

WORTH TRYING FOR.

In these days of feverish speculation, when keen competition and concomitant spread of education are teaching traders of every class to resort to things novel in the way of advertisement, many costing thousands of pounds, much commercial labour, and no little deliberate thinking, the new series of competitions inaugurated by Messrs. Lever Bros., of "Sunlight Soap" celebrity, are especially deserving of notice. In the series of competitions now presented, the proprietors of "Sunlight Soap" offer a list of premiums on actual industry and enterprise, and, unless those intending to enter the competitive lists intend to work they cannot hope to win. *De facto*, Messrs. Lever Brothers do not give out fulsome pretence of universal philanthropy, and in offering 232,000 prizes of bicycles, watches, books, etc., etc., to the estimated value of £41,904, they plainly indicate by their conditions that, although their scheme may involve a first financial outlay, they intend to achieve a widespread advertisement, and, as publicity now-a-days is the backbone of business, derive subsequent benefit. Dividing the United Kingdom into eight districts, they invite the public to forward the upper portion of the wrapper of each packet of Soap sold by them. This forms a coupon, and the greatest number forwarded to Port Sunlight, near Birkenhead, within one calendar month, post paid, and superscribed with the territorial figure,

entitles the five first contestants to the choice of a lady's or gent's "Premier" safety pneumatic tyre bicycle, value £20; four-guinea Waltham stem-winding silver watches are offered to the next twenty highest aggregates, and a long succession of graded but capital prizes follow.

Comments and Replies.

REPLIES.

Mr. Frederick S. Fagge.—The Educational Lectures will not be published in this Journal, but we propose giving a synopsis of Mr. Richard Lake's first lecture next week.

Miss M. K. Dowding, Chippenham.—Thanks for MS. Will make use of it in early issue.

LETTERS RECEIVED.

- A. Mrs. Roberts-Austen, London (with enclosure).
 D. Miss Dowding, Chippenham (with enclosure).
 F. Mr. F. T. Fagge, North Wales.
 G. Mrs. Gordon (with enclosure).
 M. Colonel Mitchell, R.E. (with enclosure); Miss Jean McCormack, Middlesborough (with enclosure); Miss Masters, Dublin.
 P. Miss Parsons, New York (with enclosure).
 T. Miss Trevers, Durham; Miss Twist, London.

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