

THE STAR, ST. JOHN N. B., TUESDAY, FEBRUARY 19, 1907

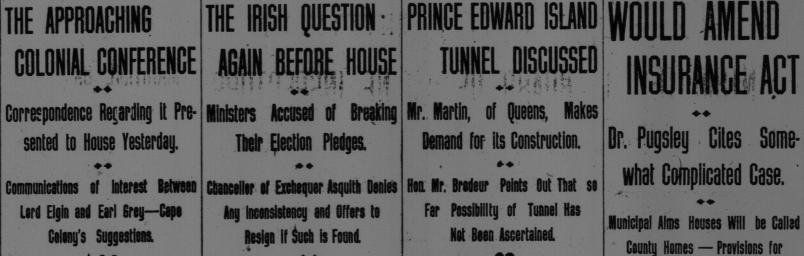
## **Talks on Advertising**

IF a good customer enters a store, why will the pro-prietor rush forward and in-sist upon doing the selling himself? Does the not feel that he is more competent

hat he is more competent or better qualified to talk up his goods than the clerk in his employ? He certainly does, Whyi then, does he not meet all of his custom-ers and do all of the selling himself? Simply because he can't. But along comes the newspaper man with his sign hanging out, "For Sale-A Chance to Talk," and the proprietor who buys space is given the opportunity to talk to the whole world about his goods, in his own way, it his own words, just as he insists upon doing when important customers enter his store. What is phy-sically impossible for him to do in person becomes easy in a newspaper ad. This same merchant has often told his friends that he is not afraid to meet cat-alogue house competition, Chicago department store competition, or any other competition if the customer will only give him a chance. What he means to say is that if every intending purchaser would come into his store before he buys this merchant feels confident of landing the sale by his abil-ity to show that his goods are a better bargain than those offered by any other competitor. In may cases this is undoubtedly true, but the trouble is the fool customer is likely to go about his business and buy where he pleases without hunting up all the merchants who would like a chance to talk to him. Here it is, again, that the newspaper man comes along with his sign, "For Sale-A Chance to Talk," and the merchant who buys space is able to reach the ears of the whole what man or how many in

How often has a wo

entered a dry gods store for a spool of thread and become attracted to a pret-ty dress pattern which eventually created the need for a new dress! How com-mon it is for men to buy things they see in a store when they did not even know that they needed them be-fore they saw them! What do you suppose people did for breakfast foods twenty years ago, before the easy millions in the newspaper an's chance to talk were discovered? The display of the goods in the vindow or on the shelves created a new demand in the single cus-torer. The description and the argument in an adver-tiser's talk created a new and unheard-of demand among millions. So it is with advertising, which has now become the largest single industry in the commercial world. The advertiser buys a chance to talk and the newspapers bring him an audience of more thousands than he ever saw hefore, and of more at-tentiveness than any lectur-er was ever favored. For in-stance, let a newspaper car-rier boy miss a subscriber for a single copy and what a kick is raised. Would that same subscriber make half the fuss if he. missed the sormon on Sunday morning? He has paid for the privil-ege of reading his paper and he wants it. The newspaper habit has become confirmed among the American people until hundreds of thousands never rend mything else. With an audience many times greater than that of all the preachers in a town together, and so attentive that not one can be shut out without a row, is it any wonder that the news-paper man's chance to talk has brought colossal for-tunes to the big stores which have bought the chance and used it. The countiess mil-bay bought he chance and used it. The counties mil-



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The death of James Shaw took place yesterday at his residence, 111 Hazen street. Mr. Shaw had been ill for over a year, but his death came rather un-expectedly, as he had seemed to be considerably better on Monday morn-

Was Senior Member of J. & W. Shaw,

and Had Long and Honorable

Business Career.

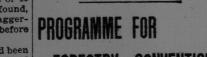
JAMES SHAW

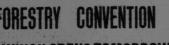
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DIED YESTERDAY

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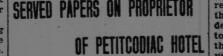


WHICH OPENS TOMORROW



And the same of the server brought here. The bill for this evening will be Dens and Palaces. **DYSPERDSIA** 

Take LAXATIVE BROMO Quinine Tablets. Druggists refund money if it fails to cure. E. W. Grove's signature on each box. 25c.



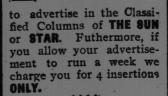
the boat could not enter Pictou har-bor. Mr. McLean of P. E. I. claimed that the terms of confederation had not been carried out. He asked for a toyal commission to decide whether the terms of confederation had been carried out and whether adequate win-ter communication with the Island had been given. G. W. Fowler of Kings supported the case of the Island members. R. L. Borden said that if steamers could not be constructed which would perform the service in winter the tun-hel would have to be constructed to make good the confederation piedge. Mr. Carvell of Carleton said that he sympathized with the Island and thought the tunnel would have to be dug if steamers could not perform the service. The motion was adopted. thrown open, and the best that can be done to accommodate them will be done. The house adjourned at 5.30 p. m. HAVE ASKED TO HAVE BILLS HELD OVER Secretary Magee, of Executive of New Brunswick Union of Municipalities Wires Premier to That Effect.

BOUNDARY EXTENSION



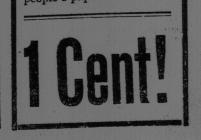


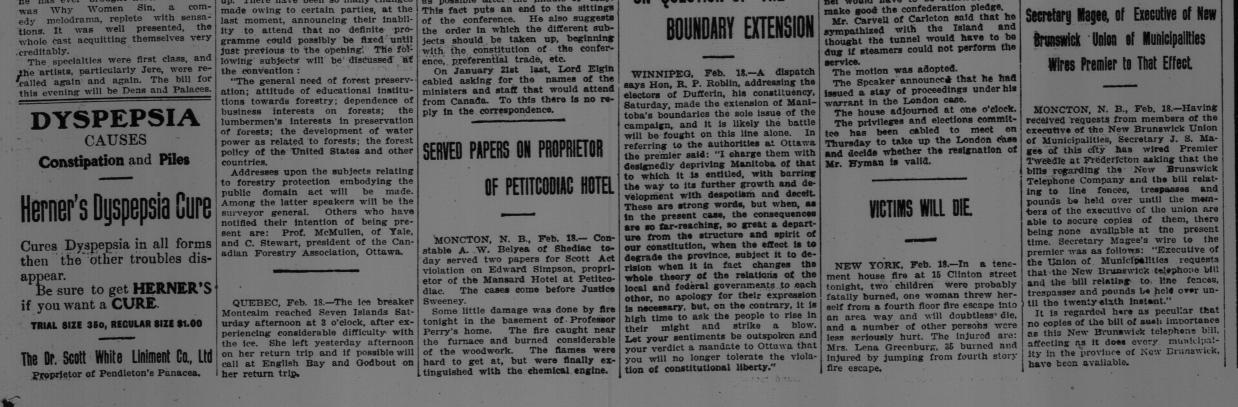






Let THE SUN and STAR do your hustling ; they are e ad by nearly 14,000 people every day. They are the people's papers.





**ROBLIN WILL FIGHT** ON QUESTION OF THE

