How to Advertise Successfully.

Let the article you advertise be sufficiently valuable, of public utility, and possessed of merit, then never recommend it beyond such merit. A good article will sustain a reputation and moderation inspires confidence.

State facts only, or what you conscientiously believe to be true. Facts, like diamonds, are always valuable and difficult to mutilate.

Give your story concisely and to the point. Advertise ments at best are prosy, and short ones least expensive

However anxious to make money, let its acquirement be secondary to the principle of doing good. The gratification of doing good is the greater reward.

Never essay to build a reputation by attempting the ruin of another. Your foundation is too frail for a substantial structure, and you unwittingly assist your adversary.

The above rules are those of the inventor of Fellows' Syrup of Hypophosphites, and their observance by an advertiser should insure a demand in the intrket for his merchandise, while business prudence only is necessary to complete the programme for success.

OAK TIMER loses about one-fifth of its weight in sea soning, and about one-third of its weight in becoming perfectly dry.

To test the sounders of a piece of timber, apply the ear to the middle of one of the ends, while another person strikes upon the opposite extremity. If the wood is sound and of good quality, the blow is very distinctly heard, however long the beam may be. If the beam is disaggregated by decay or otherwise, the sound will be for the most part destroyed.

A Laving Raff. - The leaves of the gizantic water hly known as the Victoria Regia, in the Botanic Garden at them, having attained a remarkably large size. Mr. Van Hulle, the chief gardener, recently undertook to determine their buoyant power. One leaf easily supported a chill, and did not sink under a men. Mr. Van Hulle then heaped bricks over its entire area and found that before the leaf became submerged, a weight of 761 lbs. was floated.

BUTTER FROM MILE FOUR YEARS OLD—The Agricultural Gazette says:—A sample of condensed mile, weighing about I ewt., waslately exhibited at the rooms of the Society of Arts, and an interesting experiment made thereon. This manifold piece of solidited fluid was prepared by Hooker's process. It had been exposed to the action of the air for four years and three months, yet its quality was so excellent that in a few minutes it was resolved, by churning, into good fresh butter. This trial was only one of a series, made at the International Exhibition, South Kensington, and elsewhere. In each case the same satisfactory result was obtained.

Destroying Cockroaches.—For the destruction of the cockroach Mr. Harris, the late eminent entomologist, recommends a mixture containing a tablespoonful of red lead, the same amount of Indian meal, with molasses enough to make a thick batter. Set this on a plate at night in places frequented by the insects, and all that car of it will be poisoned. Another preparation is composed of one teaspoonful of powdered arsenic, with a table spoonful of mashed potato. Crumble this every night at bed-time where the insects will find it, and it is said to be an effectual poison. Great care should be exercised in the use of such dangerous agents. An innocent method of destroying cockroaches is to place a bowl or basin containing a little molasses on the floor at night. A bit of wood, resting one end on the floor and the other on the edge of the vessel, serves as a bridge to conduct the insects to the sweet deposit. Once in the trap, its slippery sides prevent retreat, and thus cockroaches may be caught by the thousands. Various insect powders sold at the druggists may be used for their externination also.

CONCRETE.—The first thing to be done before concreting is to bring the surface on which it is to be laid to the required level and shape, taking care that every part is evenly and timply beaten, to prevent the concrete from sinking into holes after it is laid on. This being done, fine gravel, the cleaner the better, must be well wetted with boiling coal tar, just as you would mix lime for mortar, and apply the mixture to the prepared surface in such a quantity as will leave the concrete, when well beaten down, about two inches thick. It is hardly safe to quote the cost of the work, as prices vary so much according to the cost of labor and materials, but given the cost of labor and materials, but given the cost of labor and material, any one interested can easily estimate it. I may safely say that it is an expensive operation, and in my opinion ill suited for a farmyard where heavy loads will have to pass over. In my opinion it will be far better and quite as cheap to pitch the yard, for if the cost of pitching is a little more, you can safely calculate on durability, which cannot be said of concrete. Concrete is all very well for walks or playgrounds, where an even surface without dust is desirable, and in my experience this is as much as I can say for it. I should not recommend it where wear and tear is heavy.—Agricultural Gazette.

Walking Sticks.—Hazel grown in low districts is usually dark-colored in the bark, and not so highly esteemed as the light-colored variety. Whitethorn, if peeled soon after cutting, has yellow lines marking the circulation of the sap, but these can be scraped off. Blackthorn with the bark off makes the finest "white" thorn, but they are most valued with the bark on, the knots closely set, and triple spikes, if possible, at every knot. Brier is the most castly got of all the varieties, and it is remarkably strong Should it not taper enough, it may be reduced so as to give it the shape. Those that grow, on a breezy hillside often rub against their neighbors, thereby producing eccentricities which improve the sticks by "individualising" them. Rowan, or mountain ash, makes a good tramping stick though it has not much appearance, and, with common ash, it has the property of not firing delicate hands. Common ash shooting from an old stem, when thoroughly smoothed and varnished, shows fine silky threads streaking its white surface. Broom and barberry have the prettiest barks, both as regards streaking and colour, and both can be stripped should it be injured. Oak, unless a shoot from an old trunk, is not worth the trouble of making into walking sticks. Crab-apple or pear make eccentric and splendid sticks.

How Thunder Showers Come Up.—In order to convey a more definite idea of our theory, we will choose a certain locality which may serve the purpose of a diagram to our demonstration; and this locality shall be the region of Westfield river. This river takes its rise among the forests near the summit of the Green mountains, at a height of some 2,000 feet above the level of the sea, and, flowing south-easterly forty or fifty miles, empties into the Connecticult river about ten miles from the southern boundary of the state. During a hot summer day the sides of the deep valley of this river reck with intense heat, and cause a flow of moist air upward toward the summit of the mountain indge, from the valley of the Connecticult, and also from the sea. This moist air, meeting with the general current from the southwest, jules up an immense mass of cumulus cloud, of many square miles in extent. So long as the great heat lasts, the cloud increases in size; grows blacker with its dense vapor, and casts a gloony, lund glare over the face of nature, darker than that of any eclipse. The vapor, pushed up by the ascending currents of heated air, attains to a great height above the sea, where the temperature is very low. But finally, at the hour of the attennon when the heat begins to decline, the accumulated vapors, no longer augmented or sustained by heated air from the valley below, fall in rain.—Popular Science Monthly.

EPPS'S COCOA—GRATEFUL AND COMFORTING—"By a thorough knowledge of the natural laws which govern the operations of digestion and nutrition, and by a careful application of the line properties of well-selected cocoa, Mr. Epps has provided our breakfast tables with a delicately flavored beverage which may save us many heavy doctor's bills. It is by the judicious use of such articles of diet that a conditution may be gradually built up until strong enough to resist every tendency to disease. Hundreds of subtle maladies are floating around us ready to attack, wherever there is a weak point. We may escape many a fatal shaft by keeping ourselves well fortified with pure blood and a properly nourished frame."—Civil Service Gazette Made simply with boiling water or milk Each packet is labelled "James Errs & Co., Homeopathic Chemists, 48 Threadneedle Street, and 170 Piccadiffy; Works, Euston Road and Caimlen Town, London."

MANUFACTURE OF COCOL.—We will now give an account of the process adopted by Messrs James Epps & Co., Homeopathic Chemists, and manufacturers of dietetic articles, at their works in the Euston Road, London."—See article in Cassell's Household Guide.

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