

Your committee would add: That they regard wholesalers and retailers as agents or carriers, just as an express company, who, for a fee, agrees to deliver certain goods when called for. That while we are at work on the subject we must seek and insist upon legislative assistance, compelling firms to sell all a person wants of any article advertised, at the advertised price.

We would also ask manufacturers to state on their labels that genuine goods can be had only at pharmacists.

Advertising.

Practical Hints on Advertising.

Copyrighted, 1896, by Charles Austin Bates, New York.

A great many men seem to think that catching the reader's eye and getting his attention is the most that an advertisement can do, and that when it has done this, there is nothing more to be desired.

This is undoubtedly true in some cases, but not as a general thing. Of course, if an ad. doesn't attract attention, it will not be read, and, therefore, will be useless, but any ad. in any newspaper will be sure to get some readers, whether it is displayed or not, and I would rather take my chance of convincing a few than of merely attracting a great many without telling them anything or convincing them of anything in particular.

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Advertisers complain of the difficulty of getting display from many printing shops. Now, I have never seen an outfit of type in an office so bad that good display could not have been gotten out of it. I don't mean fancy display—I mean merely display.

"The way to display an ad is to display it."

Display means prominence. It doesn't mean prettiness, although sometimes prettiness is prominent. When an ad. catches your eye, it is well displayed. If it stands out of the mass of ads., it is well displayed. The display lines may be set in French Clarendon—which is the ugliest type that ever was cast—and yet, if it is a prominent ad., that is proof positive that it is well displayed.

Display means prominence, and it doesn't mean anything else. A well-set ad. is one that is prominent. It doesn't make any difference whether it is pretty or not. If it is prominent and looks readable, that is all that it need be.

In some papers an ad. must be hand some to gain attention. Sometimes the nature of the goods makes a pretty ad. more effective than a plain one. This is purely incidental, however, and has nothing to do with display.

If printers will stick to plain type, and perhaps one simple border around the ad., they will have no trouble about getting a good display. Three kinds of display type are as much as ought ever to go into

an ad., and two kinds are better—one kind is better yet. Only a very exceptional ad. should have more than three lines of display in it. Two lines are better—one line is best.

Let the display be simple and strong; let the type and the white space contrast in bunches; concentrate the white space so that it can be seen. If you scatter type all over it, nobody will know it is there.

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In no place has the improvement in advertising been so marked as in the magazines. Almost every month one or more advertisers break away from the old stereotyped styles and come out with something attractive and pretty. The advertising of the future will, I think, be more like the reading matter of to day. It will be more interesting and more entertaining and more convincing, because it will give information, and in a more definite way than now. If you have an interesting story to tell, and people know it from past experience with your advertisements, they will be sure to read them, whether they are displayed or not.

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The old style job printer and the old style ad. compositor can hardly be made to believe that the advertiser's name should not be the biggest thing in the ad. The name and address, in almost every case, may better be the smallest thing instead of the largest.

If something desirable is told about in the advertisement, and people decide that they want to see it, they will look for the name and address if necessary. It ought not to be so small as to be indistinguishable, of course, but, as a general rule, I should say that if the name were set in bold-face pica and the address in bold face brevier, that would be about as large as it would ever be necessary to make it, no matter what the size of the ad.

There are exceptions to this rule, of course, but they are very few. As a general thing, a man advertises for the purpose of selling his goods and not to bring himself personally into prominence. If he has told all he has to say about his goods, there is no need of taking valuable space for the purpose of putting in his name in six-line pica gothic.

Canadian Druggists' Exchange

Drug Stores and Stocks
bought, sold, and exchanged.
Vendors blank form furnished
gratis, and full information
for self-addressed envelope,
address,

Dr. W. E. HAMILL, - - Toronto.

One of the strangest things in advertising or in printing is that a man will start out with the intention of having the best thing he can get. He will find, let us say, that it is going to cost \$105, but that by skimping it a little bit he can get it for \$100. Taking that \$5 off the price and out of the quality is just like taking the

WANTS, FOR SALE, ETC.

Advertisements under the head of Business Wanted, Situations Wanted, Situations Vacant, Business for Sale, etc., will be inserted once free of charge. Answers must not be sent in care of this office unless postage stamps are forwarded to re-mail replies.

SITUATIONS WANTED.

SITUATION WANTED—ON OR ABOUT FIRST September, by drug clerk with four years' experience, one year in city. Good dispenser. Telegraph operator. References furnished. Address H. C. Cook, Hanover, Ont.

SITUATION WANTED AS DRUG CLERK three years' experience, both city and country. All credentials. Address Drug Clerk, Box 133, P. O., Oshawa.

BUSINESS FOR SALE

FOR SALE DRUG AND STATIONERY BUSI-ness, stock \$5,000. This is one of the best businesses in Ontario and a rare chance. Owner going to Rossland, B.C., to look after his interests there. Terms 100 cents on 5, half cash, balance approved notes. None but those with capital and meaning business need apply. Address Success, c/o Lyman Bros. & Co., Toronto.

BUSINESS FOR SALE—ONE OF THE BEST located and best established drug businesses in Toronto. Fulllest investigation invited. A splendid chance for a live man. Write for details etc. W. Murchison, 136 Bay Street, Toronto.

FOR SALE—DRUG BUSINESS RUNNING ABOUT \$2,500, all the stock in good shape and well assorted. Good reasons for selling. Address Acaia, c/o London Drug Co., London, Ont.

To the Trade:

We are wholesale agents for

Moxon's Celebrated Liniment

We have a large quantity in stock. No extra duty to pay. Prices same as the American prices.

Write us for Prices.

JAMES A. KENNEDY & CO.,

WHOLESALE DRUGGISTS

342 Richmond St., LONDON