

C— then told him that he had never driven

For some good instances of reasoning in animals I am indebted to Dr. Rao. Desiring to obtain some Artic foxes, he set various kinds of traps, but, as the foxes knew these traps from previous experience, he was unsuccessful. Accordingly, he set a kind of trap with which the foxes in that part of the country were not acquainted. This consisted of a loaded gun set upon a stand pointing at the bait. A string connected the trigger of the gun with the bait, so that when the fox seized the bait he discharged the gun, and thus committed suicide. In this arrangement the gun was separated from the

'All right,' said Billy. 'Now, where did you shoot them?'

The autumn trade is now in full activity, and business men are now exerting every effort to improve the harvest. One method is the hand-bill system, by which the hotels are daily inundated. During the business season one boy after another will go the rounds, and in this way an attempt is made to obtain trade. Of these, however the greater part are wasted, since the waiter generally picks them up and throws them into the street, and the next day a fresh inundation takes place. Experience has clearly demonstrated that the most efficient method of advertising is found in the judicious use of the newspaper column. The ground on which newspaper advertising, as a system, is now based, is human confidence, since we cannot avoid believing that which is constantly read. This confidence is sometimes abused, but still it is evident that a good advertisement, sufficiently repeated, will carry popular opinion. Men who advertise with the greatest persistency will eventually reach success, there is a military principle involved in this method, since the article advertised should be pressed on the public by repeated assaults. The correct view, which experience brings to each man, is that advertising should be included in the general estimate of expense, as regularly as store rent, clerk hire, and insurance. It is often said a good stand at a high rent is better than a poor one rent free. Well, advertising brings a man before the public in a way that makes any stand good. The best stand you can have is to be in the newspapers.

Two acute traders do a lively business in hams at San Francisco every night. One draws up a wagon, lights his torch, and announces hams for sale at 12 cents a pound, his partner standing himself alongside as if he were a rival and announces hams at 10 cents a pound. The partner, imagining that this is a trade fight, at once sells all the partner's stock, which is from time to time stealthily replenished from the other wagon, and it is not long before the two have a general war for another supply and return to repeat the mimic strife at another eligible corner.