

# THE CHARLOTTETOWN GUARDIAN'S POPULAR MUSIC FOLIO

## WICKIY-SPLU

MARCH AND TWO-STEP  
BY C. J. DENNY  
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### An Epigram for Epicures

Here's to the man who lives to eat  
And lives to tell the tale.  
Here's to the man who lives to eat  
What's in an air-tight pail

of

### Dunlop Ideal Horseshoe Pads

Shoulder Lameness  
Broken Knees  
Sprained Tendons  
Sprain of Shoulder  
Fractures

Put on by all Blacksmiths  
This mark on every Genuine Pad

by Carol, Agent.  
Charlottetown.

### SUNDAY SCHOOL LESSON

LESSON X.—March 10.

ISAAC A LOVER OF PEACE.

Gen. 26. 12-35. Memorize verses 16, 17.

#### GOLDEN TEXT.

Blessed are the peacemakers: for they shall be called the sons of God.—Matt. 5, 9.

#### EXPLANATIONS.

12. "In that land."—The land of the Philistines in southwestern Palestine near the Mediterranean coast.

13. "Waxed great."—Was prosperous, "and grew more and more" in his prosperity.

14. "The Philistines envied him."—Since much of his wealth was gained in their land, while they themselves did not prosper in like degree, their envy was the very natural result. In what form this envy found expression is indicated in verse 15, where we read that "the Philistines had stopped and filled with earth" the well which Abraham had dugged in the land. An envious person is usually blind to his own best interest. So in this case, also, by the filling of the wells these people injured themselves quite as much as they injured Isaac. Their own lack of industry alone was to blame, moreover, for the fact that they had no wells of their own.

15. "Abimelech" King of the Philistines.

17. "The valley of Gerar."—Six miles south of Gaza, which was the southernmost city of the Philistines, twenty-five miles northwest of Beer-sheba, and about fifty miles southwest of Jerusalem.

18. "Isaac dugged again the wells."—This was the third digging tools then in use was no small task. Probably, as in verse 19, it was "Isaac's servants" who actually did the work of digging. "Springing water," i.e., living water, as the water of any flowing spring or stream was called.

20. "Peak."—Meaning contention, "because they contended there."

21. "Sitnah."—Meaning enmity.

22. "Rehoboth."—Meaning broad places, or room. To avoid further strife with the inhabitants of the land Isaac had been gradually withdrawing farther and farther to the southeast until he reached Beer-sheba.

23. "Beer-sheba."—The dwelling place successively of Abraham (Gen. 21, 31), Isaac and Jacob (Gen. 28, 10), and later visited by Elijah on his way to Horeb (1 Kings 18, 1). In still later times it became a part of the territory of Simeon (Josh. 19, 2), and of a larger kingdom of Judah. In the early Christian centuries the vicinity was thickly inhabited, as the ruins of walls and buildings amply testify. The modern "Tell es-Saba" marks the site of the ancient village. Three ancient wells, two of which are still used by the Arabs, are near the site. One of these is confidentially pointed out by the Arabs as the work of Abraham el-Khalil (Abraham the Friend).

#### QUESTIONS ON THE LESSON.

What is a Christian's duty in a situation in which it is possible to make or keep peace with his neighbor? When and to what extent should a person "stand up for his rights"? Was Isaac's love of peace, a sign of strength or of weakness of character? What are the dangers to a Christian of worldly prosperity?

The best is none too good for our customers. You will always find the best, at the lowest prices here. See our new Menzies line of Wall Paper for instance. Also note the beauty and excellence of our new English goods, which will be on display during our Grand Wall Paper Opening Thursday and Friday, the 7th and 8th inst. M. Trainor & Co. 3-7041.

### GOOD ADVERTISING.

"Good advertising is that which sells goods," and no other sort is "good advertising." This may sound unreasonably. But is it? I think not. One man will say that good typography is good advertising; another will say that clean-cut wording of the ad is good advertising; another is carried away with the idea that eye-catching illustrations is good advertising. Varied are the ideas on the subject. None can dispute that good advertising is the kind that sells the goods, however.

Good advertising is built upon a little word of seven letters. It is spelled h-o-n-e-s-t-y. No matter how attractive an advertisement may be constructed, it is not good advertising unless it is honest. Well, I know of advertising that was not honest and it produced results. "The fellow who would make such a remark probably meant 'temporary results.'"

It is impossible for temporary results to be construed into meaning "good advertising." The truth of my assertion is proven by the desire on the part of many advertisers to use such advertising as will produce results right along, even after the advertisement is withdrawn. Honesty is the only ground upon which such advertising can be constructed. Attractive advertising may catch the

reader's eye, perhaps inducing him to buy, but it will not make him recommend the goods to some one else unless he got a square deal and believes the article deserved recognition. Honesty brings recognition and recognition sells goods. Perhaps, we should have said that "honesty and recognition" form the foundation upon which good advertising is built.

Not long since a big cigar store in New York city advertised to sell a certain brand of cigar at a cut price. The advertising was attractive and convincing to the point that hundreds of people went to the store the day the advertisement appeared for the purpose of purchasing the particular brand of cigars advertised. The moment the customer asked for the cigars he desired, a slick tongued individual said: "We are selling this cigar (showing something different) today in boxes of 25 for \$1.25. It is a great bargain and we are making a drive on them." When the other cigar was again asked for, the flippant clerk produced them with the admonishment that the customer was throwing away a chance to pick up good money by not buying the special box of cigars.

That sort of advertising is not good advertising. It is not honest advertising; it is not advertising of the sort that creates recognition. A sucker may be bored every two or three minutes, but the advertising that is good advertising is the kind that influences recognition among a conservative, money-earning, money-spending advertisement reading people.

"Good advertising" means honesty all along the line. It does not mean pitting your wit against that of the buyer or in saying that your methods and your goods are the best. Every advertiser can say the same thing. Nor does it mean saying that your competitor is on the run.

You take the first few steps toward good advertising when you let the public know that you are pleased to see that other are doing well. Bear in mind that common sense is yet prevalent among people who read advertising. "Good advertising" doesn't mean dragging another fellow down. Be pleased that other advertisers are making good. "The survival of the fittest" may sound all very well, but you are courting "good advertising" amidst pleasant hours, when the public is willing to believe that you are of the opinion that about everybody is fit to survive; when the public believes you are honest in your business and that shipping with you means getting a square deal.

#### AN HONEST MAN.

wrote and told us that Ozon had not cared him of stomach trouble. He did not say what kind of Ozon he wrote and asked him if he was sure he had been taking solution of Ozon, the kind that contains a coupon entitling the purchaser to one full sized 250 package of Celery King free of cost. He replied that he had unknowingly taken some other brand, and was sorry that he had treated us unjustly. Then he commenced to use Ozon (the coupon kind) with Celery King—he is a well man today. You can be cured just as easily if you are careful to ask your druggist for Ozon (the coupon kind) made by the PUBLIC DRUG CO., BRIDGEPORT, OHT.

#### ADVERTISING IS BROAD.

Advertising in itself means publicity and publicity is very broad and comprehensive term. It does not mean simply a word whispered to a favored few. It is, rather, synonymous with a general, broadcast declaration, and the broader the scope of the announcement, the better the advertising. No complex space that directs attention along given and desired lines can be reasonably regarded as wasted; nor can any funds expended to this end be adjudged extravagance.—American Medical Journal

### USED ROUND THE WORLD

## Baker's Cocoa and Chocolate



46 Highest Awards in Europe and America

ABSOLUTELY PURE

Made by a scientific blending of the best Cocoa beans grown in the tropics—the result of 126 years of successful endeavor.

WALTER BAKER & CO. LD.  
DORCHESTER, MASS.

BRANCH HOUSE  
86 St. Catherine St., Montreal, Can.

### THE CUP

that cheers—but not inebriates.  
The famous  
Dominion Blend Tea  
(REGISTERED)  
Get this brand from your grocer.  
Accept no substitute.

## IF!

Everybody knows that Cod Liver Oil is a wonderful flesh producer, IF you can take it.  
Nobody doubts that Iron is the greatest enricher of the blood, IF you can digest it.  
It is well known that Phosphorus is the ideal nerve and brain tonic, IF it is properly administered.  
"IF" ah! there's the rub.  
But everybody does not know that Cod Liver Oil, Iron and Phosphorus have at last been combined in an emulsion so palatable that anybody can take it, so easily assimilated that the smallest infant can digest it without difficulty and so perfectly and scientifically prepared that the value of the original ingredients is enhanced fourfold.

# FERROL

(Iron and Oil)

"FERROL" has wiped out the "IF."  
"FERROL" has brought the wonderful and universally recognized virtues of Cod-Liver Oil, Iron and Phosphorus within easy reach of the multitudes who need them.  
"FERROL" is the only perfect emulsion of Cod Liver Oil, because it is the only one that contains IRON and no emulsion is perfect without it.  
That is why FERROL is an unequalled system builder.

FOR SALE BY  
GEO. H. HUGHES,  
DeaBriess's Corner, Queen St., Charlottetown, P. E. I.

## REMOVAL SALE!

As Prowse Bros. require their premises which we now occupy on Richmond Street, not having any accommodation for surplus stock, we will dispose of the entire stock in the Richmond Street Store consisting of

Fine Chocolates and Mixtures  
a general assortment of  
Confectionery and Fancy Biscuits  
at special clearing out prices. Also a fire soda fountain and fixtures, showcases, confectionery bottles, etc. etc.

W. A. HUTCHESON, Crown Confectioners.

## Lath Machine

We are building a power fed Lath Machine, strong, simple and the which is giving excellent results.  
Prompt attention to all inquiries.

CASTINGS - REPAIRS  
Founders, Machinists, Boiler Makers  
Charlottetown Foundry and Machine Co.,  
NEW FOUNDRY

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