

up to its advertising it is seriously handicapped. It would probably be better for such a store not to advertise at all.

I know a certain furniture store in a very large city which does splendid advertising. It is the best advertising of furniture done in the city referred to. It is evidently the aim of the writer of the ads. to make people feel that there will always be a hearty welcome to all callers, whether they want to buy much or little, or not at all. The artistic beauty of the goods is constantly referred to, and everyone is invited to call in a most genial and hearty manner. You go to that store for the first time with the impression in your mind that the people there are polite, obliging and "out for business"—almost with a feeling of personal friendship for the firm. All this is just as it should be, and it is a real tribute to the power of printers' ink. But when you get there you are met at the door by a sour-faced man, who asks you roughly what you want. May be you have a clear idea of what you want, and may be you haven't. Perhaps you merely went in to look around and see what the goods and prices were like. You, perhaps, tell this, or something like it, to the old man and he looks daggers at you. You are glad to make your escape as soon as possible, and, perhaps, without even looking at anything. But, suppose you really do want something, say a bedroom suite, and you have made up your mind that you would, perhaps, buy the one advertised in the papers that same day. When you say "bedroom suite" to the old man he moves his hand automatically towards what looks at a distance like an elevator. You proceed in that direction and find that it is an elevator, as you thought, but, in the meantime, half of the good effects of the advertising has gone. The elevator man looks at you contemptuously several times before he condescends to let you get on board. By this time you get angry and forget to say where you want to get off until the elevator has passed your floor. The elevator man gets angry at this and makes some semi-audible remarks of anything but a conciliatory nature. Finally you see the goods you came to look at, but the salesman is a pettish young fellow who evidently has doubts of your ability to purchase such expensive furniture. He makes no effort to effect a sale, in fact he treats you in such a top-lofty, haughty manner that your patience finally gives out and you leave the place in disgust. This is no fanciful and overdrawn picture, but a few samples of what probably takes place every business day in the store I refer to. It is a fair sample also of what constantly takes place in stores all over the United States and Canada. By such things as these a large proportion of the pulling power of advertising is destroyed. The owners of such stores are naturally disappointed with the results obtained. Just as like as not they cut off the store's advertising (perhaps a sensible thing) and say that "advertising doesn't pay."

It is not always wise to blame your advertising if it doesn't "pull" as well as you think it ought to.

A good thing for either a large store or a small store is to employ local help. In nearly all the older settled districts in Canada, and especially in country places, a great many of the people are related in some way, by either blood or marriage. In many of these places this relationship is often the thing that determines the bestowal of patronage. Even if your store help are not really related to many people, it is well to remember that they are sure to have friends who may become customers if they are local people. Of course where there is not enough local talent to meet all demands, some one has to do the importing act. But always let the other fellow do it.

A good thing to do in writing an advertisement is to place yourself, as much as possible, in the position of an outsider. This is important for several reasons. If one looks at his store and its stock in a coldly critical manner; if he actually tries to find out what its faults are, it is surprising how many he will discover where

he supposed none or very few existed. His very familiarity with these abuses prevented him from seeing them. Does his stock look as bright and fresh as it ought to and as he says it does in his ads.? And so on and so on. There is no use in making claims and assertions in one's ads. which are not strictly or reasonably true. They weaken the ads. that follow and destroy confidence generally. Some merchants know their business and its technical terms so well that they usually fall into the way of using technicalities in their ads. They know so well what an 8/4 blanket is that they forget the figures are meaningless to most of the readers of their ads. In very many of the papers which I read I find expressions in the advertisements which I don't at all understand. The men who wrote the ads. understood the meaning, but they were looking at the matter as insiders and not outsiders. The average country merchant's hours are very long. This takes a great deal of the vim and "snap" of life out of him and he gets in a rut. Commercial travelers are so numerous and fascinating that he gets into the habit of doing all or most of his buying from them. So he seldom visits the wholesale markets in the large cities, and local conditions are such that he can't well be seen very much around his competitors' stores. Even when he does go to his wholesale market he confines his visits for the most part to the wholesale houses. What he ought to do is to make regular visits of inspection to the best stores within his reach. Then let him keep his eyes and ears open. I don't suggest any dishonorable spying. The better plan is for him to introduce himself to the proprietors of such stores, frankly stating the object sought after. It will probably be found that a great many good ideas can be profitably exchanged. Another good plan is to occasionally have some smart woman who knows how to shop, and who knows what other stores are doing, to come and spend a few hours in your establishment. Ask her to afterwards point out to you every fault or suggestion of a fault she has observed.

By all means get on the outside of your business. Your ads. will not only be better, but the business will improve in every way.

THE BEST OF ALL.

There's the bicycle girl with the Alpine hat,
And the girl with the sailor brim;
There's the girl who rides in a derby crown,
And the maid with a bonnet trim.
There's the girl who loves soft drab felt,
And the one with the cap of a man;
There's the belle who wears a sweeping plume,
And the lass who is clad in tan.
But of all the girls who ride their wheels,
The girls who laugh and banter,
There's none to me like the merry lass
Who wears a Tam o' Shanter.

GOING BY THE EDMONTON ROUTE.

Mr. Alex. G. Habbick, of Waterloo, Ont., who left lately for the Klondyke, wrote from Edmonton under date of Feb. 10: "We arrived OK, and, along with the rest of the party, am getting my outfit ready. There are eight in the party, and for the journey of 800 miles, which is somewhat further than Mr. Habbick had expected, each had five horses, one with saddle and the rest for sleds to carry outfit. Mr. Habbick says: 'At the end of the trip we let the horses go; they feed themselves and hang around the camp. About 80 people came in last night on their way to the Klondyke, and the streets are full of men training dogs and horses and trying rifles and revolvers before leaving for the wilds. We may be here for a week trying horses, etc. The climate here is grand. I have been around all day without an overcoat.'"