

THE MANY-SIDEDNESS OF ADVERTISEMENTS.

ALTHOUGH the primary object in reading advertisements is to find out what is offering in one special line—and even from that point of view there is usually a vast amount of information placed before us—it has other advantages. The illustrated descriptive ads. in magazines and big weeklies are a study in themselves; original, artistic and coaxing to a degree they can only be appreciated by those who take the trouble to really read—not merely skim. A thoughtful perusal of Old Country papers will afford a surprising insight into the conditions of life amongst the people represented. At a glance we have a good idea of their industries, their charities, their religious and educational facilities, with a sidelight thrown upon the question of supply and demand in the labor market. The miscellaneous ads. and what, on the other side of the water, they call the “agony” column, present a varied panorama of life's peculiar and painful features.

It would be easy to multiply instances of the value of ad. reading as a medium of extending information on almost any subject—music, the drama, literature, travelling, and so on—but anyone can judge for himself. Take the pages of such as The Montreal Star or Toronto Telegram, and see how much they contain that is worth knowing. Local conditions of trade may be guessed at from the tempting ads. inserted by rival merchants, the character of amusements preferred, the business inducements offered, the implied straits of those by whom no reasonable offer, the confession of previous overcharge contained in offers to sell at 50c., what had been selling for \$1, the pathetic ads. of those seeking any work at practically any price, all have their lessons for the student of human nature. In the opinion of the writer, advertisements briefly summarized as “what we want” and “what we can get” contain more practical lore to the square inch than any other form of secular literature.

DEATH OF A. M. BURGESS.

Mr. A. M. Burgess, Dominion Lands Commissioner, died at his residence in Ottawa last month. He had been suffering from an injured knee and strained chest, but was recovering, when paralysis attacked him. Mr. Burgess was born at Strathpey, Inverness-shire, Scotland, on October 21, 1850. Mr. Burgess came to Canada and entered journalism at once. He represented The Globe in the House of Commons press gallery from 1872 to 1874, when he became the editor of The Ottawa Times. In 1876 he accepted the appointment of private secretary to Hon. David Mills, then Minister of the Interior. In 1882 he was appointed secretary of the Department, and in 1883 he was promoted to be deputy head. In 1897 he was transferred to the position of Dominion Lands Commissioner in the same Department.

MR. OLIVER, M.P.'S PAPER.

The proprietorship of The Edmonton Bulletin is being transferred from Frank Oliver, M.P., to The Bulletin Company, Limited, which company is applying for incorporation under the Companies' Ordinance of the Territories. Messrs. F. Oliver, M.P., J. A. McDougall, W. J. Walker, M. McCauley and J. Ross are mentioned as provisional directors. The company is capitalized for \$5,000.

Wherever it is shown—

Burnside Bristol

(at ten cents per lb.)

is appreciated . . .

A post card will bring a sample.

Our Specialties in Cover Paper

Royal Cheviot

and

Victor

should be used on
good work.

BUNTIN, GILLIES & CO.

HAMILTON

Agents:

Morgan Envelope Co.

H. D. Wade & Co.'s

Printing Inks