

newspaper to the average woman is the part that has the most "bargains" in it.

The amount to spend in advertising such businesses as Hoover's depends so much on unnamed local conditions that it is unsafe for me to more than generalize. Certainly no more than 4 to 5 per cent. at the outside ought to be spent. If the business is new, as it apparently is, and if competition is strong it will make a difference. If other Winnipeg clothing merchants are strong and vigorous advertisers it will make still more difference. With the "best corner in the city" and with "the whole face of the store in glass," Hoover & Co. ought to get on with a yearly expenditure for advertising of 2 to 3 per cent. of the total amount of the sales for the same period.

H. T. Graham & Co., of Kinmount, Ont., are now getting out a large store paper of their own called The Busy Bee. Unless Graham & Co. can improve on The Busy Bee they won't get much out of their advertising in it. The trouble is that it is not got up in "dead earnest." Out of the five columns of display advertising there are only two prices quoted—a new lot of Japan tea at 35c., and marriage licenses \$2. Here and there through the reading matter there are prices quoted. I'll venture to say that the most interesting part of advertising is the prices—when they are quoted. I believe in working in prices and interesting descriptions of goods whenever possible. Either before or after the 35c. is quoted for Japan tea something ought to have been said about the quality of it. There's nothing startling about a new lot of Japan tea at 35c. at all. It may be cheap or it may be dear. No one can tell from the ad. Here is another mistake:



Watch this ad. next Month,

IT WILL SURPRISE YOU.



The proper time to "surprise" a man or woman in an ad. is right now.

But this is all right:

**H. T. GRAHAM & Co. are selling
10 bars Pet Soap for 25c.**

because "Pet" is evidently the name of a more or less well-known brand of soap.

It is a good plan for a store to get out one of these little papers providing its owners do not too much antagonize the regular local papers and their friends. But in addition to this they must be scientifically got up.

To Encourage Cash Customers,

We have decided to give a 5 per cent. Cash Discount, or 5 per cent. off the balance due. We are going to do it in the way that every person who buys from us will be given a card similar to the one shown at the bottom of this page, and all purchases for Cash will be credited on this ticket. When the ticket has been completely cashed—the purchase amount to Five (\$5) Dollars—we will return the card for 25 cents cash or 50 cents in goods. In other words, you can buy \$5.00 worth for \$4.75, or \$5.00 worth for \$4.25. If two accounts are settled within 30 days we will punch one half the amount.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
CASH DISCOUNT CHECK.																																																	
When all the amounts on this ticket are cashed, (total \$100.00) I, M. ROSS will pay hereon on demand TWENTY-FIVE DOLLARS, OR TWENTY-FIVE DOLLARS IN GOODS.																																																	

C. of Ingersoll, Ont., seem to understand the importance of putting prices in their ads. Two circulars, copies of which they send me, are fairly bristling with business-bringing quotations.

I am quite unable to understand how this firm, or any other, can sell so cheap. Yet, here the facts are in black and white:

Talk About Bankrupt Stocks!

**But Here are Prices That Will
Knock Them Silly.**

Dark Prints for a Penny a yard.
Good Towelling for a Penny-and-a-Half a yard.
Pure Linen Towels for a Nickle.
Yellow Kids for 5c.
Ladies' and Girls' Coats for \$1.
Gents' Derby Scarfs, Bowls, Knots (regular 25c.) for 12½c.
Girls' Kid Gloves, 10c. pair.
The Widest Table Oil-cloth (marble or colors), 35c. for 25c.
Black Feather Neck Ruffs for a shilling.
Good Veilings for 5c. yard.
Ladies' Stylish Felt Hats for a quarter.
200 Good Pins for a cent.
Double-fold Cloth Dress Goods for 10c.

An advertisement of W. G. McCarthy, of North Bay, Ont., is not at all a bad advertisement. I don't know just what is meant by "home made" bargains and misleading "descriptive" catalogues, but I am positive no merchant can make much out of allowing the people of his community to see that he is feeling the competition of his rivals—department store men or others. A real fault in this ad. are the expressions, "Worth 9c. at 7c.; worth 8c. at 6c." and so on. If the goods had ever been marked at the old prices it would have been better to say 7c., marked down from 9c. As a matter of fact, no goods are really worth more than they will sell for. Everyone understands that no merchant sells goods for less than they are worth, unless he has a special object in view—such as to advertise his store, or to close out unseasonable or broken lots of goods. Apparently Mr. McCarthy's offerings are not of these kinds. When the special object referred to exists, the fact ought to be plainly stated. It is not enough to merely say that the goods "are" worth so and so. A bad statement of this kind is apt to breed disbelief.

McCurdy & Co., of Antigonish, N.S., appear to be, not only large, but first-class advertisers. Their ad. in The Casket of Jan. 13, sent me for criticism, is well worth reproduction, but its large size, of course, makes that impossible. The ad. is very nicely set up, but if McCurdy & Co. will, in the future, drop out the dividing rules scattered through the ad. it will be found an improvement.

I find that the same issue of The Casket, that contains the large ad. referred to, has three other good size ads. of McCurdy & Co. One of these three is practically a repetition of things said in the large ad., while the other two merely direct attention to the large ad., which is on a page by itself. This is clearly a waste of space (money), as the big ad. is quite big enough to attract all the necessary attention. But McCurdy & Co. are to be commended for their enterprise anyway.

Good advertising is not everything necessary to mercantile success. No matter how well a store is advertised, if it does not live