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THE WEEKLY EXAMINER
Issued every Friday morning. It is made up of matter which has appeared in the Daily and is a first-class newspaper containing all the latest news. Subscription \$1.00 a year.

INTERESTING NEWS NOTES SELECTED FOR THE EXAMINER.

The town of Pulaski, W. Va., was severely shaken by an earthquake soon after noon on Monday. No damage resulted, but the people were terribly frightened.

Heavy snow has fallen in the central and western parts of Perthshire, Scotland. Six inches have fallen in parts of the Grampian mountains.

Crop reports are beginning to come in to the Ontario department of agriculture, and so far are very satisfactory. Autumn wheat stood the weather well and prospects are good.

About 1200 plumbers went on strike in Chicago last Monday, and work on nearly every building in the course of erection is at a standstill. The main point of difference is over the employment of helpers, the union insisting that no more than one helper be employed in each shop.

The Woman's Franchise Bill has been thrown out of the British Columbia Legislature.

Montreal imposes a civic tax of two dollars per year on bicycles. But there is no tax in that city on the rich man's carriage and pair.

At Saco, Me., recently, a deputy sheriff notified all druggists, confectioners, tobacconists, newsdealers and the proprietors of all business houses that they must hereafter close their shops on Sunday. So indignant are many of the merchants that they threaten to prevent steam and electric cars and steamboats from running here on Sunday, and, furthermore, to close livery stable and every other branch of business not affected by the sheriff's order.

This is the season of the year when the household furniture, the head of the house and other useless articles in feminine eyes, find themselves dumped on the front stoop, while the spring revolution is progressing indoors.

A new ordinance in San Francisco, aimed at the Chinese, prohibits the spraying of clothes in laundries with water emitted from the mouth.

The colored Baptists of the United States gave last year \$41,897 for education \$35,320 for missions and \$210,794 for miscellaneous purposes. They have church property to the value of \$9,794,342; and school property to the value of \$2,028,650. They publish thirty-two periodicals.

Cripple

The iron grasp of scrofula has no mercy upon its victims. This demon of the blood is often not satisfied with causing dreadful sores, but racks the body with the pains of rheumatism until Hood's Sarsaparilla cures.

"Nearly four years ago I became afflicted with scrofula and rheumatism.

Made Well

Running sores broke out on my thighs. Pieces of bone came out and an operation was contemplated. I had rheumatism in my legs, drawn up out of shape. I lost appetite, could not sleep. I was a perfect wreck. I continued to grow worse and finally gave up the doctor's treatment to

Well

take Hood's Sarsaparilla. Soon appetite came back; the sores commenced to heal. My limbs straightened out and I threw away my crutches. I am now stout and hearty and am farming, whereas four years ago I was a cripple. I gladly recommend Hood's Sarsaparilla." URBAN HAMMOND, Table Grove, Illinois.

Hood's Sarsaparilla

Is the One True Blood Purifier. All druggists. \$1. Prepared only by C. I. Hood & Co., Lowell, Mass.

Hood's Pills cure liver ills, easy to take, easy to operate. 25c.

All the nerve giving and vitalizing properties of the Cocoa Plant are concentrated in a palatable form in Sovereign Cocoa Wine. Ask your druggist for it.

Experience Has Proved It.

A triumph in medicine was attained when experience proved that Scott's Emulsion would not only stop the progress of Pulmonary Consumption, but by its continued use health and vigor could be fully restored.

ADVERTISING ADVICE.

A COLUMN FOR THE BENEFIT OF OUR ADVERTISERS.

Some Remarks on the Interesting Subject of Advertising, and Extracts from Various Sources.

If you have a hankering to woo the muse in your ad, disguise the fact. A rhyme "run in," as though it were ordinary prose will cause a smile and make a point to be remembered, while if run as a couplet in the style of poetry, it would be considered senseless.

Brevity is the soul of wit, and let the soul be the only humor in an ad. The man has yet to be found who can write a "humorous" ad, that will not disgust a certain proportion of its readers. An impression can be made with a witty ad., but as often as not it is an unfavorable impression.

(Printers' Ink, New York)

The best advertising medium is a daily paper. The best advertisement is the one that tells what you want to say in the fewest and plainest words. So word your advertisement that it will be understood. So display it that it will catch the eye. Insert it in the best daily paper—mind you, the best.

Here's a little sarcasm from the Times, of Dallas Centre, Iowa: A superstitious subscriber who found a spider in his paper wants to know if it is to be considered a bad omen. Nothing of the kind. The spider was merely looking over the columns of the Times to see what merchants were not advertising, so it could spin a web across the door and be free from disturbance.

The physicians bewail the increasing business and profits that come to the advertising specialist. Quacks there are, and a lot of them among the latter, but the ranks of the advertisers are being recruited every day from bright men who have taken a thorough medical course and have become disgusted with the slow "professional" system of gaining a practice. This new and better blood is bound to eventually break down portions of the "code." There will be a material change in the next twenty years in this wall that now surrounds the profession.

- A jeweler's ad should be full of gems.
- A watch-maker's ad should be well timed.
- A piano ad should not be too high-toned.
- A fruit-dealer's ad should be fruitful.
- A liquor-dealer's ad should be spirited.
- A poultry-dealer should advertise in lays.
- Ads for soap should be devoid of all "lye."
- A modeller should have a model ad.
- A florist's ad should not be too flowery.
- A designer should have a good design in advertising.
- A clothier's ad should be well dressed.
- A baker's ad should bring in the "dough."
- A book-binder's ad should be bound to pay.
- An architect's ad should be well planned.
- A displayer's ad should be carefully displayed.
- A tailor's ad should reap what it "sows."

TAYLOR Z. RICHEY.

Every day I am asked about the advisability of using booklets, says a writer in that sprightly little monthly, Push. Some business men find them the very best means of attracting custom. But these men use artistic and expensive booklets. They know what and they are not afraid to spend money to get it. A druggist reader of Push wants to know if booklets could help him. Yes; him above many others. A booklet is for the unoccupied five ten or fifteen minutes of the day or evening. The average man generally has that at home, and it is there that a booklet should go. And when people want drugs they want them pure and at the lowest price, and they want to be assured that their druggist knows how to compound and that he is careful. A booklet that will imbue its readers with confidence in the druggist issuing it will do a world of good. And another thing, a little booklet once or twice a month which would explain a little ill of the household and give a price list of the proprietary remedies that the druggist carries in his stock would be appreciated and read by hundreds of mothers. Also, a little booklet of nursery articles, one for toilet articles, and a thousand other. Yes, the drug business, more than any other business, permits of the telling use of the booklet.

The ability to write an ad is practically universal. Any individual who can compose a business letter, who is at all versed in the line in which he is employed, is able to write something which passes in the composing room as an ad. But the person who can write an ad which shall be distinctive in its wording, that shall have directness, truth, strength and individuality is not found in every place of business, nor indeed in every line of business. The man who can build ponderous, intricate or delicate machinery, who plans and estimates, studies and accomplishes wonders in the productions to which his mind and thought has been given, generally fails completely when he comes to take his pen and plan an attractive ad—something that shall attract the public to his invention or production. The scholar who writes an interesting novel, who can command the interest and close attention of the reader from cover to cover, fails when it comes to enumerating the advantages of a particular brand of soap. Chemists who have, after long years of experiment and study, succeeded in producing a medicine which will build up the wasted physical nature, are powerless to explain its merit with a pen. Men who can talk on the merits of their particular line of goods, who can take a customer and demonstrate beyond a possibility of question that their goods are superior and cheaper by far than any other similar goods, fail to touch the public by the composition of their printed announcements. The desire to acquire riches quickly is undoubtedly the occasion of the rise of the advertiser. He took in the situation. He saw that the man who manufactured the article gave so much of his thought to the

manufacture that he had nothing left to give to the advertiser. He prepares himself by a study of the merits of the goods; he examines the claims made by the rival concern, and like an attorney looking for technicalities, he looks for the points which may be sprung on the public to advance the sale of the particular line which he is writing up. Having secured that, he makes the great public acquainted not only with its merits, but also with the defect of the opposition.—Inland Printer.

BUTCHERED OR BURNED

We read with horror of the cruelty and butcheries of Gen Weyler in the fair Isle of Cuba, but little reck we of the ravages of that more direful King of Grave-Fillers, Kidney Disease here in our midst.

People of high and low degree drop into graves on all sides of us daily from Kidney Trouble. We incur it ourselves. We encourage it. We do everything but cure it.

Yet there is a cure, pleasant as a May morning. Sure as fate. Infallible as heredit. Before this wonderful remedy, the agonizing tortures of Kidney Ills vanish like a snowflake in a fiery furnace.

This cure, of which we sound the praises is DODD'S KIDNEY PILLS. Yet not alone we, but every one who has tried them. One hundred per cent. of cures we record. Here are examples:—

W. F. Smith, 16 Carrol St., Toronto, says:—"I have taken eight boxes of Dodd's Kidney Pills which have cured me of Heart Trouble, Pain in the Back and Dizziness, after other treatments had failed."

D. J. Kenny, Queen's Hotel, Mount Forest, says:—"Have suffered greatly from Nervousness, but information as to the effects of Dodd's Kidney Pills in such cases led me to use them, with the result that I am cured."

Louis H. Bounsell, 537 King East, Toronto, says:—"Had been troubled for several months with pain in my Back and Kidneys which prevented my entering in bicycle events, but am in the ring once more after using three boxes of Dodd's Kidney Pills."

Mr. James S. Clark, Deseronto, Ont., says:—"From the first box taken of Dodd's Kidney Pills I found relief, and hundreds here knowing me for the past fifteen years can vouch for my cure of long standing Kidney Trouble."

WHEEL WHIRLS.

How the wheelmen respond to the sun's invitation!—Cleveland Plain Dealer.

The price of the bicycle, like that of the Jersey cow, will have to come down after awhile, and when it does come somebody will get hurt.—Atlanta Constitution.

Two London Italians recently had a bicycle wedding in a Leicester square church. The bride and groom rode by the guests, who were mounted on 12 tandems and 16 single bicycles.—London Globe.

SHOW THEM UP TO THE PUBLIC.

As the public—particularly the ladies—are so often swindled by profit-loving merchants and dealers, it is well that people should have an example of what is done in the sale of certain package dyes for home dyeing.

The makers of common and adulterated package dyes sell their crude colors to the retail merchants at a cost of four cents per packet, and the public who buy these deception dyes are made to pay ten cents for them. A handsome profit indeed for Mr. Storekeeper! No wonder he uses every endeavor to sell and substitute his poor dyes for the famous and reliable Diamond Dyes.

The Diamond Dyes, that all live and honorable dealers in Canada handle and sell, cost a good deal more money, yet the public get them for ten cents, which only allows the dealer a fair profit.

But mark the difference, ladies! The cheap dyes are really worthless, and are made for the profit of the manufacturer and the dealer, while Diamond Dyes are made for the profit, pleasure and blessing of every home dyer.

We Don't Claim

To be able to suit all who are suffering with their eyes, but we know of a good many people who have suffered incessant headache, pain in the eyes, etc, who attribute their relief to the wearing of properly fitted glasses. We are here to help you if possible.

G. H. TAYLOR
Jeweler and Optician,
North Side Queen Square.

—AT THE—

DENTAL PARLORS

North Side Queen Square.
You can have your teeth extracted free of pain by the means of either general or local anaesthesia. All kinds of work done satisfactorily.
DR. J. H. AYERS

GLEANINGS.

Four sailing vessels are lost at sea to one steamer.

Florida of all the states has the most water within its boundaries, 4,440 square miles.

A doctor says that persons who attain their thirtieth year without suffering from any disease are likely, all things being equal, to live till they are at least 73 years of age.

"Trimings" is the term under which alcoholic drinks are disguised in the bills English ladies run up at the London department stores, according to Salvation Army investigators.

A fat men's club has been established in Paris under the name of "Les Cent Kilos," no man weighing less than 200 pounds being accepted. On state occasions the club will parade in a body.

A Russian recently won about \$40,000 at Monte Carlo at one sitting. He won the maximum for 20 consecutive "coups," and in doing so broke the bank twice—that is, he forced it to suspend until another supply of money could be obtained.

Sacred concerts, as they are termed, are given at the Chinese theater in Boston on Sunday evenings, and a placard bearing this carefully worded announcement is posted at the door: "This being of a religious nature, no American will be admitted, only Chinamen and their families."

The presentation at court of Lady Sibyl Primrose, the eldest daughter of Lord Rosebery, has been postponed until next season, when her sister will also be presented. Lady Sibyl is graceful and charming, and has keen literary tastes. The dual presentation will be made by their grandmother, the Duchess of Cleveland.

Miss Bessie Wood is San Francisco's sole woman undertaker. After learning the profession Miss Wood tried to secure employment in an undertaking establishment in that city, but the men refused to engage her. Nothing daunted, she has now set up an establishment of her own and says she means to make a success of her chosen work.

Dyspepsia is completely banished from the system by the use of Adams' Tutti Frutti.

Save coupons inside of wrappers for latest books and prizes. Allow no limitations to be palmed off on you.

Break Up a Cold in Time

BY USING

PYNY-PECTORAL

The Quick Cure for COUGHS, COLDS, CROUP, BRONCHITIS, HOARSENESS, etc.

Mrs. JOSEPH NORWICK, of 68 Sorauer Ave., Toronto, writes: "Pyny-Pectoral has never failed to cure my children of croup after a few doses. It cured myself of a long-standing cough after several other remedies had failed. It has also proved an excellent cough cure for my family. I prefer it to any other medicine for coughs, croup or hoarseness."

H. O. BARBOUR, of Little Rocker, N.B., writes: "As a cure for coughs Pyny-Pectoral is the best selling medicine I have, my customers will have no other."

Large Bottle, 25 Cts.
DAVIS & LAWRENCE CO., LTD., Proprietors, MONTREAL

Spectacles

Just received another lot, selling at 50 and 70c a pair, case included. Also the newest in gold frame

OPERA GLASSES TO LOAN.
E. W. TAYLOR
CAMERON BLOCK

Victoria's Diamond Jubilee

Will be held this year, and those who visit Ch'town this year will not do themselves justice if they fail to get their Lunches at Victoria Cafe, and drink the health of Her Majesty the Queen in a glass of Joy's famous Buttermilk
JOHN P. JOY
VICTORIA CAFE
Gt George St.....

EVERY MOTHER SHOULD Have it in the House

It will positively cure the many common ailments which will occur to the inmates of every family as long as life has woes. It soothes every ache, every lameness, every pain, every soreness everywhere. It prevents and cures asthma, bronchitis, colds, coughs, croup, catarrh, diphtheria, gout, hacking, hoarseness, headache, hooping cough, influenza and neuralgia.

Johnson's Anodyne Liniment

Originated in 1810, by the late Dr. A. Johnson, Family Physician.
For more than forty years I have used Johnson's Anodyne Liniment in my family. I regard it one of the best and safest family medicines; used internal and external in all cases. If by magic. K. A. FERRENOT, Rockport, Tex.
Our Book "Treatment for Diseases and Care of Sick Room," Mailed Free. Sold by all Druggists. I. S. JOHNSON & CO., 22 Custom House Street, Boston, Mass.

Over ten thousand dealers sell

THE SHERWIN-WILLIAMS PAINTS

There are paints for houses, for barns, for fences, for chairs, for buggies, for farm wagons, furniture, cupboards, shelves, bath tubs.

THE SHERWIN-WILLIAMS PAINTS are made for all these purposes, not one paint for all surfaces, but a different paint for each surface. That is the secret of good painting—the right paint in the right place

THE SHERWIN-WILLIAMS VARNISH STAIN is made for staining and varnishing at the same time. It imitates natural wood, Mahogany, Cherry, Oak, Rosewood, Walnut, Ebony. Over new wood this produces the finest effect.

Our booklet, "Paint Points," tells what is the best paint to use for each purpose. It is a practical book, for practical people. Just a plain talk on good paints. Sent to any address free. For booklet, address 19 St. Antoine Street, Montreal.

THE SHERWIN-WILLIAMS CO.
CLEVELAND
CHICAGO
NEW YORK
MONTREAL

Dont Ask for Credit

—AT THE—
CITY HARDWARE STORE

But buy cheap for cash. Doing business all for cash with small expenses we can do with a small profit; consequently you can buy cheap for cash.

R. B. NORTON & CO.,

J. F. NORTON, PROPRIETOR

Bedroom Suites

Our new lire of Bedroom Suites are here, and are positively the finest assortment we have ever shown. Our line in Oak is especially fine, also Birch, Elm and Ash. Our \$15 suite has not yet been approached in style and finish. Ask to see our \$20 "Leader."

JOHN NEWSON

Wall Papers! Wall Papers!

A fine assortment of American and Canadian Wall Papers now in stock. For Prices and quality we will not be beaten. Have a look at our stock before purchasing elsewhere.
McMILLAN & HORNSBY
QUEEN STREET