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By **JOHN ALLAN.**

The Students' Office,
**661 CRAIG STREET and
 2299 ST. CATHERINE.**

two words in which he has such tremendous faith are "Hall's Wine."

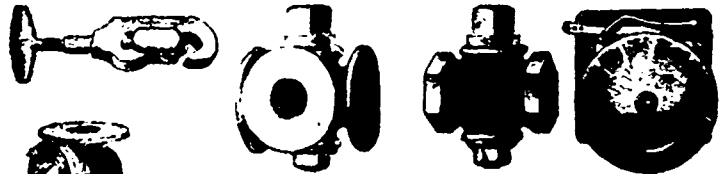
"Oh, yes, the money will come back all right," Mr. Hall remarked in reply to a question, "though it may take some time in doing so. Is a matter of fact, I am only just getting back the capital I invested in advertising six years ago, when I commenced to sell the wine publicly. I remember my first advertisement very well. We started in the Christmas annuals, our first batch of ads costing £150. The result of that was the sale of seven 3s 6d bottles of wine. That shows you the necessity of persevering in advertising. We have spent enormous sums since then, and are now spending £10,000 a year in advertising alone.

"The result of this expenditure is very striking. In 1897 we sent out 15,000 bottles of wine, in 1898 we sent out 1,000, the next year the number had increased to 16,000, and last year our total sale was nearly 250,000 bottles, while we have exceeded that number already this year. Practically speaking, it costs us a sovereign to sell the first 3s 6d bottle of wine to a new customer.

"There you see where the art of advertising comes in. No business man can go on forever spending a sovereign and getting back 3s 6d. He must advertise so as to make people talk. That is what I am trying to do. Why did you come here? Because my advertisement is a novelty. There you have the art of advertising in a nutshell. In these days, when there are so many publications, only the striking advertisements catch the eye. These are talked about, and it is only when the great British public keep on talking about 'Hall's Wine' that the money comes back."

"And so you are confident of seeing your £1,000 again?" I remarked on leaving.

"I have, at any rate, the faith that moves mountains," replied Mr. Hall, with a laugh. "It will come back to me by next Christmas, bearing fruit perhaps twenty-fold. Those two little words on the cover of *The Strand* will be seen twelve times by millions of people, and if only one in a hundred takes notice of it, it will have been a splendid investment. But the great thing is that it will make 'Hall's Wine' a household phrase in thousands of homes."—*Tit Bits*.



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