

GOOD ADVERTISING—Continued.

festival. If there were no children in the world, this great festival would lose the greater part of its interest, apart from its religious aspect. You must interest the children in your store, if you are to reap the fullest possible benefit of the occasion. A good way to interest the children is to have goods suitable for children's presents prominently displayed, both inside the store and in the windows. Another way is to give souvenirs to those children who come with their parents or guardians. Do this once a week for, say, three weeks before Christmas. Advertise the giving of these souvenirs in the papers and always give something nice. If it is something that has your name on, so much the better. People who are acquainted with families where there are children know very well that the children are really the most important persons in the house. Therefore, make your store a children's store as much as you can. And not only at Christmas time but all the time.

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A mistake which some dealers make at Christmas time is in not having enough salespeople to wait on the customers. This applies particularly to the last few days before the great day. Many people put off buying till the last moment. At anyrate, whatever the cause may be, the last few days before Christmas are usually too busy for proper attention to all customers. Avoid this as much as possible by increasing your staff of salespeople as fast as the increase of business demands it. It is a good plan always to have some assistance in reserve—"up your sleeve" as it were. These things, however, must all be arranged beforehand.

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Owing to the great prosperity prevailing throughout all of Canada at present, it is anticipated that the holiday trade of the present year will be the largest on record, other things being equal. The man who does the best advertising in his community will get the lion's share of this great business.

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Here is a good advertisement from Guelph :

It is Your Own Fault

If you haven't Underwear that fits

It is here at 50 cents a garment, from that to the finest wool at \$2.50. Fleece-lined at 50 cents, 34 to 42-inch breast measure; pure wool, plain knit 75 cents, 34 to 42-inch, and extra fine wool at 95 cents to \$1.00. 34 to 44-inch. Are three of our specialties. But our special specialty is that you can bring back whatever doesn't fit, doesn't wear, or doesn't suit in any way.

Our fine fur felt stiff hat in three shapes, black only, at \$1.50. is flexible, and conforms to the head at every spot.

Thornton
& Douglas
QUELPH

There is considerable waste space in it and it looks as if it had been written to fit a certain space, but there is a lot of good common horse sense in it. The only other criticism I

would make is that the heading does not suggest the nature of the goods advertised. I have had occasion to refer to Messrs. Thornton & Douglas' advertisement before. It is always much above the average in quality.

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This is the way a New Brunswick firm seek to utilize the war now raging in South Africa :

WAR IN THE Transvaal

means sorrow in many homes. As members of **GREATER BRITAIN**—a United Empire—our homes will re-echo the loss of her sons.

Mourning Goods.

BLACK DRESS GOODS.

Henriettas,	Poplins,	Crepons,
Serges,	Brilliantines,	Broadcloths,
Coatings,	Sicilians,	Venetians.

BLACK SILKS.

Faille Francias,	Gros Royal,
Peau de Soie,	Marvelieux, Surah.

KID GLOVES,

Carmen—Laced,
Thelma—2 Dome,
Suede—4 Button.

FABRIC GLOVES,

Cashmere, Wool
Lined or
Unlined.

HOSIERY.

Black Cashmere, Plain and Ribbed,	In
Wool and Worsted,	all
Fleece-Lined Cotton.	sizes.

There are a number of things wrong with this advertisement, several of which I shall refer to in the order of their importance reversed. In the first place, there is as yet no war in the Transvaal. It may get that far in a few months, but it is not there yet. At least, it was not there October 13, when the advertisement was published. Accuracy is just as important in advertising as in other things. In the second place, an advertisement of mourning goods is not likely to be profitable to the firm advertising, on account of the war. How many people living within shopping distance of this store have relatives among the Canadian contingent? Even if all of the contingent were from this particular locality in New Brunswick, it is very bad taste to advertise mourning good on October 13 to the relatives of men who can't get to the theatre of war before December 1, at the earliest. But, these are only minor objections. The principal objections are that the writer of the advertisement endeavored to mix up patriotism and business. Patriotism just as much as religious and political discussion should be kept entirely out of one's advertising, because advertising is, or ought to be, business and nothing but business. The practice of some advertisers in seeking to drag something else besides business into their advertising is all wrong. Sometimes it is the news of the day that is dragged in. There are few items of news more interesting to the average shopper than are **GOODS AND PRICES**. What buyers want to know from advertisers is: What is for sale? What is the price? And the question of prices is probably the most