

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...

PARKER & CATTLE'S Column. Parker & Cattle DRUGGISTS and WINE Merchants!

CHEAP FOR CASH! A. W. PERRY, DYE STUFFS! DYE STUFFS!

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.

Judson's Celebrated Liquid Dyes. Has much pleasure in announcing the arrival of a large and well select-d stock of New Goods...

A. W. PERRY, DYE STUFFS! DYE STUFFS! Indigo Paste, Lac Dye, Logwood Chipp, Madder, Microwood, Sumac, Solution of Tin.

The public had scarcely recovered from this shock, when its nerves were again shaken by seeing in large letters the awfully suggestive question, "Who will choke us off?"

PAINTS AND Painters' Material! In this branch our Stock will be found complete...

DRY GOODS, Ready-Made Clothing. HATS, CAPS, FURS, &c.

Nor was it until visions of foot-pads and garrotiers 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.

COAL OIL and LAMPS, Machine Coal Oil, and Crude Coal Oil, Elephant, Seal, Cod and Olive Oil, Putty, Resin, Pitch, Tar, Axle Grease, &c., &c.

TEAS, COFFEES, TOBACCOES, AND CIGARS, SPICES, CONFECTIONERY, &c. VINEGARS, all the different qualities.

The impression is very general that efforts to attract attention by conical or startling advice, as well as the tact and judgment shown at the present day in advertising, is of recent date.

WINE and LIQUORS, Canadian and Foreign. STATIONERY, a choice assortment.

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

Indeed the aphorism of the "wise man," that "there is nothing new under the sun," was never more exemplified than in advertising.

Condition and Worm Powder! The Canadian Heave Powder, Murton's English Cough Powder, Baker's Physic Balls, Baker's Colic Drench, Baker's Worm Balls, Egyptian Sannative Oil, English Black Oil, Duffield's White Oil, Cattle's Embrocation, &c., &c., &c.

GROCERIES; LIQUORS, For Price and Quality are Unsurpassed.

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 English or Americans.

THE YORKSHIRE SHEEP Dipping COMPOSITION, An effectual DESTROYER OF TICKS on SHEEP!

HARDWARE, BOOTS AND SHOES, &c. &c. My stock being large and complete and offered Extremely Low

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 fooling.

IF YOU HAVE A COUGH OR COLD USE PARKER & CATTLE'S Balsam of Honey, An efficient remedy for all diseases of the CHEST and LUNGS.

A. W. PERRY, DURHAM GENERAL STORE. Oct. 22, 1867.

But if a man does not know, and does not know that he does not know, he will lead a miserable life. Why was Grimaldi like a glass of brandy and water? Because he was a tumbler of first rate spirit.

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

A. W. PERRY, DURHAM GENERAL STORE. Oct. 22, 1867.

EXCITING NEWS. The People must be Supplied WITH First Class Literature EDWARDS. Books, Stationery and Toys! Look Out! Books for the Studios, Stationery for the Man of Business, and Toys for the Rising Generation!

Mr. EDWARDS, I have decided to purchase that Russell Watch I looked at the other day.

LADIES. Edwards has Gold Watches, Edwards has Gold and Silver Chains, Edwards has Wedding Rings, Edwards has Gold Ear-rings.

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

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

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

F. H. EDWARDS. Nov. 6, 1867. Something New. GEO. WILSON, BUTCHER, UPPER-TOWN, DURHAM.

Attractive BARGAINS. FROM GLASGOW. The Subscribers having received their Fall and Winter stock of Dry Goods direct Ex. Steamship "St. Patrick," And having purchased since the great fall in Cotton Goods, are prepared to offer their whole stock at extraordinary LOW PRICES.

Terms as Usual. N. & G. McKECHNIE. Nov. 20, 1867. Ladies' Gloves worth 37 1/2 cents offering at 7 1/2 cents.

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

Any Quantity of Butter Wanted. You are respectfully requested to call and examine our goods, which will be found second to none in the trade.

YOUNG MAN, 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.

OUR DIPLOMA. It may be asked why is a diploma from one of our schools worth more than one from any individual school? First—Because it is an evidence of more extensive preparation for business.