

BRITISH COLUMBIA.

Complete List of Publications for the Province of British Columbia.

PLACE.	Popula- tion.	NAME OF PAPER.	Pol. ics.	Circu- lation.	Estab- lishd	D. W. or M.
Kamloops.....	1,200	Sentinel	Ind....	D	1880	W
Nanaimo	2,500	Free Press.....		C	1874	S W
New Westminster.	3,500	British Columbian.....	Ind....	..	1886	D
" " " "	"	British Columbian.....	Ind....	E	1862	W
" " " "	"	Guardian		B	1858	S W
Vancouver.....	3,000	News Advertiser.....		..	1885	D
"	"	News Advertiser.....		..	1888	W
"	"	World.....		..	1888	D
"	"	World.....		..	1888	W
Victoria	12,000	Colonist	Cons. .	G	1858	D
"	"	Colonist	Cons....	H	1858	W
"	"	Standard.....	Cons....	C	1870	D
"	"	Standard.....	Cons....	F	1870	W
"	"	Times	Ref....	G	1884	D
"	"	Times.....	Ref....	I	1884	W

MANY advertisers do not understand why custom cannot be directly traced to the source where they expended their money to obtain it. Business is like a river with many tributaries, and in which it is impossible to trace every individual drop of water to the spring from whence it came. Temporary advertisements in a small way will not produce an immediate or permanent increase of business, any more than a light shower will affect the depth of water in a well.—

Printer's Ink.