

## ADVERTISING ADVICE.

## READABLE ADVERTISEMENTS

**W**HEN the dealer gets tired of huge display advertisements, and has no particular lines to advertise, he turns to quiet but well written advertisements, leading off with reasonable topics.

For example, he begins by such a phrase as "The proof of the pudding is in the eating of it," and talks about Christmas puddings, and winds up by telling that proper ingredients make a good pudding just as genuine woolen cloths make good suits procurable at the store of —. The Christmas turkey is another such subject. Here are other subjects which may be written upon in a nice chatty way: Swearing Off, New Year Promises, To be Well Dressed Supercedes the Rest (Shakespeare), The World is Full, A Wet Season, The Snow Drifts, Muddy Roads, Market Your Wheat, A Bad Spell of Rheumatism, 32 Degrees in Freezing Point, A Winter Blast, The Ponds are Frozen, The Roses are Gone, A Bad Fall, The Untrodden Snow, The Bleak Winds, The Hoary Frost, Nips by Jack Frost. All these headings can be taken and written about in a readable way. People like to read neat, chatty witty articles, even if they are advertisements. Each heading should be carried in the mind of the writer two or three hours and thought about, and ideas will be suggested that will be surprising. But they cannot be properly treated off-hand. Advertisements written in a hurry are generally failures. There must be real downright earnestness on the part of the writer, especially when he is not a professional advertiser. First attempts may be poor, but luxuriant thoughts, ideas and sayings will come with practice. Every man can be original if he tries sufficiently hard, for originality is not a natural gift except in very rare instances. What is called originality is often, nay always, the result of hard and honest labor.

## FOR THE CLOTHIERS.

All the retail clothiers view the question of advertising in the peculiar light that it affects each individual firm.

Most retail clothing men believe in advertising in one form or another. This is shown by the almost constant use of printers' ink. I am safe in saying that clothing is as well advertised through the public prints as any other branch of merchandise. The great point is to present the necessity of wearing apparel—put a man in mind of something he needs and he will buy it if he has money enough. In order to create a demand for an article, the advertisement must appear in a readable and attractive manner. It is not always the "ad" which contains the most highly-colored and smoothly polished sentences that sells the most goods, the blunt, plain, honest style is far better, but this can be carried too far. There is a happy medium and it must be reached in order to make an "ad" the most effective.

In writing an advertisement be honest, not only with the reader, but with yourself. Conviction carries weight. In order to make others believe your story you must be thoroughly imbued with the idea that your bargains are worth advertising—and worth the consumer's attention.

Never promise anything in an "ad"

which you do not, or cannot, carry out to the letter.

Honesty is the very best policy in advertising.

Use good judgment in the selection of a medium.

There are so many different ways of advertising that it is not easy to discriminate, however, I have no hesitancy in saying that there is no better or surer way of reaching the public eye, ear and purse than through the newspapers.

It is hard to make a comparison of the relative returns of different forms of advertising, for the simple reason that you can never tell what induced the purchaser to come to your store.

I believe in advertising, in every way, shape and form, but place this restriction to my "ads"—They must not be taken.

To my notion it shows enterprise and good business judgment to see a firm get out large roadside advertising and posters; put up large signs on the store, use liberal space in the newspapers, make attractive window displays of advertised lines. To keep stock in good order, decorate both inside and outside of the store with the goods for sale, and make the store both inviting and interesting to the trade. It is a good idea to study to make the store as popular as possible. Once you get people coming to your store you have no trouble in gaining their trade.

There are certain elements that combine to give an advertisement the greatest strength, among these are courteous treatment, a desire to please, politeness and obliging manners, a proper display of salesmanship, not alone in showing up to the goods, but after effecting a sale, to leave the customer in that happy frame of mind when he will make additional purchases and have no hesitation in recommending your goods and your methods to his friends.—Charles M. Wiener in *Clothier and Furnisher*.

## ADVERTISING A NECESSITY.

"The only business man who can afford to dispense with advertising is the man who has no business to engage in business," says a well-known advertiser. "I have made advertising a study for years, and the more I look into the question the more I am convinced that it is an absolute necessity. If I had enough money to retire from business, I might oppose the expenditure of large sums in advertising mediums, but so long as I have to depend upon a commercial pursuit for my income, I must depend upon advertising to influence, if not bring me business directly. It is only a question of the best medium. A great many men start out to advertise with a flurry and blare of trumpets, and then, because they do not get immediate results in the way of cash, they say that advertising does not pay. Now, any experienced advertiser knows full well that many of the benefits of advertising are not visible. They may come in a thousand ways that we never count upon. I use trade papers extensively, and I do not expect that every man who reads our advertisement will write to tell me of the fact, nor do I expect that when he even writes, after reading the advertisement, that he will always mention that he saw it. If the dealers, however, would more frequently mention where

they see the advertisement that influenced them in writing to a business firm it would prove of great value to the advertiser as well as to the legitimate trade paper.

## MANNER AND METHODS.

At the outset it must be distinctly understood that simply putting one's business card in the paper is, in itself, a very feeble attraction, and to catch the reader's eye, a striking headline or design must be used. The columns of many newspapers containing a meaningless lot of two-inch "ads," one after another, with little break in the type or variation in style, remind one more of a business directory than the mute representation of a live business concern, and is the reason why so many dealers grumble at their advertising bills and complain that they do not pay.

If a gardener planted a garden with good seed and then left it to the mercy of the weeds, nobody would sooner see the mistake and neglect than that same advertiser (the name is misplaced) who pays his coin for an advertising space and then neglects to keep it clean and attractive. It is better, in my estimation, to put ten poorly-written advertisements in a paper during a month than but one fairly good one, because the change excites curiosity, and curiosity is the bump of human nature on which you must operate to be successful. The way to have fresh advertisements, if your time is limited, is to have a blank book at home, and when you find an idea in what you read or hear, jot it down in the form of an advertisement, and so always have a stock on hand to draw from. Read other people's advertisements, especially in the large cities, and notice points which you can utilize, and watch local events and work them into your advertisement. They make your local notices and space work hand in hand.

Many people will tell you that it is a hard matter to keep advertisements fresh and attractive, and so in truth it is, but is it not also difficult, and often tedious, to wait on customers and suit their varying fancies? If you had a clerk who was impatient or unwilling to bestow enough labor and tact to sell to these customers, would you keep him? Is it, therefore, a valid excuse to allow the question of "hard work," which is indispensable in any line of success to deter you from reaching the trade for which you pay the newspapers?—D. T. Mallett.

The Canadian Government has consulted the Marquis of Ripon on a projected commercial treaty between Canada and Mexico, the former allowing the free importation of Mexican raw sugar, cotton and tobacco in exchange for the free importation into Mexico of Canadian wheat and flour, manufactured cottons and woollens and machinery.

Since the Canada Cotton Company purchased the Ontario cotton mills at Hamilton extensive improvements have been commenced, and the company proposes to increase the capacity of the mill from 400 to 800 bales. A new dye house is in course of erection that will be one of the finest in America, and improved machinery is being put in. The output of the mill will consist principally in future of colored shirtings.