

GOOD ADVERTISING—Continued.

WILLIAM SMITH & CO.

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**The Great Cash Sale
Commences To-day.**

This is the day when Mr. Ready-money starts in to show what he can do for the people of Smithville and vicinity. Just think of it—10 per cent. off everything in our stock. All our goods are marked in plain figures at our part-cash, part-credit prices, and the 10 per cent. is deducted when cash purchases are made. Goods charged will be entered at the marked prices to those who have accounts with us. This is for the next 30 days only. No new accounts will be opened because, after 6 o'clock this morning, this store will practically be a cash store.

A new era for Smithville will commence to-day.

But don't take our say so for it, come and see for yourself.

WILLIAM SMITH & CO.

Dry Goods

:-:-

Smithville

WILLIAM SMITH & CO.

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**King Cash Brought a
Great Crowd Yesterday.**

FROM 40 MILES AROUND THEY CAME.

Some came by train, some on horseback, some in carriages, some in wagons, some on bicycles and some on foot—anyway, anyhow, what matter "so long as they got here." The money-saving that comes from CASH dealings was the magnet that drew them. And that they were not disappointed in their expectations the many expressions of gratification heard on every side amply proved.

The great sale will continue from day to day till the end of the 30 days. Remember, the 10 per cent. discount applies to everything in our store sold for cash. The goods are all marked in plain figures at our regular prices (which have always been low prices), and the discount is taken off when the purchase is made.

Suits, Dress Goods, Linens, Woollens, Smallwares, Fancy Goods, Women's and Children's Garments, Millinery, Gloves, Laces, Ribbons, and everything else in Dry Goods at cash prices, and even less than cash prices.

LOOK OUT FOR OUR ADVERTISEMENT EACH DAY.**WILLIAM SMITH & CO.**

Dry Goods

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Smithville

One of the troubles of advertisers is the difficulty they usually have with printers. While it may not be so, yet it seems to me that printers get into a rut more naturally and more completely than any other class of mechanics with which I am acquainted. This seems all the stranger to me, as printers as a rule are of more than average intelligence. I think that most of the trouble arises from the fact that very few printers have sufficient artistic taste. Very few, for example, seem to realize that the finest artistic effects are achieved through simplicity. Left to himself, the average printer will fill up an advertisement with as many sorts of both plain and fancy types and ornaments and such like as the office affords. The result is usually fearful and wonderful to behold, and, sad to say, the average advertiser is quite satisfied. The average advertiser knows even less about such things than the average printer, and the printer probably has a profound contempt for him. By and bye an advertiser bobs his head up over the surface of the dead level of mediocrity and begins to think for himself. Instead of being willing to have seven or eight styles of type and half a dozen ornaments in a small sized advertisement, he thinks that two styles of type, or three at the most, are enough for his purpose, and he probably does not want any ornaments at all. So long as he took what the printer gave him there was, of course, no trouble, and the seven or eight kinds of type and the big crop of ornaments made their regular appearances. But, as I say, he begins to question the printer's mode of doing things, and the

trouble commences. The printer is obstinate (as most printers seem to be) and, in some instances, he even questions the right of the advertiser to have what he pays for. The advertiser insists, and keeps on insisting. Finally, in disgust he takes his work to some other office and has to go through the same old fight once more. Often, from very weariness he gives in and the seven or eight styles of type and multiplicity of ornaments again make their undisturbed bow to the public. If the advertiser is a man of great diplomatic talent and has an iron nerve and a greatly developed bump of perseverance, he finally conquers the obdurate printer, or else finds a printer who really does know how to print. And when he finds him he usually knows enough to tie up closely to that printer's shop.

A good printer with artistic taste can be a great help to the advertiser. I was much struck with this fact when recently listening to an address on advertisement printing by Theodore S. De Vinne, of The Century Press, New York. The point that impressed me most in what Mr. De Vinne said was his insistence on simplicity as the thing to be most earnestly desired and aimed at by the printer.

But what is one to do when the "intelligent compositor" thinks otherwise and won't learn anything different? Probably as good a way as any is to have a plentiful supply of good cigars in your pockets when you visit him in his lair.

CHAT WITH A REGINA MAN.

Mr. Thomas P. Malone, manager of the general business of McCarthy & Co., Regina, N.W.T., has been in Toronto this week. Mr. Malone, who has been suffering from nervous prostration, induced by overwork, has been away from Regina during the past six months in search of health, and it is gratifying to know that he has found it. During the last three weeks he has been taking a bicycle tour, accompanied by his camera, through New York State and the Niagara Peninsula. He reached Toronto on Saturday.

He said his information from Regina in regard to the crops was favorable. "The crops in our district are often uncertain," he explained, "but we have had good crops for three or four years now. The dairying industry is developing rapidly, particularly in regard to creameries, which are a grand thing for the business men, as well as for the farmers. You see, the creameries pay the farmer every month for the milk they buy from him, and the farmer, in turn, is able to pay the business man for the goods he has bought from him."

Last Fall, McCarthy & Co. moved into newer and larger premises. They have three stores, which are connected with each other by archways. These three stores have a combined frontage of over 80 feet, and the depth is 75 feet. The stores have a floor space of 5,000 square feet. The firm carry dry goods, clothing, hats and caps, boots and shoes, fur goods and groceries. It is probable that a stock of millinery will be added eventually.

A PLACE FOR PLEASURE-SEEKERS.

A neat little booklet, has just been issued by the New Brunswick Tourist Association descriptive of St. John and the Maritime Provinces, to bring to the notice of the health and pleasure-seeking public the many advantages of climate and condition which are here to be enjoyed. This booklet will, no doubt, come as a revelation to many who are ignorant of the beauty of Acadian scenery, the abundance of fish and game, and the rare climatic features of this country. It is, in truth, the Paradise of the angler and general sportsman. The West Canadian tourist should visit this section of our Dominion in preference to any American seaside resort. In fact, the Americans themselves are showing a preference for Canada.

The booklet itself is an admirable specimen of the printer's art, and is a credit to the publishers.