTISING AGENCY. Manufacturers, Wholesalers, Merchants, and other large advertisers will find it to their interest by getting our estimates for advertising whether for long or short dates.

Advertisements inserted in our paper published in Canada at publishers' lowest rates. As we pay "first" cash for all orders, the publisher, and the firm of advertising agents, is all of the best, publishers much prefer dealing with our establishment to others.

Advertisers will receive a copy of our paper for tying regularly. Do not advertise till you receive our estimates.

H. FRANCIS WILSON,  
Proprietor of our advertising Agency,  
33 & 35 Adelaide St. W. Toronto.

## ABOUT RENEWALS

## SPECIAL PRESENT INDUCEMENTS.

TRUTH subscribers whose terms have expired, or are about to expire, are respectfully requested to renew at once. We do not like any such cut off the list. Don't part company with TRUTH.

As a special inducement for immediate renewals, the Publisher has resolved to make the following special offer, which is the best he has ever made:—

To all subscribers sending in \$3 for a year's renewal, a FREE GIFT will be made of *Canada Under Lord Lorne*, a splendid Canadian volume of 700 pages, well printed and well bound; or *Shakespeare's Complete Works*, neatly printed and well bound.

To all subscribers sending \$1.50 for six months' renewal, a free gift of Elihu Burritt's great work *Chips from Many Blocks*, 300 pages, or *Poems and Songs* by Alexander MacLachlan, a favorite Canadian poet.

These books will be delivered free at TRUTH office, or sent by mail if the extra postage is sent, viz.:—12 cents on the present to yearly subscribers, and 9 cents on that to half yearly.

This offer holds good for one month only. Please send in at once, therefore. Subscribers whose terms have not yet expired, may also avail themselves of this offer, and full credit will be extended to them. Don't let the chance slip. It is seldom such a liberal offer is made, and it may not be made again. In sending in be sure and mention it is for a renewal. Renewals may also be made by the Bible Competition scheme, in another column, but those competing will not also be entitled to one of the gift books above referred to.

About two years ago the publisher of TRUTH resolved to make a great effort to extend the circulation and influence of his paper to the fullest possible extent, and hit on the expedient of offering a large number of splendid premiums for correct answers to Bible questions. As the effort met with fair encouragement he has ever since continued, from time to time, similar offers, carrying out every promise to the very letter, and promptly paying every prize offered. As his publication is a permanent institution, an old-established and widely-circulated journal, and he has staked his all in its success, he is fully alive to the fact that the scheme must be carried out fairly and honorably without favor or partiality to any one.

This has been done in the past, and it will be done in the future. Within the last two years he has, among other rewards, given out about \$3,000 in cash, 25 pianos, 25 organs, 500 gold watches, 500 silver tea sets, 500 silver watches, besides many other valuable articles too numerous to enumerate here.

No other publisher in America, if in the world, has ever paid out anything approaching this in the same manner, and few others have ever so extensively advertised.

The result is that full confidence has now been established in the honorableness of the scheme, and the reliability of the publisher. TRUTH now circulates in every Province in the Dominion of Canada and in nearly every State of the American Union, besides having a large circulation across the Atlantic.

## READ THIS CAREFULLY.

You can compete any number of times in this competition. Send one dollar now, don't delay, with answers to these questions, and you will stand a good chance among the SECOND and THIRD, and more particularly for the GREAT MIDDLE reward, the residence, as the advertisement has been out some time. Then send one dollar, say one month hence, and another in competition for the Consolation Rewards, and among the lot you are almost certain to strike something well worth having, perhaps even a prize for each dollar sent. Of course your answers to the Bible questions must be correct to secure any reward. Don't lose an hour now in sending off the first dollar. Read the full particulars. For each dollar sent your term of subscription will be extended four months.

Among former competitors are the leading citizens of the country—the most respected ministers, public officers, professional men, ladies of every station, and people of nearly all classes. Large lists of those successful in former competitions have appeared and are still appearing each week in TRUTH. Any of these names may be referred to in regard to what has been done.

## A GOOD GUARANTEE.

Reader, you need not have any misgivings about this offer. Mr. Wilson has been in business for nine years as a publisher, and has honorably met every engagement and fulfilled all promises. Though money has been actually lost on this scheme, in order to carry it out squarely, yet he has not disassociated with the result, as TRUTH has been splendidly established and his own business reputation well built up. This will, however, positively be the last competition this year, and perhaps altogether, so don't lose the present opportunity of securing a valuable prize with TRUTH. A good guarantee for the future now lies in the fact that the publisher cannot now afford to do otherwise than honorably carry out his promise, as to fail at all would forfeit the result of the efforts of nearly a whole business life time.

## THE BIBLE QUESTIONS.

- Give first reference to the word MARRIAGE in the Bible.
- Give first reference to the word DIVORCE in the Bible.

## THE REWARDS.

In order to give every one, living anywhere, a fair chance to obtain one of these rewards, they have been distributed equally over the whole time of the competition, in seven sets as follows:—

## FIRST REWARDS.

- Two Hundred Dollars in Gold Coin.....\$200
- 2, 3 and 4.—Three grand upright pianos.....1,650
- 5, 6, 7 and 8.—Four fine ten-stop cabinet organs.....800
- 9, 10, 11, 12 and 13.—Five elegant solid quadruple silver-plated tea services.....500
- 14 to 18.—Six ladies' fine solid gold hunting-case watches.....540
- 20 to 30.—Eleven solid coin silver hunting-case or open-faced watches.....330
- 31 to 70.—Ninety-five solid silver case watches, good movements.....400
71. One Hundred Dollars in Gold.....100
- 72 to 200.—One hundred and twenty-nine solid gold rings, elegant designs.....750
- 201 to 600.—Three hundred fine solid rolled gold brooches, newest designs.....900
601. Fifty Dollars in Gold.....60

## SECOND REWARDS.

- Two Hundred Dollars in Gold.....\$200
- 2, 3 and 4.—Three grand upright pianos.....1,650
- 5, 6 and 7.—Three elegant cabinet organs, by a celebrated maker.....750
- 8 to 10.—Three fine quadruple plate tea services—5 pieces.....800
- 11 to 18.—Eight ladies' solid gold hunting-case watches.....800
19. Twenty dollars in gold.....20
20. One Hundred Dollars in Gold.....100
- 21 to 162.—Twenty-seven solid Nickle watches.....540
- 163 to 250.—One hundred and eighty-eight half-dozens sets of heavy silver plated Tea Spoons.....990
- 351 to 600.—Three hundred and fifty volumes of a most fascinating novel, (bound in paper).....170

After these follow the Consolation Rewards, when, to the sender of the very last correct answer received in this Competition will be given number one of these Consolation Rewards named below. To the next to the last correct answer will be given number two, and so on till all these are given away.

## CONSOLATION REWARDS.

- Two Hundred Dollars in Gold Coin.....\$200
- 2, 3 and 4.—Three grand upright pianos.....1,650
- 5, 6 and 7.—Three elegant cabinet organs, by a celebrated maker.....750
- 8 to 10.—Three fine quadruple plate tea services—5 pieces.....800
- 11 to 18.—Eight ladies' solid gold hunting-case watches.....800
- 19 to 19.—Eleven heavy black silk dress patterns.....600
- 20 to 90.—Forty-one fine black cashmere dress patterns.....412
- 91 to 120.—Sixty half-dozens sets of silver-plated tea services.....360
121. One Hundred Dollars in Gold.....100
- 122 to 290.—One hundred and thirty-nine fine German Oleographs.....663
- 291 to 601.—One hundred and eleven volumes of a most fascinating novel, by a celebrated author.....50

## METHOD OF MAKING AWARDS.

As fast as the answers come to hand they are carefully numbered in the order they are received, and at the close of the competition (Sept. 30th) the letters will be divided into six EQUAL QUANTITIES, and to the sender of the middle correct answer of the whole competition from first to last, including the consolation rewards, will be given the residence referred to above. Then to the sender of the first correct answers up to number 501 in the FIRST AWARDS, and up to number 716 in the SECOND AWARDS, and up to number 401 in the THIRD AWARDS, and up to 511 in the FOURTH AWARDS, and up to 600 in the FIFTH AWARDS, and up to 401 in the SIXTH and last, or CONSOLATION AWARDS, will be given the prizes as stated in each of the lists. Fifteen days only will be allowed after date of closing for answers in competition for consolation rewards to reach TRUTH Office from distant points.

Each person competing must become a subscriber to TRUTH for at least four months for which one dollar must be sent with their answers. As this is the regular subscription price, you therefore pay nothing extra for the privilege of competing for these costly rewards.

## HOW TO SEND.

Don't lose a day about looking up these bible questions and sending them in, although your chance is equally good anytime between now and 30th September next. Send in each case a money order for one dollar, or registered letter with the money enclosed, and the answer written out clearly and plainly, with your full name and correct address. Bear in mind, every one must send one dollar, for which TRUTH will be sent for four months. Present subscribers competing will have their term extended, or the magazine will be sent to any other desired address.

This competition is advertised only in Canada, and Canadians therefore have a better opportunity than residents of other countries. The rewards, however, are so distributed over the whole term of the competition that anyone, living anywhere, may be successful.

TRUTH is a 23-page weekly magazine, well printed and carefully edited. A full size page of newest music each week, two or three fascinating serials and one or two short stories, Poet's Page, Young Folks, Health, Temperance, and Ladies' Fashion Department Illustrated. In the contributors' pages may be found during the