

## ADVERTISING—DOES IT PAY?

*From Letters to a Young Merchant.*



"Will advertising pay you, is what you want to know, and if you believe it will, then do so. When I talk of advertising I simply refer to the use of the newspaper as a medium. The day of usefulness of handbills has passed, though I know some merchants still use them. People nowadays get reading matter too plentifully and cheaply to take any notice of such bits of paper. A visit to any of our rural fairs would soon convince you of the truth of this. You will see thousands of these circulars covering the ground, and no person takes one except, it seems, to see how quickly he can drop it. And it is generally those merchants who do not use a newspaper that thus waste their money.

If, then, you decide to advertise at all, I would recommend you to do so through the newspapers, as being the most effective means of reaching people. Your object in advertising will be to draw people to your store and gain their trade. To do this you must make your advertisements attractive so that people will read them. This is a difficult matter and will require considerable attention; in fact, there is more ability, of a peculiar kind to be sure, required to present in an attractive manner the varied stock of a retail store, in the right season, than in any other department of a store. But writers of good advertisements are scarce, and therefore you have a chance among the others, and may improve on them. Do your duty here as everywhere else.



Determine how much money you can afford to spend in advertising, and then make a contract. Unless you intend to advertise continuously it is hardly worth while to do so at all. Spasmodic advertising is of little avail. You want to keep your name and goods always before the public and by and by they will recognize that you mean business.

THE MAIL Newspaper Advertising Agency is noted for the tasty, striking advertisements it gets up for its patrons. The Agency inserts advertisements in newspapers all over the world at Publishers' best rates. Address, THOMAS W. DYAS, Manager MAIL Advertising Agency, Toronto, Canada.

