

DRY GOODS ADVERTISING.

THE following practical hints to retailers by one of the most successful advertising managers in the States are given in the Dry Goods Economist :—

It is not an easy matter to "advertise judiciously."

It is still less easy to give good advice upon the subject.

As in science, so in advertising : there are problems that lie ahead which keep pace with the accumulated knowledge and the growth and increased power and insight of the individual student.

An advertisement that reads like a common business card does not take hold of the public. It lacks both pith and point, and strikes the reader as a sort of casual, general statement.

Advertising, generally, should be done as if you were shooting at a mark. Find the mark and aim direct for the bull's-eye ; not as if there were a dozen bull's-eyes and your shot was sure to hit one. There are many dozens of bull's-eyes, but hitting one produces little or no effect upon the others. Hit every one, if that is possible. Make direct, far-reaching, penetrating statements. Go right into the facts of the case and keep at the subject until you get to the end of it. Print all of the story at once, if necessary, or state the general or distinct conditions that relate to the goods for sale separately, covering a period of days.

Advertisements should impress every reader ; to do so and arrest attention they should be full of true meaning, explicit and complete.

Advertisements can be made to take right hold of the public, and the simple truth gets a firmer grip than the most skilfully devised misrepresentations of the trickiest advertiser.

Dipping into details and all the bearings of the case gives suggestions about goods, their possible uses and adaptations, which may never have occurred to retail buyers until told by the advertiser.

A fixed location of an advertisement in a newspaper is more valuable for the dry goods advertiser than a shifting position.

Newspapers should not be allowed to set up an advertisement as they please. It is better that a style of heading, signature, type and arrangement be originated or selected and continually used, because this gives the advertising of a firm character and peculiarity that is an advertisement in itself, and that becomes a recognized feature of the paper, growing more effective as it grows familiar, if the matter be kept fresh and inviting. Newspapers will protect an advertiser whose announcements are cast in an original mold exhibiting an exclusive feature, by their not admitting other firms' notices, should such be proposed, in close imitation.

Well-directed advertising exerts a beneficial power that is difficult to measure. A large dry goods house recently advertised a certain well known make of goods. By taking up the merits and possibilities of this particular line sensibly and thoroughly this house has, within three months, tripled its sales of these goods. It was a line kept by every other dealer in the place, each of whom had a good share of the trade for it, prices and qualities being the same all round. But the advertising told, and while the manufacturers reported only a small increase in the total business in the city for his specialty, he showed by his books that the advertiser of his (the manufacturer's) goods tripled his trade at the cost of the other local dealers.

Buying newspaper space by the inch is generally better for the merchant than being confined to a fixed space for a stated time, such as a quarter, a half, or a whole column for a year or six months. Pay so much per inch, taking whatever space is needed, and have the advertisement set uniform each day in some plain, fair-sized reading type. By this system there is never any crowding of space to get so much matter in, nor spreading out in order to fix more space than is necessary. Payment is thereby made for just what space is needed and no more.

The handbill as an advertisement is becoming a thing of the past in most all of the leading stores of the country. John Wanamaker, than whom there is, perhaps, no more successful dry goods advertiser in the land, says : "I never in my life used such a thing as a poster, or dodger, or handbill. My plan for fifteen years has

been to buy so much space in a newspaper, and fix it up with what I wanted. I would not give an advertisement in a newspaper of 500 circulation for 5,000 dodgers or posters."

Novelties, cards, pin-cushions, etc., do not amount to much as gifts, and they amount to very much less as advertisements. What any one can get for nothing, without making any other effort than asking for it, nobody cares much about. Gifts, however, have been made of great value, when rightly given, though such cases are not common. Gifts should never be offered as a direct inducement for people to purchase goods. Price and quality should be inducement enough.

Gifts can be made to fit in gracefully on store occasions, such as a beautiful souvenir on a store birthday, or flowering plants, gifts of roses on May-Day to those who purchase. But it is a delicate job to give away anything with goods gracefully.

Street-car advertising for dry goods stores is of doubtful value. If, in addition to signs, arrangements can be made to have conductors stop cars before a store and announce the name of it, street-car advertising may be worth while.

Theater programs can be but seldom used with much benefit.

Issue a leaflet or booklet on opening a new department, if such department is of the nature of Japanese goods, or holiday wares. Have it unique, original and characteristic of the department—a souvenir of the occasion. There must be nothing commonplace about it.

Cards printed in close imitation of fine engraving which is now done to perfection by many printers, make very tasteful invitations to openings of millinery or similar merchandise.

DO CIRCULARS PAY ?

"We send circulars, instead of advertising in papers. When we have special offerings to make, we send out a circular to the trade," was the remark of the gentleman in charge of the advertising department of a Broadway house. There is no doubt but that when a firm has a special offering below value to make, by sending out a certain number of circulars to those who trade with them they get results. To reach even 20,000 merchants engaged in the dry goods and kindred lines of trade the expense of sending out circulars would be very heavy. The postage alone on such a number would be \$200, to say nothing of the cost of the circulars and the expense of preparing them for the mail. The chances are that of these 20,000 circulars under a 1-cent stamp three-quarters would be thrown into the waste basket, while 50 per cent. of the remaining quarter would not be received in time for buyers at a distance to take advantage of the offer even if they wished. Do these circulars bring new trade? We say no. It is the experience of every merchant that a single advertisement, excepting for a special offering, does not pay, and a circular is obviously but a single advertisement. The only way for the merchant to make his name widely known is to keep it constantly before the public through the press, changing the reading matter whenever a special offering indicates that it is judicious. There are few, if any merchants, who can afford to do without advertising.—Dry Goods Chronicle.

MONTREAL'S OLDEST MERCHANT.

Thomas Mussen, the oldest business man in Montreal, died on April 5th. He was born at Barton Pidsey, near Hull, England, 17th March, 1804, and with his parents sailed from Hull for Quebec in the spring of 1818. He commenced business for himself in the dry goods line in 1827, and up to eighteen months ago continued in the active management of his extensive establishment. He was a fervent admirer of British institutions all his life and served as a volunteer during the troubles of 1837-38. He acquired a great deal of property and was considered to be one of the wealthiest men in the city. A very large number of Montreal's present business men were at one time clerks in his employ, as well as many others scattered over the continent, and he was widely known and as widely esteemed. He was known as a man of great business capacity and of a kindly, unassuming disposition.