

papers. He must do more than that. If a man wishes to reap any great benefits from advertising he must take other precautions. Just as the gardener who wants a good crop must cultivate the ground carefully before sowing the seed, so the business man must be careful in preparing his advertisement.

If the ad. is to be read by the people whom it is to reach there must be no slips in grammar, spelling or punctuation. All such slips betoken illiteracy or want of thoroughness, and are sure to have a bad effect so far as results are concerned. However good the general conception of the notice may be, mistakes in grammar will inevitably be observed by persons of any education, and the result will be that instead of being impressed by the offer made, they will jump at the conclusion that your wares are no better than your grammar, and thus you will fail to attract serious attention.

With the foregoing precautions it is impossible for one to assert that advertising is not beneficial. There are hundreds of thousands of different ways in which a person may be benefited; I shall endeavour to enumerate but a few.

Let us take a medium-sized firm, which suddenly realizes that for the furtherance of its business in foreign countries, the time has arrived when it must boldly do something to maintain its reputation, and keep in line with the ever-increasing competition. Now if this firm has not a very large capital it cannot very well afford to send armies of men all over the world to advertise by word of mouth. It cannot maintain those men in different cities where rooms and board are so costly, therefore it must take some cheaper and quicker way. This is done by putting a good ad. in the leading and trustworthy papers of the country. If the wares correspond to the recommendation given in the papers, the firm will immediately find its trade increasing rapidly. The goods are shipped and sold for what they were advertised, and there is not so much room for fraud as there would be if agents were sent through the country. How long would it take those agents to work up the trade? On the contrary the news is flashed through the country by the papers in a few days.

The Swift Specific Company and the Bradfield Regulator Company spend annually over a million and a quarter dollars in advertising. Now it would be a contradiction to think that those companies would use the papers and periodicals as mediums for showing what they manufacture if they did not reap very great benefits. If we wish to recall a friend we naturally have recourse to a photograph. Just as the photograph is the