

JUNE, 1893.

THE

PUBLISHED
AT
75 YONGE ST

CANADIAN
ADVERTISER

F. X. LEMIEUX, Communes, Ottawa, Ont

6011A/49/3

TORONTO-CANADA.

H. CLASS Mechanical

LIVE STOCK PORTRAITURE A SPECIALTY

TORONTO ENGRAVING Co.

Every Description of

DESIGNING
AND
ENGRAVING ON WOOD.

WAX, ZINC AND
PHOTO-ENGRAVING

NO 53 KING ST. WEST,
TORONTO.

F. BRIGDEN

CATALOGUES
POSTERS
BOOK CUTS
PORTRAITS
MACHINERY
LANDSCAPES
SEALS
MAPS
&c.

FINE ART.

HALF-TONE WORK A SPECIALTY.

K19/5

F. X. LEMIEUX, Communes, Ottawa, Ont.

THE

Canadian Advertiser

INTENDED AS

AN AID TO ALL INTERESTED IN ADVERTISING.

VOL. I.

JUNE, 1893.

NO. I.

Terms of Subscription :

PER ANNUM IN ADVANCE, - - \$1.00.

Advertising Rates.

One page, per issue.....	\$20 00
Half " "	12 00
Qr. " "	8 00
One page, 12 months.....	180 00
Half " "	120 00
Qr. " "	80 00
One page, 6 months.....	100 00
Half " "	70 00
Qr. " "	50 00

PUBLISHED MONTHLY BY

The Canadian Advertiser Publishing Co.

75 YONGE STREET, TORONTO, ONT.

WHY WE ARE HERE.



YOU MIGHT just as well ask the Electric Street Railway or the Telephone why it is here, as to ask why our Advertising Journal is sent forth on the treacherous sea of Canadian journalism.

Advertising is part of the machinery of modern commerce, just as much as the railroad, the telegraph, or the telephone; and the business man of to-day, finds it just as essential to have his advertisements in the proper places as to have his drummers and salesmen. Advertising is becoming an art; it has long been a profession. To write good advertisements requires long practice, considerable originality, careful thinking, and unerring judgment. Even with these, the best merchant is often lost for ideas; he longs for guide marks, for counsel and for advice. These four things

we propose to give him through the medium of THE CANADIAN ADVERTISER. The busy merchant requires some person to go through all the leading papers of the day and pick out the best pointers on advertising afforded by a study of the methods exemplified therein. He can also benefit greatly by the ideas and experiences of others if these are placed within his reach, and set forth in such a manner that he can grasp them without waste of time and energy.

Illustrated advertising is becoming much more general, and promises great things for the future. This will be a special feature of the journal.

It shall also be our aim to present to those who desire to use the advertising mediums of Canada, the names of the leading journals of various kinds, so that any advertiser can select the journal which is best suited for his purpose.

The ADVERTISER will be edited by an experienced journalist and advertising expert, and arrangements are being made for contributions from some of the most experienced advertisers on the continent.

Without a past but with a great future (the publishers hope), THE CANADIAN ADVERTISER is sent forth to meet the requirements of an advertising age. It will appear regularly on the first of each month until the end of the twenty-first century, unless its creditors hand it over to the hangman before that time.

THE A. B. C. OF ADVERTISING.

ADVERTISING is an art and as such it must be studied. The art of advertising may be acquired by much study; for advertisers are not born, they are made. There are certain essential elements which form the basis of this art and these must be thoroughly absorbed into the advertiser's brain before he can become a master in his art.

But at the same time advertising is an investment. Its aim is to sell goods. To invest \$100 in advertising in order to sell goods which net a profit of \$75 is to make a poor investment. The profit of the goods sold must be greater than the amount invested in advertising, or it is a rash and needless speculation. To invest \$100 in advertising and to make \$125 as the result, is a well made investment with a profit of twenty-five per cent.

Chauncey Depew, the famous U. S. after-dinner orator, has said: "When I say that every enterprise, every business, and I might add every institution, must be advertised in order to make a success, I only voice the opinion of those who are most capable of judging. To talk in any other strain would be madness." Everybody agrees with this successful man of the world, because he has stated in a graceful way what other men have recognized and what they have often verified. Advertising is one of the means of equalizing demand and supply; in other words, it is an economic factor. It is an important element in commerce and one essential to commercial success. It is suited to the economic conditions of the age, because it is a part of those economic conditions—a product of the times. Ninety-nine per cent. of the successful undertakings of to-day are such because of judicious advertising which has been done by the managers of those undertakings.

Having thus attempted to state briefly what advertising is and what is its purpose, let us now consider how it is done. The

first thing is a medium. The medium of to-day is the printer's ink whether in newspaper, circular, lithograph, hand bill or show card. It requires considerable discernment to choose the proper medium, and the choosing depends on the end which is desired. Further elaboration on this is impossible in this article, but will be treated of hereafter in future issues.

The next element is that the advertisement must convey information. For John Jones to advertise year in and year out that he is "John Jones, the Jeweller," and no more, is folly, because after the first reading the advertisement contains no information. But let him advertise "a handsome, silver, 3-oz case, stem-setter watch for \$10" one week, and "a durable and reliable alarm clock for \$1.25" the next week and he is conveying information which will bring him direct results. To advertise prints and straw hats when the thermometer is at 32 is not information, but to advertise "a warm bear-skin coat for \$30" at such a time is information. People are always buying goods, and they decide where to buy their goods when somebody or something tells them where they can procure what they want at suitable prices. That 'somebody' should be one of your customers, that 'something' should be your advertisement.

It must not be supposed that all advertisements need to be changed every day or week. A certain brand of tea which is advertised by a fac-simile of the wrapper, may be run for years. But such cases as these are exceptions, and we are dealing now only with the elements of advertising.

The next element is its style. This must vary according to the article which is to be advertised. But all advertisements should be in as few words as possible, and the language should be plain, business-like and straight forward. All highfalutin, bombastic vapourings must be avoided, and every advertisement must appear to be truthful, and as genuine as an English sovereign or a Bank of England note.

The conversational style which speaks directly to the reader and never says "we" where it can say "you," will be found amply illustrated in this issue. Such an advertisement talks to the consumer, mentions his wants and tells him where they can be satisfied. It states facts and backs them up with proof. It tells the reader just what the clerk or his master would tell the consumer across the counter. It cannot be bombastic, it cannot be untruthful, because the advertiser's reputation is at stake. It often creates wants where those who possess them were not aware of their existence. It appeals to their common sense and convinces them by its logic.

These elements are the "A. B. C." of advertising.

WELL CHOSEN RAIMENT.

EVERY advertisement must be properly clothed. Just as a woman must preserve the harmony of blended colorings in her dress, so an advertisement must be so constructed that its parts blend into one harmonious whole. Very few fancy letters are being used in modern advertising, much to the disgust of some of the old type founders and printers. The type used is plain and bold faced. It is clear, bold, plain and business-like.

The first essential is that the type must be good. Broken or twisted letters are an abomination, because it shocks the taste of a well educated and artistic reader. Worn out type makes a paper displeasing and lessens very materially its advertising value.

Another essential is that it must be easy to read, and very small type and very fancy type are therefore eschewed by the best advertisers. Plain, new, medium-faced type is the best, no matter what the size.

A proper balance in an advertisement

is secured by using large type only for principal lines and for emphasis, and setting the rest in pica or similar type. Thus a relief is found in variety.

The purpose of the advertisement will in many cases regulate the kind of type, and the combination of the different kinds. No general rule can be readily laid down for this, but an observant advertiser or printer will frame tacit rules for his own guidance by observing the effect of the advertisements which he reads.

PARAGRAPH ADVERTISEMENTS.

THE advantages of paragraph advertisements should not be ignored. Judiciously placed in the midst of reading matter, the latter never fail to attract attention and bring grist to the advertiser's mill. Therefore we append a few suggestions, which our readers will do well to adopt. Local incidents or public events can also be turned to profitable account; in fact, these are often the most effective style of advertising, and should be studied by every retailer who seeks to catch the public eye.

We trust the following suggestions may be found useful and profitable:—

Should auld acquaintance be forgot
And never brought to min'?
Should auld acquaintance be forgot
And days o' auld lang syne?

Certainly not. I did not forget your wants when buying my new winter goods, so I am sure you will not forget me now that I am selling them at a price to suit the times.

Base envy withers at another's joy,
And hates that excellence it cannot reach.

It is pitiable, but it is nevertheless true that as our competitors cannot reach our high standard of excellence they are full of envy and all uncharitableness. But we cannot help that. We have got the lead and are determined to keep it. Our new

stock of drapery, millinery, haberdashery, etc., etc., is the best we have ever had, and the best in the town.

“It is better to be brief than tedious,” said the immortal Bard of Avon, so we will just inform our numerous friends that our new summer goods are now on show. Our address is—

Where none admire, 'tis useless to excel,
Where none are beaux, 'tis vain to be a belle.

But as everybody admires our winter show, we always strive to excel, and have excelled ourselves this season. So let beaux and belles pay our store an early visit, before the best lines are sold.

Quality, not quantity, is what we aim at. We want the best trade. If your aim is similar, try the quality of our merchandise, and we shall be pleased to have your appreciations.

Age cannot wither us, nor custom stale
Our infinite variety.
Shakespeare (improved.)

We are still alive, very much alive in fact, to our customers, interests, and their patronage has induced us to increase our infinite variety of goods for this season's trade. Call and inspect our stock. We shall be pleased to see you.

A thing of beauty is a joy for ever :
Its loveliness increases ; it will never pass into nothingness.

So sang the poet Keats, and so sing all those who see our new designs in dress materials for summer wear. They are veritable things of beauty, and their loveliness increases when they adorn the figures of our charming lady customers.

“There's small choice in rotten apples.” says the homely old proverb, but there's large choice in stylish fabrics now on show at Thomson's store.

An enterprising New York firm, which issues a trade circular monthly for the

benefit of its customers, both in the city and surrounding towns, heads a recent circular with the following poetry :

If you wish in this world to advance,
Your merit your bound to enhance ;
You must stir it and stump it,
And blow your own trumpet,
Or you haven't a ghost of a chance.

This is both rhyme and reason, and we commend the lines to the notice of our readers.

KEEP UP THE DISPLAY.

WE notice that many retail dealers, whose windows were especially attractive during the recent holiday season, allowed them to relapse into the common place again.

Why ?

If a good showing behind plate glass in the front of any store will draw dollars in the month of December, it will do so in January, February and all the other months of the year.

It will not cost a great deal to have show windows things of beauty and joys forever all the time ; and what little expenditure there is will be far more than balanced by the additional trade done.

Put yourself in a customer's place.

Suppose you wanted to buy a pair of shoes. You would probably look into the windows of the first store you came to. If the goods and prices pleased you, you would very likely walk in and buy ; and whether you were pleased or not would depend in a very large measure upon the appearance of the stock in the window.

Wouldn't it ?

We don't mean that you should stuff your windows up with isinglass and cotton, or anything of the sort ; but try to devise some novel arrangement of your goods—something that will appeal to the great mass of men and women, who are largely guided by such matters, either by its originality or artistic arrangement.

Keep up the display !—

ABOUT SIGN CARDS.

BY JUMBO.

EVERY live, wide-awake, progressive merchant uses sign cards. The best stores have a clerk who makes a speciality of being able to draw up a neat design on a card, or write out a catchy headline. Especially in the cities is the use of sign cards noticeable. There are painters who do nothing else but paint pasteboard sign cards, water proof sign cards, etc., etc.

Later on I may give the readers of THE CANADIAN ADVERTISER some instructions in the methods of making these, but will content myself this time with telling them what to put on them.

Every card should contain a price. Some are satisfied with the price alone, others are better pleased with two prices, the upper and old price being stroked out and the new one placed below, thus showing at a glance the reduction. But this is not always suitable; and the buying public, having been duped so often, are growing suspicious. The best advertisers use a smart, trite sentence followed by the price. These should be used in the windows and throughout the store.

**A Little Better Quality
A Little Lower Price
THAN WE EVER OFFERED.
\$1.99 PER PAIR**

Everbody wants new ideas. The above is for the vendor of shoes. The stationer may have some nice stationery, here is one for him.

**Arsthetic Stationery
CHOICE.
9c. PER QUIRE.
3 QUIRES FOR 25c.**

The dry goods merchants are the most enterprising merchants of the day, simply because they have to be or die. They need numerous cards; how will these suit?

**BOUGHT
WITH AN OBJECT
TO SELL CHEAP!
. . . . 15c. PAIR.**

**NO MASQUERADING
HALF WOOL
HALF COTTON
17c. YARD.**

**5th Avenue
\$1.99**

**SERVICEABLE
AND NEAT
49c**

**42 INCH
BRADFORD TWEEDS
20c.
WORTH
30c.**

**SILK GOODS ARE UP
BUT THIS IS ONLY
59c. YARD**

Then the furnishers, they are dainty people and sell dainty goods. They want ideas which are not languid but which are full of spirit.

THE LATEST STRAWS**1-16 POUND****\$1.25****NEW
NOBBY
ATTY****\$2.74.**

Sign cards must be effective and pleasing. The direct object must be to sell goods, and everything must help towards accomplishing this one thing. These "silent salesmen" must pay for themselves or they are a poor investment. There is mighty little use of a merchant trying to make people believe he is selling goods at a loss; they know better and the merchant can only make them believe that he is in a position to give them better value and newer goods than his competitor.

ADVERTISING NECESSARY TO SUCCESS.

THE merchant or manufacturer who does not advertise his goods cannot succeed. Of late newspaper advertising has become a distinct trade in itself, and all over the country leading concerns pay fabulous prices for men who are skillful in writing catchy advertisements. In many large cities there are men getting from \$3,000 to \$10,000 a year to write advertisements. This fact in itself shows that advertising pays.

If people interested in this subject will investigate it for themselves they will find that the leading advertisers in The Plain Dealer are the merchants who have the best stores, the best assortment of goods and who sell at the most reasonable

prices. Such merchants do a much larger business than merchants who do not advertise; consequently they turn their goods over more quickly and can afford to give better prices. Close buyers appreciate this. What is the moral? He who advertises the most judiciously succeeds the best, and the buyers who seek the best bargains patronize such merchants.—*Cleveland Plain Dealer.*

A PLACE FOR TALENT.

IN NEARLY all regulated lines of industry at present the advertising man is one of the most important adjuncts of a business. And on the other hand the advertising department of a first class newspaper is not what it used to be, but is instead fast becoming an interesting feature of all enterprising journals. Formerly the prevailing idea among the uninitiated was that the talented, the best, most versatile and most ingenious writers and artists were all employed in the news department. How nearly correct this idea may have been need not be stated, but that such is not the case now may be seen by a perusal of the "ads" of any flourishing paper. The competitions between the merchants and between the papers' agents have become so great that the great wholesale and retail houses of the large cities employ talented men at big salaries to attend to their advertising alone, and the men who want the best positions in the counting rooms of newspapers must combine fine business qualities with the talent that wins success in the editorial chair.—*Yenowine's News.*

PROMISES AND FULFILLMENT.

THE merchant who advertises a certain line of goods as a "leader" should always make good his statements at the store. The reader who responds to a special announcement of a bargain expects, upon reaching the store, to see the goods of which special mention was made. A fail-

ing on the part of any merchant to fully substantiate every statement made in his advertisement is a mistake which will surely cost him dearly. It pays to advertise leaders which are real bargains, provided the advertiser's claims are fully borne out by the facts.

The merchant who advertises a certain "drive," and when asked to exhibit these goods to the customer depreciates their quality and attempts to sell a high priced article of the same line, makes a mistake and damages his reputation for square dealing. "Leaders" which are not good enough to sell to customers are not good enough to advertise; and nothing should be advertised which is not good "value received" for the price demanded.

IS ADVERTISEMENT WRITING A TALENT ?

IS advertisement writing a talent, a natural gift, or is it merely an accomplishment acquired by hard and persistent work ? If the latter, any one who is willing to labor perseveringly and unremittingly can cultivate the art. If the first, there is a "survival of the fittest;" and but few out of the number who feel themselves "called" to the profession are "chosed."

That no good advertisement is written except as the result of hard work is an indisputable fact. But that many men and women strive earnestly and conscientiously to attain some end upon which their heart and minds are set, and yet never reach the desired ultimatum, is true of advertisement writing as well as of any thing else. Those succeed who possess certain characteristics, which are necessary to their success, and without these their work must be labored and lack spontaneity, a quality as essential in a good advertisement as in any other class of writing.

A clever writer of advertisements mentions among the requirements of a successful advertisement writer "a knowledge of the needs of men. A sensitive tact that can tell precisely in what spot the wished-

for customer is most vulnerable, and artistic skill in the arrangement, ornamentation and general make up of the advertisement."

A "knowledge of the needs of men" may be acquired by anyone who sets earnestly to work to study them; but where is the "sensitive tact" to come from unless a man have it instinctively; or will hard work alone give "taste and artistic skill" to one who is devoid of them by nature? These are some of the many attributes which, taken together, form in a man a talent for writing advertisements, a talent which must be developed by hard work and by a resolute defiance of disappointment. Was ever any talent developed without?—*Fame*.

THE SUCCESSFUL ADVERTISER.

THE following description of the successful advertiser is from the trenchant pen of J. L. Jones, who has charge of the advertising for Jones & Co., Kansas City, Kansas:

If you were going to plant a crop, would you test all signs, read all weather prophecies, and, if against you, sit down and say, "the season's going to be against me, therefore I'll not put in a crop?" Would you not be considered a splendid subject for an insane asylum? Would there be any comparison between you and the cheerful farmer who went out early and plowed his land and then planted his seed and used his every hour in assisting in the growth of the plant after it should begin to grow?

Then there is another kind of farmer who is an inseparable part of this discussion. It's the fellow who sits back and says, "I've done my part now let nature do hers."

These three farmers remind us very much of the three classes of business men in existence. First, the business man who never advertises because he's afraid he won't get his money back. Then the one

who advertises about twice a year, sits back with his hands in his pockets and says, "I've put an ad. in the paper, now let the people rush in and take my goods and pay me the money." Then there's the last fellow. Ah! he's the daisy! He advertises every day. Has something to advertise. Has the goods shown, explained, displayed, sold. Always at work; early and late tending his crop-killing weeds, but advertising! advertising! advertising! He may throw away some money occasionally, but he laughs at that and goes in further and bolder than ever.

Don't plant a crop unless you expect to cultivate it. Don't advertise unless you intend to work it for all it is worth.

How many goods do you suppose this ad. would sell? "John Smith, dealer in hats, caps, boots and shoes, dry goods and notions. We defy competition. J. J. Smith." How would this work? "I'm going to sell a bargain to-morrow. Listen. Twenty cases men's winter boots on sale to-morrow at \$2 a pair, regular value \$2.50. Bought 'em low, sell 'em low. John Smith."

Don't advertise a lie; tell the truth and prove it.

A CUSTOMER LOST.

A LONG counter in the middle of a store was covered with dress goods. The theory, down either side, showed that it was a "bargain sale." It was in fact, the annual after-holiday, marked-down affair, now a regularly appointed period in big establishments in cities.

A lady—not an eager seeker—strolled by, merely glancing over some of the goods outspread. One pattern caught her eye. There was a very willing salesman at hand to tell her its price—"but, find me something either in brown or dark blue," she said.

"There is one," he said, presently, "and it is good measure, too—five yards."

The light was poor, but she liked the color. It was a dark brown with a small stripe of old blue.

"Can you find me another piece, something like this?" she asked. "Remember I want only brown or dark blue." Nothing more of that quality could be found. She took the first piece selected and ordered it sent home. When her purchase arrived she opened the package to look at it. She unfolded it from around the board, and, behold as she spread it out, she found that she had seen only the wrong side, and that upon the right side there was an inch-broad, bright yellow stripe.

Can anyone blame her for being vexed? She was more than that, she was thoroughly indignant. She had so expressly stated what color she desired, and only that color. Now she must be to the trouble of carrying the goods back. This she did with no great sweetness of temper. She hunted up her salesman.

"I have returned the goods you sold me yesterday!" she said.

"But, madame, the goods bought at this sale are not returnable."

"I return the goods!" she replied. "It makes no difference, to me, whether they are returnable or not!—I return them, just the same."

Further protest, that it was against the rule, furthered the decision upon the lady's part.

"I told you, explicitly, that I wanted only brown or blue. I find, upon opening this pattern a flaming yellow stripe. You must have known it, all the time!"

He grinned impertinently.

"You would have seen the yellow, if you had looked on the right side," he said. "We do not take back remnants."

A floor-walker was called. A conference was inaugurated. But the lady was so evidently in the right, and made her statement in the hearing of so many shoppers, that they were glad to take back her goods and let her go.

The result was she went elsewhere to buy her dress.

"I'll never buy another yard in that store!" she averred.

The mean trick of one salesman lost a customer.

ADVERTISING CUTS.

THIS journal is much in favor of the use of advertising cuts and many will be used in each issue. Some of these are offered as premiums to new subscribers, and any of them can be had at the price marked under each. To subscribers there will always be a discount of *twenty per cent.* when two or more cuts are ordered at the same time. We are enabled to make this generous offer by special arrangement, and we hope that our readers will appreciate the offered opportunity. The cuts will be found useful, and according to the latest dictates of fashion, where it is necessary to follow these dictates. Any reader who desires to get any advertising cut of a kind not shown by this journal, may secure it by sending a print of the cut desired either to this office or to some reliable typesetter, stereotyper or engraver.

A POINTER.

TO THOSE who wish to have this journal as a regular visitor, a pointer is given to the effect that on page 16 full directions as to how to subscribe, and full information is given concerning the special inducements to new subscribers. The offer is liberal, and let it be distinctly understood that this offer will not be repeated. This is not a bluff but a simple assertion to which the publishers intend to adhere strictly. Those who approve of the purpose of this journal will find the offer generous; those who do not will waste their time in reading it.

ROASTED CHESTNUTS.

"There is such a thing as carrying a joke too far," remarked Funnicus, after he had visited a dozen newspaper offices, at all of which his joke had been declined.

"There may be plenty of money in circulation," said the country editor, pensively, as he looked over the financial news; "but what are you going to do if you have no circulation?"

ECONOMY OF LANGUAGE.

THE advertiser cannot afford to leave out a word from his advertisement which is essential to the complete conveying of his meaning, and while he should cultivate a terse style, and condense his statements into as small a compass as is consistent with clearness, he should never leave his meaning in doubt for the sake of economizing a line or two of space. There are many advertisements in which the sole point to be made is the clear definition of certain qualities or virtues in the article advertised. No amount of space occupied by praise of the article in question will equal in value the space given up to a clear, concise statement of the actual facts. No laudation of wares in the abstract—as splendid, superior, economical, etc.,—will compare with a brief statement of their merits in the concrete, showing in what they are superior or economical. And to do this properly, it should be done thoroughly. If you appeal to the public as a jury and desire a favorable verdict, your argument in its style and its language must be framed for the level of the dullest mind you are endeavoring to reach. This demands simplicity of statement. Such simplicity is growing in favor with those advertisers who do not consider hyperbole as synonymous with originality, as many seem to do. As a starting point, it might be well for such to remember that simplicity and Saxon each begin with S. The writer who makes a study of the value of terms, who discovers that no two words are exactly synonymous, who carefully makes choice of the words which most exactly convey his meaning, and limits his choice, as nearly as may be, to the words most common in popular speech, will find that a single word may often serve the purpose of a phrase, and brevity be achieved without the sacrifice of a jot of sense. Meantime, there should be borne in mind the old saying that it does not pay to spoil a ship for a cent's worth of tar, remembering that the economy of a word or two in an advertisement may mean the waste of an entire announcement.—*American Advertiser.*

SATURDAY

SATURDAY

SATURDAY

BARGAIN DAY.

Prints at 10c.
 Challies at 18c.
 Delainettes at 10c.
 Balbriggan Hose at 15c.
 Undervests at 29c.

Silkene at 30c.
 Sunshades at 89c.
 46-in Henriettas at 52.
 Bourdon Laces at 17c.
 Grey Silk Gloves at 35c.

These are some of our offerings; the goods are new and the prices 20 per cent. less then regular rates.

BLANK & CO.

SATURDAY

The Big Dry Goods Store.

SATURDAY

- Tan Shoes for Ladies.
- Tan Shoes for Misses.
- Tan Shoes for Children.
- Tan Shoes for Men.
- Tan Shoes for Youths.
- Tan Shoes for Everybody.



... Our Prices are lower than our competitors. . . .
 . . . You can prove this by a careful comparison and inspection.

THE BIG SHOE STORE,

123 Crescent St., - Crescentville.

B
O
N
T
O
N

We
Lead
in
Millinery
for
Style
and
Value



Cut No. 935—90 cents.

Our Ladies' SHIRT WAISTS

Are of the latest style, cut, pattern and material.



Cut No. 925—80 cents



Cut No. 915—80 cents.

BOYS' CLOTHING—UNRIVALLED

At \$1.50

At \$2.00

At \$2.50

At \$3.00

BLANK & CO.

DRY-GOODS

One Price to All.

We Sell Paints

We Sell Paints

We Sell Paints

We Sell Paints

But Only The Best

But Only The Best

But Only The Best

But Only The Best

N. B.—This is a fact.

Kill Potato Bugs

Kill Potato Bugs

with our

Paris Green

Paris Green

We guarantee it Fresh.

Avoid The Heat

Avoid The Heat

Avoid The Heat

Buy An Oil Stove

Buy An Oil Stove

Buy An Oil Stove

For \$3.50

WILLIAM THOMPSON

DEALER IN

General Hardware and Tinware

TIN STREET, TINVILLE.

THE HORROR OF MISSING THE TRAIN !

Can be avoided by buying one of our splendid silver watches at \$12.00. These watches have a most perfect movement and we guarantee them so long that when the guarantee runs out, you will be tired of the old watch and rich enough to buy a new one.

IMMENSE VALUE, QUANTITY LIMITED

The case is absolutely dust and waterproof, and if well guarded will be

BURGLAR PROOF

They suit the farmer, mechanic or man of business, but are useless to the idler. Remember we ask nearly their value, because we cannot afford to

GIVE THEM AWAY
BLANK, The Jeweller
BLANKVILLE.

YOU can save money by
O buying your goods from us.
U We do not say this boast-
C fully, but because we be-
A lieve what we say, and
N because we believe we can
S prove what we say. Those
A who have bought from us
V for years, know that we aim
E to give our customers the
M best and latest goods. We
O make a small profit by
N buying close and paying
E cash. You can do the
Y same.

BLANK & CO.

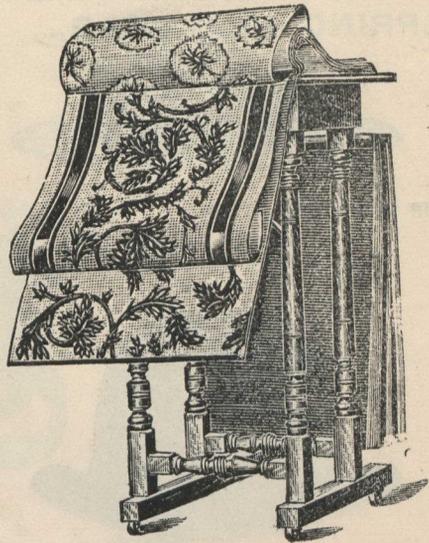
DRY GOODS
 **AND**
MILLINERY

147
 MAIN
 ST.

SMITHVILLE

HOUSE FURNISHERS

Find it to their advantage to inspect our stock of



Cut No. 825—\$1.00.

WALL PAPER

See our beautiful range of 8 and 10 cent papers. Then we have a range of exquisite gills, with wide borders to match in tints and pattern

**BLANK, The Wall Paper Man,
 BLANKVILLE.**

PHIT EZEE

That describes our shoes ; they fit easy because we keep the best makes and take great care in giving you a shoe that will suit your foot.

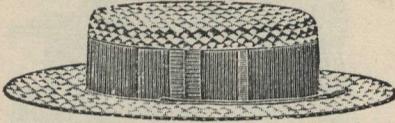


Cut No. 965—60 Cents.

INSPECT OUR PRICES
WE HAVE SOME SNAPS
BOOTS, The Booter.

HAVE YOU

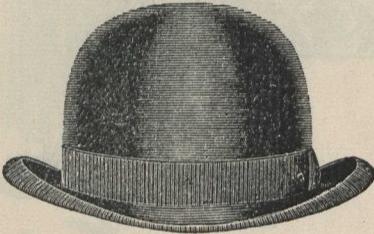
Time to stop while we explain
to you the leading styles in

SPRING HEADGEAR

Cut No. 140—75 cents.

OUR NEW YEDDO STRAW

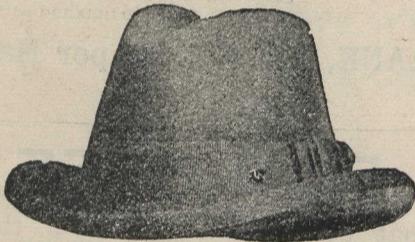
Special value at \$1.50. We
keep other cheaper lines in dif-
ferent braids.



Cut No. 146—75 cents.

THE NEWEST STIFF BLOCK

We show these new hats in all
colors, and can suit all tastes.
Prices moderate



Cut No. 144—75 cents.

THE HOMBERG

This is one of the latest in soft
hats. Our range of these will
please you.



Cut No. 142—75 cents.

OUR CRUSH HATS

Are always in stock, and we
have the reputation of always
having the latest and nobbiest
goods from the best makers.

WE WANT YOU

To inspect our stock because it
pays us to sell to you and pays
you to buy from us.

BLANK, The Hatter

What can be more
Refreshing than a
cup of

DELICIOUS TEA
PURE
FRESH
FRAGRANT

Our Choice Indian
Teas are imported
direct and we know
we can satisfy all
tastes.

BROWN'S TEA HOUSE

241 DUTCH ST.

DUTCHVILLE.

To Dress Well

Every man must have the
latest style of hat, a fashion-
able tie, and a neat suit of
clothes

This is Our Aim

To supply our customers
with the newest and best
goods. You can buy

No Trash

from us. We don't keep it.

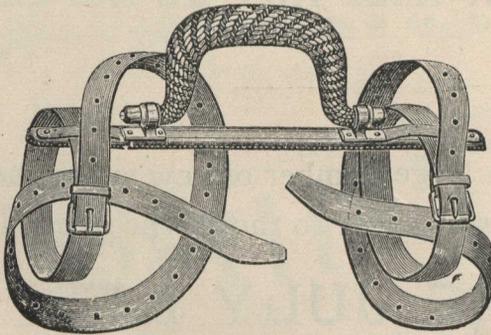
JAMES WILSON

Tailor and Furnisher.

PIK-NIK-ERS

And Travellers all require something to keep their wraps together. Buy one of

OUR SHAWL STRAPS.

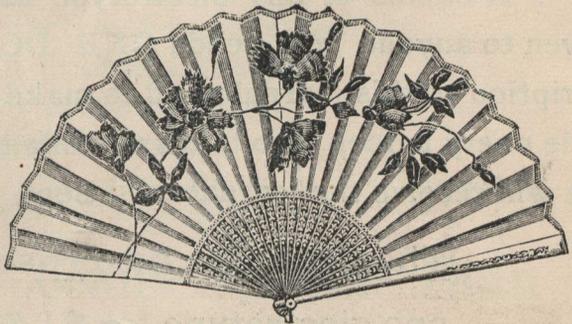


Cut No. 785—70 cents.

25c.
AT 35c.
50c.

OUR FANS

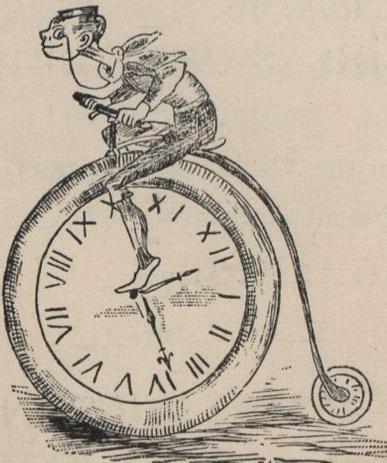
Are of the latest design, and we have an excellent range in all grades. Keep kool with them.



Cut No. 807—80 cents.

You will find these goods very seasonable. In fact we are noted for being always.

JUST ON TIME



Cut No. 838—50 cents.

With all our importations. The many dealers who have patronized us for years recognize this and when they visit our store they find the seasonable goods well to the front. We pride ourselves in being live merchants.

BLANK, BLANK & BLANK,

BLANKVILLE.

AN OFFER

WHICH WILL NOT BE REPEATED.

... In order to secure a large number of new subscribers the publishers make the following offer to those who subscribe

BEFORE JULY 1st

... A choice of any electrotype used in this issue will be given to anyone who sends ONE DOLLAR as a yearly subscription to this journal; and to make the offer still more valuable every person who takes advantage of this offer before July 1st will receive the journal until Sept. 1894, that is

The Canadian Advertiser for 15 months and one electrotype for \$1.00.

Subscribers requiring extra electrotypes can secure them at 20 per cent. discount.

SUBSCRIPTION BLANK.

.....1893

TO THE CANADIAN ADVERTISER PUB. CO.

Enclosed find ONE DOLLAR for the CANADIAN ADVERTISER for 15 MONTHS from July 1st, and kindly send me electrotype No.....

.....(Name)

.....(Street)

.....(Town)

.....(Province)

ALL LIVE BUSINESS MEN

Require a liberal supply of

PRINTING

IF YOU MEAN TO DO BUSINESS

You must use printer's ink freely.

An Attractive Advertisement.

A Well Printed Circular.

A Good Business Card.

A Neat Bill Head

And a judicious supply of Office Stationery generally, are all as necessary to a well regulated business as a properly kept set of books, or a good sized bank account.

Better One Giant Stroke Than Fifty Feeble Attempts.

There's more profit in one brilliant, original advertisement, circular, business card, etc., than in a dozen of the regulation pattern.

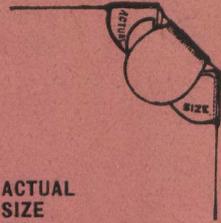
You Wont Get Fooled in Ordering From Us !

Superior Work and Closest Prices may be relied on.

W. S. JOHNSTON & CO.

The Art Printers, 67 Adelaide St. W., Toronto.

**Slickest
Surest
Sightliest
Safest
Swiftest
Paper Fastener in Existence**



ACTUAL
SIZE
OF
FASTENER.

IS THE

Middleton Paper Fastener.



No Puncturing the Paper
No Puncturing the Fingers
No Knife Necessary
No Time Wasted.
No Profanity Occasioned

For Sale by all Stationers.

Sample Box of 100 for 40 cents.

Cooper & Co., 75 Yonge St., Toronto.