

## THE SPIDER'S LIFE LINE.

I took a wash basin and fastened in it a stick upright like a mast, and the poured in water enough to turn the stick into an island for my spider; which I named Crusoe.

I put him on the mast. As soon as he was fairly cast away he anxiously commenced running round to find the mainland. He would scamper down the mast to the water, stick out a foot, get it wet, shake it, run round the stick and try the other side, and then run back to the top again.

Pretty soon it became a serious matter to Mr. Crusoe and he sat down to think it over. As I was afraid he might be hungry, I put molasses on the mast. A fly came but Crusoe was not hungry for flies just then. He was homesick for his web in the corner of the woodshed. He went slowly down the pole to the water, and touched it all around, shaking his feet as pussy does when she wets her stockings in the damp grass.

Suddenly a thought appeared to strike him. Up he went, like a rocket, to the top, and began to play circus. He held one foot in the air then another and turned two or three times.

He got excited and nearly fell on his head before I found out what he had discovered, and that was that the draft of air made by the fire could carry a line ashore on which he could escape from his desert island.

He pushed out a thread that went floating in the air, and lengthened until at last it caught on the table. Then he hauled on the rope until it was tight, struck it several times to see if it was strong enough to hold him, and walked ashore. I decided that he had earned his liberty.—Hearth.

## FAMILY ANNIVERSARIES

Happy the family which has many anniversaries. They need not be elaborately celebrated nor the gifts costly; but days pleasantly remembered break the monotony of lives of care and toil, perpetuate tender memories and cement the continuity of the family spirit. It is difficult to imagine a husband and wife applying for a divorce who have always affectionately remembered the anniversary of their marriage and thoughtfully noticed each other's birthday with good wishes and gifts. Then there are the children's birthdays; anniversaries of anxiety and pain to the parents, but red letter days of joy and hope to the children. Sometimes too, there are anniversaries of deeper sorrows melted into tender wistfulness by the alchemy of time, as we wonder how the one that is gone would have looked if living now. Every month and almost every week may be enriched by these pleasant or tender memories, and the family life instead of being a monotonous round of ceaseless care and toil, may be broken into short stages by these milestones of memory, and instead of rising to a perhaps hopeless day of toil, each day the mind may cherish restful thoughts of pleasures to be received or to be bestowed on the approaching anniversary of some event of interest to the family.—The Watchman.

## CONSOLATION,

All are not taken! there are left behind, Living Beloveds, tender looks to bring, And make the daylight still a blessed thing And tender voices to make soft the wind. But if it were not so—if I could find, No love in all the world to answer me, Nor any pathway that rang hollowly, Where 'dust to dust' the love from life disjoined— And if with parched lips, as in a dearth Of water-springs the very deserts claim, I uttered to those sepulchres unmoving The bitter cry, "Where are ye, O my loving?" I know a Voice would sound, "Daughter I AM. Can I suffice for Heaven, and not for earth?"—Mrs. Browning.

It is a very curious and interesting fact that the word "character" which comes into our English speech directly and without change of sound from the Greek signifies first the sharp tool with which a seal or a die is engraved and then the inscription or the object which is cut in seal or in the die. Our character, then, is the image and the super-scription which we cut upon our life; I say which we cut, for, however much happens to

us and bears upon us from outside causes beyond our control it is true in the last analysis, that we determine our own character. We hold the tool which cut the legends on our life, we grave the die, we incise the seal. What are the tools with which we cut character upon ourselves? The tools are thought. As a man thinketh in his heart; so is he. The style and the subject of the engraved character depend on the choice of tools and on the manner of their use. The legend on the seal shows what was in the mind of the engraver as he cut with his tools. Here is a seal with a cross cut in it. That cross was the leading idea in the engraver's mind for that seal; and his busy tool translated that invisible thought of his mind into this fixed and visible sign. Character is invisible thought translated into visibility, and fixed before the eye, cut on the life.—Rev. Charles Cuthbert Hall, D. D.

It is only to the finest natures that age gives an added beauty and distinction; for the most persistent self has then worked its way to the surface, having modified the expression, and to some extent, the features, to its own likeness.—Mathilde Blind.

## HIS FUTURE WIFE:

The conjuror stepped forward to the front of the stage and said:

'Ladies and gentlemen if there is in this audience any young man who would like to know the name of his future wife, I will undertake to tell him.'

'Up jumped a young man.

'Thank you' said the conjuror. "Now I always like to do things in a proper business manner. Will you kindly give me your name?"

'Yes certainly,' said the young man; my name is Johnson.

'Thank you,' replied the conjuror. 'Then the name of your future wife will be—Mrs. Johnson.'

## TALK ON ADVERTISING BY C. W. POST TO PUBLISHERS AT BANQUET AT BATTLE CREEK.

Out at Battle Creek, Mich. among the trees, flowers and green lawns is a most unique building devoted entirely to advertising. It is occupied by the Grandin Advertising Agency, Ltd., which handles among other accounts, the advertising of the Postum Cereal Co., Ltd., aggregating in round figures one million dollars a year, perhaps the largest appropriation of any one concern in the world.

Prominent newspaper and magazine publishers and their special representatives in large number from New York, Chicago, and various parts of the country attended the formal opening of this building, and a banquet last evening at the Post Tavern as guests of C. W. Post.

The publishers inspected the 14 or 15 factory buildings of this father of the prepared food industry with especial interest, for it has grown to its present colossal proportions in a trifle less than 9 years, a marked example of the power of good and continuous advertising of articles of pronounced merit.

In his address to Publishers at the Battle Creek banquet Mr. Post likened the growth of a modern commercial enterprise to the growth of an apple-tree. Good seed, plenty of work and water are needed but the tree will not bear apples without sunshine.

The sunshine to the commercial plant is publicity secured by advertising.

It is impossible even with the heaviest advertising to make a success unless the article has merit of a high order. Merit is the good tree and sunshine makes the apples grow. A good salesman who knows how to talk with his pen can present the logic, argument and salesman ability to thousands of customers at one time through the columns of the newspaper, a strong contrast to the old fashioned way of talking to one customer at a time.

He spoke of the esteem of the advertiser, for a publisher that takes especial interest in making the advertising announcements attractive. Advertisements should contain truthful information of interest and value to readers. The Postum readers have made Battle Creek famous all over the world and about doubled the population.

## The Surest Remedy Is

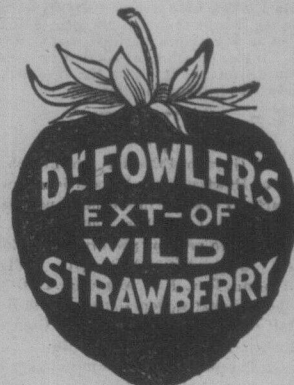
## Allen's Lung Balsam

It never fails to cure a SIMPLE COLD, HEAVY COLD, and all BRONCHIAL TROUBLES.

Large Bottles \$1.00. Medium Size 50c. Small or Trial Size 25c. Endorsed by all who have tried it.

## A Standard Remedy

Used in Thousands of Homes in Canada for nearly Sixty Years and has never yet failed to give satisfaction.



## CURES

Diarrhoea, Dysentery, Cholera, Cholera Morbus, Cholera Infantum, Cramps, Colic, Sea Sickness and all Summer Complaints.

Its prompt use will prevent a great deal of unnecessary suffering and often save life.

Price, 53c.

The T. Millburn Co., Limited, Toronto, Ontario.

SNOW & CO., Limited.

UNDERTAKERS and HMBALMERS, 50 Argyle Street, HALIFAX, N. S.

## COWAN'S

COCOA and CHOCOLATE

They are the choicest of all. Try them.

## Shorthand in 20 Lessons

Absolutely most complete and up-to-date methods; position guaranteed; lessons by mail exclusively; no interference with regular occupation; no difficulties; everything simple and clear; indorsed by boards of education and leading newspapers; thousands of graduates; first lesson free for stamp.

## Campaign of Education,

Department 51,

211 Townsend Building,

New York

## GATES'

## Certain Check

brings immediate relief from the trying symptoms of

## SUMMER COMPLAINT.

and Irregularities of the Bowels including CRAMPS and PAINS.

25 cents per Bottle.

A specific of greater promptness and efficiency cannot be found.

G. GATES, SON & CO.

Middleton, N. S.

Insurance. Absolute Security

QUEEN INSURANCE CO.

Ins. Co. of North America.

JARVIS & WHITTAKER,

General Agents.

74 Prince William St., St. John, N. B.

## Fire Insurance

effect on Dwellings, Furniture, Stocks and other insurable property.

W. H. WHITE,

General Agent,

No. 3 King St.

Office phone 650.

House 1060

## INTERCOLONIAL RAILWAY

On and after SUNDAY, July 3, 1904, trains will run daily (Sunday excepted) as follows:

## Trains Leave St. John.

No. 6.—Mixed for Moncton	8 00
No. 2.—Express for Halifax Sydney and Campbellton	7 00
No. 26.—Express for Point du Chene Halifax and Pictou	11 45
No. 4.—Express for Moncton and Point du Chene	11 10
No. 8.—Express for Sussex	17 15
No. 134.—Express for Quebec and Montreal	19 00
No. 10.—Express for Halifax and Sydney	23 25
No. 136, 138, 156.—Suburban express for Hampton	18.15, 22 40

## Trains Arrive at St. John

No. 9.—Express from Halifax and Sydney	6 25
No. 7.—Express from Sussex	9 00
No. 133.—Express from Montreal and Quebec	12 50
No. 5.—Mixed from Moncton	15 10
No. 8.—Express from Moncton and Point du Chene	17 06
No. 25.—Express from Halifax Pictou and Campbellton	17 15
No. 1.—Express from Halifax	18 45
No. 81.—Express from Moncton (Sunday only)	1 35
No. 135, 137, 155.—Suburban express from Hampton	7.45, 15.30 22 06

All trains run by Atlantic Standard Time; 24.00 o'clock is midnight.

D. POTTINGER,

General Manager.

Moncton, N. E., July 2, 1904.

GEO. CARVILLE, C. T. A.,

City Ticket Office—7 King Street, St. John, N. B.

The hardest fare that six young men and a boy of 16 ever kept alive on was the daily menu of the Windover's survivors, who were cast up on the Irish coast near Kilslegg. They lived for sixteen days on stewed rope yarn, without a crumb of anything else to help digest it except water, and though it made them ill they kept alive on it and did not waste away very much.