Essentials That Go to e a Successful Advertiser.

d Gazette.
dercial Value of Good Deportsubject to be discoursed upon ht at the business talks which ren under the auspices of the The speaker will be Mr. Ab-

ceting of the series that was fressed by Mr. W. H. Good-r of the John Murphy Com-looke on "The Publicity Prob-gathering was largely attend-men, and to them the "talk" eresting and instructive, Mr. neans of a blackboard, clearly his audience the building up lon of the several points that emphasize.

the subject of the "idea," he in sub-divisions, the first bepetion, and in this connection me personal experiences, and this connection me personal experiences, and this experience was wrapped artmental store advertising, understood to cover advertises sphases. He then passed on sub-division, the expression of sub-division, the expression of serving that the first thing uly impressed, and then to be impression. No one should me stronger than the depth of ms. To use strong expressions sign that the man was deeply if a man who was truly imdo be true to his impressions, vays be interesting. Inter of expression a person uple; the style should be continued the writer should consider was writing. For instance, if vertising the sale of a washas no use in becoming too elofor the lady who would likenterested in the purchase of might not understand what king about.

of humor also the writer of ment should be very carefulke such a good joke that both office boy would split their gat it, and yet the reader of ment might not be able to see you in it at all. If humor were let it be the double-barrelled at that was apparently uninve the reader an opportunity he joke which he thinks you ed. "Be careful," cautioned, "the writer of an advertise's within one word of making self—yes, within one comma." trations, let it not be considered and that was apparently uninvesting the space occupied by a good was wasted; provided, of the drawing illustrated the eat care, however, must be that there was harmony. For highest type of illustration window dressing, where the tor could so drape a piece of would at once scouwey to the passer-by all the beauty and that was in the mind of the in the same sense an advertappeal to the imagination of y the best illustrated methods

tings of a store.

the effect of advertising on Goodwin declared most emhat it had a tendency to rebut at the same time it involume of sales. Advertising de two biades of grass grow one grew before. It was profitmerchant, who, for instance, era of advertising, sold one, upon which he made a profit advertising, he could sell two each, and make a profit of two. The fixed charges were

Avertising, he could self two. The fixed charges were me in each case; but in selling a the merchant had made an rofit of 60 per cent.

It specially emphasized by Mr. as the doing away with the le part of the public, that it advertising done by merchants, he remarked, paid for itself, advertising there was, the less to the consumer, but the to the merchant.

In sion, Mr. Goodwin touched shecking up of results, saying reson aimed at nothing, he could ether he hit, it or not. In ork up the results of advertising, must aim at something definipoint and to the purpose.

V-Z (Wise Head) Disinfectant der dusted in the bath, softens and disinfects. 38

RSTATE COMMERCE. Bill Introduced and Read Inited States Senate.

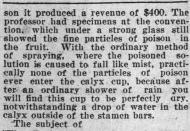
on, Feb. 22.-Senator Knox duced his interstate commerce oadens the house bill and con-ovision for review by the the orders of the interstate

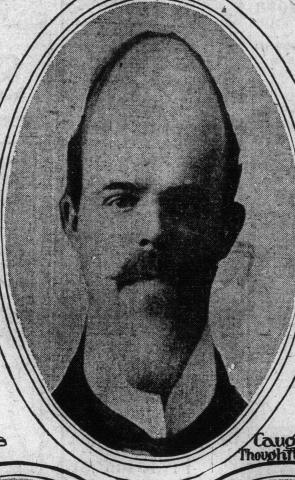
commission.

provides that all acts of conthe provisions of this bill renterstate commerce "shall excommon carriers engaged into which the regulative power is extends under the constitution of the constitut

all take effect as soon as the norders and continue so long rs, not exceeding two years, oner set aside by the commissispended or set aside by order tr. But any carrier affected tute proceedings against the and the interstate commerce in the circuit court of the ates to prevent the question of modits rights being deter-







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