THE DAILY EXAMINER.

FEBRUARY 17 .896.

DEATH OF MRS. HUNTLEY.

THOUSANDS of the people of Charlottetown will learn with a shock of surprise and deep regret that Mrs. Huntley—formerly Miss Barr, the highly efficient and popular Principal of Prince Street School—passed suddenly away at midnight at her residence in Moncton. We learn that her body will be brought home to be laid to rest in her native earth among the friends of her youth.

THE MANITOBA QUESTION.

A LONG and elaborate article in the Patriot of Saturday leads up to the conclusion that "the position of Manitoba as to separate schools is not different from what that of P. E. Island would be should our legislature ever pass a separate school law." As our legislature has not passed a separate school law, and is not likely to do so, we need not now dispute this conclusion or criticise the elaborate argument upon which it is based. The Patriot is merely attempting to darken counsel and get away from the point at issue.

Equally beside the mark is the Guardian when it asks us to consider "what is the sound policy in regard to education?" This question was considered by the great men who settled the foundations upon which our constitution rests. As to Ontario, Quebec, Manitoba and the Northwest territories, it has been enacted that the Roman Catholic or Protestant minority, as the case may be, shall have the right of separate schools for their children; that the majority shall not have the power to tax the minority for schools in which the tenets of their religion are not taught; and that if his should be attempted an appeal will lie to the Governor General in Council. It is singular that the men who were active in Parliament at the time of the union are unanimous upon this point, the Hon. Peter Mitchell, agreeing with Sir Mackenzie Bowell; Sir Charles Tupper with Sir John Macdonald—and all without the slightest sympathy or prejudice favorable to the Roman Catholic religion. We quote here the emphatic words of Sir John Macdonald, addressed to a member of the local legislature:

"You ask me for advice as to the course you should take upon the vexed question of separate schools in your province. There is, it seems to me, but one course open to you. By the Manitoba Act, the provisions of the B. N. A. Act (sct. 93) respecting laws passed for the protection of minorities in educational matters are made applicable to Manitoba, *and cannot be changed*; for, by the Imperial Act confirming the establishment of the new provinces, 34 and 35 Viet., c 28, sect. 6, it is provided that it shall not be competent for the Parliament of Canada to alter the provisions of the Manitoba Act in so far as it relates to the province of Manitoba. Obviously, therefore, the separate school system in Manitoba is beyond the reach of the Legislature or of the Dominion Parliament."

The following words of the Hon. William McDougal, who took an active part in connection with the union of Manitoba with Canada, are conclusive as to the point, and will enlighten the Patriot:

"We certainly intended that the Catholics of Manitoba, or whichever denomination might be in the minority, should have the right to establish and maintain their own schools. You see the words 'or practice' were inserted in the Manitoba Act, so that the difficulty which arose in New Brunswick, where Separate schools actually existed, but were not recognized by the law, should not be repeated in Manitoba. And then the right of appeal to the Federal Parliament was given to make assurance doubly sure."

We venture to say that Mr. Laurier will not take the ground that the question now before the people is "What is the sound public policy in regard to education in Manitoba?" That is not the question at all. We have nothing to do with what is or is not "sound policy" in respect to education in Manitoba. The question forced upon Parliament and the people of Canada, as a result of the mischievous disobedience of the Greenway Government, is simply whether or not the judgment of the highest court in the Empire and the order of Her Majesty the Queen, shall be carried into effect. Is this a law-abiding community, or is it not? That is the main question in connection with the Remedial Bill. Does the Remedial Bill provide all than can be expected of Canada concerning the "Parliamentary compact" entered into for the protection of the educational rights of the minority in Manitoba? The Lords of the Privy Council say that "all legitimate grounds of complaint would be removed if that system (i. e. the present school system of Manitoba) were supplemented by provisions which would remove the grievance upon which the appeal is founded, and were modified so far as might be necessary to give effect to these provisions." The Remedial Bill is to be passed in pursuance of this suggestion. It does not take away any educational right of the majority in Manitoba. The majority can have secular or (as at present) Protestant schools, or any other schools, notwithstanding the Remedial Bill. The Remedial Bill merely provides that the minority (as in Quebec and Ontario) may have, and be taxed for, only such schools as are consistent with their conscientious religious beliefs. The constitution is not over-ridden by it, as the Guardian implies. On the contrary, the bill is in perfect accord with the constitution, as interpreted by the highest authorities. The system contemplated by it is in actual legal operation in Quebec, Ontario and the Northwest Territories—by far the greatest part of Canada; and it was in operation in Manitoba until the passage of the Manitoba Act of 1890. We may hold the opinion that it is not the best system; but we cannot contend that it is unworkable or impracticable, or a "fruitful source of heartburnings." Once it is settled that the law must be enforced in Manitoba, as elsewhere, there will be no trouble.

THE ART OF ADVERTISING.

Hints for Men in Business

On The Key to Success in Life.

Lecture by Mr. H. A. Woodworth.

The following is the lecture delivered by Mr. Harry A Woodworth before the students of the Charlottetown Business College a short time ago. His Honor Lieut.-Governor Howlan in the chair. It was crowded out at the time of its delivery by reason of the arrival of a four or five days mail; it is interesting now on account of the nonarrival of a four or five days mail. The subject was, "The Art of Advertising, and its value in a Business Education."

The late Artemus Ward once yielded to the solicitations of a friend, and undertook to lecture on Africa. The lecture subject, Africa—was largely advertised. Consequently, there was a large audience. After the lecturer had spoken for over two hours, on every imaginable subject but the advertised one, he pulled out his watch, and with an admirably assumed expression of surprise, said:—"Ladies and gentlemen, I find that I have spoken for more than the allotted time, and still have not yet got to the subject of this evening's discourse. But if you go home, and get a map of Africa, and study it for half an hour, you will know a tremendous sight more about Africa than ever I did. Good evening." Since promising this lecture, I have paid considerable attention to the advertisements in the different Charlottetown papers and so feel tempted to adopt somewhat the same course as Artemus Ward, and end my lecture before it is begun by advising you to study the advertising columns of this city's newspapers, and thus learn something of that most important part of a business education—the study of advertising. I wish to express my hearty admiration of the splendid advertisements designed by Charlottetown advertisers.

The world had not been in business very long before it began to advertise. When Pompeii was rescued from the lava of long-ago ages, many curious advertisements were found. These were cut in stone or moulded in plaster or terra-cotta. In the days when that city was a more flourishing centre of trade than at present, the people were reminded of the location of a business college by the sign of a boy enduring a taste of the unspared rod; a sheaf of wheat was carved in front of a bakery; a zoological goat indicated the position of a dairy station or a central creamery.

When Rome ruled the world in trade, as in everything else, her citizens largely advertised. The physician thought it not unprofessional to proclaim himself by putting a large cupping-glass outside his door; the poulterer had a representation of a coop of fowls; and the surveyor a measure. The perfumer who waited on the ladies whose balmy presence Horace sang, placed outside his door the representation of four men carrying vases of perfume; and even in those days the tavern keeper hung out a bush, which, from the scorning of such an advertisement by self-sufficient vinters, gave rise in later days to the proverb of merrie England, "Good wine needs no bush."

This rather independent notice appeared on an inn in Rome: "If you live in good style, here's the house for you; if in poor fashion, here's the house for you; but I shall be ashamed of having you." No doubt, there are a good many modern hotel-keepers who argue in the same style, but are less frank in advertising the fact.

Newspapers were not long in existence before advertisements appeared in their columns. Caxton is said to have made a glowing announcement of one of his books in the first paper published in England. In one very old English journal it was announced that "the excellent China drink called by the Chineans Tcha; by other people (presumably the Irish) Tay, alias Tee, is sold at the Sultan's Head Cophee House." An old time advertiser who understood human nature, told how "at the Mitre is to be seen a rare collection of curiosityes, much resorted to and admired by persons of great learning and qualitye"; and an ancient quack advertised "small bagges to hang about children's necks, which are excellent both for the prevention and cure of rickets, as prepared by Mr. Edmund Buckworth." The Mirror, a paper published in Edinburgh in the years 1779 and 1780, had a long critique of "the authors of those admirable little essays which appear in the learned world under the title of 'Advertisements.'" In one of the essays cited Elastic Cushion and Spring Curls are represented as "natural and becoming, nay, by some even thought more so than the natural hair itself."

Thomas Jefferson said that he read all the advertisements in all the newspapers. Were he alive to-day, he would have much more pleasing literature in that line, but he would not have much time for politics.

If you will look at some of the advertisements that your father used to read, you will find very little change in their advertisements from earlier days. You will see miserable little woodcuts of the same style as yet appear in the "want" columns of some newspapers; but you will very effectually realize that advertising has become the great art it now is only within a very few decades. Advertisement writing and drawing is a distinct business of itself, and a very important part of the business of every live business house.

About four years ago, I sent an article to that excellent little journal for advertisers, Printer's Ink. As its editor had formerly accepted an advertising sketch that I had sent him, I thought that there might be a chance of its appearing in the paper. But as I had also had the honor of having my manuscript rejected by many of the leading journals of the country, I was not altogether surprised when it came back "declined with thanks." I immediately sent it to a less known publication which published it the following month. That short article was, as far as I know, the first appeal ever made for the teaching of advertising in business colleges.

About a year and a half afterwards, an article by another writer, advocating the same thing, appeared in Printer's Ink. During the last two years several business colleges in the United States have added advertising to their curriculums, and I observe with considerable amusement, that Printer's Ink has claimed to be the first paper to publish the idea. It might have been, but it was not.

It has been said that "judicious advertising is the keystone of success." There should be a corollary to this self-evident proposition, viz., that a business built up by injudicious advertising is a very shaky arch, and one without any keystone. A pretty effective way to sink money is by injudicious advertising.

It is the opinion of the great majority if not all, of those who use different systems of advertising, as well as of those who only use one form, that the newspaper and magazine are by far the most powerful mediums for reaching the public How preferable these are to the circular, and the dead wall, and the "sandwich man!"

The circular is hundreds of times slung into the waste basket of the busy man unnoticed. If it is taken from its unsealed envelope and heeded, it only strikes once; and once is rarely enough for an advertisement to call attention to itself. Moreover, if it is sent in a sealed plain envelope, it thrusts itself into notice by false pretences; and the public, however, it likes to be humbugged in some things, objects to this particular style of humbug. Of course all circulars are not sent to busy people. Dry goods circulars, for instance, often have their use in individually appealing to people who have plenty of time to read them. But many of these people rather resent as impudent this method of attracting their attention, however unique the circular may be. Others, again, so varied is human nature; may be offended at not receiving a circular that was sent to their neighbors. Moreover circular-sending in a city like Charlottetown is much more expensive than advertising in the newspapers, if it is intended to reach all possible advertisers, and is hardly worth the wadding when used in supplementing other advertisers.

Calendars and such things are much better. You are doing a person a service in sending him a handy and useful calendar, and he has reason to remember you and your business in a not ungrateful manner every day in the year.

If you use advertising novelties, go in for the useful rather than the merely ornamental. I have noticed that in the more aesthetic novelties, the name and business of the donor and advertiser is often removed or hidden before it finds a place in a lady's parlor. She would so much rather have it without your name and style.

Richard Mansfield, the great theatrical manager, has entirely discarded all advertising in his business but newspaper advertising. This may be an extreme proceeding, but it shows how newspaper advertising is becoming more and more appreciated. It is not at all probable that the merits of the handbill and dodger in theatrical and other advertising, will ever be entirely disregarded; but the day is rapidly approaching when people will realize that these pay but a secondary part to announcements in a good newspaper.

One kind of advertising that, as a lover of the beautiful and a believer in the eternal fitness of things, I hope and believe is not profitable, is the insult offered to Nature by degrading her to the level of that advertising monstrosity known as the "sandwich man." One is tempted to a lop the course of Friar Tuck towards people who advertise in this manner—to "curse them up hill and down dale"—for it is the beautiful hills and dales that are wantonly marred with placards of plasters and pills. The grandeur of rocks and trees is ruined by the wasteful and ridiculous excess of advertising fakirs. And if there were a way to darken the clear canopy of heaven by painting an advertisement upon it, these fiends would not hesitate to desecrate God's sky as they do His hills and valleys.

The Massachusetts legislature has made a right stand in this matter. It is now a crime to deface scenery in such a manner. It has been decided that an advertisement in a newspaper is not only more profitable, but also eminently more proper.

The desecration of scenery is a form of advertisement that, as a lover of the beautiful, I decry; but, for the same reason, I admire the form known as window dressing. What is more cheery in the holiday season, and at other times, than the decorated store-windows? The man who has his windows tastefully decorated gives one the idea that he has employed taste in the selection of his goods.

There was one man who was made a partner in a dry-goods firm because of his unique idea in window-dressing. He hung up a single large strip of black velvet. It acted as a mirror.

The extraordinary benefits of the study of advertising as a part of a business education are easily shown by a few facts and figures relative to the enormous part that advertising now pays in the business world. The manufacturers of Pear's Soap have made an immense fortune. They attribute their success to the remarkable fact that they spend three-quarters of their gross earnings in newspaper advertising. A column advertisement in the New York Herald—and there are other New York dailies more widely circulated, though not among the same class of people—cost, a few years ago, from $39,000 to $46,000 a year according to position; and I believe that the rates have about doubled since the introduction into the paper of outline cuts and a mill form of display type. One of those short columns in the Youth's Companion, which, as you know, is a weekly paper, costs $15,000 a year. The leading magazines, which are overflowing with advertisements, charge from $300 to $500 an ordinary advertising page; and the price of the back cover of the Ladies' Home Journal for one issue is $3,000. A careful estimate by the best authorities shows that about $30,000,000 is annually spent in the United States and Canada for newspaper advertising alone.

Do not these figures plainly show that fortunes can be lost as well as made in advertising? They certainly indicate the necessity of learning the difference between good and poor advertisements. The space for a poor advertisement costs as much as the space for a good one. And admitting that now is the age of the advertisement designer, the advertising manager and that useful middleman between the large advertiser and the publisher—the advertising agent—the business man who does not learn advertising because he does not intend to do that part of the business himself, is as utterly foolish as the business man who does not learn book-keeping because he does not intend to himself keep the books.

In most instances Charlottetown merchants who think that they are paying a great deal of money for advertising are paying much less in proportion to circulation than advertisers in the large papers. Moreover, the people reached by the Charlottetown advertisers are ones that are likely to buy the advertised goods, which cannot by any means be said of advertisements in the New York papers intended for local customers.

Were I to offer suggestions for an advertising course in a business college I should first recommend at least a slight knowledge of the art of printing. There are few trades concerning which well-informed people are more ignorant than that which owes its existence—according to which authorities are right—to Gutenburg or the Devil. And there is no trade or profession that the average man thinks he knows more about than printing—unless it is, as my friend Mr. McCourt will tell you, the editing of a newspaper.

Every job printer knows the difficulty of making some people understand why a limited edition of a job should cost so much more proportionately than a large one. This is one of the most common trials of printers. The men of business who think they know all about the printing trade brighten many a dull hour for the compositor, but greatly hamper the foreman, the business manager and themselves.

The two most essential parts of an advertisement are good wording and good display. The lines in "Hiawatha" concerning man and woman are equally applicable to those, "useless, each without the other." The display lines of a piece should assuredly be in good wording. And brevity is the soul of good wording. The motto of a Kodak ad—"You press the button, we do the rest"—was so taking that it was repeated and repeated until it passed into a proverb.

My great-grandmother—I don't know about yours—used a hook and eye with a hump that ensured security. A few years ago an American firm patented this old device, and have been enormously successful in its sale. The reason is that they used variated outline cuts with some means of indicating the difference between this and other hooks and eyes, together with the taking question, "See that hump?"

In regard to the matter of short displayed sentances I wish, while warmly praising some of Printer's Ink's "ready-made ads," for the use of advertisers, to mildly deprecate others. The idea of all these advertisements seems to be to have one heavily displayed line or more, and the rest in small type. This is a splendid form of advertisement, when used judiciously. The objection to many of the Printer's Ink ads. is that the displayed line often gives no idea as to what the advertisement is about, and when it does not do this, it has to be very taking to attract attention to the small type. For instance, one of the "ready-made ads." has as its display line "79 cent!" Who is going to give a second glance at the advertisement to see what is so rated? How different are the lines, "Out of Paper?" "That Tired Feeling," "Have you a Garden?"

A good rule for advertisers is "Don't be content with attracting attention: attract favorable attention." Be funny occasionally, if you like; but, in the words of the well-known story, "Don't be too darned funny." Buffoonery mitigates respect, in advertising as in other things. Never be so funny that people will believe you not to be in earnest.

But don't be afraid of being bright. The heavy labored ad. might convince if it was read; but it rarely is. The easy, conversational style that Mr. John Powers used in calling attention to the merits of Wanamaker's dry goods has been used with unvarying success in dry goods and other advertisements ever since.

Good display is a subject worthy of the most careful study. And there is one type of which, in its various sizes and forms, I wish to chant praises. I allude to the type known as "De Vinne" one size of which is used in the heading of DAILY EXAMINER. It is about the only all-round type there is, going equally well with newspaper type or fancy job-type. It is now very popular, but lay on the shelves of the type-founders for a long time.

Advertisements with plain or fancy borders are very good, but if you notice that your space in a newspaper is surrounded by bordered ads. put in one without a border. It will likely be the most prominent in the collection. Do not be afraid of blank space in your advertisements it is the very best form of display—unless, as in the other cases, too many advertisements around yours employ it.

Nearly all advertising papers advise that the name of the advertiser be given very little display. This seems to be a mistake. Although the name should not by any means be the only displayed part of the ad., the information as to the goods is useless unless the name of the place where these can be obtained is firmly impressed on the mind. When I first came to Charlottetown, I looked upon the business men who had made a good display of their names as about the only old friends that I had in the strange city.

Modern thought along advertising lines is very much against the once oft promulgated rules regarding display, such as that the heaviest display line should be about the centre, and that every line should balance. This is altogether too much like the way in which people used to arrange the ornaments on their mantelpieces. It is certainly not conducive to individuality or art.

To this part of the discussion belongs the pictorial advertisement, which is a mighty power. A good, appropriate illustration is a splendid addition to an advertisement But there are some modern ads. which are set off by very ancient woodcuts. There are many tailors in the provinces who advertise clothes in the latest styles, and put in a picture of a man dressed in the kind of clothes your great-grandfather wore. It is far better to have no cut at all than an inappropriate one, an ugly one, or one that will print badly.

W. L. Douglas got his $3 shoe known over all the world by the frequency with which the advertisement bearing his name and portrait appeared in the newspapers. A letter posted in an English town, with no other address than the picture of Mr. Douglas, reached that gentleman in Brockton, Mass., without the slightest delay—Brockton not being on an Island.

One of the most unique pictorial advertisements was that suggested by Punch to Seapmaker Kirk of Chicago. It represented a very dirty tramp writing a letter. On the wall were portraits of Patti, Beecher, and other believers in soap. The writing on the letter was, "DEAR SIR, I used your soap two years and have not used any other since."

One very important matter in regard to an advertisement is its position in the paper; but I don't feel like saying much on this subject, for fear that I will get the business managers and the foremen of this city's newspapers into trouble. I know of one original New Brunswick advertiser who always used to contract for space as near the bottom of a column, and as far away from absolutely pure reading matter as possible. His requests were invariably conceded to. A dry goods man once said to a publisher, "now, I want you to give me a good position for that ad., put it beside something that women will read." "Why, great scott, man," said the publisher, "whenever we want women to see anything, we put it alongside of a dry goods ad."

There is one rule that applies to advertising as well as to anything else: Be honest. The elder James Gordon Benett, founder of the New York Herald, formulated a wise maxim when he said, "First get the news; and then make a dom fuss about it." First get the news is as important as the beginning of the famous receipt, "First catch your hare." I know of one dry goods firm in the Maritime Provinces who advertised early and often, and withal advertised strikingly—whose failure is often cited as an argument against advertising. But that firm advertised good goods and sold shoddy ones. The readers of advertisements may be fooled once, but they cannot be fooled all the time.

One very objectionable form of dishonest advertisement is the one that appears under false pretences. I hope the day is soon coming when articles that begin with the Monroe Doctrine and end with somebody's Plasters will be denied space in every reputable newspaper. The dishonest advertisement is not productive of respect, either for the advertiser or the paper in which it appears. There is a distrust of solid reading matter engendered that does not help the newspaper; and once that the reader learns to detect a dishonest advertisement, he fights shy of it—something that he does not by any means do with a well-displayed, honest advertisement.

The advertising that takes current topics as its basis is a splendid kind of newspaper advertising; but, like many another form, it needs changing oftener than a Royal Baking Powder ad.

On advertising, as in every other department of business a knowledge of sociology and human naturre is essential to success. To take an instance of each: the question as to what class of people read the paper an advertisement is in is a very important one; and the plan of reaching the pocket of a man by the means of the woman in whom he is most interested is very much employed by students of advertising and human nature.

The question as to whether advertising in verse is good is a much mooted one. It seems to be good—in moderation. A poem of the "jingle" order is undoubtedly an aid to the memory, and often a pleasing one. An advertising rhyme that "sang in my sleeping ears, that rang in my waking head" like Mark Twain's "Punch in the presence of the passenjare," was the following:—

"How do you do? What's the news?
The Centric Pen's the pen to use."

And even now the last line comes into my head whenever I hear the words of the first one, as naturally as "Have you used Pears' Soap" follows the words "Good morning."

But the best advertising rhyme I ever heard—one that is a sort of a composite photograph, revealing not only the advertiser's business nature, but also acting as a "personal advertisement," is the ode once published by the press of this city by a versatile Charlottetonian. For permission to recite them I am deeply indebted to the author, my friend Mr. Walter P. Doull:

"The merchants advertise their goods,
As hardware, clothing, books and foods;
And custom have, compared with merit;
I advertise myself; with me
Success lies in ability
To do all jobs, whate'er they be:
To make a thing, or else repair it.

If, then, the reason I bestow
(The one already many know),
Why compliments are often paid me,
Greet not my words with cold disdain,
Or censure me in language plain
As egotistical or vain,—
A general genius Nature made me."

Men in small places often make, when asked to advertise, such excuses as this: "I am the only jeweler in town; I have no competition; why need I advertise?" That such a man has no competition is a fallacy. I have known people to send away for unique jewellery that they could have got more cheaply and more expeditiously in their own town, because they did not know it was there. And moreover, everyone within a reasonable distance who deals in anything outside of the bare necessities of life, is a competitor of the only jeweller in town.

A man once informed me that he considered Christmas the poorest time in the year to advertise, "because," he argued, "that is the time when everybody buys, whether or not." For that very reason, Christmas is the best time to advertise. Surely the time when the most people want to buy is the time to persuade them that they ought to buy at a particular place.

But the best times to advertise are not the only times. The one who advertises in dull times of the year is the successful business man. He who says that as soon as business revives he is going to advertise, has been shown to be scarcely more logical than the farmer who would delay sowing the seed until the time of gathering in the harvest.

The time for the general business man to advertise is all the time. People in want of goods look at the newspapers for the advertisements of dealers in those goods. Perhaps they will look in the time of year when you do not advertise.

I know of no Prince Edward Island newspapers which habitually run what is known as "dead ads."—ones whose usefulness as news or as a source of revenue is gone; but there are, I am sorry to say, several such papers elsewhere. I have no hesitation in saying that two of the sharpest thorns in the newspaper man's bed of roses are the dead ad. and the dead advertiser.

The publisher of a paper which makes a habit of using deceased patent medicine ads. and announcements of firms that have gone out of business months before must require nerve in asking money from local advertisers. He does not get much money from advertising agents—they make slim offers to a man who fills his space in that manner. When you see half a dozen advertisements of Ayer's medicines in one paper, you can rest assured that the publisher does not value his space very highly.

The dead advertiser generally persuades himself that he is a disinterested supporter of that class of paupers known as publishers. He often takes pains to inform the publisher that his advertisement does not pay him. And it is quite possible that he is right; for one of the cases where advertising is not very likely to pay is where the advertiser does not know or care to know anything about the art.

In a New Brunswick town a grocer once told the advertising solicitor for the local weekly that he had concluded to stop his advertisement, as he was convinced that it was not paying him.

"Very well," frankly said the newspaper man. "I don't believe that ad. *is* paying you. It shows outsiders that you are still in business, but beyond that it is of very little value."

The advertisement was promptly stopped. A few months later the newspaper man asked the grocer if he had not better begin advertising again.

"I've been thinking about the matter," said the dealer, "and I guess I will."

"All right," said the advertising crank. "And now let me give you a little advice. Your old ad. enumerated nearly everything you had in the store. Now, people around town know that you keep a grocery, and there isn't much use in giving them week after week a complete list of everything a grocer has for sale. You say that you want four inches' space for six months. Very well; now some day when everybody is wishing for a breeze from the pole advertise your fruit syrup and your soda water—nothing more; never mind about your amber syrup and your soda. And don't trouble your frugal mind about the blank space in your ad. Do you know, there's nothing more effective in an advertisement than a judicious use of blank space? And in your new ad., you will have plenty of room for display; there was nothing to catch a busy person's eye in the old notice.

"And change your ad. every week, unless it be the part with some pithy saying that everyone will recognize as a trade mark. Be timely in your ads; keep an eye on all the moveable and immoveable feasts in the calendar. And these are not the only times in the year to advertise, either; when trade is dull sharp advertising is greatly needed.

"Your prime object should be to get people into your store. The thirsty mortal who reads about your soda water will see the rest of your stock when he comes in for a drink.

"Now, I'll make you an offer, for I want to try an experiment. I'll come in here if you like, every week before we go to press, and will write your ads for you, if the new system keeps you too busy to write your own. I'll charge you nothing for the extra work in changing, and if you don't find that judicious advertising pays, I'll charge you nothing for the experiment."

Old Silver and Gold

taken in exchange for goods or made up into new RINGS and CHAINS at

E. W. TAYLOR'S,

CAMERON BLOCK.

feb17

CARRYING FIRE INSURANCE

is like putting $1,000 of another man's money into the bank to your credit for a contingency. Failing to carry it is like staking your whole business on an uncertain game.

E. R. BROW,
Insurance Agent.
Office, Brown's Block

500
Slater's
Skating Boots
$5.00 just arrived by express. $5.00
J. M. McLeod & Co.
Black or Tan,
See window.
$5.00.

Great Bargains

A LARGE NEW LOT OF | FINE TOILET SOAPS | MARKED VERY LOW | TO SELL VERY QUICKLY.

Watson's Drug Store.
See Window.

LOOK!

We are offering the balance of Winter Ulsterings, Overcoatings and Suitings at very low prices to clear. Do you want anything in our line? If so, don't put it off any longer—buy now.

D. A. BRUCE,
Merchant Tailor.
Charlottetown January 22, 1896—dy

MR. PATON BOUGHT CORSETS IN NEW YORK.—We expect them this week and will sell them at 50 cents a pair, so as to introduce them.—JAMES PATON & CO.

Carter's "Tested" Seeds.

You can buy Seeds at almost any price, **BUT—** they are **NOT CARTER'S SEEDS.**

We seek the trade of merchants, farmers and gardeners who appreciate the value of **First Class Seeds,** and supply (wholesale and retail) the high quality of goods which has built up for us **the largest seed trade in the Maritime Provinces.**

Our prices are fair—as low as you can buy good seeds for—higher than you should pay for poor.

It is not their cost, number, how they are put up, or how advertised, that makes good seeds—it's what the seeds themselves are.

Our best customers are those who know us best.

It is our business to sell **the best seeds that grow.** This has been our business during the past sixteen years. We can safely claim that **we know seeds.**

We are now registering applications for our **Illustrated Seed Catalogue for 1896**—ready in February. Free to all. Address

GEO. CARTER & CO.,
SEEDSMEN,
Charlottetown, P. E. Island.

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