

and her advertising should, and does, stand as representative.

The Montana merchants are good advertisers, Butte, being especially up-to-date. One noticeable fact with regard to Butte advertising is that a large part of it is placed in The Anaconda Standard. Anaconda is 27 miles from Butte and has only about a third as large a population as the latter city; yet Anaconda has two daily papers, a morning and an evening, and it is in the morning paper, The Standard, that most of Butte's advertising appears. Considering the surroundings, The Standard is one of the greatest papers published in the west, if not in the entire country.

Out in Tacoma, Wash., they know how to advertise, though some of the ads. in the Tacoma papers would carry no meaning for readers in any other section of country.

An ad. that appeared in The Evening News during January and February and that would have been more difficult of solution to an easterner than would a Chinese puzzle, was as follows:

THE JUICE IS HERE.

Over the hills and through the forests,
from Snoqualmie. Hitch on early
and avoid the rush.

Tacoma Contract Co.

The merchants of the twin cities, Minneapolis and St. Paul, advertise heavily. Missouri advertisers are among the best. St. Louis, Kansas City and St. Joseph papers all carry a good lot of first-class ads. excellent in word matter and surpassed by none in display. Perhaps the South is further behind in the matter of advertising than any other section of the country. Some points, however, serve as bright exceptions to this general rule. Atlanta, Ga., is one of the best advertising centres, while Baltimore does her share.

Every section of the country is more prosperous for a liberal patronage of the advertising columns of the newspapers, and in nearly every instance where a community fails to advertise the failure may be traced to lack of education on the advantages of an ad.—St. Louis Ad-Writer.

AN OLD CRY DISPOSED OF.

There was a snappy paragraph on advertising in The Victoria Colonist the other day. It began in this way: "Some people say that there is no point in advertising in Victoria. 'What's the use?' they ask. 'Everyone knows we are here.' It is not often that Victoria business houses depart far enough from the ordinary routine to enable anyone to say definitely what liberal and judicious advertising accomplishes. But we have had two cases very recently. B. Williams & Co. advertised a sale of clothing, and the first day they filled 4,000 orders. The managers of the Yates street shoe sale had to close their doors several times yesterday until the waiting customers could be served. These two houses advertised in a liberal fashion and the results more than equalled their most sanguine expectations. With two such demonstrations right before their eyes, we feel justified in again appealing to the merchants

of Victoria to emulate the example of their fellows in other cities and make a more liberal use of printers' ink," all of which sound doctrine doubtless did good in Victoria.

A WESTERN MAN'S VIEWS.

I had a talk a few days ago with Mr. Edward Brown, a wide-awake merchant of Portage la Prairie, who thoroughly believes in advertising. He said that some years ago it was difficult to get a good medium in his district for store advertising. At that time lots of farmers around about the town did not take the local papers. In order to reach all possible consumers, he made an arrangement with a Winnipeg weekly, independent in politics. They were to send a copy to every farmer in the district named by him for one year, and he leased two pages of the paper each week. This cost him \$3,000. It was continued for two years and it paid him well. At the present time, of course, the newspaper circulates better amongst the farmers. He does not believe in any other than newspaper advertising. In consequence, his business is a success.

VALUE OF EXPERT WORK.

"It is a noteworthy fact," said a Toronto advertising agent and writer the other day, "that business men, particularly wholesale merchants, are awakening to the importance of having their advertising carefully prepared. The trouble and time involved in preparing advertising so that it will attract and hold is great, yet, unless this time and trouble are given to the preparation, the results are seldom satisfactory. Business men are beginning to realize this, and to see that the proper person to write their advertising is one who has had experience in the work and is able to take the necessary time and trouble. I have never had so many inquiries nor have I had so much of this work to do as during the past few months.

"This is, too, a good thing for the publishers, especially of trade papers, as in all my experience I have never known an advertiser who was sufficiently alive to the importance and value of advertising to pay an expert to do it for him to stop advertising or to materially decrease the amount he did, and I know of many instances where they have doubled or trebled their appropriations. It is a fact that when advertising is properly prepared the results are bound to be satisfactory to the publisher, because they are satisfactory to the advertiser."

AN ENGLISH TRIP.

Mr. T. H. Best, manager of The Canadian Magazine, returned from his trip to England on June 16. Mr. Best has no reason to complain of the business placed during his two months' trip, but he speaks with caution of the outlook for advertising in England. The English advertiser contends that if he spends £500 in South Africa or Australia the results are greater than from the same amount of money spent in Canada. There is also an impression that the Canadian tariff, notwithstanding the one-third preference, is unfavorable to the growth of English trade with us. Another obstacle is that some English advertisers are not represented by agencies here, and the consequence is that