

ADVERTISING FOR LIVE MERCHANTS.

THE live merchant must spare time to see that his local advertisements are well constructed and well-set. If the merchant hasn't the time to do this work, or thinks he hasn't the taste, let him give the points to someone in the local newspaper office and have the advertisement written there and a proof submitted for approval.

Poor advertising is money largely thrown away. Nath. Fowler, the expert, gives an example of the old style and the new which will show that progressive ideas must be cultivated in advertising as in anything else. He quotes one of A. T. Stewart's advertisements as follows:

NEW DRY GOODS STORE,
No. 283 Broadway, opposite
Washington Hall.

A. T. STEWART informs his friends and the public that he has taken the above store, where he offers for sale, wholesale and retail, a general assortment of fresh and seasonable DRY GOODS; a choice assortment of Irish Linens, Lawns, French Cambrics, Damask, Diaper, &c.

N. B.—The above goods have been carefully selected and bought for cash, and will be sold on reasonable terms to those who will please favor him with their commands.

The above advertisement, greatly reduced from the original, appeared in the New York "Daily Advertiser," on September 22, 1823. It represents the initial business announcement of the greatest merchant of his time, or of any other time, and it presents a style three quarters of a century old, when advertising was a luxury, and not indulged in by more than one merchant out of a half a dozen. There is no record to prove that this advertisement was successful in the day of it. It was certainly better than the majority, and the best, however poor, generally succeeds. Half the advertisements, even in our progressive cities, are close copies of this old style. Merchants who believe in progressive methods of business don't always realize the necessity of modernism in advertising. The world moves, and business with it. However successful our grandfathers' advertisers may have been, their method cannot, in the nature of things, be profitable to-day. The man who follows old styles of advertising is as foolish as he who tries to sell hoopskirts to Fifth Avenue women. The successful merchant is he who adapts his business and advertising to the times, allowing his advertisements to contain all the good of the old style, and all the good of the new style, a happy compromise between present over-originality and former over-conventionality. I present the advertisement, rewritten and re-set, following a style of modern success.

New Store

My new store is open—every body is convenient to it—283 Broadway, facing Washington Hall—dry goods, and all that dry goods stand for—only the best for the best people, whether they have much money or not.

Yours for business,
A. T. STEWART.

When the merchant is a large, steady patron of the local paper he will be able to obtain valuable reading notice in connection with a good sized ad. Ask the editor to send a reporter to the store to give a newsy write-up, not an ordinary puff.

Here is another example of Nath. Fowler's specimen advertisements which will interest those in the millinery business:

MRS. W. B. SMITH,

155 First Street,

AND

318 Second Street.

HATS

AND

BONNETS

IN

SPECIAL DESIGNS

AND

CHARMING EFFECTS.

In Original Styles confined to this House.

In no previous season have materials been choicer or more novel than those imported for this season's millinery. Ladies will benefit by making an early selection.

MRS. W. B. SMITH.

This announcement is in a metropolitan evening newspaper. Mrs. Smith's name appears twice; once is sufficient. The best part of the advertisement is utilized by that which is not for sale—the name of the seller and her addresses. The proper place for them is at the bottom. Ladies care more about Mrs. Smith's good things than about Mrs. Smith. "Hats and Bonnets" mean everything, and not much of anything. They lack pointedness. The headings of millinery announcements should generally contain refined adjectives, for aesthetics and artificial beauty—and bonnets are artificial—well mix. So far as bonnet-selling is concerned, one had better use too extravagant expressions than too modest ones. Women read advertisements, particularly advertisements of something to wear, and are more likely to inspect the styles of the advertiser who brings out one or two strong points so smoothly and so delightfully that the woman is impressed with the beauty of his style, as well as by the soundness of his argument. The appended advertisement is presented as an attempt at artistic and rather flowery advertising.

Bonnet Artists

The beauty of the charming fitness is not in the bonnet—it is in the blending of the bonnet and you. My salesladies are artists—experts in color and harmony.

MRS. W. B. SMITH,

155 FIRST STREET—318 SECOND STREET.

There is no use in grumbling at want of results in advertising. You must take the same pains with this branch of doing business as