

WHEN TO STOP ADVERTISING.

The following replies were received by an English trade paper to the question put to its advertising patrons: "When is the best time to stop advertising?"

When the population ceases to multiply, and the generations that crowd on after you, and never heard of you, stop coming on.

When you have convinced everybody, whose life will touch yours, that you have better goods and lower prices than they can get anywhere else.

When you perceive it to be the rule that men who never advertise are outstripping their neighbors in the same line of business.

When men stop making fortunes, right in sight, solely through the discreet use of the mighty agent.

When you can forget the words of the shrewdest and most successful business men concerning the main cause of their prosperity.

When every man has become so thoroughly a creature of habit that he will certain'y buy this year where he bought last year.

When younger and fresher houses in your line cease starting up, and using the newspapers in telling the people how much better they can do for them than you can.

When nobody else thinks it pays to advertise.



NOTICE.

Neuralgia and Lumbago Permanently Cured in a few minutes.

Eye Water Formula by late Sir Henry Marsh Her Majesty's physician, better than any eye glass; sure cure. Price: 25 cents.

Toothache (Hollow Tooth) Cure, almost instantaneous and permanent, no pain. Price 50 cents. Apply to Prof. Tottenham, 56 Pandora street Victoria.



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Scientific American

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CAMPBELL, THE TAILOR,

BIG \$6.00 PANTS.

88 GOVERNMENT STREET.

The Leading Music House

From now until New Year's we offer reductions on all our large stock of small musical instruments, and in addition we give a piece of music away free for every \$1 spent in cash at our store.

Accordeons from \$1.00 Upwards.

Violins	"	1.50	"
Guitars	"	3.00	"
Banjoes	"	6.00	"

The Most Complete Stock in the City.

The Favorite Heintzman Piano—Over 10,000 in Canada To-day

M. W. WAITT & CO, 64 Gov St

THE VICTORIA TRANSFER COMPANY,

LIMITED.

This Company have the Largest and Finest Stock of Horses, Carriages, Buggies and Phaetons in the City.

Strangers and visitors will find it to their advantage to employ our Hacks the rates being uniform and reasonable.

First class double and single Buggies and Phaetons can be procured at our Stables at Moderate Prices.

BAGGAGE TRANSFERRED TO AND FROM STEAMERS.

A. HENDERSON, Supt.

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B. WILLIAMS & CO.,

Special VALUES in MELISSA and RIGBY WATERPROOF MACKINTOSHES and WINTER SUITS.

200 BOYS' OVERCOATS, marked down to clear. EVERY COAT A BARGAIN.

B. WILLIAMS & CO., CLOTHIERS AND HATTERS, 97 JOHNSON STREET.