

While you are sleeping or eating, your advertisement is being read in this Medium by thousands who otherwise might never have seen or heard of you.

PREFACE.

THE REAL ESTATE REGISTER is issued from 134 Hollis street, Halifax, N. S., once a month, and such a system of distribution has been adopted that the book will reach a large number of the class of readers that is desired both by the publisher and by advertisers.

Of course the main object of its publication is to advertise properties that are in the market, either for sale or lease, but the method of distribution employed insures its perusal by hundreds of strangers visiting Halifax and intending to make a longer or shorter stay. Dealers—especially retailers—in goods used by a family will therefore find their money in advertising in the REGISTER.

The numbers of each issue will be gratuitously distributed about Halifax, will be placed in the various steamers, packets, and railway lines bound for Halifax, and a portion will be sent to agencies in the United States, Canada and England, where they will do the most good.

A Real Estate Agency is not a new thing in Halifax, but the business has never before been systematised as by the publisher of the REGISTER. This fact, and his superior facilities for selling and letting properties is becoming understood and appreciated, both by owners of property and desiring purchasers and lessees, as is proved by the rapid growth of the business. Both parties are aware that a property is represented to be just what it is, and that no party dealing with the Agency gains an undue advantage over another.

N. B. The attention of householders and others is called to the various trade advertisements in this REGISTER. The parties are all known to the publisher and persons dealing with them may be assured that they are dealing with parties who are believed to be responsible.

A place that Advertisers is known to the world. That which does not is only known to a few who may pass it. This Medium will be found in the Hotels on the desks of the Wholesale Merchants, the Country Dealers, the Manufacturer and others and referred to by thousands who patronize them.

How can you expect to dispose of your goods unless you make known what you have? An advertisement in this Medium will stare everybody in the face for years to come.

enterprises do not take down their signs in dull times nor stop advertising. This Medium is referred to every hour of the day by all classes.