The St. Andrews Standard.

UILISHED BY A. W. SMITH.1

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E VARIIS SUMENDUM EST OPTIMUM .- Cic

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SAINT ANDREWS NEW BRUNSWICK, NOV. 22, 1871

Vol 38

Boetru. LONGING.

Ah, from out this valley's darkness Where the murky shadows press, Could I find the path of egress-Oh ! what joy and happiness ! Had I but the eagle's pinions, Where the hills in beauty lie. Decked with ever biooming verdure, There with swiftest wings, I'd fly.

Harmonies I hear resounding, Heavenly notes of concord sweet, Gentle breezes, softly sighing, Me with balory fragrance greet. Golden fruits I see a-glowing Through the foliage, beck'ning me, And the flowers there a-blowing

Ne'er a winter's spol can be. Ah ! what happiness to dwell there, In the sonlight over bright, Drawing from the breath of heaven Ever new and sweet delight.

Yet the thought of that dark niver, Passing death to reach the goal Brings with it a dread appalling Terror to my shuddering soul

A bark I see upon the stream Alas! the bargeman is not there. Enter bold y ! do not tremble !. Soul-inspired sails thee bear. Faith must own thee-thou must venture, Since the gods no pledge advance : But a niracle can take thee To thy longing's happy lands

(From "Newspaper Reporter.") First Principles in Advertising.

BY ONE WHO HAS TRIED IT.

Twelve years ago I discover d in article (which has since been added to the materia medica) that d rn silk hat. I have seen men stare with superseemed to me of great value in certain complaints. How to make the discovery known to the public a a difficulty whele i could out softs. Autor they appeared public to does a difficulty is another they appeared public to does a difficulty is another they appeared they was a difficulty which I could not, solve. Advertising at that time was not, as to-day, understood

WHAT IS ADVERTISING ? 1. You have a good article. You wish to sell t. No one knows of it. It remains useless in your hands. Traveling agents are uncertain and expensive. If a medicine, druggists will not look

expensive. If a medicine, druggists will not look at it, because there is no demand for it. Peddlers will not burden themselves with it, for it is not known. Agents want standard goods. Your per sonal effects are limited to a locality. Posters prove it a include. Handbills are also local. in their midst was an old woman, bent down with arose, lighted a candle, and saw my uncle's, body Walking sign-boards are limited and suspicious. age, looking as if she stood on the brink of the corered with blood, gold seatherd upon the floo Clearly the newspaper is the cheapest and only grave; but her dark, restless eyes showed that and my own knife, which had done the deed, lying yer is the cheapest and only grave; but ner dark, itsness its in her mand, if not in her near. I picked up the knife; and thus was I found in the parts and need breakfust; and are anxeffectual resource. form a circle of readers You want to set more goods. You insert in more papers. In one She had been 'telling fortunes' for the young by the negro and seen by the pedlar. As God is young up winness, I did not murder the good old man

month, if you desire it, you can inform six thous-and circles, consisting of twenty millions of readers, that you have something that is of use to exception of this rule of blessedness through life them. Your article will be sold in proportion to the number of appropriate papers you employ. passionate face, and an expression which indicated ever, but few who believed the youths state-Your article, once introduced and proved good, creates a demand. This is your business, and ad-vertising has created it You will continue to ad-old gentleman and his nephew had moved to Vir. fri nds.

vertise, for it is more economical to keep an ex- ginia, from some Northern State, and buying a Frank Mercer was to be hung, to die ar ettement going than have to renew it. This is farm, had made it their home. Mr. Mercer and ignominisue death on the gallo's, and hun advertising — in the raw. advertising -'in the raw.' 2. You desire to attract more attention than,

that given to those beside you. You use more space, a larger display, a cut, or some one of the many means of attracting attention. This is live advertising. Construction of the source that given to those beside you. You use more caived invitations to visit the plantations near

8. You should be aware that your advertise- sons were given; but the true one was that he had grets that his escape might cause him trouble remarkable degree. 8. You should be aware that your advertise, sons were given, out the true one was that he had grets that his escape might cau-e him trouble ment in some papers will be of little use. If you plost his whole family, and Frank's parents, having but saying be had an opportunity of escaping, article be maple sugar the Vermont papers will left bin to Mr. Mercer's charge he determined to and took advantage of it, for he had no idea not pay you. Advertising coals in Newcastle devote himself to the boy, and found sufficient enseldom pays. Yet many such cases have occurred joyment in his company and in cultivating his where the injulicious but ambitious advertiser ha larm. Though reported very wealthy, and that songht to increase his business. This is but one he always kept a large sum of gold in the house. songht to increase ins tusines. This is out one sate plan. Go at once to the best advertising agent in your city. If will advise you as to the sections it will pay you to advertise in. It is to

REALIZATION OF THE BRINCIELE. I have met many men who have looked up stitious awe at men who have made their fortunes by it. I have seen them stand, with stopid yet windering eyes, gazing at houses which have been "Only think," they say, "tall this



and then heard a loud crash, a call-out and a

guiltiess of the deed, but submit to my fate ! A silence fell upon all ; there were, how

the gentlemen of the neighborhool, and they re-crived invitations to visit the plantations near How were they disappointed to find that the of dying an ignomicious death for an act he was not guilty of, merely to gratify the curiosity of a gaping crowd. Freedon was offered him, and he accepted it, and he hoped he would yet be able to prove his innocence.

less. It was a loyely night, and I determined to lished; for a negro runaway, hung the other less. It was a loyely night, and I determined to day for killing a woman, confessed before his enter the house by my room window, get the caps, death that he had murdered your uncle, and and return without awakening my uncle. I tied and return without awakening my uncle. I tied my horse to the fence, sprang into the window, from getting the gold, but made him escape from the house. He knew your uncle kept a I large amount of money, and you being away, he as he thought, he procured your knife, and

Frank listened to Mr. Dewes, almost breathless, and then, when he had concluded, he bowed his face in his hands and wept like a

ious to know how you became a captain in the Mexican navy.

My story is easily told my dear friends, for after escaping from prison through your kind-uess. I went to Mexico, entered the navy, and having rendered some service, rote to my preent command, which has been the means of saving your lives. Little more can be added.

Frank resigned his commission and returne ed home, when he was lionized by the whole ed home, when he was honzed by the whole community. He came in pose-ion of his es-tates, which were greatly increased in value; and, six months afterwards, in the very town where he was to have had the haugman's haler placed around his neck for death, he had the noose of matrimony thrown around him for life, and the bride was Mary Dewes. Thus his life had been both dark and bright in a

Mark Twain tells the following fonny incident : "Why, captain you appear to have a bad cold." Yes, madam,' said the captain. who is Freedon was offered fond of working in the garden early in the morning in his shirtsleeves, 'I suppose I de-serve it. I carght it while breaking the sev-Thus passed Frank's early youth from his four teenth until his seventeenth year, when out story opens. A man of superior education, Mr. Mer-cer had been his nephew's teacher, and had im parted unto him much knowledge of the world, oil letters, and people, so that Frank, at nineteen, was as well informed as if he had possessed a cul-tivated education. There were those in the neigh-borhood who reported that the boy was wild and dissipated, and this some enemies as well ar many friends. Thus we find him; and the evening of the com-

FLB TREET, BOITOR.

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A. A. Gravs, M. B. W. H. WRON, M. B. W. B. LYARG, M. D. S. Ballonan, M. B. J. J. Anters, M. B. Y. A. Staw, M. B. B. Magazzan, M. B. B. Finner, M. D. Y.

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Having experienced the

OFING COUCH

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TO TASTE. to pass over the lori NTERFEITS AND in stand only, without pos-no miloss signed "I. Buyes" 1 OF WILD CHERRY

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SBRATED SALVE

very short time .DS, WOUNDS, BRUISES, .AS, SALT RIEUM, RING-ED HANDS, BOILS, SF, FRLONS, GHL-LES, CORNS, &

EBRATED SALVE

weilings and inflammations, and reduced CENTS A BOX.

s and Dealers generally

g machines.

F MILY SHOULD I AVE ng Machines.

d.Machines are now on sale at here the public are invited to or themselves.

JAMES STOOP, Agent.

ANGE HOTEL, G STREET, tephen. N.H E NEILL Prop rictor

not disappointed. My venture was successful al-most from the start. I made what is now called "a small fortune" in advertising. It sufficed me, reading. Only the other day f came across your "Newspaper Reporter." I was at once interested "Newspaper Reporter." I was at once interested

ticate or complicated—in supposing something that their minds could not solve, and upon which they must rely blindly and implicitly, hoping for a good result. I have arrived at the conclusion that what is wanted in the advertising business of the that it looks foolish to size a boy draggin' a what is wanted in the advertising business of the the boy is a sage by the side of a young man who works hard all the week, and many people who are anxious to advertise, and

could do so with great advantage both to them selves and the public, are enabled to do so with their eyes wide open. When this is done we will have a larger proportion of honest alvertising thin, now, and the swindlers will be greatly crowded. And now to business. They obtain their wisdom in solid chunks their eyes wide open. When this is done we will the average a great both in Missouri. A husband out there, his their eyes wide open. When this is done we will their alvertising thing call d voce has parted many a mail on his wife."

The negro told the story of how he had found Frank ; and a wayfaring pedlar, who had just as-cended the front steps to ask to stay all night cor-which was being driven rapidly along by the

in it as a bright, concise and wice exponent of the pusines. It carried us back to some old prin-ciples which I have always alhered to on the subject of advertising. Hence this communica-tion. Do not expect anything new or original. I start on one basis only, believing that people great-that their minds could not solve, and upon which that their minds could not solve, and upon which the trained with linking advertising in-that their minds could not solve, and upon which the trained with linking says : 'Most men will conceder that their minds could not solve, and upon which the solve is a boy drawnic.

it a competent teacher and wellbehaved scho-lars. In such a neighborhood, moreover, you will be likely to find the farms well taken care of, the tences trim, the houses and barns

Original issues in Poor Condition

Best copy available