WOMEN REQUIRED TO WRITE ADVERTISING COPY, SAYS EXPERT

Know What Other Women Want To Know.

a large gathering of business people evening in the Y.M.C.A. Auditorium rank Stockdaie, business efficiency pecialist who is giving a series of a cutures this week under the auspices of the London Advertising Club, delared that what is especially wanted in rier to make advertising more efficient more women to write the advertising

t least about 90 per cent of the and women understand what want to know in advertising," "Further, women are better adapted to go into details than men, and if people are interested enough to want to buy things, they want to know the details about them. Some time ago I heard the president of the Associated Advertising Clubs of the World prophesy that in the control of the very half of the that in five or ten years half of the advertising of the country will be done

by women."

Recalling a statement he made in the first lecture of his series on Monday evening to the effect that less than 50 per cent of retail advertising is efficient, Mr. Stockdale proceded to show the advertisers of London reasons why their advertising has a low grade of value. "Advertising is inefficient unless it is based on integrity," was a point about which he was very emphatic.

emphatic.
To advertisers he gave this advice:
"Believe in your advertising. Realize
its importance. Grasp the fact that advertising is a system of education. Appreciate that anything which is desirable is advertisable, and that the
aim of your advertising is to bring
more people to your store and to sell
them more than they would otherwise

Advertise not to lower the prices, our advertising donars.

Idea That Counts.

Jose That Counts.

Idea That Counts.

Elaborating upon these points, he said, "the most effective advertising today contains a story. It is not the amount of noise but the real idea expressed which counts. If you have something worth while to say in your advertising, you don't need to get out a brass band to call attention to it, and you don't need glaring type to tell it in. The people will find it out if it is interesting.

"In face of this truth it is surprising the amount of ballyhoo to be found in advertising copy. You can use the same type in advertising as in the news columns of the paper, and people will read it as quickly as the regular columns, perhaps more quickly. Display, illustration and the way of expressing

ns, perhaps more quickly. Display, stration and the way of expressing count, but the principal thing is to a story worth reading. The principal thing is to a story worth reading. The thing the Germans have been ficient as well as efficient in, and t is advertising. Sometimes their ertising has been false and they e thus used a good instrument to ad end. The United States has been icized for trying to make foreign the comply with United States ideas. It thing to learn is to take people he thing to learn is to take people s they are and give them what they ant. You must get the viewpoint of he person on the other side of the

Run for News Value.

Run for News Value.

"In regard to selling people what they want instead of what you think they want, one merchant makes this compromise, which has points to commend it. He tells the customers what he thinks they need, and, if they take what they want instead, it is up to them. Run your advertising for its news value, as a newspaper runs its news columns. If you put an advertisement in simply as a directory, the daily newspaper isn't the medium for it. When you allow the same advertising to run two or three days at a time it gives people the impression you are not progressive—the same opinion they would form of a paper which ran outof-date news. It isn't to the advantage of your business to allow people to get an idea like that into their heads
"One of the great weaknesses of retail advertising is the use of the most general arguments. You spread your advertising so thin, there is no place to bear the customer up.

"Your advertising is frequently weak, not because of lack of truth in it, but because of your lack of knowledge about the truth of advertising.

Can't Get Results.

1 Great North Western Telegraph Company of Canada. Exclusive connection with the CO. WESTERN UNION TELECRAPH CO. GEO. D. PERRY, General Manager. Telegram Duplicate of Telephoned , message, subject to the above Terms, which are hereby agreed to: Z. A. LASH, President. 126 BYD 51 COLLECTE Opening day Saturday March 9 broke all records we took 1350 orders from 8 AM until 8 PM Had to turn bundreds away Ottawa men say they never saw such values believe we made worlds records in made to measure clothes. Manager Ottawa Branch Tip Top Tailors. Why Continue to Throw Away Money by Paying \$25, \$30 and \$35 for No Better Clothes Than We'll Make To Your Measure for \$17.50

Our plan of dealing direct with the mills for our materials, having but one price, taking orders entirely through our coast-to-coast chain of stores and tailoring every garment in our big, central tailoring plant gives us an advantage on competition. You can easily figure it out for yourself. We are doing a business of thousands of suits a week all at one price. We are specializing; we can afford to sell on the closest possible margin of profit. Naturally, we have a value-giving supremacy over other tailors and retail stores.

Choice of the House---One Price, \$17.50---No Extras To Pay

\$17.50 is our only price for every man. The clothes we tailor are fine clothes, up-to-the-minute in style, faultless in fit, tailored for long service. The kind of clothes every well-dressed man admires and needs.

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Can't Get Results.

"If you are simply advertising because others are advertising, and do it in that spirit, you cannot expect to get results. What effect would it have no sympathy or time for the man who wants to hold up prices and increase his margin, rather than increase the value of his service.

"The vice-president of the American Bell Telephone Company of New York, after concentrating on service in advertising for a couple of years, was asked to speak at the advertising for a couple of years, was asked to speak at the advertising club concrease his margin, rather than increase the value of his service.

"Two factors are necessary to success in business. Organize right, then reach out after business. How can your reach out after business. How can you reach out of more business through your advertising? The value of advertising is a system of education." If advertising is a system of education. If advertising is education, then you must have something to say, and say it in an interesting way. An important art is to say an old thing in a new way.

"What is advertisable?" Anytring that is desirable. Be sure your advertising for a couple of years, was asked to speak at the advertising in his address was worth all the week cost me: "Advertising is a system of education." If advertising is education, then you must have something to say, and say it in an interesting way. An important art is to say an old thing in a new way.

"What is advertisable?" Anytring that is desirable. Be sure your advertising is giving service, and also the money you invest in other ways. **ROBINSON & GRAHAM**

important art is to say an old thing in a new way.

"What is advertisable?" Anytring that is desirable. Be sure your advertising is giving service, and also the money you invest in other ways—your rent, for example, to provide a place to display your goods, as well as a place to hold stock. "Never sacrifice tomorrow's business to today's profits. In writing adver-tising to prospective customers, get away from technical expressions used in buying

away from technical expressions used in buying.

"So far as that fundamental matter of 'price' in advertising is concerned, some towns have one big advertising day a week, perhaps Friday, because they know the people will be on the street that day. They make the appeal of price. It doesn't take any special ability to write the kind of advertising that says, 'Worth \$10, reduced to \$4.50.' There isn't anything educational about that.

Let this bright, sanitary store supply your wants. Our goods satisfy the most particular people.

SOME OF OUR LEADERS FOR SATURDAY Special Choice Dairy Butter, lb..45c | Lean Beef Cuttings, lb...........25c Shoulder Veal, lb.20c Minced Steak, lb.25c Veal Shanks, lb.10c Veal Chops, Ib.25c Shoulders Lamb, lb.30c Stewing Veal, lb.15c Herring, 3 lbs. for......25c Rolled Pot Roasts Beef, lb.....30c Whitefish, lb. Chuck Roasts Beef, lb............25c | Choice Old White Cheese, lb....30c Choice Yellow Cheese, lb......30c

Swiss Cheese, Limberger, Stilton, Cream GREEN GOODS-New Cabbage, Lettuce, Radish, Onions, Celery, Parsley. Kindly Let Us Have Your Order Early.

206 DUNDAS STREET.

Middle Aged Women

Are Here Told the Best Remedy for Their Troubles.

Freemont, O .- "I was passing through the critical period of life, being forty-six years of age and had all the symptoms incident to that change — heat flashes, nervousness, and was in a general run down condition, so it was hard for me to do my work. Lydia E. Pinkham's Vegetable Compound was recommended to me as the best remedy for my troubles, which it surely proved to be. I feel better and stronger in every way since taking it, and the annoying symptoms have disappeared."—Mrs. 16. GODDEN, 925 Napoleon St., Fremont,

North Haven, Conn.—"Lydia E. Pinkham's Vegetable Compound restored my health after everything else had failed when passing through change of life. There is nothing like it to overcome the trying symptoms."—Mrs. Florence Isella, Box 197, North Haven, Conn.

In Such Cases

LYDIA E. PINKHAM'S VEGETABLE COMPOUND

has the greatest record for the greatest good

LYDIA E.PINKHAM MEDICINE CO. LYNN, MASS.

An Unheard-of Record In Clothes Selling

1,350 ORDERS TAKEN IN ONE DAY - SOMETHING THAT NEVER HAPPENED BEFORE. On Saturday, March 9, we opened a branch of this national tailoring institution in Ottawa, and from 8 a.m. until 8 p.m. took orders

for 1,350 suits and overcoats from the men of that city. The reason for this phenomenal selling is as plain as day. The men of Ottawa had never seen such value in clothes as we offered them at \$17.50. It swept them off their feet. We mention this incident regarding our opening at Ottawa because it provides further proof of the fact that our one price-direct-from-maker-towearer-wholesale tailoring plan outvalues all others, and stands supreme as the greatest value in Canada today without exception.



We Fill Mail Orders.

Write For Samples.

Whirlwind Opening of New Firm in Ottawa-Result Advertising Cam It was one continuous flow of hismanity that deluged the new Oftawa home of the Tip Top Tailors on Saturday when that firm, opening its Or- doors for the first time at 204 Sparks doors for the first time at 204 Sparks street, sold 1,500 suits and took in approximating \$25,000. This history of the city and it is to a large extent due to the extensive bers of the new firm are delighted paise for the effective results of The store opened its doors at 7.45 people were waiting to set in. Not firm had only four clerks on dury looking after worked to capacity; ers. At eight o'clock in the evening the first doors had to be closed to keep they had not time to grant of the people with the results of the first had only four clerks on dury looking after the humerous customathe doors had to be closed to keep they had not time to grant of the people out. The they had not time to give results of the customers, take their name of the customers, take their name for measurement, the for people out.

The Largest One-Price Tailors In Canada 205 Dune assimbone on a All Clothes Made-To-Measure

3-in-1-Time-and-Money Saver

Form-2-Truck

One-Ton Universal \$400 Two-Ton Universal \$500 One-Ton Standard \$350 For all makes of cars

Wasted time in any business is money thrown away. Smith Form-a Truck in any delivery or hauling service now using horses does in the same time what it takes three teams to do.

On long runs Smith Form-a-Truck covers twelve to fifteen miles to every four or five covered by horses.

More frequent returns to the loading plat-form mean less equipment to cover your entire delivery.

A dependable one or two-ton truck made out of any automobile.

Investigate.

BARTON & RUMBLE

Distributors for Middlesex, Elgin and Oxford Counties. Bodies built to order.

It Is Economy To Paint Your Buildings There is a greater loss to property through lack of Paint than

loss by fire, so say insurance experts We sell the well-known

Martin-Senour Paint

Which is fully guaranteed.

Ordinary colors-\$4.00 gallon, \$2.10 1/2 gallon, \$1.10 quart, 60c pint also Floor and Porch Paint.

An oil paint, without gloss, more sanitary than paper, more durable than Kalsomine, more economical than either.

NEU-TONE WALL PAINT.

WOOD-LAC VARNISH STAIN. -For Floors-

GET YOUR GARDEN TOOLS READY. Spading Forks\$1.50 and \$1.65 Hoes 10c up Garden Seeds 5c package

Paint Brushes at all prices.

BURN COAL OIL-Save Wood and Coal. Perfection Cook Stove.

3-Burner \$20.00 4-Burner \$25.00

Detroit Vapor Stoves. Burn without wick of any kind. See them in operation in

Chown Hardware Co.

(Near Talbot)