

seeing the future bright with promise, Mr. Burn sees elements of danger in the very prosperity of to-day, and tells his auditory that "there must be no relaxing of vigilance."

SOME NOTIONS ABOUT ADVERTISING.

To sell more, tell more. This is good advice in these days when so much advertising is put out which tells practically nothing regarding the article advertised. Real advertising is "salesmanship on paper," and calls for the application of scientific principles. Such a statement will not please the man who makes an idol of "general publicity." Most advertising is designed primarily to sell goods; it makes no difference how funny or artistic it may be, it must do that or it is a failure. The only kind of advertising that will accomplish this is intelligent, reason-why copy, which tells something definite and uses such convincing argument as to be irresistible.

Time and place in advertising are two very important things. It always pays an advertiser to be in touch with the season and surroundings when placing his copy. An ill-timed word sometimes breaks the strongest hold which convincing copy would otherwise have—while on the other hand a word fitly spoken that shows a familiar understanding of conditions, often instantly establishes a bond of sympathy between advertiser and reader. You cannot expect the same advertisement to do equally good work in a metropolis and in Muddtown. Different localities and different conditions call for different methods of treatment. Avoid the habit of making people laugh in the wrong place.

The art of advertising is coming into its own more and more every day. Men in all walks of life are beginning to realize that it pays to "toot" one's own horn to a greater or lesser degree. The competition of modern days is keen and shrewd, but there is always some business coming to the man who will go after it in the spirit of the following lines:—

The man who simply sits and waits
For good to come along
Ain't worth a breath that one would take
To tell him he is wrong;
For good ain't flying 'round this world
For every fool to sup,
You're got to put your seers on
An' go an' hunt it up.

Advertising, to be effective, must be persistent. The following incident, vouched for by reliable authorities, goes to show the effect that persistency in advertising has upon the public mind; Johnstown, N.Y., was settled away back in the early days of the eighteenth century, one of the oldest places in the United States, and is famed as being the place where the last battle of the Revolution was fought. It was founded by Sir William Johnston, and certain events which took place in the early days are annually celebrated by dinners, speeches, songs, and stories. Some little time ago at one of these dinners a famous after-dinner speaker was called upon for a few remarks. Evidently he was not as happy as was his custom, and he appeared to halt and stammer. Finally he brightened up and made this confession: "The fact is, I know a lot of nice people living here, but for my life I can't think of a single interesting thing for which your city is famous, except that it is the home of Knox's gelatine."

To be effective, advertising must be definite in character, having an absolutely certain purpose. The advertiser who studies a purpose and makes his media and copy to fit it, is bound to be successful. He cannot afford to wobble about from one thing to another; he must adopt a policy and make all things contribute to the carrying out of his original purpose.

—Year by year, if success is to be judged by results, Guelph proves its fitness for its present important position of being the holder of Canada's great live-stock show. Last week's exhibition was the climax to a series of fine shows that have helped to raise Canada's reputation as a producer of fine stock to a high degree. It is called by everyone who was present the most successful yet held, in point of attendance, number and quality of exhibits, educational interest, etc. Some high-class papers on agricultural subjects read by experts, both of Canada and the United States, were a treat to those who listened to them. Among the visitors was His Excellency Lord Grey, who displayed a lively interest in the proceedings, as well as in the Macdonald Institute.

SYSTEMATIC THIEVING DISCOVERED.

Three groups of thieves, in three different Canadian cities, have engaged the attention of the authorities within a week or two past. On Tuesday last, Judge Desnoyers, of the Court of Special Sessions in Montreal sentenced nine young men to terms of imprisonment varying from four months to six years for burglary, theft from dwellings, and theft from warehouses. One fellow stole fur-lined overcoats on Notre Dame Street, and got six years; four were shop-breakers, and got two to four years; one stole silver plate and got six years. Nearly all these had previous convictions against them.

The case of the young men in John Macdonald & Co.'s in Toronto, some nine or ten in number, is a glaring one. They had systematically robbed the warehouse for months, and truck-loads of merchandise were found in their homes. After partial confession and attempts at evasion, they admitted their guilt, first in the warehouse and afterward in the police court. They are now out on bail, and are to come up for sentence later. We have heard sympathy expressed from the pulpit for these young men and have read it in the press, together with some strictures on the harshness of the firm. After careful enquiry into the whole circumstances we say emphatically that this sympathy is entirely misplaced. Messrs. John Macdonald & Company were being systematically robbed. They had already detected a score of instances, and had in former years let off a dozen or more of their clerks found stealing. But at last, after instances extending over years they were forced to take action to protect themselves. And we think them perfectly right. Some of the details given us of these thefts and the callousness of their authors are enough to make one ill. If those who have commented upon the harshness of employers, and under-payment of their hands, knew as much as we now know about this and other similar cases in Toronto, their compassion would not be all expended on thieving employees.

The third instance is related by our correspondent in Halifax. Much interest is taken thereabout, and no wonder, in a case which has been before the police court of that city for some weeks, prolonged from repeated adjournments. The firm of A. & W. Smith, one of the leading grocery houses in Nova Scotia, discovered that two of their clerks had been robbing them systematically for two or three years, and they estimated their loss up in the thousands. The method employed by the clerks was to send goods to

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