

THE TRADER.

TORONTO, ONTARIO, JULY, 1883.

Sent free to every Jeweler and Hardware Merchant in the Dominion of Canada.

Advertising Rates.

Full Page.	-	-	\$20 00	each issue
Half Page.	-	-	12 00	"
Quarter Page.	-	-	8 00	"

Small Advertisements, 8 cents per line.

A discount of 25 per cent. will be allowed from the above rates for yearly contracts. All advertisements payable monthly

Business and other communications should be addressed to

THE TRADER PUBLISHING Co.,
13 Adelaide Street East, Toronto.

SPECIAL NOTICE.

To ensure insertion, changes or new advertisements must be sent to the office not later than the 20th of each month.

Editorial.

DOES IT PAY TO ADVERTISE ?

Does it pay to advertise? We think it does. Advertising is the soul of any properly conducted business, as it is the motive power of nearly every successful one. Without advertising in these go-ahead times, when everyone is trying to get the start of his neighbour, business would hardly pay, and as a rule the successful merchant can be easily picked out from amongst his fellows by the style and ring of his advertisements. While we are strong advocates of advertising we cannot shut our eyes to the fact that a very great deal of the stuff that passes current for advertising matter is so much bosh, and just so much money thrown away. Advertising, while good if properly done, is a farce when carried out in the ordinary stereotyped fashion, and we think we are not far astray when we say that fully one half of the money spent in this way might as well be thrown in the lake for any good result that springs from it. We hold that every merchant ought to advertise his business thoroughly, but to make this outlay a good investment he should see that it is judiciously expended upon something that will afford him return for his money. In order to help our readers who may have come to look upon advertising as a humbug, because it has not paid them, we offer the following suggestions upon the subject, which

may help them somewhat in the future.

1st. *Advertising, to pay at all, requires to be truthful.* First, be sure you have the goods the public want, then fire away and let them know it as soon as possible. Many people spoil good advertisements by promising too much to the public, and thus by creating the impression that they are really giving the goods away, they make them dissatisfied with anything short of such a liberal performance. A merchant, although shewing the best side of his wares, should never under any circumstances allow his imagination to run away with him while wording his advertisements. A lying advertisement is just as bad as a lying salesman, and every merchant knows that when a salesman is once caught in a falsehood his usefulness is gone. "Honesty is the best policy," and in nothing is this more true than in advertising.

2nd. *Don't advertise anything you are not prepared to carry out.* Many merchants make the mistake of advertising bargains and goods they cannot supply except in very limited quantities, the result is that before the public have fairly begun to appreciate the force of the advertisement they are out of these goods and bargains, and not only is the public dissatisfied, but the money thus spent is thrown away. Be sure you have the goods to back up your advertisements. Nothing is more annoying to a customer in search of an advertised bargain or special line of goods than to get the information, "just sold out, but we can give you something else equally good value, that would probably suit you as well." To most people this furnishes the idea that the thing advertised was merely a blind to draw customers there, in order to buy other and more profitable goods. This "just out" style of business reminds us very much of a conversation we overheard at our hotel dinner table lately, between two members of a theatrical troupe. Said one to the other, "the worst hotel I ever struck was the one we stayed at in Montreal (naming a well known hotel in that city, the fact is it is at the top of the profession in the 'just out' business. Everything a fellow asked for at the table was 'just out,' and this got to be so monotonous that I thought I would find out if the run was so gigantic as the waiter represented it to be. Next morning the moment the dining room door was opened I walked in, and was luckily not only the first but the only person in the room.

After inspecting the 'programme' I ordered a mutton chop and an omelette. 'Just out,' says the waiter. 'Just out,' says I, 'when? yesterday?' 'Yes,' says he with a grin, 'we haven't had any for three or four days' Well, to make a long story short, although they had a most elaborate 'programme,' the only thing they really had was 'ham and eggs' and 'beefsteak,' and on these I had to make my breakfast. This I call a swindle, and the next time you catch our troupe staying at that hotel again you will know it." We think the "just out" principle does not work any better in the mercantile than in the hotel business, and therefore say, be sure and have the goods and bargains to back up your advertisements.

3rd. *If advertising is worth doing at all, it is worth doing well.* A great many merchants think that if they advertise at all, it makes little or no difference how it is done. This is a great mistake, as anyone knows, who has ever thought over the matter intelligently, and had any practical experience in it. There were several important considerations that should always be borne in mind by the advertiser.

(a). His matter should be original and attractive. He should, while shunning the sensational, try to make his advertisements as taking to the reader as possible. The more attractive he can make them the more they will be read, and therefore the more he will be benefited by them. We have known merchants whose advertisements were so original and attractive that they were as eagerly looked for by the public as the news of the day. That man's advertising paid him well.

(b). He should take plenty of space. It is a mistake to think that a small space is as good as a large one. As a rule the very small advertisements are lost and the money spent on them thrown away. If you haven't the nerve to pay for sufficient space in which to display your advertisement properly, don't put it in at all. One good striking advertisement will do more good than half a dozen small ones, therefore if you are unwilling to spend so much money, don't put them in so often, but put them in properly when they do go in.

(c). Be careful as to the kind of type that is used in your advertisements. Advertisers should always get a proof copy of their advertisements, so as to