### THE ART OF ADVERTISING.

A story is related of a merchant who made the choice of a husband for his daughter depend on which of her two suitors should write the best advertisement, serves to illuswrite the best advertisement, serves to illustrate the importance which is attached by Parker & Cattle business men to judicious advertising. In what " judicious" advertising exactly co sists is not, however, so generally set led. Some think it is in arresting the people's attention WINE Merchants ! and forcing them to read the advertisement nolens volens. Others aim to keep certain articles constantly before the public. Steady Dealers in Pure Drugs and Chemicals, uniform, and persistent advertising unques Patent Medicines and Perfomery, Toilet tionably benefits every man in business .- Preparations, Combs and Brushes of every Classes of wen sometimes object to adver- description, India Rubber Goods, Fancy tising. It is a remarkable fact that in New Goods, &c., &c. York, lawyers think it rather unprofessional to advertise, except in cases of removal, change of firm, or other special occurrence. They make a great error in this. There is not a day in the year when there are not many persons in and out of New York seek ing legal advice, especially among merchanand business men, without any clue to assithem even in making inquiries. Merchartin regular business learn by experience the importance of using the columns of a newpaper for the systematic announcement of

their business. The sensational class of advertising is a subject of amusing study. If it did not pay well there would not be so much of it done Annatto, The various devices resorted to in order to attract attention are curious, and could they be gathered up and placed in book form, would afford considerable recreation for a Indigo Paste, leisure hour. The only difficulty would be Logwood Chips, to know what to select; for if all the different Madder, methods of attracting attention that have been made use of in our streets for the last year one were gathered, they would fill volumes The Americans generally, and New Yorkers senecially, have within the last few years be come so accustomed to novel sights and queer "Ivertising mediums, that in order to been their cur osity on the qui vice, new and still more singular devices are resorted to. Not long since the attention of pedestrians on Broadway was irresistibly attracted to a man whose hat, as he demurely walked up and down the streets, proclaimed to his fellowcitizens where the best patent gainers could whose clothes from the top of his head to the soles of his feet were thickly covered with bright brass buttons, so arranged as to in- Painters' Material: form these who are fasci ated with his ornaments where they also can obtain the same quality. Many will remember the surprise In this branch our Stock will be found with which they saw one fine morning, two complete, consisting in part of sentence on each, "Est a horse." The Driers, &c., &c. bare proposition of such an operation-proposed too, without so much as saying by your leave-startled one with such a proper horror, that when it was discovered that what was required was to purchase and eat a certain candy, all bastened to purchase it.

The public had scarcely recovered from this shock, when its nerves were again shak en by seeing in large letters the awfully suggestive question, "Who will choke us off?" Nor was it until visions of foot pals and gar-roters had passed in vivid review before the mind's eye, that it was reassured by learning that a sore throat could be prevented by a certain remedy. The good people of Lon- Coal Oil, Elephant, Seal, Cod and Olive don, however, had a worse fright there a few Oil, Putty, Resin, Pitch, Tar, Axle Grease, years since. A Mr. Suggins having become &c., &c. the happy possessor of a certain receipt for consumption, bit upon the idea of pasting huge posters upon curb-stones and window shutters in London, upon which, in flaming capitals, was the startling interrogatory,-"Who is Stiggins? Who was he? Was he an incendiary? a murderer, or another Jack CONFECTIONERY, &c. Sheppard? were questions that flew from one person's mouth to another. No satisfact ry answer could be obtailed to these questions. though all agreed that it was a matter of importance to discover sho was the particular all the different qualities. Stiggina referred to. Lasmuch, also, as this dodge was then entirely new, its connected THINES AND LIQUORS, and police detectives went to work to find a solution of the question. After the public amazement had somewhat subsided, the people were informed that Siggins was the inventor of a patent medicine possessing most STATIONERY, wonderful health-giving and line-perpetuating powers. Perhaps the most successful instance of ingenious advertising, however, was the well-known case of a celebrated bracking. In order to familiarize the public with the article, the proprietors employed for several weeks a number of men diessed in the livery of different a blemen to make the round of the stores of London inquiring for this particular blacking. The rus- was suc. cessful, and the proprietors were soon showed the necessity of inquiring for their own arti-

The impression is very general that efforts to attract attention by comical or startling ad vices, as well as the tact and judgment shown at the present day in advertising, is of recent date. This is a mistake. A glance over the files of newspape s published for the ast century will reveal the fact, that so far from its being a new thing, our ancestors were at least partially up to their descendants in this regard. This is illustrated by an advertisement which we copy from a number of the New York Weekly Journal established in Co Veterinary Preparations, this city by John Philip Zougar, 1743 : "Take notice. Whereas the w fe of Peter Smith has left his bed and board, the public are cautioned against trusting her, as he will pay no debts of her contracting-

the said Peter Smith at the sign of the bell and hammer." Indeed the aphorism of the "wise man," that "there is nothing new under the sun," was never more exemplified than in advertising. Leaving newspapers of a century since, and going back to the time when Pompe's and Hercuianeum were rich and flourishing cities, it is found that the inhabitants of those cities not only understood the value of mystery in advertising but reso ted to precisely the same methods as are practised to day in English Black Oil, the city of New York. Excavations in one of the principal squares in Pompeii brought to light the walls of private and public dwellings covered with 'trade marks' fully as cabalistic as the mysterious letters and figures

that are now so familiar to the eyes of railroad travellers. One idea in relation to advertising originated with the French-the philosophy of which does not seem for a long time to have been comprehended by either the E glish or Americans. The English, always s'ow in adopt ing new notions, are at last beginning to appreciate it; but the Americans carry it to as great an extent as the Pacisians. The motto in Paris is, "repeat" "repeat" until, by constant repetition, the public are thoroughly tamiliar with the arricle. Raciness in advertising is good; but repetition is bester.

It is a good deal better to speak by the card than to play by it.

What kind of a face should an auctioneer have? A face that is forbidding.

The man who became intoxicated with delight was turned out of the Temperance So-

Why is a restless sleeper like a lawyer?

Because he lies on one side, and then turns and lies on the other. "Reautiful weather!" as the gentleman

said when he chanced to get a tender pere of good n on his otate at his dinner.

Creditors noce better mem as than debtors; creditors ar a superstitute sect, great observers of set days and times.

The unfortunate have many parasites -

Hope is the only one who vouchsaves attendance on the wretched and the beggar.

The first Nopoleon used to say that it was only necessary to get a lie beli-ved for twenty-four hours to make it become history.

But if a man does not know, and does not An efficient remedy for all diseases of the know that he does not know, he will lead a CHEST and LUNGS. Innocent in its miserable life.

and water? B-cause he was a tumbler of first rate spirit.

Life is like a theatre. During the play we take higher and lower seats, but when it is over we mingle with the common stream and

### PARKER & CATTLE'S Column.

DRUGGISTS and

Durham, Owen Sound, & Goderich.

Our Dye Stuffs are bought and selected, so as to give our numerous Customers an artic'e, which, for Cheapness, Durability and Richness of Color, cannot be surpassed.

Aigo's Red, Brazii Wood, Camwood. Cochineal, Cudbear, Lac Dre. Logwood Extract, Madder Compound, Micewood, Red Saunders, Solution of Tin,

Judson's Celebrated Liquid Dyes. Has much pleasure in announcing the arrival of a large and well selected stock

PAINT BRUSHES. [British & Canadian.]

a large and cheap assortment.

COFFEES, TOBACCOES, AND CIGARS, SPICES,

VINEGARS,

Canadian and Foreign.

a choice assortment.

### FISHING TACKLE.

and WEAVERS' MATERIAL, &c., &c.



TO OUR

we call the attention of OUR FARMING COMMUNITY.

N. B. The best of garden seeds sold by They consist in part of THE YORKSHIRE

The Canadian Heave Powder, Morton's English Cough Powder, Baker's Physic Bails, Baker's Colic Drench, Baker's Worm Balla, Egyptian Sanative Oil,

Duffield's White Oil, Cattle's Embrocation,

&c., &c., &c.

THE YORKSHIRE

## SHEEP Dipping COMPOSITION,

An effectual DESTROVER OF TICKS on SHEEP; also a prevertive against the Fiv and Scab, during the hot summer months. It greatly improves both the quality and quantity of the Wool, and this at the trifling cost of FIVE CENTS for each Sheep. It can be used either as a Dipping Composition or an Ointment, though during the winter months the latter method is preferable, as being easier of application and perhaps quite as efficient. We offer this to the farmers of Canada as no new preparation, but as one that has been long and favorably known in Great Britain. It has been used for many years by the most extensive Sheep owners on the Yorkshire

IF YOU HAVE A

Wolds, and is by them highly recommended

COUCH OR COLD USE

PARKER & CATTLE'S Balsam of Honey,

composition, it can be given with perfect satty to children, and in WHOOPING! Why was Grimaldi like a glass of brandy | COUGH will be found of great service.

> Parker & Cattle, WHOLESALE AND RETAIL DRUGGISTS, Durham, Owen Sound & Goderich.

Oct. 22, 1867.

### CHEAP FOR CASH!

of New Goods, consisting of

# be obtained. Searcely had his come of attire ceased to raise the bread grin on the face of the spectators, when another man appeared. PAINTS DEE

# years ago, immense placards pasted on fen-ces, wall and door steps, with the most rions centence on each will be best on the best of the

HATS, CAPS, FURS, &c.



### GROCERIES;

The Grocery stock is large and well selected, and purchasers will find it to their ADVANTAGE to call and inspect before purchasing elsewhere.

# LIQUORS,

For Price and Quality are Unsurpassed.

### HARDWARE.

BOOTS AND SHOES, &c. &.

My stock being large and complete and offered

Extremely Low

For the READY MONEY, purchasers will find it to their profit to INSPECT and judge for themselves.

Remember the motto

CHEAP FOR CASH.

A. W. PERRY

DURHAM GENERAL STORE.

## EXCITING NEWS.

The People must be Supplied

-(3110<u>%</u>(\$0110)-

## **EDWARDS**

Expects shortly to have in stock a choice selection of

BCOKS, STATIONERY AND TOYS!

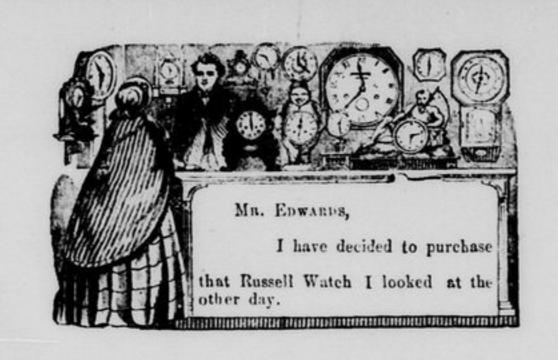
Look Out!

BOOKS FOR THE STUDIOUS, STATIONERY FOR THE MAN OF BUSINESS, AND

TOYS FOR THE RISING GENERATION!

-Celiantelies-

Orders for Book Binding in any style, attended to with promptitude



### LADIES

Edwards has Russell's Gold Watches. Edwards has Gold and Silver Chains. Edwards has Wedding Rings. Edwards has Gold Ear-rings.

Edwards has Silver Sugar Bowls. Edwards has Silver Butter Coolers. Edwards has Silver Knives and Forks. Edwards has Silver Table Spoons.

Edwards has Albums and Photographs. Edwards has Fancy Belt Buckles. Edwards has Fancy Rubber Chains. Edwards has Fancy Rubber Combs.

Edwards has Tatting Shuttles. Edwards has Scissors. Edwards has Mirrors. Edwards has Morocco Bags.

Edwards has Gold Lockets. Edwards has Gold Chains. Edwards has Silver Cake Baskets.

Edwards has Gold Brooches.

Edwards has Silver Cruets. Edwards has Silver Salts.

Edwards has Silver Desert Spoons.

Edwards has silver Tea Spoons.

Edwards has Fancy Vases. Fdwards has Bog Oak Jewelery. Edwards has Silver Thimbles.

Edwards has Silver Cups.

Edwards has Fancy Purses. Edwards has Alarm Table Bells. Edwards has Concertinas. Edwards can furnish Metodeons or Pianos.



### GENTLEMEN!

Edwards has Gold and Silver Watches. Edwards has Gold and Silver Chains. Edwards has Gold Scarf Pins. Edwards has Gold and Silver Rings.

> Edwards has Gold Watch Keys-Edwards has Gold Guard Lockets. Edwards has Gold and Silver Pencil Cases Edwards has Gold Pens.

Edwards has Office Clocks. Edwards has Alarm Clocks. Edwards has Fancy Clocks. Edwards has Walking Canes.

Edwards has Briar Root Pipes. Edwards has Meerchaum Pipes. Edwards has Cigar Holders. Edwards has Pocket Books.

Edwards has Tobacco Pouches. Edwards has Spectacles. Edwards has Pen Knives. Edwards has Playing Cards.

Edwards has Harmonicans. Edwards has Violins. Elwards has Flutes. Edwards has Watch Hands and Glasses.

And EDWARDS having for his motto Small Profits and and Quick Sales, would invite the patronage of the public. NO TROUBLE TO SHOW COODS.

Present premises of the subscriber being rather limited in space, crowding ometimes unavoidable.

F. H. EDWARDS.

Nov. 6, 1867.

Terms cash, or ready pay, and one price only. Send in your orders which will be

promptly attended to. Machines Warranted.

FOR SALE.

ham. For full particulars apply to

Oct. 3, 1867.

Oct. 28, 1867.

J. C. & W. BOND.

### Something New. GEO. WILSON

BUTCHER, Call at Bonds' Machine and Fruit Depot. Rogerson's Building, Poulett Street, Owen Sound, where you can get anything you ask UPPER-TOWN, DURHAM,

for in the shape of Machinery, Fruits, Groceries, and Previsions. Also on hand, a [Opposite Parker & Cattle's] quantity of Ready-Made Clothing, Boots and Shoes, Machine Threads, Needles. &c. A supply of good prime Meats constantly Plain and Fancy Stitching done. None but First-class Articles kept for sale.—

Durham, April 1st, 1867

### Stray Steer.

the middle of July last, a Red and White The subscriber offers for sale a first. Steer, 4 years old, with pretty large crookedclass Building Lot, situated on the East in horns. Any person giving information bly rewarded. JOHN L. EVA.

JOHN KELLY. Sept. 24, 1867.

The Subscribers having received their Fall and Winter stock of Dry Goods direct

# First Class Literature FROMGLASGOW,

And having purchased since the great fall in Cotton Goods, are prepared to offer their whole stock at extraordinary

### LOW PRICES.

w inceys w	orth lic,	now offering	at Sc. p	er yard.	
Do	15c.	"	9e.	**	
Do	25c.	**	17c.	**	
Do	27c.	- 66	18c.	22	
Do	30c.	"	20e.	44	
Do	35c.	**	25c.	"	
Do	40c.	"	30c.	44	
****				-	

Very extra Heavy Winceys at 35c. Heaviest Wincey manufactured at 371. Our stock of Fancy Dress Goods, consisting of Marled Winceys, Striped Repps, Mar

Will be found anusually attractive, and at equally Low Prices. Marl Poplins from 15 cents per yard.

Grey Cottons, Prints, &c., fully 25 per cent. lower than former prices.

Ladies' Gloves worth 371 cents offering at 71 cents.

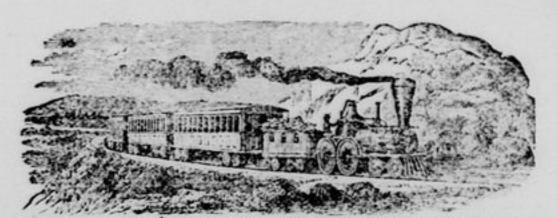
Our Millinery Department will be found to comprise all the Novelties in

### Bonnets, Hats, Feathers, Flowers

A large quantity of Groceries, Boots and Shoes. Shoepacks, Crockery, Ready-made Clothing, Hardware, &c., kept constantly on hard.

Soliciting a call before purchasing elsewhere.

# Terms as Usual.



THE SUBSCRIBERS IN THANKING THEIR CUSTOMERS AND THE 1 Public generally, for past favors, would now call attention to their NEW STOCK, which they are receiving, and to which they add weekly. Consisting of

SCOTCH AND CANADIAN TWEEDS, SILK MIXTURES, ALPACAS, MELTONS, MOHAIR COATINGS,

GAMBEROONS, LINEN & COTTON TICKINGS, MOLSKINS, DRESS GOODS, DELANES, PRINTS.

YOUNG HYSON TEAS, JAPAN BLACK

LINEN DRILL,

TOWELLING,

MUSCOVADA AND REFINED SUGARS, SYRUP. COFFEES, PICKLES. MUSTARD, ESSENCES,

WINES AND LIQUORS, &c., &c. Also, a good assortment of HARDWARE, CROCKERY, BOOTS AND SHOES, STATIONERY, FIELD AND GARDEN SEEDS, &c., &c.

## Any Quantity of Butter Wanted.

second to none in the trade.

Durham, May, 1867.

CAMERON & ROSS.

WHAT ARE YOUR QUALIFICATIONS? WHAT ARE YOUR PROSPECTS IN LIFE? ARE YOU PREPARED TO MEET THE STRUGGLES OF A BUSINESS LIFE?

### Now is the Time to Decide the Matter!

If you are not, lose no time in qualifying yourself for filling some important position-A few months spent in obtaining a Business Education is vastly cheaper in the end than endeavoring to pass through life without it?

The Bryant, Stratton & Odell Business College Toronto, offers special inducements to young men wishing to qualify themselves for business. Our Collegiate Course is thorough, comprehensive and practical, embracing Lookkeepi . I. manship, Commercial Arithmetic, Commercial Law, Correspondence,

The Book-keeping Department is conducted upon the Counting House plan, having actual Business Offices in which to represent the different departments of trade and

The Spencerian System of Penmanship, for which we received both First and Second Prizes at the late Provincial Fair, is taught by experienced first-class penmen, and in point of ease, grace, beauty, simplicity and adaptness to business it is and will be the

We would be glad to have young men of artistic taste for Ornamental Penmanship and who would make good penmen, enter upon such a course at this institution, because such persons are in great demand and can readily secure good remanerative

The Mathematical Course embraces all subjects employed in business transactions, the great majority of which are either entirely omitted or very lightly and unsatisfacto-

rily treated in the prevailing text-books of the day. Business Correspondence, including the principles of English Composition, is thor. oughly and practically taught with the daily exercises in such a manner as to secure the most satisfactory results.

charge of a practical operator of many years' experience. Students are educated in the science of Electricity and Magnetion, and are thoroughly informed as to the use of batteries and manner of putting up and taking care of them.

### daily attendance of nearly ten thousand young men and women.

It may be asked why is a diploma from one of our schools worth more than one from

Second—Because business men are acquainted with our course of study, and know what we are doing for young men. Hence, our diploma is a passport to confidence, Strayed from Edge Mills, Durham, about and an almost certain assurance of a good situation.

J. D. ODELL, PRINCIPAL.

Toronto, Feb. 16, 1867.

# Attractive

Ex. Steamship "St. Patrick,"

Wood Poplins, Figured Stripes, Satin Stripes, Striped Poplins, &c.,

### In all the NEW STYLES,

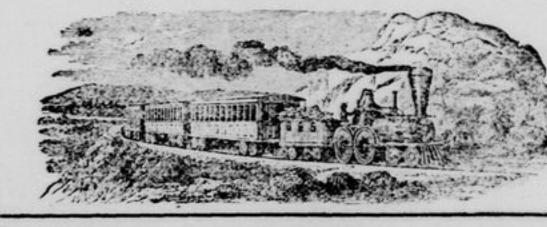
Extra Heavy Hemp Carpeting in quantities of over 10 yards 20c.

25 YARDS GREY COTTON FOR ONE DOLLAR.

Men's Kid Gloves worth \$1 offering at 20 cents.

N. & G. McKECHNIE.

Nov. 20, 1867.



Dry Goods, viz: LUSTERS. COBURGS. GINGHAMS,

FLANNELS, PLAIN & FANCY, GRAY & WHITE COTTONS WINDOW HOLLAND, &c., &c.,

TOBACCOS

SARDINES, SPICES,

# The above will be offered at prices which cannot be undersold.

You are respectfully requested to call and examine our goods, which will be found

YOUNG MAN,

Gram ar, Analysis, Orthography, Telegraphing, and all other requisites pertaining to a thorough Practical Business Education.

The Telegraphic Department is complete and in successful operation, under the

Scholarships issued from this College entitle the student to membership in fifty Colleges, comprising the great international chain, tocated in the principal cities of Canada and the United States, employing over two hundred professors and teachers, with a

### OUR DIPLOMA.

any individual school First-Because it is an evidence of more extensive preparation for business -our course of si dy embracing from thirty to fifty per cent. more than any individual school in the country.

Young man, see that your hard-carned diploma bears upon it the name of a College that is recognized at home and abroad as an institution worthy of public confidence. It will be the special aim of the Principal and all the faculty of the College to exert side of Elgin Street in the village of Dur- that will lead to his recovery will be suita- a proper moral influence upon students; and where parents specially desire it, they will look after their sons placed under their care.