furnishes in not more than four or five words the basic thought of the whole message. The heading should never be a blind misleading expression. It should catch the attention of every possible user of the goods advertised. It is the most important part of any advertisement. It tries to reach out and meet people on the plane of their needs and their thinking. It states what they would state if they happened to think about the matter. It is the connecting link between the store and the desires of the people.

Illustrations.—If illustrations are used, they should be appropriate, clear, and attractive in themselves. An illustration is used when it illustrates or points out, better than words can express, the uses, qualities, or beauty of the goods that are for sale. Stock cuts and illustrative material furnished by bureaus must be scrutinized to see that they are really adapted to the retailer's use. The location of illustrations with reference to the other parts of the advertisement, especially with reference to the reading matter to which the illustration refers, is important. The advertising man must seek to preserve the appearance of balance in the whole advertisement, but he must also see that the illustrations really illustrate some point in the reading matter.

Prices.—Most literature on retail advertising insists that prices should be given, and the most successful modern stores in large cities do feature prices. *Specific prices for specific articles seems to be the best rule.* General expressions like "Coats from $10 to $50" are weak. When cut prices are advertised, both the original and the new price should be given in dollars and cents. Percentages and other ways of stating reductions mean little or nothing to a great number of people.

Requisites of good form.—Experiments in advertising have shown that doubling the size of an advertisement more than doubles its attention—drawing power, *other things being equal.* That is to say, a full page has more than twice