

GOOD ADVERTISING—Continued.

but there is certainly something interesting about "Ladies' Cloth Jackets, former price, \$6, to clear, \$1.75."

* * *

A recent mail brought me two newspapers from far apart sections of Canada. Each of these papers contained a marked advertisement. One of the advertisements is quite a large one—a full page of a rather small-sized newspaper. J. Thompson & Bros., Havelock, Ont., are responsible for it. This advertisement is quite an ambitious attempt. The other advertisement referred to is the following, it is clipped from a Chilliwack, B.C., paper. I don't know whether or not the Messrs. Ashwell

**When you buy here
You are Buying Right.**

**We want . . .
your seed Order.**

Fresh Field and Garden Seeds.
A Full Line in Bulk or Packet.

CLOVER SEEDS

Mammoth Red
Red
White Dutch
and Alaska.

**TIMOTHY
SEED.**

WHITE CARROT:

Steele Improved Short White, "The Original."
Per pound, 50c.; 5-pound, 30c.

DANISH SUGAR BEET:

Rennle Improved.
Per pound, 50c.; 5-pound, 30c.
5-pound lots, 45c. per pound.

SIMMER'S IMPROVED:

Per pound, 40c.;
5-pound lots, 35c. per pound.

TURNIPS:

Bangholm's Improved Purple Top
Swede.
25c. per pound; 5-pound lots, \$1.00.

"JUMBO," (Steele Favorite Turnip):

1/2-pound, 10c.; per pound 30c.;
5-pound lots, \$1.40.

We Recommend these as being the
Standard Varieties.

We have other varieties of Seeds to
select from.

Our stock is the largest we have
ever carried.

Yours, anxious to please,

ASHWELL & SONS.

Ferry's, Steele's, Rennie's,
May's, Simmer's.

are under a contract to use the space taken up by their announcement; if they are, it is the only excuse I can think of that would really excuse their using so much space and saying so little. If this advertisement were cut off over the line "white carrot" the Ashwell's would have saved about half the cost and have quite as effective an advertisement. If an advertiser quotes the prices of carrot, beet and turnip seeds, and, while enumerating the different varieties of clover seed he has for sale, studiously refrains from committing himself to any quotation for them, he gives me the impression that something is being

held back. If "timothy seed" is important enough to place in display capital letters in this advertisement it certainly is important enough to quote a price on.

Likewise, half the space in the Thompson advertisement could be saved. Owing to limitation of space, this advertisement cannot be reproduced in full here. This advertisement is headed, "Directory for Great Bargains," and yet prices are not given for even half the goods referred to. Take this jacket section of the advertisement as an example of advertising foolishness (No. 2.) Who will believe that prices are very "close," while the advertiser is obviously afraid to say what they are? This fur section, on the other hand, is all right, as is also this clothing section. But what earthly good, from an advertising standpoint, is this section devoted to "Staple Dry Goods,"? (No. 1.) These sections devoted to ordered clothing, boots, dress goods, crockery and gloves, are not worth

STAPLE DRY GOODS.

We realize the importance of this department, and have our shelves filled with good, honest values in Flannels, Shirtings, Cottonades, Table Linens, Towelings, Flannelettes, Cottons, and, in fact, everything to make you comfortable in the Winter.

(No. 1.)

JACKETS.

Our present customers have advertised so well for us that we have to repeat several times.

We have about 40 to clear out at close prices.

(No. 2.)

FURS.

After a brisk Fall trade in Furs we have still \$1,000.00 worth in stock. We bought them to sell, not to keep.

Ladies' Black Astrachan Jackets, nice curl, fine Farmer's Satin lining at \$22.50. Ladies' Black Jackets, same as above, 32-in. long, satin lining, for \$30.00. Ladies' Black Bokaral Jackets, 26-in. long, satin lining, a very stylish coat at \$38.50. Same Jackets 30-in. long at \$40 and \$42.50. Ladies' Raccoon Jackets, satin lined, only best qualities at right prices.

Men's Fur Coats in Coon, Wallaby, Wombat and Russian Lamb. Men's Coon Coats at \$27.50, \$35.00, \$40.00, \$45.00 and \$47.50. In Wombat, Wallaby and Russian Lamb we handle only the Best Qualities, as we guarantee all fur coats sold by us.

(No. 3.)

MEN'S READY-MADE CLOTHING.

You cannot afford to wear sloppy clothing. It is a weakness of humanity to judge by appearances. Even a dog will bark at a tramp, while the well dressed may pass by unmolested. Do not ignore these facts, but buy one of our nobby suits and overcoats, and experience that pleasant sensation which every well-dressed man and woman enjoys.

For \$8.00 or \$10.00 we can fit you with a fashionable Single or Double-Breasted Blue or Black Serge Suit. At \$10.00 our Black Venetian Morning Suits are a real surprise for the money. Perhaps you want something in Tweed Suits, Frieze Ulsters, Pea Jackets or Full Cloth Pants. We have them at prices which our customers appreciate. Good Frieze Ulsters at \$4.00, \$5.00, \$7.75 and \$10. Good, heavy Tweed-lined

Pea Jackets at \$3.50, \$4.00 and \$5.00.

Heavy Full Cloth Pants for \$1.25.

Good Durable Tweed Suits from \$3 75 to \$14.00.

(No. 4.)

much more. Like the jacket part of the advertisement, they are calculated to arouse misgivings, (Nos. 3 and 4.)

If merchants will adopt the policy of using only such newspaper space as they are able to fill with something attractive enough to be really an attraction it would be a good thing. If