

Just Out: **CARTOON** NUMBER. Ten cents a copy. Stamps accepted.
 The 'World Wide' **CARTOON** NUMBER. Ten cents a copy. Stamps accepted.
 Containing over One Hundred Comic Sketches and a War Map.
 Also a Coupon worth Twenty-five Cents.

(Being one-third of a subscription to 'World Wide' to January, 1905. See foot note.)

AGENTS

Commissions and Prizes.

AGENTS WANTED in every county throughout Canada and elsewhere. Agents get 60 percent profits in cash, and may earn really valuable prizes, such as organs, bicycles, gold watches and libraries, aggregating hundreds of dollars.

Anyone—even boys and girls after school hours, could sell twelve copies of the Magazine of 'World Wide' Cartoons in a single hour.

12 copies sold at 10c each.....\$1.20
 12 copies cost the agent......50

Leaving a profit to agent..... .70
 This in itself would be good pay for a couple of hours of pleasant work. But, besides this, there is the opportunity of winning valuable prizes as follows:—

PRIZES FOR THREE DOZEN.

To the agent who sells the first three dozen in his or her county will be given over and above the profit of \$2.10 in cash, one of our splendid **FOUNTAIN PENS** or a watch, or books of the value of \$1.50 to \$2.00.

PRIZES FOR BIGGEST LIST.

Besides the rewards just mentioned, really fine bicycles, organs gold watches, or books of equal value will be awarded to those sending in the largest lists.

One such prize for village competitors
 One such prize for town competitors.
 One such prize for city competitors.

It will be seen at a glance that these prizes will be worth working for—and they will be carefully selected and of really good value.

The edition is now on the press and orders will be filled in rotation as received.

It will be quite safe for anyone to send for three dozen, enclosing therefor \$1.50, which, as shown above, will yield a profit of \$2.10 besides the chance of the county and general prizes.

ORDER FORM.

For the convenience of agents, the following form may be used.

JOHN DOUGALL & SON, }
 Publishers, Montreal:

Please send me three dozen of your ten cent Magazine of 'World Wide' Cartoons, for which I enclose post-office order for \$1.50, in full payment, and which I will sell at ten cents a copy; the entire proceeds to belong to me.

NAME.....1904

ADDRESS.....

OR THIS FORM

May be used for those who fear that they might not know how to go to work to sell three dozen, and yet would like to try it.

JOHN DOUGALL & SON, }
 Publishers, Montreal:

Please send me six copies of your ten cent Magazine of 'World Wide' Cartoons, which I agree to sell as soon as possible after they arrive, at ten cents a copy, and to send you twenty-five cents in stamps as soon as I collect that amount.

NAME.....1904

ADDRESS.....

This small lot will ensure the agent 24 cents profit, but it will mean delay in getting further supplies. Those who send for three dozen at once obviously have the best chance of winning the prizes.

Colored Cover Illustration. Special Paper.
 Is exceedingly funny. A splendid hit.
 A Most Laughable and Effective Review of the Year.



The Paris news stands and agents report that a similar collection of 1903 cartoons enjoyed a larger sale than any other publication in the French capital.

Single Copies, Ten Cents each. Stamps accepted.
 All Orders filled in rotation as received. Address immediately,
JOHN DOUGALL & SON, Publishers, Montreal.

NOTE—This Magazine of Cartoons while complete in itself, is an annual feature of a 20 page, weekly paper called 'World Wide,' issued at one dollar a year, and which contains besides the best Cartoons, the best articles that appear in the best British and American publications. This publication is in its fourth year and is endorsed by eminent men and women. Free Sample Copy will be supplied with every copy of Cartoon Magazine.

President Trotter writes—I look eagerly for your weekly collection of good things, and recommend the paper warmly to my friends.

Dr. S. E. Dawson writes—I take a good many papers, but 'World Wide' is the only one which I read without skipping.

Prof. Rhodes writes—'World Wide' is a delight to me. Read every word.

Sir Algernon Coote, Bart., writes—I am delighted with 'World Wide.' The publication is superior to any of a similar kind that I have seen on either side of the Atlantic.

'World Wide' appeals to thinking people of all sorts and conditions. It is unbiased, giving both sides of the most interesting subjects. Its only mission is to select the best things that appear week by week in the best British and American publications, and pass them on to a wider circle of readers than would otherwise enjoy them.

Dr. Cuyler on Preaching.

Don't be afraid of the word 'Hell' any more than of the word 'Heaven.' The too common assertion that the faithful, tender and solemn presentation of the divinely revealed retributions of sin, is an attempt to 'scare people into religion' is utterly preposterous. As the ambassadors of Jesus Christ it is our bounden duty to 'declare the whole counsel of God,' and we have no right to conceal or to belittle any great revealed truth. If Noah had not been 'moved by fear' of a predicted deluge, he never would have prepared an ark for saving himself and his household. It is a criminal cruelty to conceal from the transgressors of God's law and of God's love that the 'wages of sin is death.' There is much truth in Mr. Gladstone's

weighty declaration that 'the decay of the sense of sin against God is one of the most serious portents of these days.' Preach, therefore, my brother, most plainly and lovingly the guilt and the doom of sin, and pray that every impenitent soul before you may be convicted by the Holy Spirit. Nobody is likely to flee to the Lord Jesus Christ until he or she feels the need of him. Deep convictions of sin usually produce deep conversions; shallow convictions produce shallow conversions and half-way Christians. Go down to the roots. When you have made a sinner see himself, then point him to the all-sufficient Redeemer, whose atoning blood cleanseth from all sin. This was Peter's style of preaching at the time of Pentecost, when three thousand souls were convicted and converted in a single day. When you are preaching repentance you cannot be too pungent; when you are offering salvation through the Lord Jesus you cannot be too winsome and beseeching.

THE OWL AND MONKEY.

And when I'm sick and blue,
 And have head and heart ache too,
 And the world and all that's in it
 seems but chaff, chaff, chaff.

I never for these ills
 Take emulsions, salves or pills,
 But I look at 'World Wide' Cartoons
 and I laugh, laugh, laugh.

But see the owl and monkey advertisement elsewhere in this newspaper, and learn more about this antidote for blues.

—Rhyme and Reason.

THE 'NORTHERN MESSENGER' is printed and published every week at the 'Witness' Building, at the corner of Craig and St. Peter streets, in the city of Montreal, by John Rodpath Dougall and Frederick Eugene Dougall, both of Montreal.

All business communications should be addressed 'John Dougall & Son,' and all letters to the editor should be addressed Editor of the 'Northern Messenger.'