

The Attention of the Public

Is attracted by any new feature in newspaper advertising, but it must be strikingly novel if the advertisement is read a second time.

The display advertisements of retail merchants are artfully worded and appeal strongly to the economical housekeeper. Flat irons at seven cents and a Monday bargain sale in ribbons open the pocketbooks of the modern Mrs. Toodles.

The real estate agent with town lots for sale in an earthly paradise, ten miles from the court house, furnishes free transportation, a brass band and a free luncheon for prospective home-seekers.

The railway companies do their share of contributing to the support of newspaper proprietors. Their time tables, showing arrivals and departures of trains, are paid for in cash, or in tickets which will enable the editor and his best girl to ride on the trains.

One railway company will advertise that it is a "short line to Omaha." A competing line then positively states that it is "a shorter line to Omaha than any other," and now the Chicago, Milwaukee & St. Paul Railway insists that it is "the shortest line to Omaha," and proves it.

The Chicago, Milwaukee & St. Paul Railway Co. also says that it is the "best line to St. Paul and Minneapolis," with "electric lighted trains" and reading-lamps in each berth so that one can read all night long if he has a book and don't want to sleep. It brags about the "finest dining cars in the world," with the best of meals served on imported china by the most expert and civil of colored waiters, at seventy-five cents, while the lines east of Chicago charge a whole dollar.

And—once more—the Chicago, Milwaukee & St. Paul Railway opens up a new through car line from Chicago to Denver, via Omaha and Lincoln, and it isn't long before the whole world says to itself that "shortest line to Omaha," that "best line to St. Paul and Minneapolis," and that "new route to Denver," must be the only first-class railroad in the western part of the United States, and what the whole world says must be true.

All coupon ticket agents in the United States and Canada sell tickets via the Chicago, Milwaukee & St. Paul Railway.

For information concerning the line, time tables, etc., address A. J. Taylor, Canadian Passenger Agent, 4 Palmer House Block, Toronto, Ont. 24-2t

The Best Known.

DEAR SIRS,—I can recommend Dr. Fowler's Extract of Wild Strawberry for summer complaint and diarrhoea. I have used it in my family for two years for children and adults with the greatest satisfaction. MRS. FRANK BOHN. Austin, Man.

No Man Can Tell

Why the sale of St. Jacobs Oil is greater than that of any other medicine, and ten times greater than that of all other liniments and embrocations combined. Yet the question is easily answered—it is because of the actual merit which the Oil possesses, together with the fact that the proprietors advertise it to cure only such diseases and ailments as it will actually cure. St. Jacobs Oil conquers pain; it acts like magic; it is wholly an outward application. It positively cures rheumatism, Neuralgia, Gout, Sciatica, Sprains and soreness.

Dunnville Doings.

GENTLEMEN,—I had a headache for a long time, and seeing Burdock Blood Bitters advertised, I got a bottle, and it not only relieved me at the time but I have not been bothered since with headache, and think I have seen the last of it. MINNIE HICKS, Dunnville, Ont.



Quality * Pays.

Influenced by sharp competition, manufacturers are cheapening quality, and using inferior material to save money.

We will not purchase goods other than the Best in Quality and Material. "Taggart's" Watches are first-class, accurate "Timekeepers," fitted in perfect finished cases, and people are finding it out. We are selling this month

FOR \$5 00.

Our No. 50 Ladies' Silver Watch, open face, Coin Silver Case, Hand Engraved Landscape, Gold Inlaid, Stem Wind and Stem Set, fitted with a reliable Jewelled Movement, guaranteed and kept in repair for five years, free of charge. Sent postpaid to any address upon receipt of price, \$5.

A suitable Sterling Silver Victoria Fob Chain, with Pendant Charm Attachment, supplied for \$1 extra, with the above watch.

Illustrated Descriptive Catalogue Album of 208 pages. A complete Buyers' Guide, containing the information you require in Watches, Clocks, Jewellery, Silverware, Art Goods, Guns, Bicycles, Athletic Requisites. Price, 50 cents.

FRANK S. TAGGART & CO.,
89 King Street West,
TORONTO, CANADA.
Mention the Ladies' Pictorial Weekly.



Sunlight * Soap

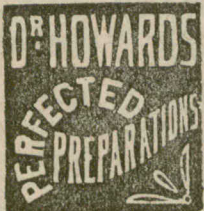
—DOES AWAY WITH—

THE * TERRORS * OF * WASHDAY.

It brings Ease and Comfort and does away with hard rubbing, tired backs, sore hands, hot steam and smell.

Very little of SUNLIGHT will do a great deal of work, hence it is not only the best but the cheapest soap to buy. TRY IT. 20-tf

Mention the Ladies' Pictorial Weekly.



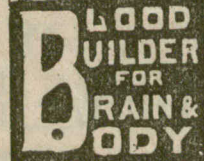
ARE NOT PATENT MEDICINES. They are Pure and Successful Remedies discovered and used by an eminent physician over twenty years. They are NOT CURE-ALLS,

but each has a distinct field of action, and all work in harmony as follows:



For all Digestive Disorders, Dyspepsia, Indigestion, Acidity, Wind, Pain, etc.

TABLETS \$1.00 per box; six boxes, \$5.50.



PILLS for all Physical or Mental Weakness, Nervous Prostration, Female Suppressions and Irregularities, Anaemia, Loss of Power, etc. 50 cents per box; six boxes, \$2.50.



LITTLE PILLS for Liver, Bowels and System cure Sick Headache, The best Spring Medicine. 25 cents per box; six boxes, \$1.25.

A BREATHING SKELETON.

EAST WATERTOWN, N. Y., March 17, 1892.

The Dr. Howard Medicine Co., Brockville:

Gentlemen,—I have used your Seven Spices, and I can recommend them as a sure cure for Dyspepsia of the worst kind. I was brought so low with this terrible disease that several physicians pronounced my case to be Cancer of the Stomach, and surrendered me to die as incurable. I was merely a breathing skeleton. Uncle Abel Coleman, of Ogdensburg, N.Y., came to see me, and brought me some of your remedy. "I was so tired trying to live that I said to myself, 'I will never try it.' But he was so sure it would help me that I tried." It agreed with me, relieved my pain immediately, and enabled me to take and digest food. My husband purchased a supply of the medicine, and, thanks to your remedy, I was cured in a very short time, after two years of suffering. I know that the Seven Spices saved my life, and I think it only justice to other sufferers to furnish this testimonial.

Yours respectfully, MRS. CLARK EDDY.

Witness, Miss Minnie Eddy.

Of druggists, or postpaid on receipt of price. Address:

The Dr. Howard Medicine Company,

363 Main Street, Brockville, Ont.

Mention the Ladies' Pictorial Weekly



Piano

AND

Organ

Chairs

AND

Stools.

FINEST IN

CANADA.

Ask your dealer for them or send to us for catalogue.

OTTERVILLE MANUFACTURING CO'Y., Limited,
24 4th OTTERVILLE, - ONT.

Women

suffering with Piles can get a positive, painless and absolute Cure by using the EUREKA PILE CURE. Correspondence solicited. Letters strictly confidential. W. A. NESBITT, 101 Bay Street, Toronto, Ontario. 18-ly

Mention the Ladies' Pictorial Weekly.

NO PEGS.



THE PINLESS WIRE CLOTHES LINE.

We are making and selling over 18,000 feet of this line every week; it is a perfect success; 100 feet holds as many clothes as 150 feet of ordinary line and pins. The clothes are put on and taken off in half the time as when pins are used; nothing can blow off; no freezing to the line; made of the best galvanized steel spring wire. Thousands testify to its superior qualities. It pays for itself twice over in preventing the loss of cloth. Sample 6-foot line 25 cents, by mail. Circulars free. AGENTS WANTED. Address:

TARBOX BROS., Toronto, Ont.

Mention the Ladies' Pictorial Weekly



A recent discovery by an old physician. Successfully used monthly by thousands of LADIES. Is the only perfectly safe and reliable medicine discovered. Beware of unprincipled druggists who offer inferior medicines in place of this. Ask for COOK'S COTTON ROOT COMPOUND, take no substitute; or inclose \$1 and two three cent Canada postage stamps in letter, and we will send, sealed, by return mail. Full sealed particulars in plain envelope, to ladies only, two stamps. Address: Pond Lily Company, No. 3 Fisher Block, 131 Woodward Ave., Detroit, Mich. Sold by all druggists everywhere. 25-13t

Mention the Ladies' Pictorial Weekly.

SPECIAL OFFER.

In order to introduce our

Inhalation - Treatment

We will cure cases of

* CATARRH *

Free of all charge. All that we ask in return is that each patient, when cured, will recommend the treatment to other sufferers. For free cure apply without delay. We have hundreds of testimonials from all parts of Canada. In no form of disease is the wonderful potency of Medical Inhalation better seen than in the treatment of Catarrh. By means of the

GERMICIDE INHALER

We send the proper medicinal agents directly to the seat of the disease, destroying in a short time all ulceration and inflammation. Under its influence the irritated surface is soothed and healed, and the discharge rapidly diminishes. This seems too good to be true, but true it is, as hundreds in all parts of Canada can testify. What more rational method can there be of reaching and healing the diseased air-passages than by the use of the proper medical and chemical substances inhaled into the cavities. Those who prefer to write to some of the patients who have been cured can correspond with the following: Rev. J. S. Norris (late of Toronto), now pastor of First Congregational Church, Parkersburg, Iowa; Mr. Douglass, conductor, 11 Ontario street, Toronto; Mr. T. Mills, 29 Christopher street, Toronto; Mr. W. Meyer, surveyor, 300 Seaton street, Toronto; Mr. J. A. McNair, Schau, Ont. Enclose a three cent stamp for reply. In the past two years we have treated over 300 cases of Catarrh free of all charge. It has paid us well. Neighbor tells neighbor, and friend tells friend of our success. If you have Catarrh do not fail to call or write. Address:

MEDICAL INHALATION CO.,

286 Church Street, - - - Toronto, Ont.

Mention the Ladies' Pictorial Weekly 19-1t

ARE YOU DEAF?

Don't You Want to Hear!

THE AURAPHONE will surely help you if you do. It is a new scientific invention which will restore the hearing of anyone not born deaf. When in the ear it is Invisible, and does not cause the slightest discomfort in wearing. It is to the ear what the glasses are to the eye, an ear spectacle. Write for particulars. THE AURAPHONE COMPANY, 300 and 302 Powers Block, Rochester, N. Y. 24-tf

Mention the Ladies' Pictorial Weekly.

\$15 PER WEEK IS A GOOD SALARY!

We will pay it to any lady who wants respectable employment and can sell our goods. We want a representative in every city and town in Canada and the United States to introduce our Hand-Painted Fancy Work into every home. Requires no talking; sells at sight. Light, pleasant, profitable and respectable employment. If you think you would like to work for us send in your application at once, and enclose ten 3 cent stamps or 30 cents in silver, and we will send you an elegant sample of our genuine hand-painted fancy work, postpaid, by return mail (sells for \$1), with full instructions how we want you to work for us. Let us hear from you at once, as territory is being rapidly taken up. Address The Platt-Owen Art Painting Co., Toronto, Ont.

Mention the Ladies' Pictorial Weekly. 24-tf

SILK SATIN and PLUSH REMNANTS for Crazy Patch. A large pkg. pretty pieces, assorted colors, 10c; 3 pkgs. 25c. A large pkg., all colors, embroidery silk, 20c. Sheet of crazy stitches and 32 p. cat. of fancy work with every order. Canada currency, silver or stamps taken. LADIES' ART CO., Box 897, St. Louis, Mo. 18-13t

Mention the Ladies' Pictorial Weekly

SUNDAY MORNING STREET ORATOR—"Yes, my dear hearers, I declare to you that whenever I think of this terrible, this stupendous, this all-important subject, my feelings completely run away with me."

Splenic Major (appearing at bedroom window).—"Then, why in thunder don't you think of it, man?"

Facts and Figures.

A reliable record of the world's progress, giving invaluable information on hundreds of subjects, historical, religious, mercantile, household and farm. Facts, statistics, hints and hits are dealt with. Everyone should have a copy. Sent on receipt of a three cent stamp, by T. Milburn & Co., Toronto Ont. Don't delay as the supply is limited.

—ONTARIO—
LADIES' COLLEGE,
—WHITBY,—

Provides a full University Course through to the Junior Year, all the Teacher's Certificates, and the most advanced instruction in Piano, Violin, Pipe Organ, Voice and Harmony; also Fine Art, Elocution and Commercial Branches. Only gifted specialists employed. Unusually elegant buildings, inviting grounds and healthful surroundings. Apply for information to

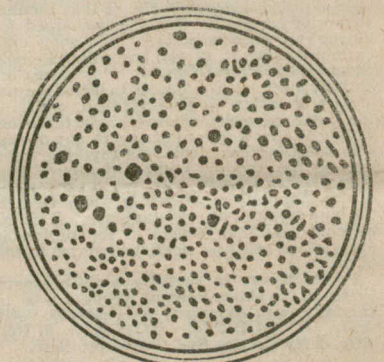
PRINCIPAL HARE, Ph. D.

Mention the Ladies' Pictorial Weekly.

SUPERFLUOUS HAIR, MOLES, WARTS, BIRTH marks and all facial blemishes permanently removed by Electrolysis. Dr. G. B. Foster, Room 21, Arcade, corner Yonge and Gerrard streets.

Mention the Ladies' Pictorial Weekly.

HAVE YOU A GOOD PAIR OF EYES?



"EYE-TESTING" PRIZE CONTEST.

If your eyesight is above the average, perhaps you can tell us exactly how many dots there are in the above inner circle. If you can do this we guarantee you an elegant and valuable prize. It will be a more difficult task than you imagine at first sight. To the first person who can count the dots in the above circle correctly and send us the exact number which appear therein will be given a valuable Gold Watch, guaranteed to be a first-class timekeeper. To the second will be given a first-class Set of Encyclopaedia in library binding; to the third will be given a French Music Box; to each of the next three will be given a pair of genuine Diamond Ear-rings; to each of the next five will be given a Solid Gold Brooch with genuine diamond setting; to each of the next ten will be given a handsome Silk Dress Pattern, (16 yards in any color); to each of the next twenty will be given a genuine Coin Silver Watch. To the last person who sends the correct number of dots appearing in the above circle, will be given a fine China Dinner Service; to each of the next ten to the last will be given a Silk Dress Pattern (16 yards in any color); to each of the next ten to the last will be given a genuine Diamond Brooch in solid gold setting; to each of the next twenty to the last will be given a Coin Silver Watch. This contest will be conducted on honor by one of the leading art publishing companies of the world. Every person answering must enclose forty cents (silver) or fourteen three cent stamps for one copy of a genuine reproduction of that famous picture, "A Flower Slave," size 24x17 inches, suitable and ready for framing. This picture will be an addition and ornament to the most artistic home. Nothing like it has ever been sold at this price. Our object is to introduce these art reproductions in this country. Our prizes are genuine and valuable. Nothing is charged for the above rewards in any way. We absolutely give them free to attract attention and introduce our beautiful works of art. We guarantee a valuable prize to every person who can send us the correct number of dots in the above circle. As to the reliability of our company we can refer you to leading business houses in Toronto. All prizes will be given strictly as merited, and satisfaction to the public is guaranteed. Upon receipt of your answer enclosing 40 cents, "The Flower Slave," as described above, will be sent to your address promptly, and if you are entitled to a prize for correct answer, you will also receive it promptly. Address ANGLICAN-AMERICAN ART ASSOCIATION, No. 9 Ground Floor, Canada Life Building, Toronto, Ont.

HEADACHE CURED IN 20 MINUTES BY Alpha Wafers

OR MONEY REFUNDED. Purely Vegetable, Perfectly Harmless and Pleasant to take. For Sale by all Druggists. PRICE 25 Cts.

For sale in Toronto, by Alex. McLaren, 181 King St. W., and Neil C. Love, 166 Yonge St. Mention the Ladies Pictorial Weekly.