

York newspaper : "Young Irish girl, lately landed, wants washing and cleaning." With so many free baths in the city one would imagine that she could have saved the expense of advertising. The "World" last week contained a want ad. from a foundry for "two sheet-ironmen," and almost immediately beneath it was an ad. for "a silver man for restaurant." Presumably both had to be men of mettle. "Two men wanted for umbrella handles," says another announcement in the same paper, and it makes one think that the uses of man are limitless. "Strong men wanted for cold storage," has a peculiar sound, and almost suggests an undertaker's advertisement. "Girl wishes to cook small family," may be an example of condensing, but it smacks of cannibalistic tendencies. "Boy wanted to work in a store with a reference," is another example of clumsy wording, and even the New York "Herald" prints the following curious "want ad.": "Experienced laundress wants ironing; flat preferred."

The following notice was posted in a pleasure boat belonging to a steamship company on the Suir : "The chairs in the cabin are for the ladies. Gentlemen are requested not to make use of them till the ladies are seated." The time I was in the country was just after the visit of the Duke and Duchess of York. I clipped the following advertisement from a Kingstown paper : "James O'Mahony, wine merchant, has still on hand a small quantity of the whiskey which was drunk by the Duke of York while in Dublin."

#### THE CREDIT-MAN AS SEEN BY THE SALESMAN.

There are two things about credit-men of which I am positive, said A. M. Compton in an address before the Chicago Credit Men's Association : First, a broad-gauged, manly credit-man can do more to build up and retain the business of a jobbing house than any other one man under the roof. Second, a surly, unapproachable, conceited, credit-man can do more to drive trade away from a jobbing house than any other one man under the roof.

The speaker will now consume just a few moments of your time making suggestions based on his experience. The corps of travelling men representing a jobbing house are largely what they have been made by the discipline and thoroughness of their employers. I will illustrate :

Recently a travelling man, just returned from a five weeks' trip, told me that he had taken seventy-eight orders, not one of which had been held up or declined. This impressed me as being a very thorough piece of work, and I naturally asked the young man how it happened that he was so successful. "Why, our credit-man goes over my route very thoroughly and instructs me exactly who to sell and who not to sell. If any new facts occur during my trip in regard to any man in my territory, I am immediately informed of it by the credit office. In that way, you see, I lose no time and make no enemies by selling goods that are not shipped."

Another point : Don't take too lightly to the opinions of a good travelling man, but rather encourage him, and at the same time educate him in forming good opinions upon which you can rely to a limited extent in forming your own conclusions.

An intelligent travelling man's view of the personality, the characteristics, and business methods of a customer, should be of great value to a fair-minded credit-man. How does this man conduct his business? What is he? Who is he? How does his store look; is it a clean, tidy, business-like place? Does he conduct his business himself or leave it to his clerks? Is he mixed up in outside affairs, or does he concentrate his energy and time in conducting his own affairs?

Is his store management economical? How does he live, extravagantly or modestly? These are all questions that an intelligent travelling man can be educated to weigh carefully and report correctly. Encourage your travelling men to co-operate with you and do not make them feel that you have no respect for their opinions. Even if you have no respect for their opinions, if you can, disguise the fact.

Do not write letters to your customers in harsh language. To illustrate :

A young man in a western town, a number of years ago showed me a letter received from a credit-man, now no longer in business, however, which read as follows :

"Your order received and declined. We find you unworthy of credit." Now it was not what was said, but, as the costermonger's song goes, "It was the nasty way he said it." It is possible to decline an account in a gentlemanly kindly manner, and in doing so you will not make as many enemies.

If a customer requests an extension of time, or insists on an unusual dating, if you grant the favor at all, don't grant it grudgingly, but do it gracefully even if you will have to say that you will not be able to continue such favors in the future.

Don't quibble too much over little things with your customers. To illustrate : A customer showed me a sharp letter from a jobbing house dunning him for fifty-five cents difference in discount. "Now," he says, "I bought \$2,800 from that house last season. I do not think I owe them that fifty-five cents, and I do not intend to buy any more goods from them, because of the way they have written to me." It is better to charge such small differences to policy accounts than to run the risk of driving a good customer away.

#### SIR CHARLES TUPPER ON LIBRARIES.

Sir Charles Tupper was one of the speakers at the formal opening of the citizens' free library at Sydney, N.S., on the 13th inst. He alluded especially to the progress of education, and said that few countries on the face of the globe could boast of so great advancement in 25 years as can Nova Scotia. Dwelling on the influence of mothers, wives and children, he referred incidentally to the recently published story of the rise of a woman from slavery to the position of Empress of China, and spoke of the Celestial Empire as cracked China, which would soon be broken China, owing to the march of the world's progress. Sir Charles paid a warm tribute to Sir John Bourinot, who, he said, had reached the highest eminence in literature. Canada, said the baronet, was advancing rapidly, and would advance step by step until it became one of the principal countries of the earth.

Wolstan Dixey, in "Printers' Ink" says: The Editor of the Putnam "Patriot" encloses the following ad which he requests me to criticise and suggest improvements.

### Stationery

It is an annoying incident to sit down to your desk to write a letter, and then to find that either your pen scratches, your ink is gone, or you have but one sheet of paper, and that is soiled, and as for envelopes, your assortment may be varied, but you haven't one fit to use. This is the repeated experience of many. Now, this annoyance can be avoided by a purchase at my stationery department. The price and quality of my stock are a temptation to any person who has a use for stationery.

### Bank Books

I want to say just a few words about my line of Blank and Account Books. My line excels in five important points, which are as follows:

1. The books are strongly bound.
2. The paper is strong and durable.
3. The writing surface is smooth.
4. The ruling is distinct and clean.
5. The price is reasonable.

Edward G. Wright

The trouble with the first part of this ad. is the same thing that is the matter with nine-tenths of the ads which people produce who start in with the idea of saying something entertaining. It is "glittering generalities." It is talk about the general subject. It isn't definite enough. It tells all about people's ideas and sensations and annoyances when they haven't any stationery. But it doesn't tell a single reason why they should buy their stationery at this store. It alleges that the prices and quality of stock are a temptation, but it doesn't give a single tempting item out of the almost innumerable items in stationery which might be made tempting. It doesn't give a single tempting price.

It might name a price for special stationery by the pound. It might describe a dainty papeterie telling exactly the amount of paper, envelopes, size, quality and tints, and the decoration of the box. It might describe a specially convenient traveling writing desk or portfolio. It might give a low price on some of the writing-desk accessories so dear to feminine hearts: pearl-handle pen-holders, gold pens, paper cutters, paper weights, seals, etc.

In fact, there is no end to the attractive items of a stationery store, and the opportunity for attractive prices, and this ad. doesn't name one of them. The main thing in writing good advertising for retail stores is to describe your goods and *talk business*.