

TOLL GATE DAYS ARE PASSING AWAY IN ONTARIO.

Through the influence of the Good Road's Movement - Some Early History of Celebrated Old Ontario Roads.

Maude Benson, in Toronto Globe. Through the influence of the good roads movement which for the past decade or two has swept over Ontario, the toll-gates on the main routes have been abolished.

Flour finest and most nutritious. It is the best form for you to get it. King's Co. Ltd.

Insurance Co. established 1845. Capital \$10,000,000.00. Policyholders - The same as last year.

YOU WANT A GOOD MATHING ALY FOR YOUR AMBERLAND. 55-57 Barrack St. Phone 108.

Wasting Brain and Nerve Force. And Undermining Health by Useless Worry - New Vitality Obtained by Using.

By useless fretting and worry, by overwork, and by neglecting to take proper nourishment, rest and sleep, strength and vitality are frittered away.

Dr. Chase's Nerve Food is valued because it actually increases the amount of nerve force in the body, overcomes the symptoms arising from exhausted nerves, and gives that strength and confidence in mind and body which is necessary to success in life.

OVER A MILLION DOLLARS NET PROFITS A YEAR

THE RISE AND DEVELOPMENT OF WHAT IS NOW THE LARGEST PUBLISHING BUSINESS IN THE WORLD | THE SALES EXCEED TWENTY MILLION OF COPIES EVERY WEEK OF DAILY AND PERIODICAL PUBLICATIONS

The Harmsworth Publications



LORD NORTHCLIFFE Founder of the Largest Publishing Business in the World

Reprint from "Profitable Advertising," Boston. The history of journalism includes no more startling story of rapid progress than that afforded by the rise and development of the gigantic newspaper combination founded and controlled by Lord Northcliffe.

Eighteen years ago - on June 12, 1898 - appeared the first number of a small penny weekly, entitled Answers to Correspondents. It was managed and published in one small upstairs room at 26 Paternoster Square, London.

Ideas That Won. Answers owed its continual existence to a series of most brilliant journalistic efforts. Free trips to Paris were offered as prizes to its readers, and the English public was startled by the series of original and unprecedented offers culminating in a prize of £1 a week for life, which was won by a soldier.

Carrying Place, to unite with the road of to-day, which follows the old course along the lake shore to Toronto. Governor Simcoe planned well, but was removed from office before his plans were perfected.

After the establishment of two comic journals, in November, 1891, was published the first number of Forêt-Mc-Nol, the leader of a series of highly successful papers, devoted to women's interests, among which are included Home Chat, Home Circle, the Woman's World, the Girl's Friend, and the recently issued monthly magazine, the World and His Wife.

In July, 1894, the firm published the first number of the Sunday Companion, a religious journal, made interesting to the general body of the people. Its success was immediate, and it is now the largest circulated religious journal in the world.

A special edition of the "London" Magazine for Canada and the States has been ordered by the Toronto News Co. for all the branches of the American News Company, and will be published here by C. H. Murray.

100% 100%. The stability of a Company may be judged by the class of Securities in which its funds are invested. That of National Life OF CANADA.

Table with 3 columns: Ledger Assets, Liabilities, and Total. Total Ledger Assets: \$8,846,658.42 (100%).

A WARM SUBJECT. There's nothing in the world we're so much interested in as Coal at this time of the year. It may sound queer to speak of coal buying and selling as a science, but that's what we've made it.

More Harmsworth Papers. In 1892 after two enlargements of premises a large printing works was founded under the name of the Geraldine Press. This was the first of the seven huge establishments, fitted with the most up-to-date plants, which are now engaged in printing the various Harmsworth publications.

Religious Papers. In July, 1894, the firm published the first number of the Sunday Companion, a religious journal, made interesting to the general body of the people.

A Phenomenal Success. In July, 1898, Lord Northcliffe founded the London Magazine, which reached a circulation of 1,100,000 copies with its second number, a success without an equal in the history of magazine production.

Profitable Mediums. An advertising medium the Harmsworth publications stand in the first rank, and it is a recognized fact, both in England and the United States, that no large advertising enterprise which makes its appeal to the Anglo-Saxon races can succeed which does not avail itself of the very powerful help afforded by the newspapers and other publications controlled by Lord Northcliffe.

First Harmsworth Daily. It was in September, 1894, that Lord Northcliffe embarked upon the enterprise of daily newspaper publication by purchasing the Evening News, which is now London's chief half-price evening paper.

TO END OF EARTH. Washington, D.C., June 19. - The American consuls in Canada who lost their jobs under the consular reform bill have been given other places.

Charges Under Consular Reform Bill. Washington, D.C., June 19. - The American consuls in Canada who lost their jobs under the consular reform bill have been given other places.

THE CATTLÉ MARKETS. The Prices Offered at Various Centres. Toronto Junction, Ont., June 18. - Export prices ranged from \$4.50 to \$5.25; the bulk selling at \$5 to \$5.10.

Montreal Prices. Montreal, June 18. - About 700 head of butchers' cattle, 45 milk cows, 250 calves, 300 sheep and lambs, 250 fat hogs and 45 store hogs and young pigs were offered for sale at the East End Abattoir to-day.

First Harmsworth Daily. It was in September, 1894, that Lord Northcliffe embarked upon the enterprise of daily newspaper publication by purchasing the Evening News, which is now London's chief half-price evening paper.

TO END OF EARTH. Washington, D.C., June 19. - The American consuls in Canada who lost their jobs under the consular reform bill have been given other places.

Charges Under Consular Reform Bill. Washington, D.C., June 19. - The American consuls in Canada who lost their jobs under the consular reform bill have been given other places.

THE CATTLÉ MARKETS. The Prices Offered at Various Centres. Toronto Junction, Ont., June 18. - Export prices ranged from \$4.50 to \$5.25; the bulk selling at \$5 to \$5.10.

Montreal Prices. Montreal, June 18. - About 700 head of butchers' cattle, 45 milk cows, 250 calves, 300 sheep and lambs, 250 fat hogs and 45 store hogs and young pigs were offered for sale at the East End Abattoir to-day.

the issue of a daily Continental edition printed at Paris. By this means the paper has more than quadrupled its circulation in the entire territory between St. Petersburg on the north and Khartoum on the south, with the exception of Scandinavia which is served from London.

Careful Preparations. More than half a million pounds was sunk in buildings and plant before the first copy was issued, and this was altogether apart from the capital required for daily working expenses.

At The Head As A Medium. The Daily Mail stands at the head of the newspapers of the world as an advertising medium, and is able to command from £350 (\$1,750) to £400 (\$2,000) per page for advertisements, about twice the rate of any other London daily.

"Overseas" Edition. In November, 1904, a weekly Overseas edition of the Daily Mail was introduced in the special interests of English people in the colonies and abroad. It finds its way not only into the British colonies, but into every other country of the world.

Continental Edition. A further development of the Daily Mail was seen on May 22nd, 1905, in the issue of a daily Continental edition printed at Paris.

Other Harmsworth Newspapers. The Glasgow Daily Record, the Leeds Mercury, the Observer, Vanity Fair, the World, and the Manchester Courier are also included among the newspaper owned and controlled by the great journalistic genius who in eighteen years has built up from nothing the world's greatest publishing concern.

MADE IN CANADA BY A CANADIAN COMPANY. The New Williams. REPUTATION FOUNDED ON MERIT AS WELL AS AGE. ALWAYS LOOK FOR THE NAME. THE WILLIAMS MANUFACTURING CO. LIMITED. TORONTO, LONDON, HAMILTON, OTTAWA, ST. JOHN, N.S. AGENTS WANTED EVERYWHERE.

st is fine and out it won't read. Fine, all right as s, but if it n its other ut nothing ing is con- Flour finest and rs but also ions. It is cess which f the nutrit- es of the est form for u can get it per. King's Co. Ltd. r a Cook," com- excellent recep- d before. Your to get it FREE. Insurance Co. established 1845. Capital \$10,000,000.00. Policyholders - The same as last year. YOU WANT A GOOD MATHING ALY FOR YOUR AMBERLAND. 55-57 Barrack St. Phone 108. show you one of LARS for a ed. ggan, regular \$1 greatest money- will show you St.