THE WEEKLY PAPER'S SPHERE.

It Remains a Valuable Medium in Many Districts.

ITS UTILITY FOR ADVERTISING.

The weekly home paper, the only news sheet probably published in the town or village far removed from a large city, is the most closely read and thoroughly respected publication to be found anywhere. It carries greater weight, has larger influence with the conservative old fogies who have been brought up to await its weekly coming ever since they can remember. Its coming is indeed one of the weekly events, and it goes through the hands of the household in their regular order of precedence. The reading of its columns never becomes perfunctory. The head of the household gets it first, of course, and retiring into the chimney corner of a winter evening, or some cosy nook on the porch of a summer twilight, he commences at the top of the first column, his forefinger perhaps marking each paragraph, and reading through it, takes up the next and the next, until he has digested all the news and the editorial opinions. But he is not yet through, for the advertisements in their turn also command his attention. A generation ago the country weekly was regarded with actual veneration throughout the land, and its influence was paramount everywhere outside of cities. Nowadays its sphere has become much circumscribed, but there are still many sections where its influence is supreme. In these the weight of an advertisement in its columns is still greater than any presented to a city clientele through the paper that happens at the moment to be their favorite.

The great essential difference between the patron of the country weekly and the inhabitant of the city, as far as their respective attitudes toward newspapers is concerned, is that the former is intensely conservative and the latter is just the reverse. Let the middle classes—the most satisfactory from every point of view for the advertiser—furnish the representatives. The countryman's conservatism leads him to adopt a new thing very, very slowly, and to relinquish an old thing equally deliberately. He is not quick to try experiments and he must have a reason for doing so. But this holds good also in the case of a new claimant for his favor. On the other hand, the city man is always on the lookout for an improvement upon what he is using to-day, and to-morrow will already find him relinquishing the latter. These are extreme cases, of course.

For the permanent adoption of a new article which has intrinsic merit what course would it be wiser to pursue? A campaign in the country would involve much time—and "time," they say, "is money." In the city, on the other hand, returns and results would probably be very rapid, but notwithstanding the merit of the article would they be permanent enough to build a future upon?

If you have once made a foundation, resting upon the favor of the middle classes in the country, you can safely rear an edifice of "skyscraping" proportions. Would you have that same sense of security if your patronage were of the city population?

And another fact which tips the scales still more for the former is this: In the city people live much more for themselves—their intercourse with friends and neighbors is very constrained and restricted. In the country people are thrown very much more upon their own resources, neighborliness is unconstrained and natural. People go very much more out of their way for each other. Hence, if they know of a good thing which will serve a neighbor, they will do very much to have him adopt it.

The country people are on the whole in a very prosperous condition. If you have an article that appeals to them and is adapted to their needs and uses, they are in the large majority in a position to be able to buy it. In this respect they are much better off, man for man, than their city prototypes. The strenuous life of a metropolis leaves the middle classes scarcely able to indulge in much more than their necessities.—Printers' Ink.

ORIGIN OF THE POLKA.

A Dance That Was Invented by a Peasant Girl.

In "Bygone Dances," in Cassell's, John Collett thus recounts the origin of the polka:

The polka is the natural dance for the feet of the people. Take in evidence its origin—a Bohemian peasant girl was seen dancing "out of her own head," extemporizing from the sheer joy of her heart song, tune and steps. This she did on a Sunday afternoon in Elbejsnitz, and an artist, one Josef Neruda, who spied her, made a note of all he saw. The people of the town adopted the dance and called it the Pulka, half step. In 1835 it reached Prague, and Vienna in 1840, thence it spread rapidly through Europe. When M. Cellarius introduced it to the Parisians we hear that all else gave way before the "all-absorbing pursuit, the polka, which embraces in its qualities the intimacy of the waltz with the vivacity of the Irish jig." With becoming gravity the illustrated London News reported the first drawing-room polka danced at Almack's, and followed this up on May 11th, 1844, with a description of the five figures, adding that those who wished to shine should dance the whole.

No; You Cannot Sell "Any old thing" merely by advertising. Many liniments are advertised. Only one, Perry Davis' Painkiller, has stood the test of sixty years. To-day it is more popular than ever. 25 and 50c.

How He Felt.

A certain Chief Justice of the Supreme Court in one of the Western States was noted for the disinclination to admit that he was ill, as well as for his roundabout method of expression.

One day he was approached by the State Librarian, who courteously asked after his health.

"William," said the Judge, cautiously, "I am not well, but I am better than I was when I was worse than I now am."

Minard's Liniment Cures Garget in Cows.

Merely Her Policy.

He—I certainly had reason to think you cared for me—you were so nice to me.

She—But I make it a point to be nice to every man, no matter how stupid he is.

There is no such thing as a harmless cough. The trouble goes from bad to worse unless checked. Allen's Lung Balsam cures the worst of colds. It allays inflammation and clears the air passages.

Jumping at Conclusions.

"John, dear, hadn't you been drinking when you came in last night?"

"That's like a woman. Just because I had some little difficulty in getting in, because I couldn't pronounce a few words, because I took off my clothes in the drawing-room and wore my silk hat to bed, why you rush off to the conclusion that I had been drinking."

BIBULOUS POET'S RHYMED DREAM.

A policeman passing the Queen's Borough Hall in Long Island City found a man asleep in the gutter there. He took him to the station and later the man was arraigned charged with being drunk. He said his name was John Smith, and that his home was "anywhere." His occupation was "Jack of all trades." He insisted that he did not belong to the union, and for that reason could not get work at his trade.

He repeated this and much more on the same line to the magistrate. He also informed the court that as a side line he wrote poetry, but only did that when moved by the spirit. The magistrate asked him if he had anything original about him, and the prisoner said he had. He explained that while he was sitting asleep before the borough hall he had a dream, and before being arraigned had made notes of it. He handed it to the court, and this is what the court read:

Last night I dreamed of a land so fair,
Where the rivers were Pilsner beer,
Where fountains of rickeys shot up in the air,
And everything else was queer.

Wide brooks of gin fizzes on every hand,
Great lakes of cold Rhine wine,
And pumps spouting cocktails to beat the band
For the thirsty ones standing in line.

Creme de menthe swamps of a beautiful green,
With islands of fine cracked ice,
Such a sight was ne'er before seen,
Ah! but that dream was nice!

Mint julep in puddles filled the streets,
The gutters were flowing with booze,
In which tired hoboes soaked their feet
When enjoying a heavenly snooze.

Champagne flowed from fire plugs
In bubbly streams with a hiss,
And street cleaners drank it from deep stone jugs—
Ah! such a dream of bliss!

High balls galore rolled about on the ground,
And were chased by a thirsty crowd,
While the paralyzed grafters hanging around
In drunken glee shouted aloud.

Oh! this bibulous dream was a happy dream,
The result of an all-night bat
Where the wet things flowed in a bountiful stream
When they carried me home on a slat.

When he had finished reading, the magistrate looked at the prisoner sympathetically for a moment and asked:

"Hot weather?"

"Yes," your honor," was the response.

"Discharged," said the court.

SUNLIGHT SOAP

One ounce of Sunlight Soap is worth more than Two ounces of impure soap.

REDUCES EXPENSE

Ask for the Octagon Bar. If your grocer cannot supply, write to LEVER BROTHERS, LIMITED, Toronto, sending his name and address, and a trial sample of Sunlight Soap will be sent you free of cost.

THE MAN WITH BLACK WHISKERS

Georgia has a stringent law forbidding its citizens to carry pistols on pain of forfeiting the weapons and paying a fine of $50, or being imprisoned for thirty days. Shortly after the passage of this enactment Judge Lester was holding court, in a little town, when suddenly he suspended the trial of a case by ordering the sheriff to lock the doors of the courthouse.

"Gentlemen," said the judge, when the doors were closed. "I have just seen a pistol on a man in this room, and I cannot reconcile it with my sense of duty to let such a violation of the law pass unnoticed. I ought, perhaps, to go before the grand jury and indict him, but if that man will walk up to this stand and lay his pistol and a fine of $1 down here, I will let him off this time."

The judge paused and a lawyer sitting just before him got up, slipped his hand into his hip pocket, drew out a neat ivory-handled six shooter, and laid it with $1 down upon the stand.

"This is all right," said the judge, "but you are not the man I saw with the pistol."

Upon this another lawyer arose and laid down a Colt's revolver and a dollar bill before the judge, who repeated his former observation. The process went on until nineteen pistols of all kinds and sizes and shapes lay upon the stand, together with $19 by their side. The judge laughed as he complimented the nineteen delinquents upon being men of business, but added that the man he had seen with the pistol had not yet came up, and, glancing at the far side of the court, he continued:

"I'll give him one minute to accept my proposition, and if he fails, I'll hand him over to the sheriff."

Immediately two men from the back of the court arose, and began to move toward the judge's stand. Once they stopped to look at each other, and then, coming slowly forward, laid down their pistols and their dollars. As they turned their backs the judge said:

"This man with the black whiskers is the one that I originally saw."—New England Magazine.

When washing greasy dishes or pots and pans, Lever's Dry Soap (a powder), will remove the grease with the greatest ease.

When a man is in the soup, of course he gets hot. It's enough to make his blood boil.

His Own Free Will.

Dear Sirs,—I cannot speak too strongly of the excellence of MINARD'S LINIMENT. It is THE remedy in my household for burns, sprains, etc., and we would not be without it.

It is truly a wonderful medicine.

JOHN A. MACDONALD,
Publisher Arnprior Chronicle.

VALUE OF VEGETABLES

Products of the Garden That Are Better Than Medicine.

(What to Eat.)

Tomatoes rouse torpid liver and do the work, ordinarily, of a doctor's prescription.

Lettuce has a soothing, quieting effect upon the nerves and is an insomnia remedy.

Celery is an acknowledged nerve tonic, and is more and more used in medical prescription.

Onions are also a tonic for the nerves, but people will be forever prejudiced, because of their odor.

Dandelions purify the blood and generally are declared to tone up the system.

Potatoes should be eschewed by those who "have a horror of getting fat," as that is one penalty of eating them.

Watercress is a "good, all-around" brace-up for the system.

Spinach has medicinal properties and qualities equal to the most indigo of all blue pills ever made.

Parsnips, it is now contended by scientists, possess almost the same virtues that are claimed for sarsaparilla.

Beets are fattening, even a moderately learned man will explain, because of the sugar they contain.

Ordinary lima beans, some one has said, are good to allay thirst, but the same can be said, with equal truth, of a pitcher of water.

Asparagus is efficacious in kidney ailments to an extent that is not yet, perhaps, thoroughly appreciated.

Cucumbers, aside from sunbeam emitting properties known to readers of facetious paragraphs, contain an acid that is helpful in cases of dyspepsia.

Cabbage, in Holland, is regarded as something of a blood purifier, but the authority is vague. In Germany its efficacy is purely sauerkraut.

Parsley will assist good digestion, like cheese and nuts, but a quantity in excess of ordinary capacity has to be consumed. Therein lies the joke.

Pumpkins are an ingredient in a patent medicine that is guaranteed to cure a variety of ailments flesh is heir to, but the world is increasing in inhabitants who do not believe all they hear.

SOZODONT Tooth Powder 25c

Reason Worth Talking About.

A little girl from a crowded tenement house was delightedly telling a friend in the College Settlement about her new teacher.

"She's just a perfect lady, that's what she is," said the child.

"Huh! How do you know she's a perfect lady?" questioned her friend. "You've known her only two days."

"It's easy enough telling," was the indignant answer. "I know she's a perfect lady because she makes me feel polite all the time."

TO WEAK WOMEN EVERYWHERE.

Mrs. Maxwell Tells How Much Pain and Suffering may be Remedied.

A Very Interesting Statement by an Elora Lady—She Has Found a Panacea for all Female Weakness and Wants Every Woman in Canada to Know it.

Elora, Ont., Jan. 13.—(Special).—Mrs. Maxwell, of this place, has written for publication a very strong letter in which she claims that Dodd's Kidney Pills have cured her of Female Weakness after she had tried almost everything else.

This good lady, according to her statement, suffered for a long time with kidney trouble, enduring the greatest pain with a dizziness and headaches that made her very ill. She was passing through what is always a critical period in every woman's life and her troubles were considerably increased by this. Indeed her life was for a time in great danger.

She says she used Dodd's Kidney Pills with the most remarkable results, being almost instantly relieved and in a very short time completely cured and restored to good health.

She is very grateful, and in her letter she says: "I cannot find words to express my gratitude to God for my marvellous cure. Dodd's Kidney Pills are the greatest medicine in the world, especially for those of my age.

"I could scarcely move hand or foot I was so dizzy, and violent pains would shoot through my whole system, but now thanks to Dodd's Kidney Pills I feel well and smart."

This case and its cure has created quite a sensation and Mrs. Maxwell's full and frank statement of the matter, has been the subject of a great deal of comment.

Dodd's Kidney Pills seem to be an infallible cure for Diseases of Women as well as for Rheumatism, Diabetes, Bright's Disease and all Kidney disorders.

Still in Statu Quo.

They have asked the visiting Englishwoman what she thought of New York.

"I think it will be charming—when it is finished," said the Englishwoman.—Exchange.

Minard's Liniment Cures Distemper.

The Population of China.

It will surprise most people to discover that the population of China is greater than that of Russia, Great Britain, Germany, France, Japan and the United States combined, and that China has a population capable of bearing arms of almost 100,000,000. In those other elements which go to make up a nation's potential strength, such as vitality, endurance, indifference to discomfort, ability to subsist on the smallest rations and to thrive amid unsanitary surroundings, the Chinese are unmatched.—From No. 28 of the New York Central's "Four Track Series."

No. 28 of the "Four Track Series" will be sent free, postpaid, to any address, on receipt of five cents in postage, by George H. Daniels, General Passenger Agent, New York Central, Grand Central Station, New York.

Minard's Liniment Cures Diphtheria.

Spectacle Wipers.

The observant man who is always aware of what is going on about him, and always alert to gather useful information, recently had an interesting experience in a Chicago hotel, says the Youth's Companion. His attention was drawn to an old man, a stranger, who sat next to him at the table.

"Excuse me," said the observant man, "but do you know what you are doing?"

"Yes, sir. I am wiping my eyeglasses."

"Do you know what you are using?"

"Yes. I am using a new two-dollar bill. I never use anything but a new bill for that purpose."

"But isn't it rather expensive?"

"It would be, perhaps, if I took a new bill every time I wiped my glasses and threw it away afterwards; but it is just as good to spend when I am done with it. I don't do it for show, or to make a display of eccentricity; but I have found that there is nothing quite so good as a perfectly new bank note for cleaning glasses. It cleans them perfectly, and never scratches the surface of the glass. Make a note of it."

The other man did so, and in turn has passed the recipe on to his friends. It may be a new idea to many persons who wear spectacles.

Minard's Liniment Cures Colds, etc.

A Counterfeit.

There are a number of counterfeit Dominion of Canada two dollar bills in circulation here, and the public is warned to look out for them. The bill counterfeited is a new issue of the one that has a fishing scene on the face. It looks like a wood cut, and the back is very poor. The words "Dominion of Canada" on the face, look as though the ink had run.

SOZODONT for the TEETH 25c

ONTARIO SCHOOL FOR BOYS.

Highfield - - Hamilton

RUGBY and HAILEBURY men on the staff. GOOD FRENCH.

Magnificent building (the home of the late Senator Turner), and several acres of beautiful grounds extending to the top of the mountain.

Splendid home for boarders.

Apply for prospectus to the HEAD MASTER,

J. H. COLLINSON, M.A.,
Late Open Mathematical Scholar of Queen's College, Cambridge.

THE UNCROWNED QUEENS OF ENGLAND.

England has had many royal women queens in their own rights and queens by virtue of marriage with the reigning sovereign, but it is not generally known that seven of the women who are known in history as queens were not so in fact. They never received officially the insignia of a monarch, the crown. The first was Margaret of France, the young, plain, amiable second wife of Edward I. He had spent so much money in conquering Wales and in trying to conquer Scotland that he could not afford the expense of a coronation for his girl bride, and she had to do without the splendors of the pageant.

King Henry VIII. took care that Anne Boleyn should be crowned with extreme magnificence. He desired to show the world how much he loved her and how very much he defied the Bishop of Rome. The four wives who succeeded her were never crowned at all. For one thing, money ran short, and for another there may have lurked, even in his masterful hand, a sense of the "fitness of things" which may have caused him to shrink from publicly crowning so many ladies in such very rapid succession. At any rate, the beloved Jane Seymour, the despised Anne of Cleves, the girlish Catherine Howard and the wary Catherine Parr were never consecrated in public as queen consorts of England.

Henrietta Maria, wife of Charles I., refused to be crowned. She was young, she was pretty, she was a French princess and a bigoted Roman Catholic and she declined to take part in a state function which would compel her to partake of the sacrament according to Church of England rites.

Sophia Dorothea, of Zell, cannot be reckoned among the seven, because she was never called Queen of England at all. While George I. was being crowned and anointed, and—bored, the Lady of Ahlden was pining in her long, monotonous captivity.

Caroline of Brunswick is the last, and most remarkable, instance of the uncrowned English queens. Though George IV. had been forced from popular indignation to give up the bill of pains and penalties against her, nothing would induce him to let her share his coronation. She was not permitted to be present in Westminster Abbey at all. Repulsed from all the entrances, she returned to her house, to die within three weeks of a violent fever, brought on by months of fearful excitement. The strained cord snapped. The brave heart was broken at last.

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 surface of the system. Testimonials sent free. Price—75c per bottle. Sold by all druggists.

Hall's Family Pills are the best.

PATENTS.

PATENTS, CAVEATS, TRADE MARKS, etc. Home or foreign procured and exploited. Booklet on patents free. The Patent Exchange and Investment Company, Pythian Building, Toronto, Ont.

Salzer's Rape gives Rich, green food at 25c a ton.

SPELTZ—What is it? Catalog tells.

BUY NORTHERN GROWN SEEDS

FARM SEEDS

1,000,000 Customers

Proudest record of any seedsman on earth, and yet we are reaching out for more. We desire, by July 1st, 300,000 more patrons and hence this unprecedented offer.

$10 WORTH FOR 15c

We will mail upon receipt of 15c in stamps our great catalogue, worth $100.00 to any wide awake farmer or gardener, together with many Farm Seed samples positively worth $10.00 to get a start with, upon receipt of but 15 cts. in Canadian stamps.

25 pkgs. earliest vegetable seeds, $1.00.

Please send this adv. with 15c for above.

JOHN A. SALZER SEED CO. LACROSSE, WIS.

Catalog alone, 7c. Send at once.

"C·R·C!"

CANADIAN RUBBER COMPANY OF MONTREAL TRADEMARK

RUBBERS

GOODYEARS PATENT TRADEMARK

BEST FITTERS BEST WEARERS

THE CANADIAN RUBBER CO.

PAILS AND TUBS

MADE OF EDDY'S INDURATED FIBREWARE

NO HOOPS, NO JOINTS, NO SEAMS, NO LEAKS.

are vastly superior to the ordinary Woodenware articles for domestic use.

TRY THEM.

For sale by all first class dealers.

ISSUE NO. 4, 1902.

Repairing Neatly Done

Never thought of such a sign for a medicine did you? Well, it's a good sign for Scott's Emulsion. The body has to be repaired like other things and Scott's Emulsion is the medicine that does it.

These poor bodies wear out from worry, from over-work, from disease. They get thin and weak. Some of the new ones are not well made—and all of the old ones are racked from long usage.

Scott's Emulsion fixes all kinds. It does the work both inside and out. It makes soft bones hard, thin blood red, weak lungs strong, hollow places full. Only the best materials are used in the patching and the patches don't show through the new glow of health.

No one has to wait his turn. You can do it yourself—you and the bottle.

This picture represents the Trade Mark of Scott's Emulsion and is on the wrapper of every bottle.

Send for free sample.

SCOTT & BOWNE, TORONTO CANADA

50c. and $1. all druggists.

BUSINESS CHANCES.

CASH FOR REAL ESTATE OR BUSINESS, no matter where it is. Send description and cash price and get our plan for finding cash buyers. Patent Exchange and Investment Company, Toronto, Canada.

VIRGINIA HOMES.

You learn all about Virginia lands, soils, water, climate, resources, products, fruits, berries, mode of cultivation, prices, etc., by reading the VIRGINIA FARMER. Send 10c for three months' subscription to box 201, Farmer Co., Emporia, Va.

A FEW MORE GOOD MEN WANTED have you a paying occupation for the winter? We will put you in a way to make good wages; we employ both on salary and commission; handsome outfit furnished free; our side-line helps our salesmen splendidly; write and get terms and particulars. Chase Brothers Company, Nurserymen, Colborne, Ont.; established 45 years.

FRUIT FARM FOR SALE—ONE OF THE finest in the Niagara Peninsula, at Winona, 10 miles from Hamilton on two railways, 130 acres in all, 35 of which is in fruit, mostly peaches. Will be sold in one parcel or divided into lots of 15 to 20 acres to suit purchasers. This is a decided bargain. Address Jonathan Carpenter, P. O. box 409, Winona Ontario

TURKEYS WANTED

We will pay you 9 cents per pound for Plucked Turkeys, large or small lots. We buy all kinds of Poultry. We pay freight and send check or money order as soon as we receive the Poultry.

SAMUEL L. LEWIS & CO.,
Commission Merchants,
London, Ont.

ONTARIO ARCHIVES
TORONTO