

WITNESS OFFICE  
MONTREAL

November 24th, 1899.

Dear Friend,

We are trying our best from year to year to make the "Northern Messenger" a finer and more readable paper. You know how in the past we have increased its size till it is now more than three times the size of any other Sunday School paper which sells at the same price. With the increase in the amount of reading has gone a proportionate increase in the number of pictures, and the paper has become not only the cheapest, but by all odds the most popular Sunday School paper in the Dominion.

This year we have arranged to make another great addition to the value of the paper. We have secured the exclusive Canadian serial rights of "Black Rock." This is a splendid religious story, one of the most striking ever written by a Canadian. Speaking of it, "The Times," Orillia, says: It is "as fine as anything done by Ian Maclaren."

To get this book in paper cover you would have to pay 50c. You will get it in your next year's "Messenger" for only 30c., or 20c. if in a club. We are really giving a 50c. premium along with the "Messenger" this year.

Now of course this will increase our expenses for the year. To meet this increased expense we want to increase our circulation by ten thousand. That looks like a large undertaking. It is not however a hopeless one, as it is actually less than our average increase for the two last years. Will you help us in this work by trying to get the paper into your Sunday School and among your friends.

Very sincerely yours,

*John Dougall*

### Keep a Clean Mouth.

A distinguished author says: 'I resolved, when I was a child, never to use a word which I could not pronounce before my mother.' He kept his resolution and became a pure-minded, noble, honored gentleman. His rule and example are worthy of imitation.

Boys readily learn a class of low, vulgar words and expressions, which are never heard in respectable circles. Of course we cannot think of girls as being so much exposed to this peril. We cannot imagine a decent girl using words she would not utter before her father or mother.

'Such vulgarity is thought by some boys to be smart,' 'the next thing to swearing,' and yet 'not so wicked;' but it is a habit which leads to profanity and fills the mind with evil thoughts. It vulgarizes and degrades the soul and prepares the way for many of the gross and fearful sins which now corrupt society.

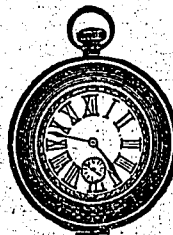
Young readers, 'keep your mouths free from all impurity and your tongue from evil;' but in order to do this, ask Jesus to cleanse your heart and keep it clean, for 'out of the abundance of the heart the mouth speaketh.'—The Standard.

### ADVERTISEMENTS.

## EPPS'S COCOA

GRATEFUL COMFORTING  
Distinguished everywhere  
for Delicacy of Flavor, Superior  
Quality, and highly Nutritive  
Properties. Specially  
grateful and comforting to  
the nervous and dyspeptic.  
Sold only in 1/4 lb. tins, la-  
belled JAMES EPPS & Co.,  
Ltd., Homeopathic Chem-  
ists, London, England.

## BREAKFAST SUPPER EPPS'S COCOA



### FREE! FREE!

In order to introduce our Assorted STEEL PENS, we are giving away Rings, Bracelets, Chains, Desks, Watches, and many other useful premiums. Send no money. Nothing but your name and address. Upon receipt of same we shall send you goods. When sold remit us amount due, and Premium you select from our Mammoth Catalogue will be forwarded you. Address STANDARD WATCH & NOVELTY CO., P.O. Box 62a., St. John, N.B.

### NORTHERN MESSENGER

(A Twelve Page Illustrated Weekly).

One yearly subscription, 30c.  
Three or more copies, separately address-  
ed, 25c. each.  
Ten or more to an individual address, 20c.  
each.  
Ten or more separately addressed, 25c. per  
copy.

When addressed to Montreal City, Great Britain and Postal  
United States and Canada free of postage. Special arrange-  
ments will be made for delivering packages of 10 or more in  
Montreal. Subscribers residing in the United States can remit  
by Post Office Money Order on Rouse's Point, N.Y. or Express  
Money Order payable in Montreal.

Sample package supplied free on applica-  
tion.

JOHN DOUGALL & SON,  
Publishers, Montreal.

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  
Redpath Dougall, 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.'