

MYSTERY IN ADVERTISING.

IT was Barnum, the great showman, who said that people like to be humbugged. Certainly they do, but it would be unwise for merchants to humbug their customers in their advertisements. This is due to the difference between Barnum's business and theirs—one being a stable and stationary business, and the other a matter of amusement. Humbugging is done by merchants, but it is a dangerous amusement. There is a certain druggist in this city, with a little store about ten feet square, who spends \$13,000 a year in humbugging the people. He sells a bottle of patent medicine costing about 25 cents for \$2. But in regular advertising by regular and honest merchants, humbugging doesn't pay.

Still a merchant can at times assume a mysterious air in his advertising, with good results. Mystery always excites attention, if it be properly used. No definite rules can be laid down for the merchant's guidance, as it is a matter for individual ingenuity. It should also be used very sparingly, and with the utmost discretion. A mysterious advertisement will always excite a great deal of interest; so will a mysterious circular or window card.

But there is another kind of mystery—the mystery of truth. Startle people with facts and low prices, and your competitors and customers will be mystified as to the source of your power to do this. In many towns in Canada, if a dealer were to advertise some awfully cheap goods, and then uphold his offer by a genuine deed, he would mystify people; because they would wonder if this man understood the art of advertising as they had found it to be.

Some dealers close their store for a day, warning people that they are hunting up odd lines and broken lots which will be sold at ruinous prices—not saying who will be ruined—and then open up for a big run during the next week. But it should be borne in mind that the philosopher has said, "You can fool some of the people some of the time, but you can't fool all of the people all of the time."

A POPULAR ANNUAL.

One of the most popular of juvenile annuals is the English publication entitled "Sunday." It is published by Wells, Gardner, Darton & Co., of London; but the Canadian sale is controlled by the Methodist book room, who do the binding of all the numbers they sell of this popular annual. The book room has a reputation for doing substantial work, and this volume seems to be no exception. The front cover is decorated with a handsome and pleasing lithograph, contrasting old age and youth. There is also a full-page colored frontispiece, with a very suitable subject. The book is well illustrated throughout, and the reading matter seems to be well written and suitable for children from seven to twelve years of age or even older. It contains over 400 pages, and is sold in two different bindings, one volume having gilt edges and other ornamentalations. On the whole it is a deserving work.

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6615 J. Ducloux' Leçons de Style, Spécialement destinées aux jeunes filles. Cours préparatoire et élémentaire. Les Clercs de St. Viateur, Joliette, Que.

6616 J. Ducloux' Leçons de Style. Spécialement destinées aux jeunes filles. Cours moyen. Les Clercs de St. Viateur, Joliette, Que.

6617 J. Ducloux' Leçons de Style. Spécialement destinées aux jeunes garçons. Cours préparatoire et élémentaire. Les Clercs de St. Viateur, Joliette, Que.

6618. Le Style enseigné par les Leçons de Choses, par S. Constans. Cours élémentaire et moyen. Les Clercs de St. Viateur, Joliette, Que.

6619. Rolling on to Merrie England. Song Words and music by M. D. Kilburn. Whaley, Royce & Co., Toronto, Ont.

6650. Conversation Method in French, by J. Victor Plotton, Halifax, N.S.

6651. Methode Pratique de Style et de Composition Litteraire. Cours Elementaire. Freres Maristes, St. Athanase d'Iberville, Que.

6652. Cours Complet de Commerce Theorique et Pratique. Par F. T. D. M. S. Frere Marie Sigibert, Roxton Falls, Que.

6653. Miss Dividends. By A. C. Gunter. The National Publishing Co., Toronto, Ont.

6654. Historical and Descriptive Account of the Island of Cape Breton, and of its Memorials of the French Regime, with Bibliographical, Historical and Critical Notes. By J. G. Bourliot, Ottawa, Ont.

6656. The Ivory Gate. By Walter Besant. The National Publishing Co., Toronto, Ont.

6657. Monk's Simple Decimal Sterling and Dollar Exchange Tables. Thomas H. Monk, London, England.

6658. Methode Pratique de Style et de Composition Litteraire. Cours Moyen. Freres Maristes, St. Athanase, d'Iberville, Que.

6659. The Guinea Stamp. A Tale of Modern Glasgow. By Anne S. Swan. Wm. Briggs, Book Steward of the Methodist Book and Publishing House, Toronto, Ont.

6690. Mary Green. Song. Words and Music by Harry Lambert. Whaley, Royce & Co., Toronto, Ont.

6691. The Bell Telephone Company of Canada, Limited. Montreal Exchange, Subscribers' Directory, November, 1892. The Bell Telephone Company of Canada, Limited, Montreal, Que.

6692. The Debutante Waltzes. By James K. Flock. The Anglo-Canadian Music Publishers' Association, Limited, London, England.

6693. Goldman's Improved Self-checking Trial Balance Book. Henry Goldman, Montreal, Que.

6694. White Shells. Song. Words by C. D. Bingham. Music by F. Boscovitz. The Anglo-Canadian Music Publishers' Association, Limited, London, England.

6695. The Zephyr Ripple. By Marie Regendil. J. L. Orme & Son, Ottawa, Ont.

6696. The Canadian Almanac, 1893. The Copp, Clarke Co., Limited, Toronto, Ont.

6697. L'Almanach du Peuple Illustré, 1893. D. O. Beauchemin et fils, Montreal, Que.

6698. Eventide. Song. Words by C. D. Bingham, music by F. Boscovitz. The Anglo-Canadian Music Publishers' Association, Limited, London, England.

6699. Yes. Song. Words by C. D. Bingham, music by F. Boscovitz. The Anglo-Canadian Music Publishers' Association, Limited, London, England.

6700. Ontario Game and Fishing Laws. Arthur Henry O'Brien, Toronto.

6701. Hill's Wholesale Ledger. Jos. S. Hill, Bridgen, Ont.

6702. Christmas Number Dominion Illustrated Monthly, 1892. The Sabiston Lithographic and Publishing Co., Montreal, Que.

6703. Expert Book-keeping. By C. A. Fleming. Owen Sound, Ont.

6704. The Darkey's Conundrum. Dance. For Piano. By A. W. Hughes. Whaley, Royce & Co., Toronto, Ont.

6705. Her China Cup. Words by F. Sharman. Music by Helen Emberson. Whaley, Royce & Co., Toronto, Ont.

6706, September. Words by H. C. Dunner. Music by Helen Emberson. Whaley, Royce & Co., Toronto, Ont.

6707. Villanelle. Words by May Probyn. Music by Helen Emberson. Whaley, Royce & Co., Toronto, Ont.

6708. The Canadian hymnal. Revised and Enlarged. Words and Music Edition. Wm. Briggs, Book Steward of the Methodist Book and Publishing House, Toronto, Ont.

6709. The Canadian Hymnal. Revised and enlarged. Words only Edition. Wm. Briggs, Book Steward of the Methodist Book and Publishing House, Toronto, Ont.

6710. Business Manual. By W. H. Anger, B. A., St. Catharines, Ont.

6711. The Height of Happiness. Lithograph. Toronto Browning and Maltin Company, Toronto, Ont.

6712. The Angel's Message, or Rosary of song. Mrs. James Delaney, Toronto, Ont.

6712. Prospectus of the Anglo-American Loan and Savings Company of Toronto. Samuel G. Ginner, Toronto.

6714. The Siege of Derry. Print. Edward Frederick Clarke, Toronto, Ont.

6715. Beneath the Golden Rays. Song. Words by J. R. Wood. Music by William Bohrer. The Anglo-Canadian Music Publishers' Association, Ltd., London, England.

6716. Reference Book for Canada of the Legal and Commercial Exchange of Canada, Vol. III., 1892. James L. Morrison and Thomas G. Wilson, Toronto, Ont.

6717. Petit Guide de Chercheur de Mineraux. Par H. de Puyjalon, Montreal, Que.

6718. Maisie Derrick. By Katharine S. Macquoid. John Lovell & Son, Montreal, Que.

6719. Love Through All. Thoughts for each day. By Amy Parkinson, Toronto, Ont.

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381. The Tower of Taddeo, by Ouida. John Lovell & Son, Montreal, Que.

382. The Countess Pharamond, by Rita. John Lovell & Son, Montreal, Que.

383. Maisie Derrick, by Katharine S. Macquoid. John Lovell & Son, Montreal, Que.

384. Sea Mew Abbey, by Florence Warden. John Lovell & Son, Montreal, Que.

389. The Temple of Fame. A spectacular play. Jean McIlwraith, Hamilton, Ont.

390. A Family Likeness. By B. M. Croker. The National Publishing Co., Toronto, Ont.

391. Dollard. Story. Stuart Livingston, Hamilton, Ont.

392. Told in a Ball Room. Story. Stuart Livingston, Hamilton, Ont.