In a Souvenir Range the even is constantly and thoroughly acrated by a current of hot, fresh air.

The fire box is the best hat long experience can devise. The ash pan is broad and

Seven Sutherland Sisters

Hair Grower

MISS SARAH SUTHERLAND,

255 Yonge Street, Toronto

SEVEN SUTHERLAND SISTERS

SOLE PROPRIETORS

Canadian Office, 256 Yonge St., Toronto

J. H. Balley. Foreign Manager

Recommended and sold by Geo. Wishood, druggist, corner of Princes and Bagot Streets, Kingston.

A Splendid Tonic

Builds up the System

Muscles

Strengthens the

Cives New Life

Sold by all medicine dealers.

Davis & Lawrence Co., Ltd., Montreal.

About Music.

d ears .- Byron.

ing heart-Sir A. Hunt.

o more delight .- Keats.

There is music in all things if men

Let me have music dying and I seek

Music washes away from the soul

The coachman early learned

the advantages and many uses

The smartest possible turn-

to which he could put

outs, top boots, harness, and horses' hoofs all show the

application of "2 in 1" polish. Easily applied, quick and

Black and Tan-10 and 25 cent boxes and 15 cent collapsible tubes.

AT ALL DEALERS.

lasting, keeps harness soft and pliable.

GREW

THIS

HAIR

The top will not warp.

The direct draft damper makes quick fires or checks a fire to

small proportions. It saves worry and coal.

The Gurney, Tilden Company, amilies Teresto Mentreal Winnipeg Vancouver

We have Souvenir Ranges on view. J. HORSEY

ional guarantee as well as that of the makers goes with every atove,



Every Furniture Fancy

We are making a specialty of Iron and rass Bedsteads, and Children's Brass and Iron Cots, with drop sides, at re-

Also-Silk and Velour Parlor Suites and Fancy Parlor Chairs, in all shades

JAMES REID The Leading Undertaker. **'PHONE 147.**

Move With the Times

And now is the time to have your Cutter or Sleigh repaired and painted and put in shape, and be ready when the snow comes, and the place to get put in proper shape is

JAMES LATURNEY'S, 390 PRINCESS STREET.



and Gas Fitter, 66 Brock Street.

McDOWALL'S Music Bargains

Organs from \$25 up, Pianos from \$50 up.

Large stock of Mouth-Organs at moral or religious feelings. - Addison

All other Instruments and of sweet sounds, is fit for treason, trings at correspondingly low stratagems and spoils.—Shakespeare

Mail orders promptly attended

Better Than Ever tude is that the attitude can't strike Cooked Meats, Bacon and Coll.



hing else for them. preparation of advertisements for the the average mind there was intelligible to the reader, it accom- things if told in an advertisement. plished the desired results.

mense amount of literature-to be of the management or not. had for a mere pittance.

In the early days of our grandfath, newspapers, that boasted of making ches with every step, and struggling inson Cruso, of Daniel Boone and from subscriptions, or advertising pat- in an endeavor to keep the truck the weekly newspaper comprised their ronage, but from their editorial pag- from rushing furiously down the dark entire library. As a consequence, every es. They "sized up" each man's wealth passageway.

piece of reading matter that came in and decided how much he must pay "Is that a horse?" I asked, scarto the house was not simply read, it | the publisher to refrain from printing | cely believing my eyes. was devoured. 'These family volumes scandalous stories about him. In the 'Yes, that's a horse," answered were read and re-read, there was no- advertising pages at that time all the voice, as we trudged on; "we This condition rendered the expendi- wares. People had the impression that spoke we turned a corner into a well-

ten, it would be read; and if it was would believe the most impossible until played out and then they are To-day, the newspaper has a repu-To-day conditions are extremely dif- tation of the highest degree to mainferent. We have our Carnegie Library, tain and cannot, therefore, afford to as they are called.

city library, college library, school adopt a slanderous policy in its edi-

library, and circulating library. With | torial pages. For it has competitors out expenditure of a single cente the in its local field, and in order to enaverage citizen has at his disposal, large its subscription and advertising wherever he may live, hundreds of patronage a truthful policy is necesbooks and papers; and besides, the sarv whether it be the personal choice Increased advertising has had the d

The business man of the present day fect of informing readers through exis in one continual rush from morning | perience which advertisements are re until night. He expends hundreds of liable and which not. As a conse dollars in installing business systems quence, questionable advertising is re-



NONCOMBATANTS UNDER FIRE CHINESE WATER-CARRIERS RUNNING BACK FROM THE FIRING LINE AT LIAOYANG.

The Chinese intelligence seems to be almost on a par with that of the ostrich, which buries its head in the sand and imagines that it cannot be seen by an ene my which is not visible to itself. At the battle of Liaoyang many Chinese coolies visited the Japanese firing lines with water in w coden tubs. As soon as the water was disposed of the carriers set out at the double on their return. They placed the wooden tu bs on their heads, thinking that thus protected they could not receive any injury from the Russian

that save a few moments of time in fused by many newspapers, and the transaction of business and saves others but little is done because it is thousands of dollars by doing so. On unprofitable. the way to his office he glances at the morning paper. The more import vertising has, therefore, been the ant items strike his eye and those are means of elevating the quality of adpossibly, all he has time or cares to vertising as it relates to honesty; it

The average housewife of to-day standard of the periodical published leads a life vastly different from that and, because of the amount of advertled by her grandmother. She belongs ising competition, it has brought abto her sewing society, her reading cir- out a more careful study of conditions cle, and women's club; she dabbles in on the part of the advertiser to make politics and school affairs, and busies his investment pay, and because of nerself with her few household cares competition advertising may be had the dust of every day life .- Auerbach.

Music the child of prayer the companions of religion.-Chateaubri-Sweet melodies are those that are distance made more sweet .-- Wordssimply scan, according to their rela- passed Music is the inly sensual gratifica-tion which mankind may indulge in

Our attitude toward advertisements No Poison In Chamberlain's to excess without injury to their is the same as toward literature. We cannot, neither do we care, to read all The man who hath not music in his the advertisements. Some strike our soul, and is not moved with concord It's a wise child that knows its own ather, and a wise cork that knows its The beauty about striking an atti-Call any woman a flirt, and away down in her heart she feels flattered.

> the things that appeal to us most juickly and says them in his most attractive style. As a consequence, and more real news in the advertising columns to-day than ever before; desirable articles, attractive prices, about which the men and women of every

nonsehold will desire to read. As a result of its education in vertising, the public has learned to discern honesty and dishonesty in advertising as readily as in neighborgood conversation. At the same time onblishers have found it advisable to raise the standard of their advertising columns. Many of our magazines and newspapers will not publish liquor advertisements or anything in the form of advertising that, in the judgment of the publisher, is calculated to de-

The increase in journalism and has been the means of raising the at a lower price.

erature published to day that we can other score of years no one can tell, ed on trucks, drawn by a horse to A clever woman is the woman that at best read only a very small per- but we may rest assured that there the nearest deep, there attached to every man should want for a guide, centage of it. Some articles we de- will be as great advancement in the the wire rope, hauled along to the your, others we read, and others we next twenty years as in those just point where its own weight will

Cough Remedy. From Napier New Zealand Herald : eye, hold our attention and are thor- Two years ago the Pharmacy Board of anything that is not coal, such as oughly digested and remembered, New South Wales, Australia, had an stone, and then sent through chutes while others do not attract even our analysis made of all the cough medi- into railway cars. It is then ready slightest notice. This fact has been cines that were sold in that market. for shipment, established as advertising has devel- Out of the entire list they found only oped, and as a consequence advertist one that they declared was entirely ing has become a science. Large salar- free from all poisons. This reception ies are paid to men that can show | was Chamberlain's Cough Remedy, that they know the demands of the made by the Chamberlaim Medicine public and how best to influence Co., Des Moines, Iowa, U.S.A. The ab- ordinary billiard table. The manager them. We therefore find in our maga- sence of all narcotics makes this rezine and nevspaper advertisements medy the safest and best that can be deeps, arms and rooms in 'Dominthe highest class drawings, the best had; and it is with a feeling of secu- ion No. 1" were placed one after anetchings, unique plans for making rity that any mother can give it to other they would easily cover a hun-readers talk, snappy catchlines that her little ones. Chamberlain's Cough dred miles. draw our attention, and thoughtful Remedy is especially recommended by ogic of a convincing and elevating its makers for coughs, colds, croup To-day the advertising man seeks. for sale by all druggists.

> A slip of the tongue may result in a compoud fracture of the reputa-

Do you pin your hat to your own hair?

Can't do it? Haven't enough hair? It must be you do not know Ayer's Hair Vigor. Here's an introduction! May pies.": the acquaintance result in a heavy growth of rich, thick, glossy hair! And we know you As late as thirty years ago there | will never be gray, Lowell Miss.

DOWN IN A COAL MINE. Newton MacTavish Lets a Little Light on

an Underground Subject. In the course of a description of a visit to the soft coal mines at Glace Bay, C.B., Newton MacTavish writes in The Globe: Up the incline we trudged, and presently a muscular hand stretched back and pushed me to one side. The next moment I heard a treading as if A horse were going down a steep hill, and then, raising the lantern, I saw the poor beast slipping past me, on his haun-

kinds of fakirs were offering their have forty of them here," and as he ture of much time or thought in the being in print, it must be true. To lighted stable. Twenty horses or local paper unnecessary. For the mer- strangeness about advertising, some- at work. The stalls were arranged chant might rest assured that, howev- thing rot really understood, and as a one after another in a long row. er his advertisement might be writ- consequence the readers of those days The horses spend their days there taken above and destroyed. From the stables we passed into. one of the main channels or "deeps,"

> five minutes, and every few minutes the overman thrust his lantern into the face of a boy or old man sitting at the side of the tunnel, as if he had fallen by the way, and immediately a big door would open for us to pass through. The boy or oldman sits there all the time, acting as doorman. The doors are there to control the air supplied by the pumps above. They act on about the same principal as locks in a canal. Where Coal Is Mined.

From the deep we turned into an 'arm' and followed the track several hundred feet until we came to a "room." In the room, which was a large space out of which coal was being hauled, were two men, each of whom gave the lantern salute, and then resumed their picks. The automatic drill was not in operation there. Then we passed out into another deep until we came to a second arm, which looked exactly like a big dark hole in the wall. The overman stopped and shouted. He want ed to know, what was going on up there, but the exact question and answer were entirely unintelligible to me. However, up we went and soon discovered two coal-begrimed miners in difficulty with an automatic drill. The overman took a hammer and cold chisel, gave the drill a few sound thumps and then it responded to the compressed air, which was supplied through a rubber hose that stretched out into the darkness. With the drill in working order, the operator mounted a low wooden platform, braced his feet as if about to enter a rowing contest, placed the drill between his knees, gripped the handle and turned on the pressure. The result can be likened only to a cross between a Gatling gun and a battering ram. It seemed to shatter the man's whole frame, and that appeared to be its greatest drawback. It brought the coal down quickly, but, as the operator said, it shortened his days at the same time. The second man simply shovelled the coal away as it fell. The dust was almost stifling to one unaccustomed to it.

Underground Streets. Out again we came into one of the longest deeps, a mile and a quarter from end to end, according to the overman. I was asked to wait and see one of the laden trucks pass by on the endless wire rope that moved along between the rails of the track and threatened at every turn to squeeze my feet. Suddenly the rope stopped, and a lineman called out that there was a "smash-up on the deep," He went to a 'phone (the boxes are placed at intervals along the main channels), gave instructions and soon the rope began to move again. The deeps were all well lighted with electricity. The overman, in commenting on the two miles of twisted wire, observed that he had charge of a small part of the mine, but it took him three hours to walk over it. We moved on, made a few body else turns, and as we continued the rumbling trucks made known that the hoist was near at hand. Before I left the mine, the overman explained the different stages through knowledges her neighbor's right to which the coal passes. After being live, who doesn't believe that she So great is the amount of good lit- What these conditions may be in an- drill in a "room" the coal is heap- world. make it gravitate towards the hoist, placed in the hoist and taken up to the top of the trestle above ground dumped into a weighing bunk passed down over the screens, at the ends of which several men stand picking out

After I went above ground again the portion of the mine over which I me on the map. Its size relatively

Dogma Defined. The late Miss Rosa Delmonico, the owner of the famous New York restaurant, was all her life fond of children. Children knew Miss Delmonico as Aunt Rosa, and they delighted to visit her, says The New York Times.

One day the good old lady was giving a little girl some etymological instructions. The word "dogma" came up, and Miss Delmonico defined it and then bade her pupil to use i in a sentence.

The pupil, after a little hard thought, composed around the word "dogma" the sentence that follows: "The dogma had five little pup-

Miss Pearl Bolton, and Everett Hunt, both of Sidney Front, werey married on Wednesday.

Which Will You Take?

Artificially colored and adulterated Japan tea or

CEYLON NATURAL GREEN tea which is absolutely "pure" ers a copy each of the Bible, of Rob- their livelihood, not by their receipts ahead of the two-ton burden of coal and delicious. It is sold in the same form as "3ALABA" Black tea in sealed lead packets. 25c. and 40c. per lb. By



FASHION'S FORM, Of The Latest Styles For



A stylish little black velvet cloak, trimmed with tur. The pleated fullness at the shoulders in the cape and the lower sleeves are of changeable red and green taffeta silk. The same color lines the cloak.

The Clever Woman. What is a really clever woman? A clever woman is one who looketh well after the vays of her household, A clever woman is one who undertakes nothing that she does not us tress of tact and knows how to make the social wheels run smoothly.

A clever woman is one who makes the other woman think herself the A clever woman is one who always makes the best of any situation. A clever woman is one who acts

like hot water on tea-she brings the sweetness and strength out of every-A clever woman is one whose ahi lity is never unpleasantly felt by the A clever woman is one who ac-

cut down by hand or the automatic alone is the motive power of the

When told to take a back seat, al-



people in the most distant parts of the country to huy jewellery direct from usthe manufacturers.

These pineare useful for many different purposes. Prices range from \$2.00 to \$10.00. Sleeve Links

Our catalogue shows a big range of sleeve links, including many effective designs in poarl and diamond settings.

We sell handsome extra gold fitted links at \$1.50, including initials. Same in solid gold, \$4.50 Lockets



Rings This beautiful ring with five stone cluster of gan-

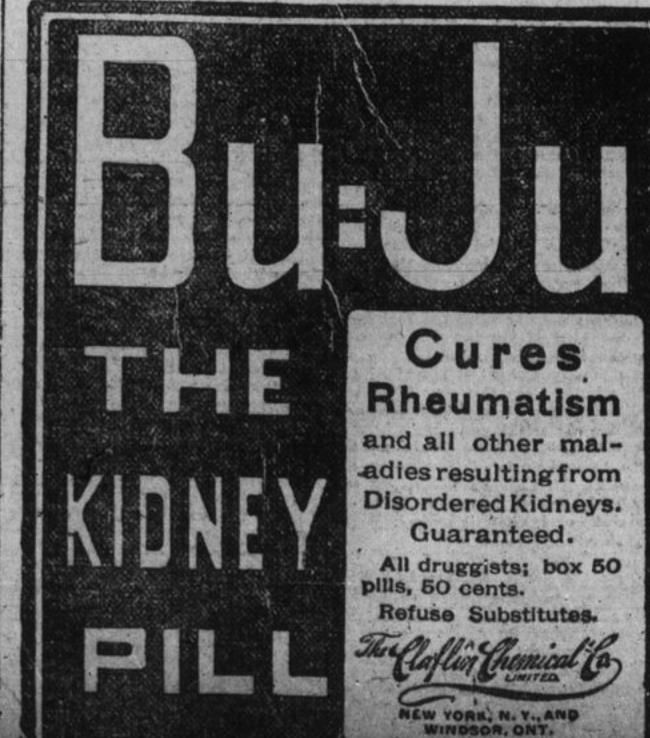
Same plain,

Prices from \$3

phires and diamonds. Our price, \$54.00. A handsome ring is always satisfactory purchase. afe delivery guaranteed to any point. SEND FOR ILLUSTRATED

CATALOGUE FREE

156 Yongest Toronto



Woman's Truest Fri

PRONOUNCED SI-K The Greatest of



Psychine Tones up the However Run Do

Miss Maggie Munn, 98 lington street north, Har Ont., writes July 7th, "Three years ago I was down, thin, nervous, and to meet the duties of life always catching cold. Ps stopped the cough, the pai aches, gave me new str a ravenous appetite, and ed me to perfect health, not been sick a day since time. Psychina is a wor tonic, strength, and flesi

The happlest results are al tained with the use of Dr. famous remedy Psychine. Psy a direct action on the blood as The many ills of the female are due to thin, watery blood, culation, or waste of nerve for of appetite, weakness, fee faintness or depression, nerv tration, anaemia, early decline most varied female troubles with the use of Psychine. T of women and girls in Cana found hearty, bracing health chine. Psychine relieves, soo strengthens the entire syst tired, overworked woman in should be without Psychine,

Psychine is pronounced S For sale by all druggists. ther advice and information, Slocum, Limited, 179 King str Toronto, Canada, Through ar ed laboratory, new labor-sa cilities, and recent ability to raw products in Canada, Psych for years at \$1.50 per bottle,

Now Sold at

A Good Impres Is always mad MACK'S F Flexible C RUBBER Prints on Uncver WE ALSO MER SEALS, S AND STE

& WHITE EN BET BOOKLET ON EACH ON CENERAL CATALOGUE (SCAT TO SCA C. W. MACK, II KING ST. W. T

Only Electric C ing and Feat Renovating Plan

Kingston. 'P ione 542. 272 Bago

Fuel

Hard Coal Grate and Egg for your furr Stove, Chestnut and Pea Soft Coal

Select Lump for grates and Also Cut & Uncut

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