

LETTER WRITING.

EVERY merchant writes a number of letters, but his most important letter is the one he sends to his daily, weekly or trade paper, where it is set up in type and sent out to his numerous customers. If it is a silly, trashy and foolish letter, why, of course, the reader thinks the sender is the same.

But no advertisement appeals to the taste of the reader unless it is properly set up, and has a new, crisp style about it; in fact, it must feel like a piece of new silk.

Style in an advertisement is everything. Of course the printer cannot make a good job of your advertisement unless you do your share. You must understand how to write an advertisement, just as your clerk must learn how to show dress goods or trousers. There is a knack about writing advertisements much similar to the knack required to ride a bicycle. Practice, learn, study; and after you have done that—study, learn and practice. After a time you will become proficient. No horse can trot well until he becomes fit; and it takes lots of good exercise to bring him to this state of perfection. The man who designs the patterns which make prints, muslin, carpets, etc., look so beautiful, must study for years at the details of his trade. Why then should a man expect to advertise without a thorough study of the different methods? There is no royal road to the learning of "how to advertise."

Put an ordinary piece of twenty-cent dress goods among a number of pieces of a similar kind, but of a ten-cent grade, and it will look lovely compared with its poorer neighbors. Put the same piece among its equals in quality and price and it looks only ordinary. There was a time when even a moderately well-written advertisement would appear conspicuous among its very poor companions, but now advertising is improved and is of a higher grade and consequently to make an advertisement conspicuous in one of our modern newspapers, it must be exceedingly clever. The matter must be well

set by the printer. These are two indispensable requisites.

Having secured these two requisites there still remains to be considered that about which the letter will speak. It must speak about something which will interest the person receiving it. This is the one invariable rule, the sine qua non of all advertising. Just imagine how nice even an advertisement will be, when it is about something interesting, composed in a neat and suitable manner, and displayed with the highest of printer's art. It must contain some pointed and seasonable remarks about that which interests the reader. Think you, that ladies ever tire hearing of the new styles in veilings, millinery and dress goods?—Dry Goods Review.

EXPENSES VS. PROFITS.

A NEW YORK firm of wholesalers that sends out commercial travelers recently wrote as follows to one of its representatives:

We received your letter dated Urbana, O., on the 26th ult., with route list and expense account. What we want is orders. We want no weather report nor map of Ohio, and we have big families of our own to make expenses. We find in your expense account an item of \$2.50 for billiards; please buy no more billiards for us. And also \$7.50 for horse and buggy. Where is the horse and what did you do with the buggy? Cigars seem to be dear out west, so we send you to-day by express two boxes of New York cigars. The one costs \$1.40 per box, and the other 90 cents per box. The one at \$1.40 you can smoke yourself, one cigar after each meal; the one at 90 cents you can use to treat your customers. We also send you samples of an article that costs us \$5 a gross. Sell it at \$5 a dozen. If you can't get \$5 take \$2.25. You might offer it as a novelty, as we've had it but two years in stock.

Do not date any more bills ahead as the days are getting longer. Yours truly.

He was an old merchant who devotes much time to his advertising. "John," said his wife, "what do you want put on your tombstone?"

"Oh," he answered, "it isn't important what the text is so long as it gets good space and is well displayed."—*Washington Star*.