

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

Successful Competitors.

The following were successful competitors in our Frog and History Competitions:

FROG COMPETITION.

J. Lovell, Hamilton, Ont., first prize; W. C. Widdfield, Newmarket, Ont., earrings; M. J. McCarthy, 442 King St. W., Toronto, education; S. T. Bastedo, Toronto, music box; Kate D. Moore, 21 Wilton Crescent, Toronto, silk dress; G. Walker, 41 Gould St., Toronto, do.; W. J. Horton, 57 Louisa St., Toronto, do.; W. B. Evans, 14 North St., Toronto, do.; H. Merrifield, care of John Macdonald & Co., Toronto, do.; W. Bannan, 85 Major St., Toronto, lamp; Florence Snarr, 303 Huron St., Toronto, do.; L. E. Foord, 70 Gore Vale Ave., Toronto, parlor lamp; H. Macdonald, 45 Grange Ave., Toronto, do.; Thomas George Baker, 228 Markham St., Toronto, do.; B. A. Blachford, 33 Prospect St., Toronto, do.; Philip Halipook, Toronto, do.; Mrs. D. Platt, 31 Wood St., Toronto, do.; Bertha Clarke, Riverside School, Pt. St. Charles, Que., do.; Mrs. Wm. Donnelly, 156 Gursnel St., Montreal, do.

HISTORY COMPETITION.

Miss Minnie Gray, 38 Sullivan St., Toronto, first prize; W. H. Bissell, Toronto, middle prize; Mrs. W. B. Hampton, Mount Forest, Ont., last prize.

Double Trips.

Commencing June 9 the steamer Empress of India will leave Toronto at 8 a. m. as well as 3 40 p. m. Leaving at 8 o'clock will enable passengers coming in by the early G. T. R. trains East and West to connect with the Empress. A fast train will leave Port Dalhousie immediately on arrival of steamer for St. Catharines, Niagara Falls and Buffalo. By taking the early boat you can have over 8 hours in St. Catharines, 7 hours at Niagara Falls or 5 hours in Buffalo and be home early same evening. This will be a very convenient hour for excursion parties leaving Toronto. Passengers coming in by G. T. R. eastern trains and going via Empress have their baggage transferred free from depot to steamer by giving their checks to the agents of the Verral Transfer Co.

A button on your shirt is worth two down the back of your neck.

The man who loves his neighbor as himself never keeps a bull-dog.

In eight per cent. of the marriages one of the parties has been married before.

HEARING
SPEEDILY and
PERMANENTLY
RESTORED

WRITE FOR DESCRIPTIVE PAMPHLET.

THE GRAPHONE CO.,

300-302 Powers' Block,

24 tf

ROCHESTER, N. Y.

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.



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,

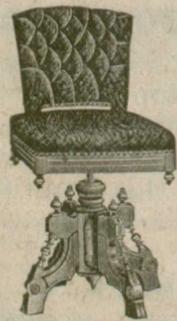
TORONTO, - - - - CANADA.

Mention the Ladies' Pictorial Weekly.

\$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 twenty-five cents in stamps or 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., 31 Wood Street, Toronto, Ont.

Mention the Ladies' Pictorial Weekly. 24-tf



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,
24-4'n 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. 18-1y

Mention the Ladies' Pictorial Weekly.



If You Have Not Yet Used Mrs. Gervaise Graham's Dainty Toilet Preparations Try Some of Them.

They Always Please.

Hair Restorer for gradually restoring gray hair to its natural color; not a dye; harmless. Price, \$1.00.

Jasmine Kameo for to make a velvety, close-pored, fine-grained skin and preventing wrinkles. Price, 75 cents.

Eugenie Powder in flesh, white and brunette tints, removes that oily look from the skin these warm days; entirely imperceptible; delicate as a rose-leaf. Price, 50 cents.

Treatments for every defect of Hair, Face, Hands or Figure.

Superfluous Hair Removed from Face, Neck or Arms, Permanently, Painlessly and Cheaply.

MRS. GERVAISE GRAHAM'S TOILET, MANICURING AND HAIR-DRESSING PARLORS, No. 145 1/2 YONGE STREET, TORONTO.

Mention the Ladies' Pictorial Weekly. 24-tf

NIAGARA FALLS LINE.

STEAMER

Empress of India

—FOR—

ST. CATHARINES

—AND ALL POINTS ON—

WELLAND DIV. G. T. R., NIAGARA FALLS, BUFFALO, ROCHESTER, NEW YORK,

Daily from Geddes Wharf, foot of Yonge Street, at 3:40 p. m.

EXCURSION CHARTERS

Can now be made at Low Rates for above points. Special rates for

SUNDAY SCHOOLS

—AND—

CHURCH PARTIES.

Committees are asked to see us before closing elsewhere. Apply at

STEAMER OFFICE, 69 YONGE ST.

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 medicinal 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. Fever, surveyor, 800 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-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. 18-1y

Mention the Ladies' Pictorial Weekly.

A WOMAN HATER.



This man is indeed an unfortunate being. In a moment of weakness he has committed bigamy and married four wives. Their faces can be found in the above picture by careful study. The proprietors of Ford's Prize Pills will give an elegant Gold Watch to the first person who can make out the four wives' faces; to the second will be given a pair of genuine Diamond Ear-Rings; to each of the next three a handsome Silk Dress Pattern, (16 yards in any color); to each of the next five a Coin Silver Watch, and many other prizes in order of merit. Every person competing must cut out the above puzzle picture, distinguish the four wives' faces by marking a cross with a lead pencil on each and enclose same with ten Canadian three cent stamps or fifteen U. S. two cent stamps for one box of FORD'S PRIZE PILLS, (which will be sent post-paid and duty free). The person whose envelope is postmarked first will be awarded first prize and the others in order of merit. The person sending the last correct answer will also be given an elegant Gold Watch of fine workmanship and a first-class timekeeper; to the next to the last a pair of genuine Diamond Ear-Rings; to each of the next three to the last a handsome Silk Dress Pattern, (16 yards in any color); to each of the next five to the last a Coin Silver Watch, and many other prizes in order of merit, counting from the last. WE SHALL GIVE AWAY 100 VALUABLE PREMIUMS (should there be so many sending in correct answers) in this prize picture contest. The names of the leading prize winners will be published in the prominent daily papers next month. Extra premiums will be given to those who are willing to assist in introducing our medicine. Nothing is charged for the premiums in any way. They are absolutely given away to introduce and advertise Ford's Prize Pills, which are purely vegetable and act gently yet promptly on the Liver, Kidneys and Bowels, dispelling Headache, Fevers and Colds, cleansing the system thoroughly and cure habitual constipation. They are sugar-coated, do not gripe, very small, easy to take, one pill a dose, and are purely vegetable. Perfect digestion follows their use. As to the reliability of our company, we refer you to any leading wholesale druggist or business house in Toronto. All premiums will be awarded strictly in order of merit and with perfect satisfaction to the public. Pills are sent by mail post paid. When you answer this picture puzzle kindly mention which newspaper you saw it in, and do not fail to enclose 30 cents for one box of Ford's Prize Pills. This is necessary if you desire your answer counted for prize. Address THE FORD PILL COMPANY, Wellington St., Toronto, Can.



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, Anemia, 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, 24-tf 363 Main Street, Brockville, Ont. Mention the Ladies' Pictorial Weekly.