

GOOD ADVERTISING—Continued.

are much more interested in kitchen ranges than they are in "Mr. Janus of Olympia." If the Buchanan advertisement had been cut off just above the words, "The Happy Thought Range," it would have been just as good, if not better, than it is now, and Mr. Buchanan would have saved nearly half of the money he spent. This custom of delving into the classics, roaming over the field of politics and of the news of the day, and jumping from the Klondyke to darkest Africa in search of headlines for advertisements, is really ludicrous when one considers that the most interesting subjects for women (who buy most of the goods sold at retail) are: What shall I buy? and Where shall I buy it? Here is the way a large Brooklyn-New York house handles the headline problem:

WILLIAM BERRI'S SONS | WILLIAM BERRI'S SONS

**Carpets and
Other Furnishings.**

When furnishing a house, see that the carpets, the walls, the ceilings, the woodwork, the draperies, the decorations and the furniture harmonize with one another (don't use a scarlet colored carpet with a terra cotta colored wall, nor a green carpet with a light blue wall). And the purpose for which the room is to be used must also be considered (don't put a delicate colored carpet in a dining room).

The easier way to furnish a room is to start with the carpet and work up, for the carpet is really the background and the foundation for the whole decorative scheme. Besides this, it is much easier to color the walls and ceilings to any desired shade than to work the other way. And there are many more patterns in wall papers than in carpets; many more in furniture coverings, many more in drapery materials, and so on.

But whether you start with the carpet or end with the carpet our services as home furnishers are at your command. It is our business to solve the difficult problems as well as the easy ones this is the leading carpet and furniture store of Brooklyn.

We can furnish and decorate your house completely from top to bottom.

Established 1848.

**CARPETS, RUGS, FURNITURE, UPHOLSTERY GOODS,
DRAPERIES AND OTHER FURNISHINGS.**

Retail Stores
522 to 528 Fulton St.
Furniture Factories
600 to 604 Degraw St.
473 Hudson Ave.

WILLIAM BERRI'S SONS

What a contrast between this advertisement and the Buchanan one! How much more business-like it is!

A MERCHANT'S NARROW ESCAPE FROM LOSS.

The value of a habit of observation has often been proved. This was so in the case of a merchant's wife who, relates The Montreal Trade Bulletin, saved her husband a big loss. She was at a prayer meeting where one of the leaders in prayer was her husband's largest customer. She noticed that he prayed with special fervor for those threatened by impending calamity. On reaching home she asked her husband if Mr. Blank owed him much just then. The merchant admitted that Mr. Blank was pretty heavily in debt to him at that moment, "but surely, my dear, you haven't heard of his being in financial difficulties?" "Oh, no," rejoined his wife, "but I feel certain he is going to fail, because when he prayed so earnestly for the Lord 'to save us from impending calamities,' he appeared so distressed that I could see he was praying chiefly for himself." The next day the merchant made inquiries, and discovered that his debtor had not been as prompt as usual in meeting his obligations, and, consequently, he at once commenced reducing his account, and managed to get out pretty well before the "impending calamities" of his friend ended in a bad failure. Owing to his wife's warring he escaped with a small loss. That woman was a close observer.

LADY TRAVELERS FOR LADIES' GOODS.

THE methods employed by the Canadian branch of the S. H. & M. Co., Toronto, to place their goods on the market are unique.

That S. H. & M. goods appeal particularly to women and are for women's wear, has been considered a good reason for putting four lady travelers on the road instead of men. The duties of these travelers do not solely consist in convincing the merchant of the value of the goods, but their services are given for three days or a week to one merchant in each town, and a practical demonstration of the value of the goods is given to customers.

To further aid the merchant in selling their goods, the S. H. & M. Co. supply with liberal orders a display rack for showing the goods, a framed advertising card, and an abundance of advertising matter. Samples of the special line, S. H. & M. bias brush edge velveteen are attached to an illustrated circular, which is given for free distribution. The goods are advertised in nearly all the important papers in Canada.

This method of reaching the consumer as well as the merchant has proved a great success, for, though the S. H. & M. bias brush edge velveteen is a high-priced line of goods, it has, in less than eight months, been introduced to and is now in regular sale by the majority of the best dry goods houses of Ontario, and is rapidly gaining ground in the other Provinces. The S. H. & M. people claim that the quality of their goods, especially their bias brush edge velveteen, is the basis of their success, as has been proven in their ten years' business in the United States, but their advertising methods are also a big factor.

ALLOA A FORTUNATE TOWN.

Alloa can now be bracketed with Paisley as one of the most fortunate towns in Scotland. For the long period of 35 years, says The Stirling Observer, it has continued to receive benefactions, representing many thousands of pounds, from the Paton family, the world-renowned yarn manufacturers. In the first place, the late Mr. Alex. Paton, of Cowden, bequeathed £5,000 for the erection and endowment of a school for poor children; then, Mr. David Paton gifted a commodious mission chapel; 10 years ago, Mr. John Thomson Paton presented the town with its beautiful town hall and public library, costing about £40,000; two years ago, Mr. A. P. Forrester Paton, of Inglewood, handed over a well-equipped secondary school; last year, Mr. J. Thomson Paton backed up his previous munificence by gifting the fine pile of buildings which embrace the public baths, gymnasium and recreation rooms, costing about £35,000, and, recently, Miss Forrester Paton, Marshall House, presented one of the finest-equipped hospitals in Scotland to the town, while Mr. A. P. Forrester Paton and Mr. Robert Proctor, also of the Paton firm, each presented a cheque for £2,000 for its partial endowment. Talk about Utopia!

MISSOURI'S BILL AGAINST BIG STORES.

The House of Representatives of the State of Missouri has passed the bill introduced by Representative Slate, by which it is proposed to tax department stores out of existence. The bill classifies merchandise into 73 classes, and then makes 56 groups out of the classes. The group is supposed to represent a single line of business, and no additional tax is imposed thereon, but, for each article added, a special tax of \$500 a year is imposed. It is said that, under the terms of this bill, some of the large department stores in St. Louis would have to pay \$100,000 a year in special tax. The local authorities are empowered to increase the special tax of \$500 if they desire, but it is the minimum permissible. Manufacturing establishments, wholesale houses, warehouses and auction houses are exempt.