

ADVERTISING CUTS.

THIS journal is much in favor of the use of advertising cuts and many will be used in each issue. Some of these are offered as premiums to new subscribers, and any of them can be had at the price marked under each. To subscribers there will always be a discount of *twenty per cent.* when two or more cuts are ordered at the same time. We are enabled to make this generous offer by special arrangement, and we hope that our readers will appreciate the offered opportunity. The cuts will be found useful, and according to the latest dictates of fashion, where it is necessary to follow these dictates. Any reader who desires to get any advertising cut of a kind not shown by this journal, may secure it by sending a print of the cut desired either to this office or to some reliable typefounder, stereotyper or engraver.

A POINTER.

TO THOSE who wish to have this journal as a regular visitor, a pointer is given to the effect that on page 16 full directions as to how to subscribe, and full information is given concerning the special inducements to new subscribers. The offer is liberal, and let it be distinctly understood that this offer will not be repeated. This is not a bluff but a simple assertion to which the publishers intend to adhere strictly. Those who approve of the purpose of this journal will find the offer generous; those who do not will waste their time in reading it.

ROASTED CHESTNUTS.

"There is such a thing as carrying a joke too far," remarked Funnicus, after he had visited a dozen newspaper offices, at all of which his joke had been declined.

"There may be plenty of money in circulation," said the country editor, pensively, as he looked over the financial news; "but what are you going to do if you have no circulation?"

ECONOMY OF LANGUAGE.

THE advertiser cannot afford to leave out a word from his advertisement which is essential to the complete conveying of his meaning, and while he should cultivate a terse style, and condense his statements into as small a compass as is consistent with clearness, he should never leave his meaning in doubt for the sake of economizing a line or two of space. There are many advertisements in which the sole point to be made is the clear definition of certain qualities or virtues in the article advertised. No amount of space occupied by praise of the article in question will equal in value the space given up to a clear, concise statement of the actual facts. No laudation of wares in the abstract—as splendid, superior, economical, etc.,—will compare with a brief statement of their merits in the concrete, showing in what they are superior or economical. And to do this properly, it should be done thoroughly. If you appeal to the public as a jury and desire a favorable verdict, your argument in its style and its language must be framed for the level of the duller mind you are endeavoring to reach. This demands simplicity of statement. Such simplicity is growing in favor with those advertisers who do not consider hyperbole as synonymous with originality, as many seem to do. As a starting point, it might be well for such to remember that simplicity and Saxon each begin with S. The writer who makes a study of the value of terms, who discovers that no two words are exactly synonymous, who carefully makes choice of the words which most exactly convey his meaning, and limits his choice, as nearly as may be, to the words most common in popular speech, will find that a single word may often serve the purpose of a phrase, and brevity be achieved without the sacrifice of a jot of sense. Meantime, there should be borne in mind the old saying that it does not pay to spoil a ship for a cent's worth of tar, remembering that the economy of a word or two in an advertisement may mean the waste of an entire announcement.—*American Advertiser.*