

NOTES AND COMMENTS.

Mr. Balfour showed true discernment when he remarked in a speech before the English Newspaper Society, the other evening, that the newspaper "in its capacity as an advertising agent is, after all, of the first importance to any civilized society, inasmuch as it brings together those who have something to sell and those who have something to buy." The general news and comment and "all the other machinery of communicating information to the public," he added, "really are not of more importance to the community at large than the power of communication by advertisement."

It is not too much to say that the development of modern civilization has been assisted by no agent so powerful as the newspaper; and the progress of all trade, enterprise, and invention, which has distinguished this century, and more especially the last generation, has been accelerated by no means more effectual than newspaper advertising. The advertisement, bringing together the seller and the buyer, the supply and the demand, as in former times and to a comparatively limited extent they were brought by the fairs and market days. By thus facilitating and vastly increasing their means of communication, it has helped to reduce prices, to stimulate the competition and emulation from which comes improvement in production, and to multiply the demand for the materials and the appliances which contribute to the advancement of civilization. The advertisement carries immediately to the remotest regions information formerly obtainable only by the few and near, or which slowly extended by hearsay from the great central markets. With the assistance of improved means of transportation and communication largely dependent on it also for the publicity necessary to their prosperity, it has changed the whole face of modern society, given uniformity to its dress and its wants, and opened up to the inventor, the manufacturer, and all producers a market which is world wide. The sign of the merchant is no longer confined to his immediate place of business. He puts it in the newspaper for all men to see. Information requisite for everybody is obtainable by the great mass of the public from the advertisements only. Only by means of the advertisements can they both supply and make generally known private wants upon which their welfare depends. They serve as a labor exchange, a directory, a bulletin, a price list, and a means of obtaining distinction otherwise impossible for traders and producers.

The benefit that comes to a newspaper from its advertising is infinitesimal as compared with that received by the advertisers themselves and by the public. The opportunity to purchase the publicity it affords is a privilege which, as Mr. Balfour says, is one of the most important conferred on society by the growth and development of the newspaper. Whatever tends to increase the circulation and to deepen the respect and confidence in a newspaper, inures directly to the advantage of the advertiser. The newspaper also gains in its power to serve the interests of the public in extending the range of its information, and elevating the quality of its intellectual ability, by thus serving the interests of the advertiser. All the public profit by the profit it receives as a means of communication between the buyer and the seller. Without publishing the advertisements, it would be deficient in some of the most useful information of the day. Without its other contents, maintained at the highest standard only by the assistance of advertising support, it would be valueless to the advertiser.

The use of the advertising advantages of a newspaper is really only in the beginning of its development. So far it has barely touched trade as compared with the extent to which it will be carried as business sagacity learns to appreciate its advantages, unequalled by any and all other methods of inviting patronage for nearly every department of business. The art of preparing advertisements so that they shall attract attention and provoke interest is also greatly improving at this time. They are beginning to be constructed with really admirable literary skill. Their typographical appearance in the newspapers is much better than formerly, especially for the advertiser. The advertisements have become more than ever a principal feature of interesting and important information. Their value to the advertisers is greater than ever, while more than ever the public are looking to them as guides in making their purchases and indications of business enterprise by which they can profit. As a rule, in the retail trade more especially, but also to a wide extent in wholesale production also, the larger the advertisers the larger is the volume of trade, and the greater the sum of the profits.

Warned in Time.

Mr. Hardnut—I admit, sir, that my life has not been what it should be, but I truly and unselfishly love your daughter, and if ever I give her a moment's pain I hope I'll be made to suffer torture for it.  
Old Gentleman (warningly)—Oh, you will. You don't know her.

A GLENGARRY MIRACLE.

The Story of a Young Girl Who Thought Death Was Near.

Her Condition That of Many Other Young Girls—Heart Action Feeble, Cheeks Pallid, Easily Tired and Appetite Almost Gone—How Her Life Was Saved.

From the Cornwall Freeholder.

Nothing in this world is more distressing and unfortunately it is too common in this Canada of ours, with its extremes of climate—its almost arctic winters and summer days of tropic heat—than to see a young life fading away like a blighted vine. Its early days have been full of promise, but just when the young maiden becomes of a lovable age with everything to live for, or the young man evinces signs of business aptitude, they are suddenly stricken down such as there are empty chairs at the fireside and sore hearts left behind. Not always is this the case, however. Fortunately science has discovered remedies to check the ravages of the decline, when it has not gone too far. Recently a case of this kind was brought to our notice, and the circumstances were so notable and attracted so much attention in the neighborhood that we felt impelled to inquire into them more fully and give them the benefit of as wide publicity as possible.

Henry Haines who has for several years past acted as farm foreman for Mr. Daniel Currie of Glen Walter, Glengarry county, has quite a large family, among them one daughter Mary, now about 18 years of age. Until her 12th year she was much as other children, fairly rugged and without sickness of any kind. Then a sudden change became delicate and as the months went on her parents were afraid she was going into a decline. Her heart beat feebly; she was feverish and flushed, slept badly and had but little appetite. Doctors were consulted, who talked about growing too fast, and such common places, and prescribed different medicines, none of which, however, appeared to be of any permanent benefit. A year or so ago the young lady, hoping a change of air might accomplish for her what medicine could not, went to Fort Covington, N. Y., where she had some relatives, and engaged as a nurse. Even this light employment, however, proved too much for her and in the spring she returned to her parents a perfect wreck, with nothing to do but die, as she thought. But when least expected aid was at hand. Mr. Haines had been reading of the marvellous cures made by Dr. Williams' Pink Pills for Pale People, and reasoned within himself that if they had cured others they might save his daughter's life. On the next visit to Cornwall he bought a half dozen boxes of Pink Pills. It may be easily imagined that Miss Haines required little persuasion to try the much talked of remedy, and well for her it was that she did so. In the course of a week she felt an improvement. By the time she had taken two and a half boxes she realized that she was experiencing such health as she had never known before, and her friends began to remark and congratulate her on the change in her appearance. Still persevering in the use of the pills, she found herself when at the end of the fifth box in perfect health and able to engage in all the work of the household and the amusements from which she had up to that time been debarred. She had an excellent appetite and no one could wish to feel better. Hearing of the marvellous change her sister from Fort Covington came over to satisfy herself, and could hardly be persuaded that the robust, happy looking girl was indeed her sister whom she had never expected to see alive again. Miss Haines says she cannot say enough in favor of Dr. Williams' wonderful Pills, to which she feels assured she owes her life.

Dr. Williams' Pink Pills are an unfailing cure for all troubles resulting from poverty of the blood or shattered nerves and where given a fair trial they never fail in cases like the above related. Sold by all dealers, or sent postpaid at 50 cents a box, or 6 boxes for \$2.50, by addressing the Dr. Williams' Medicine Co., Brockville, Ont., or Schenectady, N.Y. See that the registered trade mark is on all packages.

Recipe—For Making a Delicious Health Drink at Small Cost.

Adam's Root Beer Extract.....one bottle  
Fischmann's Yeast.....half a cake  
Sugar.....two pounds  
Lukewarm Water.....two gallons  
Dissolve the sugar and yeast in the water, add the extract, and bottle; place in a warm place for twenty-four hours to ferment, then place on ice, when it will open sparkling and delicious.  
The root beer can be obtained in all drug and grocery stores in 16 and 25 cent bottles to make two and five gallons.

He Lacked the Nerve to Make Her Happy.

Upon receipt of your address we will mail free a package of beautifully illustrated transparent cards, picturing and explaining just how and why men frequently suffer from nervous troubles that prevent their doing the right thing at the right time. Edition limited. Ad., mentioning this paper, Sterling Remedy Co., 374 St. Paul St., Montreal.

Charlatans and Quacks.

Have long plied their vocation on the suffering people. The knife has pared to the quick; caustic applications have tormented the victim; corns until the conviction shaped itself—there is no cure. Putnam's Painless Corn Extractor proves on what slender basis public opinion often rests. If you suffer from corns get the Extractor and you will be satisfied. Sold everywhere.

Gravel and Kidney Disease Quickly Cured—Relief Can Be Obtained Within Six Hours.

I have been troubled with gravel and kidney disease for eight years, during which time I have tried numerous remedies and different doctors without any permanent benefit. At times the pain in the left kidney was so severe that I could not lie down or remain in one position any length of time. Seeing your advertisement in South American Kidney Cure in the Enterprise, I procured a bottle of A. S. Goodeve, druggist, and taking it according to directions got immediate relief and feel better now than at any time since first noticing the disease. The urgency and weakness of my condition, I recommend all who are afflicted with this dangerous trouble to get this American Kidney Cure at a trial. Signed Michael McMullen, Chesley, Ont.

A Skeleton in the Closet.

How often do we hear of this in domestic life at this day. But what is more appalling than the living body made repulsive with skin and scap diseases, salt-rheum, tetter, eczema and scrofulous sores and swellings. Dr. Pierce's Golden Medical Discovery is the positive cure for all of these diseases. It taken a time, it also cures Lung-Scrofula, corns, dry skin, Pulmonary Consumption, etc., druggists.

DR. R. V. PIERCE: Dear Sir—When about three years old I was taken with mumps, also had fever, finally I had that dreaded disease Scrofula. The most eminent physicians in this section treated me to no avail. I had running scrofulous sores on left side of neck and face. I was small and weakly when eight or nine years old, and in fact was nearly a skeleton. Six bottles of Dr. Pierce's Golden Medical Discovery wrought marvellous changes. Although the sores were healed in eight months, I did not quit taking it until I was sure it had been entirely routed from my system. The only signs left of the dreadful disease are the scars which ever remind me of how near death's door I was until rescued by the "Discovery." I am now eighteen years old and weigh 145 pounds; and have not been sick in five years.

Yours respectfully,  
HARVEY M. HOLLEMAN,  
Agt. for Seaboard Air Line.

For constipation and headache, use Dr. Pierce's Pellets.

Always in the Market.

Jinks—Why do those millionaires dress so shabbily?  
Winks—So folks will take pity on 'em and buy their watered stocks.

"Within 12 Hours After First Dose the Pain Left Me"—Rheumatism of Seven Years' Standing Cured in a Few Days.

I have been a victim of rheumatism for seven years, being confined to bed for months at a time, unable to turn myself. I have been treated by many physicians in this part of the country, none of whom benefited me. I had no faith in rheumatic cures advertised, but my wife induced me to get a bottle of South American Rheumatic Cure from Mr. Taylor, druggist, of Owen Sound. At the time I was suffering agonizing pain, but inside of twelve hours after I took the first dose the pain left me. I continued until I took three bottles, and I consider I am completely cured. Signed J. D. McLeod, Leith P. O., Ont.

Rob Roy Cigar

It's no because I'm Scotch but you canna smoke a better Cigar than "ROB ROY," They cost 5c. but I get sax of them for a quarter.



EMPIRE TOBACCO CO., MONTREAL

**STAMMERING** Permanently cured by a strictly Educational System. No advance fees. Write the circular. THE ONTARIO INSTITUTE, 65 Bunker St., Toronto.

\$150.00 FOR AN OLD CANADIAN STAMP used between 1851 and 1855. LOOK UP YOUR OLD LETTERS and old collections of stamps and get the highest cash price for them from C. A. WEDDING, 84 Main St. E., Hamilton, Ont.

AGENTS WANTED for the Farmers' Friend and Account Book, highly recommended by the several Ministers of Agriculture for Canada. Prices low. Terms liberal. Send for circulars. WILLIAM BRIGGS, Toronto, Ont.

FARMERS here is a snap for you. Harris has sample cloth pieces for quilts. Send 25c. for trial lot, good value. 27, 29, 31 William St., Toronto.

**G. DUTHIE & SONS**  
Slate, Sheet-Metal, Tile & Gravel Roofers  
Sheet Metal Ceilings, Terra Cotta Tile, Red, Black and Green Roofing Slate, Metal Cornices, Felt, Tar, Roofing Pitch, Etc. Gutters, Downpipes, Etc., supplied the trade low. Terms liberal. Telephone 1933. Adelaide & Windsor Sts. TORONTO.

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THE COOK'S BEST FRIEND  
LARGEST SALE IN CANADA.

JUST OUT!  
FOREST, LAKE AND PRAIRIE.

Twenty Years of Frontier Life in Western Canada—1842-1862

By REV. JOHN McDUGALL,  
With 27 full-page original illustrations by J. E. Laughlin.

CLOTH, \$1.00.

The writer of this captivating book has spent his whole life on the Canadian frontier, and almost wholly among the Indians. His services to the Government during the uprising of 1855 are yet fresh in the public mind. His pages teem with exciting adventure, and present a graphic portrayal of the condition of things in our Northwest during the fifties and sixties. The illustrations are superbly done, and the original design in ink and gold on the cover is just a very handsome book. Ask your bookseller for it, or write direct to WILLIAM BRIGGS, Publisher, 29-33 Richmond St. West, Toronto

Get Rid of Neuralgia.

There is no use in fooling with neuralgia. It is a disease that gives way only to the most powerful remedies. No remedy yet discovered has given the grand results that invariably attend the employment of Polson's Nerviline. Nerviline is a positive specific for all nerve pains, and ought to be kept on hand in every family. Sold every where, 25 cents a bottle.

Catarrh—Use Nasal Balm. Quick, positive cure. Soothing, cleansing, healing.

A. P. 765.

**KARL'S GLOVER**  
GIVES FRESHNESS AND CLEAR SKIN.  
CURES CONSTIPATION, INDIGESTION, DIZZINESS, ERUPTIONS ON THE SKIN, BEAUTIFIES COMPLEXION.  
An Agreeable Laxative and NERVE TONIC. Sold by Druggists or sent by Mail, 25c., 50c., and \$1.00 per package. Samples free.

**KO NO** The Favorite TOOTH POWDER for the Teeth and Breath.

Anæmic Women

with pale or sallow complexions, or suffering from skin eruptions or scrofulous blood, will find quick relief in Scott's Emulsion. All of the stages of Emaciation, and a general decline of health, are speedily cured.

Scott's Emulsion

takes away the pale, haggard look that comes with General Debility. It enriches the blood, stimulates the appetite, creates healthy flesh and brings back strength and vitality. For Coughs, Colds, Sore Throat, Bronchitis, Weak Lungs, Consumption and Wasting Diseases of Children. Send for our pamphlet. Mailed FREE. Scott & Bown, Belleville. All Druggists. 50c. & \$1.

CANADIAN PACIFIC RY.

\$7.50

From Toronto, proportionate rate from all other Canadian Pacific Railway stations in Ontario, west of Norwood.

ALGOMA

AND RETURN BY THE

WHITE

via Owen Sound June 13 and 27 Sept. 12 and 26

BLACK

via Owen Sound June 4 and 14 Sept. 10 and 20

BROWN

via Windsor June 7 and 21 Sept. 10 and 24

Full Particulars from any Agent of the Company.

GRANBY RUBBERS

Better this season than ever. Everybody wants them. Every dealer calls them. They wear like Iron.

Dr. Laviolette's Syrup of Turpentine

Approved of in France by L'ECOLE SUPERIEURE DE PHARMACIE DE PARIS.

Well known as the only SURE remedy for Coughs, Colds, Bronchitis, Etc.

And also the Best KIDNEY and BLADDER CURE.

It gives instant relief and never fails to cure the most serious and the most stubborn diseases of the Urinary Organs:—Acute and Chronic Inflammation of the Kidneys and Bladder, Irritation at the neck of the Bladder, Gravel, Painful Micturition, Catarrh of the Bladder, Inflammation and other affections of the Prostate Gland, etc.

ONLY 25c. & 50c. PER BOTTLE. FAR AHEAD OF ALL OTHER PREPARATIONS SELLING AT \$1.00 A BOTTLE. FOR SALE EVERYWHERE. TRY IT.

**J. Gustave Laviolette, M.D.**  
232 & 234 St. Paul St. - Montreal.

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The Largest Manufacturers of PURE, HIGH GRADE COCOAS AND CHOCOLATES

On this Continent, have received HIGHEST AWARDS from the great Industrial and Food EXPOSITIONS in Europe and America.

Unlike the Dutch Process, no Alkali or other Chemicals or Dyes are used in any of their preparations. Their delicious BREAKFAST COCOA is absolutely pure and soluble, and costs less than any other.

SOLD BY GROCERS EVERYWHERE.

WALTER BAKER & CO. DORCHESTER, MASS.

THE MONEY-MAKER KNITTING MACHINE

ONLY \$10. ASK YOUR SEWING MACHINE AGENT FOR IT, OR SEND A 3 CENT STAMP FOR PARTICULARS, PRICE LIST, SAMPLES, COTTON YARN, &c.

THIS IS GOOD FOR \$2.00 SEND TO CREELMAN BROS. MFGS. GEORGETOWN, ONT.



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HEAD & SHOULDERS OVER ALL OTHERS. SNOWBALL WAGON CO. ST. GEORGE, ONT.

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SNOWBALL WAGON. If there is no agent in your locality, write direct to the house. Buy a Snowball and you will always be happy. It is the best value in the market.

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