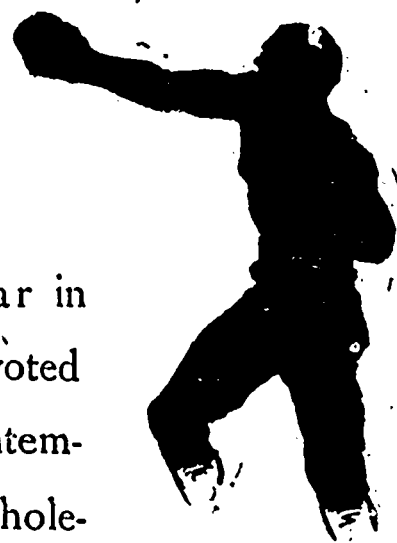


# Did it ever Strike You



That you could save a considerable amount every year in placing your advertisements in the paper specially devoted to your trade. The following reasons given by a contemporary should receive the careful consideration of wholesale dry goods merchants and manufacturers as they are as full of good common sense as an egg is full of meat. It says :

You all want country trade.

You spend thousands of dollars every year in sending travelers over routes they have traveled all their lives.

You make all sorts of special inducements, all expensive and often at a dead loss.

Country trade is worth cultivating, but it must be secured at as little cost as possible to bring its full value.

The trade press offers an unfailing adjunct to the work of the traveling salesman.

It is not difficult to secure and keep country trade with the trade press as an assistant in the work.

There is less competition for country trade than for city retail trade, and the further away from trade centres the easier the field.

The trade papers reach places that the traveling salesman cannot frequent.

The traveler calls attention to certain new lines of goods, perhaps not wanted at the moment, but the trade paper with its advertising pages keeps these goods constantly in mind.

Supplement the work of the traveling salesman with a liberal advertisement in some good trade journal and you are in a fair way to get and keep the country trade.

Ask your traveling men if an advertisement just before their visits would not be a great help to them.

Ask yourself if you are not anxious to see goods the arrival of which has been anticipated for some time; you then can get an idea of the interest awakened by a well-worded advertisement.

The question of expense!

It is expensive to advertise in a good medium, but the charges are not exorbitant and considered in the light of the work they do they are very reasonable.