

THE VERDICT.

AMID groans of disapprobation this journal was born. But its winning, interesting prattle has captured the hearts of many. Let the skeptical reader peruse the following letters and comments :

H. M. Melross of Galt writes thus :—

"I enclose you subscription for your paper. I was very much pleased to receive it, as I think it just what was wanted."

Le Monde (daily) of Montreal publishes the following which we have translated for our English readers :—

A GOLDEN SCIENCE.

Business notoriety which is the product of rivalry among merchants and of competition, has become a science which to-day includes among its disciples many beginners but very few masters.

This science though still young occupies the attention of many practical men and has consequently a great future ; already it numbers in the United States a half dozen trade papers which are occupied exclusively in disseminating the ideas of the Barnums, Wannamakers, Meniers, Gerandels, Stewarts and Rigollots : in a word of all those celebrated men who have created this golden science.

Canada will not stay behind in the study of this new science, so important in commerce, industry and finance, for such a journal has been started in Toronto. Its name is THE CANADIAN ADVERTISER.

Its first number promises well and denotes in its editorial matter, an intimate knowledge of advertising methods.

This publication ought to contribute much to give advertising in Canada better methods, and consequently make it more fruitful results. It will disclose to the advertiser the secrets of this magic science, giving also a greater notoriety to the field in which it may be used and a greater impetus to commercial activity.

The Winchester Press says :—

THE CANADA ADVERTISER is the name of a new journal published at 75 Yonge street, Toronto, at \$1 a year and is devoted to the interests of merchants and tradesmen of all kinds. It gives valuable hints and suggestions to advertisers who should become subscribers.

The Truro (N. S.) daily News remarks :—

Business men often fail to secure the best results from advertising by not studying the best methods of attracting the attention by their advertising. A journal has been launched at Toronto, which is intended to serve as guide and counsellor to advertisers, and also to present to those desiring to use the advertising mediums of Canada, the names of leading journals of various kinds, so that any advertiser can select the journal best suited to his purpose. Its name is the CANADIAN ADVERTISER, its price \$1.00

per year in advance. It will appear regularly on the first of each month, until the end of the 21st century, unless its creditors hand it over to the hangman before that time.

Space will not permit a publication of all the commendatory letters, post cards, and press notices. The above are simply examples showing that the aims of the CANADIAN ADVERTISER are recognized, approved, and appreciated.

"PICTORIAL ADVERTISEMENT; ITS USE AND ABUSE."

AS VIEWED BY LONDON ARTISTS.

AT A MEETING of the society for the Encouragement of the Fine Arts, held recently in London, Eng., Mr. J. W. Waterhouse, R. A., presiding, Mr. John Leighton, F.S.A., gave an address on "Pictorial Advertisement, its Use and its Abuse." Mr. Leighton said there were two kinds of advertisements. There were some that were necessary, and not a few that were superfluous, some that approached the beautiful, and many that were ugly, some that were attractive, and not a few that were repulsive. Of the five senses possessed by mankind that of sight had been the least protected by law, and the education of the eye the most neglected. Having traced the progress of advertising during the reigns of the Georges and of the Sailor King, Mr. Leighton said it was in the Victorian age that pictorial advertising had made its greatest advances. He, himself, had had the honor of designing the cover for the first weekly illustrated paper which had adopted it. Advertising vans had been abolished, but the advertiser seized upon their omnibusses, and his announcements were often more prominent than the destination of the vehicle itself. Sylvan scenery was desecrated by boards, and the blue vault of heaven was made a background for sky signs.

NOTHING WAS SACRED TO AN ADVERTISER.

Railway platforms were a mixture of colored posters and penny-in-the-slot boxes, and the name of the station was often the last thing to be seen. The first object should be the