



Markdale Standard.

C. W. Rutledge, Proprietor.

MARKDALE, MAY 24, 1894.

DOES ADVERTISING PAY?

Are newspaper advertisements read? Do they answer the purpose for which they are intended? These are questions pondered by men in business who possess but indifferent printers' ink. The answer might be either yes or no and be correct. Ad. adv. which mentions everything in general and nothing in particular, thus loses its effect. It may remain in the paper from month to month without a change and thus fail to bring an adequate return. The man in business may make exaggerated assertions and when the would-be customer visits his store and is disappointed because he doesn't find what has been advertised he leaves disgusted and won't believe that man's ad. is true, and owing to the foregoing and other causes the investment fails to bring a satisfactory return and the advertiser concludes that it doesn't pay. On the other hand, when an advertisement is definite and speaks to the common sense and good judgment of intelligent readers, it will be read, and if the contents are changed frequently and attractively arranged, by a third-rate, it will be sought for from week to week and the repeated perusal of such will and does result in an increased trade to the advertiser, the effect of which will depend largely upon the integrity of the business man and the genuineness of his advertising.

Lauriston.

Mr. Bishop, of Charlottetown, spent part of last week with friends at Lauriston. He is a busy man, days last week at home in Brudenell.

Mr. A. Smith of Charlottetown and Lauriston, was with this week. Mr. F. Walker was called to Charlottetown on Saturday, his daughter and wife being with him. He has been ill for some time and was attacked by an intestinal complaint. Mr. J. Connor was also with him.

Mr. J. Den Walter of Chesley, while in town, was here last

week.

The arrival of Mr. T. E. Bishop, has been awaited by his friends here.

Mr. Bishop, the well-known Tailor, has been here during the past week, engaged by a number of tailors of local houses to repair their suits. He is reported to have a large amount to call on.

He is a man of great energy.

During the past week, Mr. T. E. Bishop, has been here, engaged by a number of tailors to repair their suits.

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