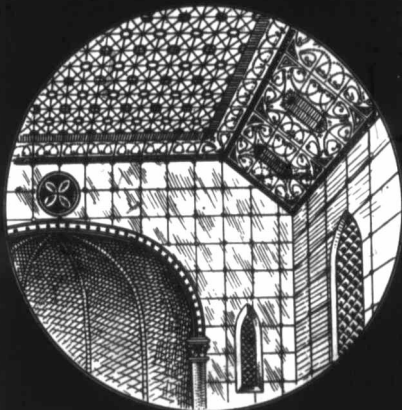


THE PEDLAR PEOPLE



Church Interiors

Can be attractively decorated by using our embossed Steel Ceiling and Wall Panels. They are beautiful in design. They do not warp, shrink or crack and fall off. They can be placed in position either over old plaster or direct to the joints of a new building.

The Cost

About the same as a good Plaster or a Wood Ceiling. We will send our beautiful new 230-page Catalogue to Architects, Builders and Contractors. Property owners or any others interested in up-to-date sheet metal building materials on request.

OSHAWA ONT.

E. B. EDDY'S NEW Indurated Fibre Ware



Tubs,
Pails,
Etc.



**Superior to
all others**

**Insist on getting EDDY'S
For sale by all first-class dealers.**

shows very few changes from last year. Special attention will be given this year to the selection of lecturers and their topics with the object in view of having practical subjects dealt with by persons of experience and authority. With all the favorable indications the twentieth anniversary of the Fair may be expected to eclipse even the grand success of last year.

How Goods Sell

To make a permanent success of advertising any line of goods, the goods themselves must have intrinsic merit. They must be worth the cost and make friends for themselves on their merit, for it is a rare thing to make money from single sales.

The great advertisers do not advertise to make money directly from the first sales. They advertise to introduce their goods and give them an opportunity to get a footing in the communities where they go. If the goods are all right, they are their own best advertisement, and at once introduced will sell.

Those of us who are old enough to remember when the sewing machines and organs were first pushed to sale in the country, know how hard it was to make a sale in a new neighborhood. To get one placed the agent would make almost any kind of terms. He might not have known it, but the concessions he made were in the nature of advertising. Frequently profit was sunk in order to sell a machine or an instrument in a new neighborhood.

In those days a piano in a farm house was hardly thought of. When one organ or sewing machine was sold then it became easier to sell another, and before long every farmer's wife had a sewing machine and how hard it was to make a sale in a new neighborhood. When everyone was furnished with an organ, someone made a plunge and got a piano, and then pianos came into fashion. So it goes. Advertise anything under the sun for which a demand can be made, and it will make additional sales for itself.

Organs, sewing machines, pianos, carriages, sulky plows, harvesters and all the things used on a farm have not been introduced because there was a demand for them, but because a demand was created for them.—White's Class Advertising.

Books and Bulletins Received

CLYDESDALE STUD-BOOK of Canada for 1902, Vol. XII, containing pedigrees as follows:—Stallions (3133) to (3723) and mares (3301) to (4271). Published by the Clydesdale Horse Association of Canada.

HOLSTEIN - FRIESIAN YEAR BOOK. Published by the Holstein-Friesian Association of America and containing official records of cows and their sires, and list of official butter and milk records 1894 to 1902. It is well illustrated.

PROPAGATION OF TROPICAL FRUIT trees and other plants—Bulletin No. 46, U.S. Department of Agriculture.

LIFE OF TUBERCLE BACILLUS in cheese. By F. C. Harrison, Agricultural College, Guelph.

THE MANURING OF MARKET GARDEN CROPS. By Bernard Dever, D.S., and F. W. E. Shrivell. Published by Vinton & Co., Ltd., 9 New Bridge street, Ludgate Circus, London, E.C., England. Pamphlet well illustrated and dealing with the soil and fertilizers required in all market garden crops. Price one shilling.