

O.K'd by the proprietor before it appeared in the paper. He would also, of course, decide on what the advertisement was to be about, but this would not take a minute of his time.

If there is no clerk in the store who seems to have an aptitude for this sort of thing, there are a great many professional advertisement writers who could be made use of to good advantage. Some of them are good, some indifferent, and some bad, but most of them will be able to give material assistance. The good ones will write better advertisements than the merchant can himself, and they will be worth more than they cost in every instance.

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The advertisements ought to be changed in every issue of the paper. There are lots of new goods coming in, and each line furnishes material for an excellent advertisement. Publish the ads as if they were news, and tell about the new goods as they come out. If anything comes which seems to be specially desirable, give it particular prominence, and in almost every case it would be a good idea to mention the price.

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Whatever you do, do not deal in glittering generalities. Do not put an ad into the paper and say: "John Smith, dealer in watches, diamonds, jewelry and silverware. Repairing a specialty. Come here for holiday presents." There is nothing to be gained by such advertising. It probably isn't worth what it cost; but the same space used in an intelligent, thoughtful manner will bring returns every time.

All stores in a given line keep pretty much the same things. The differences between them are made by quality and quantity, or both. People know the generalities without being told. The thing that will attract them is something special and new.

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I don't believe any large advertiser ever cut off his advertising without finding that he cut off his business at the same time. If he is spending money foolishly, he may cut down his appropriation twenty-five or even, in some cases, fifty per cent., and still do the same amount of business.

I have known businesses where the advertising appropriation was cut down fifty per cent. and the business increased. I think there are a great many opportunities for just this sort of thing in America to-day. There is a great deal of money foolishly spent in advertising.

Money is spent injudiciously. Men go into the wrong papers. Sometimes they go into the right papers in the wrong way. Sometimes they spend too little in one paper and too much in another. There are all sorts of ways of making mistakes in doing advertising, and it is not to be expected that a man who is harassed and worried by a thousand other details of the business will be able to go on forever without making mistakes.

The chances are against the business man's being able to do his advertising without spending a good deal of money for which he gets no adequate return. He gives people advertisements to get rid of them, or to keep them from "roasting" his business. He goes into programmes because the canvasser is a customer of the house. He does all sorts of things that are not advertising, and charges them to the advertising account.

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The best advertising that a man can possibly do is to turn out good work. All the rest of the advertising in the world isn't of much use if this first principle of advertising isn't adhered to.

Swindlers sometimes succeed, but it isn't generally so.

Permanent success is sure to be built on merit.

The man who makes inferior goods has to keep on finding new customers for them. You can't build a business that way. If the goods are not right, they ought not to be advertised.

#### Parke, Davis & Co.'s Digestive Ferment Department.

The following letter speaks for itself. Dr. A. E. Dickinson, who for the past five years managed this department for the Cudahy Co., will in future look after the Digestive Ferment Department of Parke, Davis & Co.

Office of the Cudahy Pharmaceutical Company.

South Omaha, Neb., Feb. 1st, 1897.

We take pleasure in informing our friends and patrons that we have disposed of our business in Digestive Ferments, consisting of Pepsin, Pancreatin, and compounds of the same, to Messrs. Parke, Davis & Co., Detroit, Michigan, and to whom we trust you will extend the patronage and favors which you have always shown us.

Yours,

THE CUDAHY PHARMACEUTICAL CO.

By E. A. Cudahy,

Vice-Pres. and General Manager.

#### Scent Pads.

A pad capable of giving off an agreeable perfume for a considerable length of time, and, therefore, highly suitable for scenting paper, clothing, store cupboard, etc., can be prepared by cutting up glove kid-skins in rectangular strips of suitable size, and steeping them in the following mixture: Oil of bergamot, 25 parts; oil of neroli, 20; oil of bitter almonds (pure), 1; oil of iris, 40; balsam of Tolu, 30; cumarin, 2; where they are left for three days, the vessel being sealed. They are then suspended from a cord and dried for several days at a temperature of about 68° F., after which the inside (flesh side) of the leather is coated with strong gum

arabic solution and is dried after being thickly strewn with finely-powdered violet root. In the meantime a pasty mixture of two parts of powdered musk, an equal quantity of civet, and a little gum arabic is prepared and spread evenly over both sides of the leather. When this is dried the leathers are stuck together in pairs, rough side inwards, and are covered with cotton-wool and enclosed in fancy cases of silk, forming, when completed, attractive pads of great durability.—*Seifenfabrikant.*

#### WANTS, FOR SALE, ETC.

Advertisements under the head of Business Wanted, Situations Wanted, Situations Vacant, Business for Sale, etc., will be inserted once free of charge. Answers must not be sent in care of this office unless postage stamps are forwarded to re-mail replies.

#### SITUATIONS WANTED.

SITUATION WANTED.—By lady druggist, with five years' experience, good references. Can also take charge of books. Address, M. Gibson, Belleville.

WANTED.—A young man or boy to learn the business of a pharmaceutical chemist, etc. Apply at once. R. J. McAlpine, Chemist and Druggist, Thessalon, Ont.

#### PARTNER WANTED.

WANTED.—Partner with \$2,000 to \$3,000 capital, in the well-known Optical and Mathematical Instrument business of Aronsberg & Co., 71 King St. West, Toronto. Apply direct. Principals only.

#### FOR SALE.

FOR SALE.—Cash Register (National), in use a year. Cost \$275, will sell for \$175 cash. Address, Box 600, Guelph, Ont.

## To the Trade:

We are wholesale agents for

**MOXON'S  
Celebrated  
Liniment**

We have a large quantity in stock. No extra duty to pay. Prices same as the American prices.

Write us for Prices.

**JAMES A. KENNEDY & CO.,**

WHOLESALE DRUGGISTS

342 Richmond St.,

LONDON