

Tokyo is a most exciting thing in student circles. In the hall of one of the law schools, amid the applause of thousands, young Ciceros and Demosthenes with black hair and almond eyes deliver senator-like orations. Usually these contests are presided over by one of the prominent speakers of parliament.

"The Japanese students are athletic; they understand what Juvenal meant by saying, 'Mens sana in corpore sano.' Their most popular sports are wrestling, fencing, track games and baseball; swimming is one of the best of summer, and there are a number of swimming-schools on the bank of Okawa. But most popular of all Japanese student sports is boat-racing. Each college or academy has its boat club, and is most enthusiastic in its hope for victory."

ADVERTISEMENTS.

Advertisements in English papers first appeared about two hundred years ago. In a newspaper published in the seventeenth century appeared the following announcement, "Blank space is left that any gentleman may write his own private business." Whether the space was intentionally set apart for the advertiser's use, or the business manager, by whatever name he was then known, ran out of material to fill up his paper, and hit on the above excuse or not, it is hard to say.

Advertisements have changed a great deal in latter years. Those we see in papers published at the beginning of the century, or a little later, have no display headlines nor ornamentation, but set forth in a plain, straightforward manner the virtues of the merchant's wares. The advertisement of "Calder's Dentine" in the magazines is copied from the old fashioned style, although illustrations were lacking then. Since that time, by degrees, owing to competition and to improved methods in printing, the size, style and quality of advertisements has improved wonderfully, till to-day we have the studied and elaborate productions of the modern advertising agent.

Some advertisements are works of art, and this is due, to a great extent, to the cheapness of good engravings and the employing of professional advertisement writers. A difference will be observed even between advertisements of the present day and those of only four or five years ago. Woodcuts are replaced by half tone engravings and more artistic lettering substituted for older and plainer type. Of late rough edged type, in imitation of that used in the early days of printing, is used to some considerable extent. The great desideratum in advertisement writing is to produce something that will catch the eye of the reader as he glances through his magazine, and it is for this that the advertisement writer strives. A popular habit with advertisers is to spring a catchy word on the public, and for this purpose many are coined. These words are much used for the purpose of attracting attention and are good for that purpose; they are easily recognized and remembered by buyers. One of the first of these words was "Kodak"—others are Cuticura, Bovril, Pearline, Premo, Vive and Sapolio. A story telling of the invention and use of "Perkins' Patent Porous Plaster" appeared a short time ago in one of our magazines and is worth reading as exemplifying the value of a good advertisement.

James Pyle, the soap manufacturer, died a few days ago at his home in New York city. It was when located in the vicinity of the old *Tribune* office that Mr. Pyle, who had become acquainted with Horace Greely, learned the value of that advertising in which he afterwards expended sums aggregating millions. His advertisements were notable for their phrases and epigrams, that were calculated to catch the public eye and impress themselves upon the

public memory. He was the first to utilize in advertisements the letters "O.K." in their business significance of "all correct." He had read the version of the origin of the use of these letters by Jackson as an endorsement and was struck by their catchiness. By his extensive employment of them he probably did more than any other person to raise them to the dignity of a popular term and an established business institution.

A short time ago it was stated, in an advertisement of Sapolio, that the initials U.S. on American soldiers' clothing and buttons stood for "Use Sapolio"; and on another occasion—"the pot can't call the kettle black if the housewife uses Sapolio." The proprietors of Bovril, one of the most widely advertised articles, publish some very clever posters, with a number of which we in Toronto are familiar.

Advertisements in English magazines are somewhat different to those published in America. They are usually placed in the front, which is a mistake, for the reader, when first opening the book looks first at the literary part, and, that read, he turns over the leaves till he reaches the back of the book—he doesn't leaf from left to right, but from right to left. The subjects of English magazine advertisements are watches, clothing and bicycles; while in this country and the States, beside the above articles, food products, wearing apparel, shoes, toilet articles, musical instruments, cigars, newspapers, railroads and typewriters are advertised. This is referring more especially to the monthly magazines.

Although magazine advertisements are expensive, they must be remunerative, for their number is ever on the increase. In a recent number of McClure's Magazine there are one hundred and fourteen pages of advertising matter, exceeding the literary portion by about twenty pages. Were it not for the revenue derived from advertisements, magazines and newspapers would have to double or treble their subscription rates in order to make a living. It is to the advantage of both the publisher and advertiser that purchasers mention the paper where they saw the advertisement. The advertiser advertises in the paper that brings him the most business; the publisher wishes to show that he brings his customer the most trade.

Some publishers charge, for advertising space, so much per thousand of circulation, and it is in the magazine or newspaper that has the greatest circulation among the most suitable purchasers that the merchant will advertise.

It is hard to predict to what limit advertising will proceed in future years.

J. R. S. S. '00.

SENIOR FENCING TOURNAMENT. BERTRAM WINS.

The final bouts of the Senior Fencing Tournament were fought off in the Fencing Hall on last Saturday afternoon. The contestants in this year's senior tournament were Bertram, Smith (Alex.), Duff, Gregg and Harvey. The highest number of points was scored by George Bertram, S.P.S., who made 19, Smith came second with 17 and Duff closely followed with 16 points. The tournament was only another evidence of the effectiveness of the simple attacks when properly executed. Throughout the tournament Bertram scored the great majority of his points by the "1, 2" attack. In the bout with Duff he secured four of his points by this method, the fifth being made by "pressure in tierce" with the "disengage." Some of the bouts were very interesting. In the one between Smith and Duff the latter made no less than four