

### Aphorisms on Advertising

Compiled by B. Adman

"I have been thinking of advertising"—well, you're at least three laps behind the fellow that is putting his thinks into practice.

When business is good that is the time to advertise it, because it will come easy; and when it is bad that is the time to advertise it too, because you will need the orders.

Any business will grow under the influence of good management and good advertising.

An Oklahoma girl advertised for a husband—and got him. The total expense for advertising, wedding outfit, etc., was \$11. He died within a year, leaving her an insurance policy of \$10,000. And yet some people claim that it doesn't pay to advertise.

There is just one thing had about good advertising. It links us up with the root of all evil quicker than anything else in the world.

Once upon a time Opportunity failed to knock at a wise man's door. But he advertised for her, and she came—and stayed.

The man who doesn't advertise because everybody knows him, like the man who says his wife doesn't powder, takes a lot for granted.

The concern which doesn't advertise because it gets everything without it, like the church with a fake minister, notices the difference in the collection plate.

If advertising is not a profitable investment why do so many successful houses in all lines of trade keep continuously at it? Are they in error, or are you? 7-17drft.

CUT THIS OUT AND PASTE IT UP.

Almost every day The Guardian receives orders by mail to insert news items of an advertising nature. In most of these cases the senders, who are frequently not known to any member of the staff and who have no account in the advertising department, write "Please insert the following and oblige," thus apparently not knowing that the items will be inserted free. Only a few weeks advertisement of Farm for Sale be inserted free from day to day until he cancelled it, as he is a subscriber to The Guardian. In this connection it may be said that the subscription price is not sufficient to even pay the actual cost of paper, ink, presswork, mailing, post-paying and other expenses of the circulation department proper, and thus subscribers have no privileges of free advertising and are on the same footing as non-subscribers. Seldom ever does the sender state whether the item is to appear in the Morning Daily or the Rural Daily, whether for one or more times in either Daily, or in both, whether as a display advertisement, announcement, business local, classified ad or otherwise. When for church or charitable purposes they seldom ever say so, or do not enclose sufficient money to pay for some all of which will be returned by first mail in the event of the item not being chargeable; or if more money is sent than necessary to pay for the item the surplus will be returned at once, there being a greater discount for cash with order for advertising of churches & than for regular business. In all such cases the Advertising department communicates with the sender as quickly as possible by mail or phone, often paying the messenger service to get them to the telephone if not too far distant, thus saving all possible time. People write this office to know if News, Letters to Editor, etc., are charged for, and to all such there is but one reply—all items etc. of a money making nature, even though they be somewhat of a news nature, are chargeable. For instance, the advance notice or notices of a concert, lecture, pie social, picnic, etc., are chargeable if an admission fee, silver collection, sale of pies or other food or refreshments, etc. Advance notices of purely religious services, even tho a silver collection is to be taken up, are not chargeable. The particulars of any of the above, after they have been held, are, however, news and thus not chargeable. The news of any past, present or future business, which is still being conducted, is chargeable, if it is advertised to make the business more widely known and thus increase it. Verses accompanying any death notices are also chargeable, and not chargeable for but once in either Morning Daily or Rural Daily, and not chargeable for more than one insertion, as they are thus not

implying that they think the items will be inserted free. Only a few weeks advertisement of Farm for Sale be inserted free from day to day until he cancelled it, as he is a subscriber to The Guardian. In this connection it may be said that the subscription price is not sufficient to even pay the actual cost of paper, ink, presswork, mailing, post-paying and other expenses of the circulation department proper, and thus subscribers have no privileges of free advertising and are on the same footing as non-subscribers. Seldom ever does the sender state whether the item is to appear in the Morning Daily or the Rural Daily, whether for one or more times in either Daily, or in both, whether as a display advertisement, announcement, business local, classified ad or otherwise. When for church or charitable purposes they seldom ever say so, or do not enclose sufficient money to pay for some all of which will be returned by first mail in the event of the item not being chargeable; or if more money is sent than necessary to pay for the item the surplus will be returned at once, there being a greater discount for cash with order for advertising of churches & than for regular business. In all such cases the Advertising department communicates with the sender as quickly as possible by mail or phone, often paying the messenger service to get them to the telephone if not too far distant, thus saving all possible time. People write this office to know if News, Letters to Editor, etc., are charged for, and to all such there is but one reply—all items etc. of a money making nature, even though they be somewhat of a news nature, are chargeable. For instance, the advance notice or notices of a concert, lecture, pie social, picnic, etc., are chargeable if an admission fee, silver collection, sale of pies or other food or refreshments, etc. Advance notices of purely religious services, even tho a silver collection is to be taken up, are not chargeable. The particulars of any of the above, after they have been held, are, however, news and thus not chargeable. The news of any past, present or future business, which is still being conducted, is chargeable, if it is advertised to make the business more widely known and thus increase it. Verses accompanying any death notices are also chargeable, and not chargeable for but once in either Morning Daily or Rural Daily, and not chargeable for more than one insertion, as they are thus not

news. above facts are given for the purpose of assisting persons who have items, etc., to mail to this office, so that delay and disappointment will be avoided. 3-16drft.

### USE NULIFE FOR YOUR COMPLEXION

Your form may be perfect, your features perfect and your complexion handsome, but if your blood begins to get impure you will lose all your charms and become a disfigured, emaciated weakling and have your system unprepared for the attacks of disease. By using NULIFE when first symptoms begin to appear you will be able to successfully thwart the advancement of any disease and build up your system better than it was before.

NULIFE (Red Blood Tablets) is not a cure-all. It acts directly on the system and enriches the blood and thereby strengthens the wasted tissues, further helping to offset any disease.

A box costs 50c. Sold by the following dealers:

McKinnon Drug Co., City.  
Two Macs, City.  
Geo. E. Hughes, City.  
J. W. Carruthers, Montague.  
Cox Bros., Morell.  
Mrs. M. A. Campbell, St. Peter's.  
H. J. Mabon, Souris.  
Alex. Robertson, Red Point.  
Jas. F. Lord, North Tryon.  
S. H. Colwill, New Haven.  
Ewen McKinnon, Hampton.  
Calvin Howatt, Victoria.  
Keir & McFadyen, Kensington.  
P. N. Enman, Summerside.  
E. C. Lepage, North Rustico.  
W. B. Dyer, Alberton.

If your dealer does not carry Nulife ask him to write Johnson & Johnson, Wholesale Distributors, Charlottetown, for it. mwsdrft.

CUT THIS OUT AND PASTE IT UP

It is surprising the large number of people in this city who, when they want to inquire about their Morning Daily Guardian or subscription, ask

Central for the News Phone No. 133, or for the Advertising Phone No. 132-3, instead of 132-2; or when they want to inquire about advertising ask Central for the Subscription Phone No. 132-2, or for the News Phone No. 132-2, or for the Advertising Phone No. 132-3, instead of 133, although all those departments and their respective phone numbers are plainly given in the telephone book. Some people, instead of looking at the book, even phone one of the above departments to find out what number to ask for to get another department. All this is a great waste of time on the part of the person phoning, the operator at the Central, and the clerk in the department wrongly phoned. The news staff, on an upper floor, cannot give the necessary information about either advertising or subscriptions, nor the advertising staff about subscriptions or news, nor the subscription staff about advertising or news. In other words the clerks know and can do but their work in their own departments, and if it were otherwise they would be continually running from one department to another, up-fairs and down, mixing work, wearing themselves out and causing the greatest possible confusion. On and after 7 p.m. daily it is useless to ask for any phone number except 133. Patrons who consult their phone books for the numbers they really want will greatly lessen the work of the patient Central telephone and Guardian clerks and thus help make their lives much brighter and happier. 3-16drft.

**HOTEL ST. DENIS**  
BROADWAY AND 11TH STREET  
NEW YORK CITY.

Within Easy Access of Every Point of Interest. Half Block from Wauwassers, 5 minutes' walk of Shopping District.

NOTED FOR: Excellence of Cuisine, Comfortable Apartments, Courteous Service and Homelike Surroundings.

ROOMS \$1.00 PER DAY AND UP  
EUROPEAN PLAN.  
Table d'Hotel Breakfast 50c.

**WM. TAYLOR & SON, Inc.**  
ALSO  
HOTEL MARTINIQUE,  
Broadway and 39th Street.

### Valuable Information about Taxicabs

In reply to many correspondents from the West, it may be said that a taxicab is a lineal descendant of Captain Kidd on its father's side and Jesse James on its mother's. To look at it, it is a harmless creature. To read about it, it is positively virtuous. But to monkey with it is the triple concentrated extract of Montreal's Ananias Club, fishermen, real-estate agents, mining promoters, and autobiographers. Whether this is because of sheer willfulness or because it was sick with the scarlet fever at the time the rest of the class studied the tables of linear measurement is not clear, but the fact is that a taxicab can get more miles out of three blocks than a landlady can get pieces out of a single pie, and it can ruffle one's temper more effectively than the most dipsomaniacal Jehu that ever cracked a whip or framed an oath.

### For the Camper.

An old mackintosh is full of possibilities to the woman who intends to go camping or fishing or even to one who does gardening and her own laundry work or scrubbing. The circular cape may be cut into two aprons if finished with a waistband. Cut the skirt portion of the coat from the underwaist, form a box plait at the center back, put on a waist band and close at the left front, and it is a splendid water proof skirt. The pocket should be left in if it is placed right. The frayed hem at the bottom may be trimmed and finished with black skirt binding. From the remaining parts of the waist a sponge bag or waterproof cuffs may be fashioned.

### The Foolishness of Over Work.

The labourer who wears out all his powers in the machinery of life's work and takes no part in its thought and imagination, and the thinker who wears out his brain before its time and has no part in the practical activity of life, have each lost much of the pleasure that rightly belongs to them. They may not be conscious of it, but it is none the less true that the health, happiness, and real effectiveness of every man can be gained only by the harmonious union of labour and thought.

### WARRANTABLE QUACKERY

### How a Physician Had to Fake to Cure

As a doctor, one of the English heroes who assisted in the defence of Kars, had special opportunities of studying the habits and character of the degraded races of Asia Minor. He found it necessary to be more of a quack than a physician among them. "As my patients became numerous, and pestered me at all hours, I fitted up," he tells us, "a spare tent to serve as my dispensary, and gave out that I received at the time of afternoon prayer (fasser). I took my seat at the door of my tent, and soon had a crowd around me, many suffering from real diseases, many from imaginary ones, and many bringing for my inspection the effects of diseases such as palsied limbs and stiff joints." One of his patients was an old woman, who came forward, and taking hold of the corner of his cloak, kissed it, and then, kneeling before him, began, in a very wheedling manner, to call his attention to her case. "She went on to describe the most anomalous symptoms, affecting her eyes, ears, limbs, and sometimes every part of her. On further inquiry, she confessed to be quite well at that moment; but a year ago, having had these strange complaints, she dreaded the same thing would invade her this year. I then promised to give her strong medicine, but ordered the crowd to stand at a short distance from us. A space is cleared, and all wait in silent admiration for my remedy. I slowly draw forth a bottle of strong liquor of ammonia, or smelling-salts, from my medicine-chest, and holding it before my patients eyes, tell her to draw in a strong breath when I put it to her nose. I accordingly first hold her nostrils, then, having removed the stopper, I apply the mouth of the bottle to the nose, the fingers are removed, a long sniff is taken, followed by a sort of spasm, and she falls to the ground. A hum of horror runs through the crowd; the patient, after a short interval, rises, her eyes streaming with tears; and then breaks from the crowd, 'La ilaha illa 'Ilahu Mahommed rasulu 'Ilah!' — 'There is no God but the God, and Mahomed is the Apostle of God!'"

### Mistakes May Happen

to you,—as they do to everyone. If you eat too fast, do not masticate properly, or take food that does not agree with you, digestive derangements are almost sure to come, and indigestion generally leads to very serious physical troubles.

### BEECHAM'S PILLS

relieve and cure indigestion. They have a quick and tonic action on the stomach and its nerves, and so they give direct aid to digestion. They carry away also the indigestible matter. With their use dyspepsia, hiccoughs, bad taste, unpleasant breath and flatulence disappear. You should be careful and remember Beecham's Pills

### Will Right The Wrong

Sold Everywhere. In convenient boxes 25c.

### Low Rate Excursions To BERMUDA

An Ideal Sea Trip to the Most Delightful Resort in the World! Cool and Healthful. For fishing, boating, tennis, golf, cycling, etc. 1,500 Mile Super Ocean Voyage BY THE MAGNIFICENT FAST TWIN-SCREW Transatlantic Liner "OCEANA" Largest, Fastest, Most Luxurious and Only Twenty-Five First-Class Passenger Steamer to Bermuda. No Cattle or Freight Carried on the "OCEANA." FIRST-CLASS ROUND TRIP, including stateroom berth & meals. Best cuisine on the Atlantic. Electric fans in every room. Many baths; finest promenade deck in the world. Orchestra. Promenade Decks, Gymnasium, Wireless. Only Bermuda steamer with submarine signals. Beautiful booklet, Itinerary, Tickets, etc. Bermuda-Atlantic Line, 290 B'way, N. Y. \$15 UP

### Red Blood Tablets

# NULIFE

### Red Blood Tablets

## NULIFE is the Greatest Blood and Nerve Food in Existence

### A Matchless Form Developer and Skin Beautifier

Your form may be beautiful, your features perfect and your complexion handsome, but if your blood begins to get impure you will lose all your charms and become a disfigured, emaciated weakling and have your system unprepared for the attacks of disease. By using NULIFE when first symptoms begin to appear you will be able to successfully thwart the advancement of any disease and build up your system better than it was before.

NULIFE (Red Blood Tablets) is not a cure-all. It acts directly on and enriches the blood and thereby strengthens the wasted tissues, further helping to offset any disease. It is a well known fact that half the ills of life originate from poor and impure blood.

**NULIFE**  
(Red Blood Tablets)

### Men and Boys Regain Lost Health Through Nulife

All boys are active and energetic as a rule, but some stay round the house and cannot take much interest in anything. This can be charged to weakness, caused by impure blood; for it is an unnaural tendency. NULIFE will make a strong, active, rosy cheek lad out of any "molly-coddle" and make him take an interest in all healthy pastimes.

Men will find NULIFE a source of supply for rebuilding a worn down body and brain. Modern life has a devastating influence on mankind and unless you are fortified with strong vigorous health you cannot be a leader among men. NULIFE will keep your body in trim by giving health and strength through pure rich blood.

A Box 50c 6 Boxes \$2.50

NULIFE "Red Blood Tablets" is Sold by the Following Dealers

- |                      |                |
|----------------------|----------------|
| MacKinnon Drug Co,   | City           |
| Two Macs,            | City           |
| Geo E. Hughes,       | City           |
| J. W. Carruthers,    | Montague       |
| Cox Bros,            | Morell         |
| Mrs. M. A. Campbell, | St. Peters Bay |
| H. J. Mabon,         | Souris         |
| Alex Robertson,      | Red Point      |
| Jas. F. Lord,        | North Tryon    |
| J. P. Smith,         | Kinkora        |
| S. H. Colwill,       | New Haven      |
| Ewen McKinnon,       | Hampton        |
| Calvin Howatt,       | Victoria       |
| Keir & McFadyen.     | Kensington     |
| P. N. Enman,         | Summerside     |
| E. C. Lepage,        | North Rustico  |
| W. B. Dyer,          | Alberton       |
| Johnson & Johnson,   | City           |

### Good Health and Strength through Pure Blood

The impoverished or watery condition of the blood is usually accompanied by some of the following symptoms—pale and sallow complexion, general muscular weakness, loss of appetite, depression of spirits, lack of ambition anæmia, chlorosis or green sickness, palpitation of the heart and shortness of breath.

As the health in general and the happiness of life depends largely upon the state of the blood it behooves everyone to seek for and use some blood builder of great merit, NULIFE (Red Blood Tablets) is a blood purifier unequalled by any other medical preparation on the market.

**NULIFE**  
(Red Blood Tablets)

### A Matchless Tonic for Growing Girls and Working Women

Many girls at the age of fourteen and over, do not really enjoy life with the vim that is natural. They do not take heart in play, cannot study and appear morose and despondent. This is caused by impure blood and should be attended to when girls are approaching puberty. NULIFE will fill the veins with strong, clear blood and give that joy of living that comes from perfect health.

Women too, will find in NULIFE a staunch friend and aid in times of trouble. It will develop health and strength by installing perfect blood in the system, will fit them for the duties of wives and mothers and will prove a ready remedy in time of sickness.

**International Drug Corporation,**  
**London and Berlin,**  
**Johnson & Johnson, Wholesale Distributors, City.**