

ADVERTISING BY MANUFACTURERS AND WHOLESALEERS.

Can the business man who is desirous of selling but a few customers advertise profitably? asks A. C. Ladd in *Printer's Ink*.

If he is seeking trade from those who are naturally in the way of seeking his advertisement I believe he can. There never was an advertisement printed in a regular publication that did not meet the eye of some utterly disinterested person, and one who was not a possible customer. Of the hundred thousand persons who may read a daily paper in which there is a clothing advertisement, not ten thousand may have knowledge that such an advertisement exists. Of that ten thousand possibly one thousand may become aware, while perusing the paper, that it is an advertisement of clothing, but of the one thousand possibly not five hundred will be sufficiently interested in clothing at that time to more than glance at it. Of the five hundred possibly but three hundred will read the advertisement with sufficient care to ever give it a second thought. Of this latter number possibly not more than one hundred will be led by the advertisement to the store, and of those who do call possibly two-thirds will make no purchases of clothing. But if only so small a portion as one-thirteenth of one per cent. of the readers of the paper can be induced to become purchasers, the advertiser has certainly made a very satisfactory profit upon his outlay for advertising.

Now, that is premising the sale of clothing—the advertising, I will suppose, having been of overcoats—in which each sale nets dollars of profit. If the article advertised be of smaller value, and still of general need, the number of sales will be larger, offsetting the diminished single profit. But in any event there must of necessity be a larger number of readers unproductive of profit to the advertiser whenever a regular publication is employed.

A frequent remark by the manufacturer who makes for the jobbing trade in any line of manufacture, when the subject of advertising is under discussion, is that he cannot afford to advertise because he sells only to jobbers. By "afford" he means make it profitable; for, if after being shown that he can make it profitable, he then cannot afford to advertise, he certainly is not "in it," and the business is not in him. Suppose I parallel his case with a simple illustration.

Jones sells furnishing goods. Brown & Co. also sell furnishing goods, but in addition are clothing dealers. Now, Jones' advertisement seeks the trade of only those who want furnishing goods; he cares nothing for the man in need of a coat. But Brown & Co. endeavor to attract the man whether he wants clothing or furnishing goods. Is it business sense for Jones to decline to advertise in his local paper because Brown & Co.'s dual stock enables them to cater to more of the customer's wants than does his, and consequently to name in their advertisement goods that he does not keep?

But the comparison is not exact, inasmuch as the manufacturer in question has an advantage that Jones does not. The single sale of furnishing goods in Jones' and Brown & Co.'s stores will be approximately the same in quantity and value, whereas the manufacturer's sale to a jobber will be very much larger in quantity, total value and income on the transaction than a single sale made to the average retailer. The manufacturer's statement that he cannot afford it is based upon the error of supposing that if all of the readers of a publication are not his possible customers he is paying a high price for his advertising by reason of his advertisement appearing in the entire edition. He makes no allowance for the fact that a sale to a jobber is very much larger than is usually a sale to a retailer, and that practically it makes no difference to him what the comparative sales to the two classes are, or whether a manufacturer selling directly to the retailer can make ten sales to his one, and has the opportunity, in the trade paper, of meeting twenty retailers' eyes to his one of a jobber. His business is selling jobbers, and unless he changes his trade his interest is in finding jobbers who will buy his goods and not retailers. If he could have a medium that circulated only among jobbers he would probably have to pay a rate that would neutralize his saving of dead circulation.

TROUSERS' BOTTOM PROTECTOR.

An ingenious person has invented a "Trousers' Bottom Protector," which clips on to the bottom of the trousers at the heel and protects them from mud, fraying and wear. It is said to entirely do away with the picking up of mud, which rots the cloth so fatally.

PAJAMAS.

She was a dainty, mettlesome creature, with a high-bred air, and, as she strode into the Twenty third street men's furnishing store, the clerks at leisure flew to their positions at the counters, and assumed that gracious what-can-I-do-for-you solicitude only acquired after long experience with the very finest custom. She saw them not, but continued along under full sail toward the furthest end of the store.

"You keep articles for men's wear?" she queried.

"Naturally," answered the youngest clerk in the store who happened to be the lucky man, "this is a men's furnishing store."

"You surprise me!" she exclaimed, looking him full in the face with a stare of crushing satire.

"Yes," he replied chipperly, "we have everything in a large assortment."

"You sometimes have lady customers?"

"Oh, yes; frequently. They often make purchases for their male relations."

"Exactly, that is it? They sometimes buy articles for themselves, I presume?"

"Yes, indeed! Ah, now I see what you want!" exclaimed the tantalizing gentleman, "an outing shirt—we have them with regular full skirts. What is your size?"

"Nothing of the kind! How dare you, sir?"

"Oh, pardon me!—of course—I mean—to be sure—you would not think of such a thing!"

Drawing a small package from her reticule as she spoke, she said:

"Have you anything like these?"

"We have," answered the polite clerk, biting his lips to conceal his emotions.

"Well, I want one. A size larger."

"For your brother?"

"For my sister, you idiot!—these are my brother's."

"But how do you know it is the right size? We could not take them back."

"I will risk that," retorted the young woman, briskly, as she drew forth a crisp ten-dollar bill and sauntered down the aisle, eyes front, with a glow on her cheeks and a bundle tightly clutched in her hand.

"Well," exclaimed the clerk, looking after her in a wistful sort of way, "that just touches the top notch of the feminine-masculine craze! Who would have ever thought it? Pajamas!"—N. Y. Clothier and Furnisher.

THE SECRET OF DRESS.

"It is the little things that count," said Major Head, didactically; and it was evident from his confident tone that his rather ordinary face masked immense intelligence, "it is the little things that count in dress—things that most men think nothing of."

"Now, it is wonderful what a rich, handsome cravat will do toward making a man look well dressed. Then there is the hat—gives a man a stamp right off. You take a man's hat—and his shoes—and he cannot have them too nice; he can't be too particular about them—or his gloves. Another little thing is the linen—let it be of the finest and freshest, and it gives a tone to a man's whole appearance. Then there's the hose—let 'em be of silk—it's only a couple of dollars difference, and it has its effect on the tout ensemble more than people suppose. And lots of people are not particular enough about their overcoats—you can't be too particular. These are little things, gentlemen; but if a man will pay attention to them—why, you let him wear a proper suit and rich, tasty jewelry, and with money in his pocket and good manners he can go anywhere."—Puck.