DYED IN THE WOOL.

Tribal Customs in the Northern Caucasus.

The most stubborn facts to deal with are tribal customs. They are the accumulated and inherited habits of innumerable past generations, and are inwoven with the deepest conscientious convictions. To change such customs it is necessary to change the entire nature of the tribe. The London Daily Telegraph gives an excellent example of the tenacity of tribal custom in the following account of the vendetta, practised in the Northern Caucasus. Nearly half the deaths in this region are due to the vendetta and three-fourths of these again are the result of a curious marriage custom. The young swain who discovers a maiden that strikes his fancy does not "pop the question," but hastens to get together the money requisite to buy her of her parents out and out. He must pay from $175 to $1,000. But in case he can not raise such a sum as this, he induces a few stalwart comrades to seize the maiden and carry her off. The Telegraph continues:

"What too often follows then may be gathered from a case in point which has just taken place in Sossambek. Bokayeff is the bridegroom's name and Neshko that of the

GIRL OF SWEET SIXTEEN

who had the misfortune to find favor in his eyes. His pockets being empty, he persuaded three comrades to kidnap the maid, whom he then took took off to another village as his wife. But her father, on discovering here whereabouts, had her sent back by the police, and then demanded £30 for the loss of her services, as we should say. Bokayeff, to whom the demand was made, would not or could not pay. The girl's father thereupon claimed that sum from the bridegroom's companions, who are equally liable. They admitted the justice of his claim and called upon Bokayeff to hand over the sum to them. On his refusal they shot him dead, that being the custom of the country, although daggers are also allowed to take the place of bullets. The three youths were forthw,th arrested and will, of course, be tried and deported in due course. But that, far from being the end of the matter, is only the very beginning. The kindred of the slain man are now preparing to 'wipe out' the relations of the murderers, while the family of the dishonored girl is bound by the custom of the country to wash away the stain on her reputation in the blood of the clans of both the murdered man and his murderers. And Russian law is powerless to intervene."

REASONS MAKE SALES.

A reason will sell an article where a broad unsubstantial claim will merely excite suspicion. The merchant with stock to sell should consider the points that will claim the attention of possible buyers and appeal to those who have ideas of goods and desire real worth. In selecting the theme for a good advertisement, stand strongly for character, for good sense and logic. The reason makes the article valuable. The buyer will understand the good from the argument, and will appreciate the purchase the more after it is paid for, because of the good points cited by the one who wanted to sell the article. It is reason that makes sales and honesty in argument, that holds the reputation of the merchant. If strong points are marked by real honesty there will be no doubt of holding and building business. The more is this true because some merchants have adopted a plan of "yellow" campaigning for business. They have been making bold claims which the goods could not back up and the result is that people steer clear of them. If the reason is a good one and the argument is honest there will be no doubt of the advantage of such campaigning both in moral and financial profit. It is not reasonable to be unreasonable with arguments.

The Great Prairie Investment Company, Limited, advertisement appears in this issue. The investment is an unusually attractive one. The company have purchased four hundred and fifty acres in Winnipeg at a low figure and are laying it out in lots. The advance in value since the purchase has been sufficient to make the investment safe and at the rate Winnipeg is growing large profits should certainly accrue. It should be worth while for anyone having some surplus funds for investment to obtain the prospectus of the company and look into the matter.—Dom. Med. Monthly.

Borem (11.57 p.m.): "When I was a child my nurse made me afraid of the dark." "Oh that accounts for it." Borem' "Accounts for what?" Miss Cutting — "You are waiting for daylight so you can go home."

Mr. Goodman — "My little man, when I was your age I didn't smoke in the way you do." Sham Child— "I should think not! Why, there ain't a kid in the alley that kin inhale like me."

"What is your objection to him, papa?" "Why, the fellow can't make enough money to support you." "But neither can you."

What shrunk your woolens?
Why did holes wear so soon?
You used common soap.

SUNLIGHT SOAP REDUCES EXPENSE

Ask for the Octagon Bar. 205

TEACHING A DOG TO READ.

The intelligence of animals seems, as a rule, to be underrated rather then overrated. A dog beerder described the other day a wonderful collie that had belonged to Sir John Lubbock. "This dog," he said, "would, when it was hungry, lay at its master's feet a card marked 'food.' When it was thirsty it would fetch a card marked 'drink.' When it wanted to take a walk it would bring a card marked 'out.' Sir John Lubbock trained it to do this trick in less than a month. He put the food card over the dog's food and made it bring the card to him before he would allow it to eat and in the matter of drinking and going out he used a like method. The cards were similar in shape and color; nothing but the writing on them differed. Since, therefore, the dog distinguished them by the writing alone, it may truly be said that the animal could read."

"How is your brother, Tommy?" "Ill in bed, miss. He's hurt himself." "How did he do that?" "We were playing at who could lean farthest out of the window, and he won."

Among sailors 445 in a million die of cancer; among miners only 122 per million die of this disease.

Minard's Liniment Relieves Neuralgia

Forty-five only of the crew of the new liner "Kaiser Wilhelm II." are ordinary sailors, the remaining 555 being mechanics, etc.

DENVER AND COLORADO.

On June 30th to July 10th inclusive, the Wabash will soll round trip tickets to Denver, Colorado Springs or Pueblo, Colo., at the lowest ever made from Canada, all tickets good to return until August 31st, 1903.

On July 1st to 10th inclusive, special low rate excursions to San Francisco, Los Ange,es or San Diego, Cal., good to return until August 31st. Tickets good to stop over for thirty days west of first Colorado point. This will be the grandest opportunity ever given passengers to visit Colorado and California. Diverse routes going and returning.

All tickets should read via Detroit and over the great Wabash route. For full particulars address any Wabash Agent, or J. A. Richardson, District Passenger Agent, Northeast corner ffing and Yonge streets, Toronto.

Taxes are paid on 29,000 dogs in Berlin. In addition to these there are 2,163 watch dogs, 221 belonging to blind and deaf people, 2,652 used for drawing small carts, and 118 belonging to the Kaiser.

ENGLISH SPAVIN LINIMENT

Removes all hard, soft or calloused lumps and blemishes from horses, blood spavin curbs, splints, ring bone, sweeney, stifles sprains, sore and swollen throat, coughs, etc Save $50 by use of one bottle. Warranted the most wonderful Blemish Cure ever known.

Germany's oldest sea-going warship, the "Kron," was built in England in 1867.

PLAN NOW FOR SUMMER TOURS

No matter where you are going, if in the United States, write to Fred. P. Fox, care Lackawanna Railroad, Buffalo, N. Y., for rates and routes. Very cheap excursions during the summer to Atlantic City, Boston and New York. Excursion rates now in effect to all resorts. Plan now.

The Austrian Emperor is the greatest of Royal sportsmen. Between 1856 and 1897 he killed 1,243 deer and 730 chamois, besides thousands of head of other game.

Minard's Liniment Cures Burns, etc.

"It is a great mistake, Mabel, to trifle with the affections of a man who loves you by encouraging someone else." "Well, he's a little slow, auntie. I think he needs a pacemaker."

CHRISTIAN ENDEAVOR, DENVER

For the International Convention at Denver, July 9th to 13th, the official route selected by the Transportation Managers for Ontario and Quebec is via the Chicago and North-Western and Union Pacific Railways. Special train of tourist sleeping cars through to Denver. Tickets on sale July 6th, 7th and 8th. Return limit August 31st, 1903. Very low rates from all stations in Canada. Write for official Christian Endeavor folder, rates and full information to B. H. Bennett, 2 East King street, Toronto.

UNACCOUNTABLE ROBERTSON.

"Tomkins," said the head of the firm, "you are a personal friend of Mr. Robertson's, I understand?"

"That is so, sir," said Tomkins.

"Well, I wish you'd try to get this account from him. Nobody else can, and it's a long time overdue."

Tomkins agreed to try, but the next morning his face wore a somewhat curious expression.

"Well," said the head, "any luck?"

"I—I don't know," said Tomkins. "You see, I called there last night, and saw the old man. 'Mr. Robertson,' I said to him, 'I've called to ask you if——' And then he caught me up. 'That's all right, my boy,' said he; 'you can have her. I hope you'll be happy!' Then he tole me I should find Amanda downstairs, and shut the door on me."

From a ton of steel 1½ million steel pens can be made.

How's This!

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure.

F. J. CHENEY & Co., Toledo, O.

We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by their firm.

WEST & TRUAX, Wholesale Druggists, Toledo, O. WALDING, KINNAN & MARVIN, Wholesale Druggists, Toledo, O.

Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75c. per bottle. Sold by all druggists.

Hall's Family Pills are the best.

Father — "Do you think Mr. Softly is a profound thinker, my dear?" Daughter (aged eighteen) — "He doesn't need to be, papa. He says that after we are married he's going to think the same as I do in everything."

BINDER TALK.

Some of the important features of the Massey-Harris Binder are:

FOLDING DIVIDERS. — No bolts or nuts to unscrew. You merely release a spring on the outside Divider and unhock the inside one to fold them. A youngster can do it easily and properly. The Dividers are very rigid in their working positions, and remain at whatever angle they are folded over the conveyor canvas.

FLOATING ELEVATORS. —They literally float. The grain cannot stick or choke in the Massey-Harris elevator, no matter how much it is bunched.

SIMPLE KNOTTER. — Capable of adjustment to take up wear.

REEL. — Suited for handling crops under all conditions of weather or land. It will pick up tangled or laid grain and lay it neatly on the table. It also handles long or short grain with splendid success.

ROLLER BEARINGS throughout to lighten the draft and make the work easy for the horses. The beasts know when they are hitched to a Massey-Harris—it runs so easily.

Of the 267,124,836 acres composing European Russia, 181,606,519 are owned by the nobility.

Use Lyer's Dry Soap (a powder) to wash woolens and flannels,—you'll like it.

According to latest computation, there are 15,948 different kinds of postage stamps in existence.

The pearl fisheries of West Australia employ 2,505 men, of whom 110 are Englishmen. The average yield per boat per season is $4,000.

The biggest cemetery in the world is the Catacombs at Rome. They contain six million bodies.

Minard's Liniment for sale everywhere

52,000 Russians who emigrated to Siberia returned to their homes during the course of last year.

For Over Sixty Years.

AN OLD AND WELL-TRIED REMEDY. — Mrs Winslow's Soothing Syrup has been used for over sixty years by millions of mothers for their children while teething, with perfect success. It soothes the child, softens the gums, allays all pain, cures wind colic, and is the best remedy for Diarrhœa. Is pleasant to the taste. Sold by druggists in every part of the world. Twenty-five cents a bottle. Its value is incalculable. Be sure and ask for Mrs. Winslow's Soothing Syrup and take no other kind. 1-19

23-74

Mrs. Martyr: "I must say, Jane that I am not altogether pleased with your cooking." Cook — "It ain't to be expected you should be at first, mum; but you'll get edicated up to it in time."

I was Cured of Bronchitis and Asthma by MINARD'S LINIMENT.
MRS. A. LIVINGSTONE.
Lot 5, P. E. I.

I was Cured of a severe attack of Rheumatism by MINARD'S LINIMENT.
Mahone Bay. JOHN MADER.

I was Cured of a severely sprained leg by MINARD'S LINIMENT.
JOSHUA WYNACHT.
Bridgewater.

7-29

"They tell me Edith Pinkley is actually engaged again." "Again? She seems to have the secret of eternal youths."

There is only one tea to people of discriminating taste and that is

Blue Ribbon Ceylon Tea

It has no unpleasant flavor to pall on one. Simply a rich aroma and a charming delicacy.

Black. Mixed. Ceylon Green. Ask for Red Label.

FORTY CENTS—SHOULD BE FIFTY 8

t—f

Painters' Thoughts

Think of every good point a perfect Paint Brush should have and you'll have a mind picture of

BOECKH'S

FLEXIBLE BRIDLED **BRUSH**

The bridle can be easily removed and replaced —is not affected by water, oil or paint—works on a pivot and thus keeps the bristles elastic.

SOLD BY ALL DEALERS

j-tf

OUR BRANDS.
King Edward 1000s
"Headlight" 500s
"Eagle" 100s & 200s
"Victoria"
"Little Comet"

E D B. PARLOR MATCHES D E. Y. C O.

HULL, CANADA

Don't Experiment with other and inferior brands, USE EDDY'S

THE

Great Prairie Investment Co., LIMITED.

Capital, $150,000. Divided into 30,000 shares of $5.00 each.

TORONTO OFFICE: 71 Victoria Street J. J. BOREBANK, Secretary

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THE GREAT PRAIRIE INVESTMENT COMPANY, LIMITED.

have purchased a huge block of land within the corporation limits of Winnipeg and embracing 4,500 building lots situate in the best residential section, where the impulse in values will be most keenly realized. This land is beautifully wooded and is conceded by all Winnipeg investors to be the best residential part of the city. A street car line is now being completed, which passes within a few rods of the north end of this property; and another line is projected to run on the east side of it.

A VALUABLE INVESTMENT

It is not unreasonable to expect a realization upon this property within twelve months of from 200 to 500 per cent. It has doubled in value since an option was obtained about eight months ago, before being finally purchased by the Company. Whatever the profits are, officers of the Company and shareholders are on the same footing, and the Company's books are always open to the inspection of shareholders.

All cheques payable on account of stock should be made payable to the order of The Trust and Guarantee Co., No. 14 King St., West, Toronto.

Write for prospectus.

STATEMENT OF ASSETS

The Company has purchased 4,500 building lots, 25 x 130 feet. Total frontage 112,500 feet.

The Company's estimate on present values of the land is from $2.00 to $10.00 per foot (according to location). This would yield at even an average of $3.00 per foot	$337,500 00
Cost of land, advertising, expenses of management for the ensuing year, approximated at	110,000 00
Profit balance to Company	$227,500.00

Ireland produces 150 pounds of meat yearly for each head of her population, which is three times greater than England's production per head.

Minard's Liniment Cures Dandruff.

At the Government pawnshop in Paris about 350,000 watches and 60,000 wedding rings are deposited every year.

If scientific principals count for anything the patent inflated air pad truss should be a success. It holds the parts in such position that with fair play they must heal. It is light and comfortable to wear, and your confidence is restored the moment it is adjusted. You can procure it only from the Belt and Truss Mfg. Co., Hernia Specialists, 433 Spadina Ave., Toronto. Write now.

22—47

Georgian Bay's

Favorite Summer Hotels

THE BELVIDERE
PARRY SOUND

THE SANS SOUCI
MOON RIVER P.O.

Write for rates,

JAMES K. PAISLEY,
Grand Union Hotel,
OTTAWA, CAN

CLEANING LADIES' ... WALKING OR OUTING SUITS

Can be done perfectly by our French Process. Try it

BRITISH AMERICAN DYEING CO.

MONTREAL, TORONTO, OTTAWA & QUEBEC

8-44

Dominion Line Steamships

Montreal to Liverpool. Boston to Liverpool. Portland to Liverpool. Via Queenstown.

Large and Fast Steamships. Superior accommodation for all classes of passengers. Saloons and Staterooms are amidships. Special attention has been given to the Second Saloon and Third-Class accommodation. For rates of passage and all particulars, apply to any agent of the Company, or

Richards, Mills & Co, 77 State St. Boston. D. Torrance & Co., Montreal and Portland.

9-60

ORANGES | **LEMONS**

We have Mexicans, California Navels, Valencias, and Sevilles.

WE HAVE THE BEST.

BANANAS.

Carload every week. All the above at market prices. We can also handle your

Butter, Eggs, Poultry,

Maple Syrup and other produce to advantage for you.

THE DAWSON COMMISSION CO., Limited., Cor. West Market St., TORONTO.

8-45

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