

Publisher's Department

TRUTH, WEEKLY, 28 PAGES, issued every Saturday, 1 cent per single copy, \$2.00 per year. Advertising rates:—20 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, \$7.00 per line.

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

THE COURTS have decided that all subscribers, to newspapers, are hold responsible until arrears are paid and their papers are ordered to be discontinued.

TRUTH JOURNAL, monthly, 20 pages, issued about the 20th of each month, for following month, 50 cents per copy, 5 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:—50 cents per single line; one month, \$1.50 per line; three months, \$4.50 per line; six months, \$8.00 per line; twelve months, \$15.00 per line. The largest and best advertising medium ever organized in Canada.

Estimates given for all kind of newspaper work.
S. FRANK WILSON, proprietor, 33 and 35 Adelaide St. West, Toronto, Ont.

BRANCH OFFICES.

MONTREAL, QUE.—No. 102 St. James St., C. R. Scott, Manager.
WINNIPEG, MAN.—No. 370 Main St., Wilson Bros., Managers.

Business in connection with any of our publications, or the Auxiliary Publishing Company, can be as well transacted with either of our branch establishments as with the head office in Toronto.

THE AUXILIARY ADVERTISING AGENCY.

Manufacturers, Wholesale Merchants and other large advertisers will advance their own interests by getting our estimates for any advertising whether 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 claim of advertising is handled in all of the best, publishers much prefer dealing with our establishment to any other.

Public-holders will kindly send their papers for filing regularly.

Do not advertise till you get our quotations.

S. FRANK WILSON,
Proprietor Auxiliary Advertising Agency,
33 and 35 Adelaide St. W. Toronto.

WHAT THEY ARE SAYING.

Mrs. J. HELL, Toronto.—I received gold brooch awarded me in Competition No. 11, and am highly pleased with it; with thanks.

Mrs. W. G. CARTER, Grand Forks.—I beg to acknowledge the receipt of a lady's gold brooch. It far exceeds my expectations.

JOSEPH LEE, Ogdensburg, N. Y.—My prize award brooch in TRUTH Bible Competition No. 11, was duly received. It is up to expectation.

F. A. DOOLITTLE, Orillia.—Please to accept my thanks for the Cyclopaedia you sent me. It is a very useful book, and I am pleased with it.

JOHN M. MACGREGOR, Archibald, P. O., Manitou, Ont.—I duly received the Gold Brooch awarded to me, on the 20th inst., and thank you for the same.

JOHN K. FINLAYSON, Paris, O.—Accept of my thanks for the prize awarded me for Bible Competition No. 12 in TRUTH—a very handsome Butter Knife.

A. BRUNNETT, Lennoxville, P. Q.—My prize butterknife in Competition No. 12, has been received, and I am much pleased with it. Wishing TRUTH all success.

T. H. PATTON, Oxford Station, Nova Scotia.—I received the dictionary to-day and am very much pleased with it. I think myself amply repaid for the money sent.

CATHARINE STEWARD, Nons, Ont.—Please accept my thanks for the beautiful gold brooch which was awarded me in Competition No. 11. Wishing you success.

K. WALTON, Madoc, Ont.—Many thanks

for the beautiful sewing-machine you sent me, every one of my friends admire it. We think TRUTH well worth the money.

Mrs. EGAN, Poultypool, Ont.—I received my prize Waterbury watch. Please accept my thanks for the same. I like TRUTH very much. It is a welcome visitor to our family.

Mrs. W. T. DEATH, Etobicoke, Ont.—I beg to acknowledge the receipt of the gold brooch won in Competition No. 11. I am much pleased with it. I wish every success to TRUTH.

LIZIE TITUS, Hamilton, Ont.—I have just received the gold brooch awarded me in TRUTH competition No. 11, and am highly pleased with it. Please accept my sincere thanks for the same.

S. P. HAYLFIELD, 1804 "G" St., Washington, U. S.—Have just received the brooch awarded me in Bible Competition No. 11. Many thanks. Wishing you success in your noble work.

A. H. HITTLE, Camden, Ont.—I have just received the World's Cyclopaedia awarded me in TRUTH Competition No. 11. It is a valuable work and you will please accept my thanks for it.

JANE A. BENNETT, Port Hope. My prize ring arrived yesterday. I am well pleased with it as it is a beautiful ring. Please accept my sincere thanks. I wish TRUTH and the Ladies Journal every success.

A. W. SEAR, Belderville, Wisconsin, U. S.—I beg to acknowledge the receipt of a gold brooch as a reward of Bible Competition No. 11. Please accept my warmest thanks for the same.

C. COCHRAN, Kingston, Ont.—I received to-day, the World's Cyclopaedia, awarded to me in Bible Competition No. 11. I am very much pleased with it and send thanks and the compliments of the season.

EMMA KREY, Preston, Ont.—I have much pleasure in acknowledging the receipt of the beautiful solid rolled gold brooch which was awarded to me in TRUTH Competition No. 11. Wishing you great success.

J. W. FURCH, Eaton Corner, P. Q.—Pardon my not having sooner acknowledged the receipt of the Dictionary, which I won in Competition No. 11. I am very much pleased with it, and wish the TRUTH every success.

JENNIE SMALL, Mount Forest, Ont.—I beg to acknowledge with pleasure receipt of the book, World's Cyclopaedia, awarded me in TRUTH Competition No. 11. It is far beyond my expectations. Wishing TRUTH every success.

B. F. BALDWIN, Cascades.—I have much pleasure in acknowledging receipt of gold brooch from your office, being middle award in Bible Competition No. 11, according to your advertised arrangement, for which please accept my thanks.

J. E. PEARSON, Kingsburg, Nova Scotia.—I am sorry that my answers to Bible Competition was not in time for a prize, but yet I can say truthfully, that I am much pleased with your paper. TRUTH is a welcome visitor to us every week, and its pages are peppered with great interest.

SADIE L. WOOD, Cobourg, Ont.—It is with much pleasure I acknowledge the receipt of the beautiful Silver Teapot sent me as one of the rewards in Bible Competition No. 11. I am well pleased with it. Accept my thanks for the same, and my best wishes for TRUTH's success.

The Daily Whig, of Kingston, says of us:—TRUTH, of Toronto, whose regular issue passed the 30,000 mark, publishes in its last issue a cut of the Queen's College building, accompanied by a full but succinct and accurate sketch of the university's history, standing and advantages. The page is creditable alike to the college and the journal.

MISS ELIZA REYNOLDS, Ottawa.—The Williams Sewing Machine awarded to me in Bible Competition No. 11, has been duly received and gives entire satisfaction. Accept of my best thanks for your prompt attention, and I trust that your efforts for the circulation of pure literature through the widely read columns of TRUTH may receive that encouragement from a discerning public which you so richly deserve.

The publisher of TRUTH has received a large number of complimentary acknowledgments of prizes sent out, from which the following extracts are taken:—

L. S. ACKERMANN, Pickering, Ont.—I beg to acknowledge the receipt of a ladies Elgin gold watch, awarded me in TRUTH Competition No. 12. The watch is a genuine Elgin movement, in perfect condition, and is a perfect beauty. I consider it one of the best weekly magazines published in Canada, and well worth the price asked for it, independent of any other consideration.

LIST OF WINNERS

—OF THE— MIDDLE REWARDS IN— 'TRUTH' COMPETITION NO. 12.

Following is a continuation of the successful competitors in the middle rewards, competition No. 12:

TRIPLE SILVER PLATED BUTTER KNIVES (CONTINUED.)

663, Mrs. H. Talbot, Bank St., Ottawa; 664, J. D. Roe, Ottawa; 665, L. C. Kitchen, Belleville; 666, Louisa Engstrom, 216 Ontario St., City; 667, A. J. Schofield, 259 Berkeley St., City; 668, M. Tyrrell, 4 Howe Ave., City; 669, J. Locke, Montreal; 670, Mrs. James L. Fleming, Fort Erie, Man.; 671, Margery Hamilton, Glenwood Mills, Iowa; 672, N. Mitchell, Silver Springs, Man.; 673, S. C. Lawrence, Warrington, Escaraba Co., Fla.; 674, J. L. Bissel, Omaha, Neb.; 675, M. Derrick, Wilmington, Del.; 676, J. Rice, Wilmington, Del.; 677, Edith M. Hall, Sand Bay, O.; 678, Geo. F. Webster, 1422 Vine Place, Minneapolis; 679, P. Keenan, 256 Adelaide St., City; 680, James Carr, Campbellford, Ont.; 681, Mrs. W. Clift, 695, Craig St., Montreal; 682, R. J. Birch, 5 Phillips St., Montreal; 683, Chas. Cameron, Lancaster, O.; 684, John Deane, Cobourg; 685, Maggie B. Bell, Hensall, O.; 686, Mrs. W. Bond, Newmarket, O.; 687, F. Cross, Stayner, Ont.; 688, Sarah Jackson, Cannington, Ontario; 689, Robert Thyme, Bluevale, Ontario; 690, N. Richard, 218 Queen St. E., City; 691, Donald McInnes, Laidlaw River, C. B. N.S.; 692, A. McInnes, Antigonish, N.S.; 693, Mrs. J. McGill, Assiniboia, N.W.T.; 694, A. I. Smith, Box 123, Milbrooke, Ont.; 695, John Crowther, Williamsford St., Holland Centre; 696, Mrs. J. Jack, Deceuseville, Ont.; 697, Frank Warner, Deceuseville, Ont.; 698, H. Chisholm, Kilmarin, Ont.; 699, Mrs. J. Pringle, Avening, Ont.; 700, W. H. Shrapnell, Glenwalker, Ont.; 701, E. B. Crowe, Fredericksburg, Ont.; 702, W. P. Ritchie, Celert, Ont.; 703, Mrs. J. Allison, Valentine, Ont.; 704, Vice Goff, Sand Bay, Ont.; 705, Mary A. Lovett, West Richmond, Me.; 706, Mrs. John McKellar, Springer, New Mexico; 707, Kate Devitt, Fort Ellice, Man.; 708, D. L. B. Donald, Nanaimo, B.C.; 709, Arthur Mitchell, 4th landing west of Medicine Hat, N.W.T.; 710, Wm. Lockwood, Indian Head, N.W.T.; 711, Wm. H. Creed, 673 Saginaw, Montreal; 712, Robt. Patterson, Lang, Ont.; 713, J. Arthur Phillips, Pickering; 714, J. M. Welch, Oshawa; 715, Mrs. Annie Rundel, Cobourg; 716, Lizzie Hill, 435 Clinton St., Detroit, Mich.; 717, Mrs. S. E. Bush, Richmond, P. Q.; 718, L. A. Dixon, Beulah, Ont.; 719, J. McGibbon, Silverwater, Manitoulin; 720, Susie F. Rutten, Sydenham, Ont.; 721, Fanny Timlin, Vernonville, Ont.; 722, M. E. Ellis, Solina; 723, W. H. Vanorman, Sand Bay, Ont.; 724, Mrs. Belle Hill, Franklin Centre, Vert.; 725, H. G. Maddox, Fairfax, Atkinson Co., Miss.; 726, F. Chain, Owasatche, Pa.; 727, Matthew Grey, Clinton-st., New Westminster, B. C.; 728, Lilla Elliot, Cobourg, Ont.; 729, F. Atkinson, Shoborne, Ont.; 730, M. W. Passmore, Dundas; 731, Mrs. C. H. Bagley, Jerseyville, Ont.; 732, Bella M. Verro, 101 Magill-st., City; 733, Geo. Walker, Paris; 734, J. Barker, Gray; 735, Geo. Ribble, Wallaceburg; 736, Thos. Whelan, Galt; 737, Cassie Thompson, St. Marys; 738, Mrs. J. A. Halsted, Mount Forest; 739, John Mason, 143 Wellington-st., London; 740, M. A. Howard, Hagersville; 741, E. Appelly, Hamilton; 742, Annie Mason, 143 Wellington, London; 743, Roy Inglisby, Ingarsoll; 744, W. R. Wilson, Hamilton; 745, John Smith, Smith-st., Toronto; 746, George W. Read, Port Dalhousie; 747, Jeanie Thomson, 57 Nelson-st., City; 748, Mrs. Helen

Nisbet, Pt. Elgin, O.; 749, D. F. McKinley, Ridgeway, O.; 750, J. Newberry, Sand Bay, O.; 751, J. M. Minaker, Brandon, Man.; 752, Mrs. R. Borlan, Clear Spring, Man.; 753, Mrs. F. Rowntree, Weston, O.; 754, Mrs. S. B. Crossland, Penetanguishene, Ont.; 755, A. Kershaw, 127 Oxford-st., London; 756, J. D. Ross, Hamilton; 757, W. H. Pridham, 804 Queen-st. west, Toronto; 758, J. Harvey, Victoria Square, Ont.; 759, F. H. Anderson, Riverside, Toronto East; 760, J. R. Adams, Hamilton, Ont.; 761, J. P. Rutherford, Chatham; 762, I. A. McHatt, 118 Bay-st., Hamilton; 763, R. M. Thomson, Merchants Bank, Hamilton; 764, N. Maclean, Midway, G.; 765, E. G. Buckler, 241 William-st., London; 766, A. R. McQueen, New Glasgow, N. S.; 767, Mrs. J. Hodgson, Beaverton, Ont.; 768, Mrs. A. H. Armstrong, Lyndoch, Ont.; 769, Mrs. G. W. Aimes, Warton, Ont.; 770, Louisa Going, Tilsburg.

The "Newspaper" Loan Frauds.

We copy the following from the Chicago Inter Ocean, which will demonstrate how well founded have been our attacks upon these fraudulent concerns:

"A few weeks ago the *Inter Ocean* called attention to what appeared to be an attempt to swindle the public by an advertisement of an alleged newspaper entitled *Ocean to Ocean*, which purported to be published at No. 68 West Monroe street. At that time a visit was paid to the locality mentioned, but no trace of the *Ocean to Ocean* could be found. From the similarity in name it was believed that an attempt was made to trade upon the reputation of the *Inter Ocean* to further this scheme. After exposing this matter the *Ocean to Ocean* disappeared from Chicago and is now located at Cincinnati, Ohio. In its place, however, and at the same locality on West Monroe street, there appears another prospective periodical under the name of the *Chicago Globe*. The weekly papers throughout the country have been filled with glittering advertisements of this paper, which as yet, apparently has no existence. The *Chicago Globe* promises to loan its subscribers any amount of money which may be desired and for an unlimited time. In addition to this, a picture of "Christ leaving the Pictorium" is to be sent to every person who will send the amount of 42 cents to the address on Monroe street. This last feature of the advertisement is designed to be realized, and thus some curiosity in the matter, a reporter for the *Inter Ocean* called at No. 68 West Monroe street for the purpose of obtaining definite information regarding the matter. On the top floor of the new brick building, Mr. George E. Lloyd was found in possession. There was no indication of a printing office in this room, but standing upon a fire proof safe, encased in a cheap frame, was the famous picture for which the forty two cents were required. In reply to the questions of the reporter, Mr. Lloyd stated that the *Chicago Globe* had been removed to Cincinnati, that it had not yet been issued, and would not be until they had received the names of 100,000 subscribers. Mr. Lloyd disclaimed any connection with the enterprise, but said that he received the mail, which was very heavy, and forwarded it to the proprietors in Ohio. At the Post Office it was learned that no such paper had been entered according to law as second class matter, and except that a large number of letters were received daily for this concern, the Post Office authorities had no knowledge of this alleged publication. It looks very much as if the entire scheme was designed to induce a credulous public to forward 42 cents apiece for this picture, and that the paper will ever be issued, no money will ever be loaned to any one foolish enough to ask for it, and that the *Chicago Globe* and the *Ocean to Ocean* are mere covers to a scheme by which a cheap picture may be disposed of at a price in excess of its value."

A young wife who lost her husband by death, telegraphed the sad tidings to her father these succinct words, "Dear John died this morning at ten. Loss fully covered by insurance."