

ADVERTISING CHIT-CHAT

Reading Notices

A book-seller is in a slightly better position, so far as free newspaper advertising is concerned, than nearly any other merchant. What drygoodsman, for instance, ever had a half column written about his dress goods in his local newspaper to accompany his paid advertisement? And yet book-sellers nearly all get their leading books noticed, even though they may never have had a regular advertisement running in the paper. This, unfortunately, concerns but one side of their business. Outside of books they are as badly off as other merchants. The reason for this is undoubtedly to be found in the fact that business men ask for far too much when they are offered a write-up. A publisher always aims to fill his columns with interesting material and relegates all advertising matter to its proper place. No wonder then that editors refuse to insert reading notices which are pure advertising from start to finish. If merchants could contrive to write up paragraphs of rather more than passing interest, which, while not on the surface advertisements, yet could be used for advertising purposes, such notices, on account of their general merit as news or information, would very probably be received by editors. Books and theatres, no doubt, appeal to a large number of people, but there is no reason why clever paragraphs concerning other things might not be inserted in newspapers, which contemporaneously run paid advertisements. In time, it is believed that a class of special writers will spring up, whose business will be to supply just such articles as are referred to here.

BENEFITS

—FOR—

Sutherland's Customers

25c. Box of Beautiful Stationery.....15c.
25c. Box of Fine Note Paper and Envelopes 15c.
25c. Box Note Paper, Envelopes to match 15c.
25c. Quire Note Paper, with Envelopes.....15c.
10c. Quire Note Paper, with Envelopes..... 5c.
8c. Quire Note Paper, Grey, extra heavy.. 5c.

J. & J. Sutherland

Cockshill Bldg., Colborne St., BRANIFORD.

The use of the word "Benefits" is commendable. With its double meaning it takes, where "Bargains" would not.

Consistent Advertising.

Full many a strange inconsistency stalks about in this world. One of these is to be observed where the bookseller, whose store appointments are all handsome and expensive, yet makes use of the cheapest and meanest kind of advertising to announce his goods to the world. Though he would never think for a moment of sending out a mes-

senger boy clothed in rags to do his errands, yet his advertising might not inappropriately be likened to such an ill clad personage. A few ill-constructed and often stale lines in a newspaper, cheap posters and blotchy booklets form the extent of a good many booksellers' publicity. But on all his store appointments it is usual to find a good deal of money expended and his stock high-class and well-arranged. Then, why not be consistent and let the advertising be of

KEEPING A DIARY

doesn't necessarily mean to fill a page as long as a column in *The News*, each day. Diaries are made in all sizes and shapes to accommodate the needs of all sorts of people. If you're a busy business man with barely time to make brief memoranda each day, here's a handy pocket diary, substantially bound, and ruled with only a few lines for each day. If you're a man of leisure, or if you've a special liking for keeping a diary, here are diaries that will hold under each day's heading all that you'll care to write.

Just one brief note in a diary might easily save a thousand times the diary's cost. There's no better way of keeping a systematic record of daily events and matters of importance.

You'll want to "keep" one of our diaries after you've seen them and their low prices—10c. to \$1.50.

the same quality as the rest? A customer is much more likely to buy at a store which makes its announcements neatly and with good tone, than at one which sends out sloppy advertising matter. Even such an apparently small matter as taking care of the advertising is bound to pay in the long run.

...

"Is it possible for me to advertise my books any better than they are being already advertised for me in the city papers, the reviews and the magazines?" asks the provincial bookseller. "In other words, is there any need for me to advertise these books at all?"

The great mass of book-sellers seem to think not, for, outside of the cities, there is little or no local book-advertising done. This does not prove that it should not be done or that it would not pay. The most sagacious advertisers, of a general sort, do not confine their advertising to the metropolitan papers. There are articles advertised not only in every city paper, but in every country paper as well. This proves that there still remains a value in the country papers for general advertisers. If so, book-sellers in the provincial towns should not be averse to announcing their new books and even their magazines in local papers. A Summer visitor at a certain town, the day before he left, happened to drop into a bookstore for a certain paper, and, as his eye glanced over the table on which the magazines were piled, he observed a copy of *The Contemporary Review*, and other English periodicals. Picking it up, he turned to the bookseller and said, "I had no idea you kept such high-class publications in stock. Why don't you advertise them?" Surely this speaks for itself.