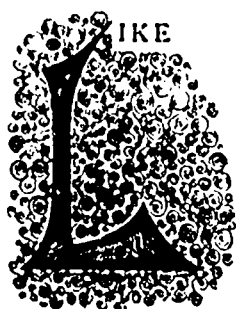


ADVERTISING COUNSEL.



LIKE EVERYTHING else methods change and the advertising of the day is coming down to single column advertisements. The old half page glaring advertisement is a thing of the past except with very large establishments. The moderate retail merchant writes striking advertisements and puts them in a single column. If he be wise he uses a cut at the top of the ad. to

draw attention and then he runs his two or three leading points in bold type, and his explanation in smaller type. The following example taken from a local paper in Eastern Ontario will illustrate what is meant, and exactly how a practical merchant does the work. The advertising clerk of this journal would be glad to receive clippings from dry goods merchants, showing what they believe to be the best form of advertisement.

In a Box

Gentlemen frequently find themselves annoyed at a particularly trying moment by not having the right

Tie and
Suspenders : :

AT HAND. GEO. BOW
CAN OBIVATE THIS
TROUBLE. HE HAS

The Correct Thing

At very Moderate Cost.
Your inspection of the
Spring Assortment is in-
vited.

THE NEWSPAPER "AD" DOES THE BUSINESS.

A neat illustration of the value of sagacious advertising was given at the Portland meeting Sunday, when General Secretary McDonald stated that he had curiosity to know what method of advertising reached the most people. He had circulated thousands of little dodgers giving notice of the meeting, and he asked those who had seen them, and had been moved to come through that means to rise. The hall was packed as full as it could hold, and of the entire number about fifteen arose. Then Mr. McDonald asked all who had read the notices in the newspapers, and had been influenced by them, to rise, and the crowd rose in a body. - Ex.

A CONCRETE EXAMPLE.

A Toronto dealer commencing a reading advertisement under the heading of "Fake Sales," says.

"Tis the old story, told over and over again, they do not know the gun was loaded—the funny boy who cried *won't* too often was finally eaten up, and so it is with the merchants of this city and of every other who are always trying to deceive the people by false cries. They are continually having "bankrupt," "closing," "clearing," and all kinds and manners of imaginable sales to catch the public when they do not intend selling their stock at any reduction on regular retail prices, and have no bankrupt stock other than their own—it would, in most cases, pay them to give the trash advertised away for nothing. Is it any wonder then that the public have come to look at those so-called "sales" with a certain amount of distrust and a full chary of being again deceived by them? This is a fact that often tells to the disadvantage of honest, well meaning merchants, who intend to do what they say, and who never advertise what they cannot carry out; who would far rather lose money than disappoint a customer. The public can understand what a difficult position an honest merchant is often placed in by such a system of doing business. Certainly no business has ever succeeded by this course of action. Quite possibly temporary success has followed, but as the public are quick to detect frauds, failure must be the final result. No merchant who wishes to retain the confidence of the public would attempt to deceive them in this way—yet a great many do it. There is one firm in Toronto, however, who must be perfectly aware of this fact, who must have always fulfilled their promises, who must have only advertised what they were able to do, and when the people went to their store they found for once that there was no deception. These must be facts, for this firm have lately advertised an Alteration Sale, and the confidence the public shows in what they say was fully illustrated yesterday, when, owing to the overcrowded state of their establishment, they were again forced to close the doors for over an hour." This man writes advertisements which are worth reading. There is information in them.

CONVERSATION VS. DIALOGUE.

The method used in the above example approaches nearly but not quite to what is generally termed the conversation method of advertising. This method is very different from the dialogue method, which is now considered old fashioned. The advertiser who uses the conversation method begins in some such way as this: "We want to call the attention of our customers to," and follows this by the name of some line in display type. The word "we" is not absolutely necessary to bring an advertisement within this method, but it is essential that the advertiser should write as if he were speaking directly to the reader. In this way the customer imagines that the dealer keeps that space in that paper just to tell her when to come down town and get what she wants. Why, some dealers' advertisements are read as regularly as the notices under the heading "marrages." The conversation method never wearies the reader and can be easily varied.

A SMALL PUFF.

Tennyson says: "The old order changeth, yielding place to the new." That is true of advertising as of every other trade. There is always something new. The best sort of ability is constantly studying and devising wise and striking methods. THE REVIEW keeps track of these and gives its readers the very earliest benefit of them.