



ADVERTISING POINTLETS.

BY J. A. C.

Advertising is the hen that hatches out business, but sometimes the advertiser's eggs are so bad they won't hatch. So says an exchange. The ideas in an advertisement ought to be worthy of attention, and capable of being fruitful.

specific lines with full descriptions and prices, they will not have to wait. If no person comes to buy the line—then either the advertising medium is no good, or the line advertised is not worthy of attention. A little experimenting will decide which is at fault.

An ad. may catch the eye, and yet not sell any goods. Therefore a good ad. must be so constructed and furnished as to do both.

Beware of sounding brass or the noisy clangor of lath swords on tin shields. Beware of the hollowness of the bell, the making of a great noise when "there is nothing in it." Have very little to say. This is a busy age, and people would sooner pay \$1 for an article than waste an hour finding out how to buy it for 90 cents. Abbreviate your ads. just as you abbreviate the margin of credit you allow to your shaky customers.

Every business has its methods. So has the advertising business. There are methods which tell when and where to advertise, and methods which indicate how and what to advertise. The best advertiser is always studying the methods of other advertisers; the poor advertiser knows nothing of methods, beyond his own crude, unwritten method got from "nobody knows where."

If you were a politician and made a number of statements before an audience, you would be expected to prove them. So it is when you are speaking through your advertisements. All statements must be proved to keep your reputation for truthfulness from being smirched. If you claim that yours is the most desirable place in the town to trade, you must prove it by the best stock and the best clerk service. If you claim to sell cheaper than any other tradesman you must prove it to each separate customer by two or three particular instances. To create these instances and impress them on people's minds is a heavy task.

Good farming means hard work. The soil must be broken up and made fine and mellow. The seed must be carefully selected and judiciously scattered. If the times are propitious the harvest will be abundant. But remember, the advertiser who sows the wind, reaps the whirlwind.

Put your circular in a cheap envelope and it goes into the wastepaper basket unopened. Put it into an attractive, unique, odd-shaped, well-printed envelope and it will attract attention. Better still; put with the circular a neat piece of blotting paper with your name only printed in the centre, a small paper of pins, a sample button, a minute piece of a special line of dress goods, a darning-needle fastened on a card bearing your name and address—put in any one little thing of this kind and the envelope will be opened and the circular read.

Big space or little space? that is the question. My idea of an advertisement is the single column. Where did I get my idea? I got it from the advertisements of the leading dry goods merchants of Toronto, Montreal, New York, Brooklyn, Philadelphia and Chicago. These men employ experts to do their advertising, and they have a huge experience in space choosing. They prefer the column ad.; hence, so do I. In local weeklies, where space is cheap and advertisements not well-set, a two-column-width ad. may be better, but even this exception will not be valid except where the ad. is apt to be lost among a whole page of other odd-shaped and unsightly ads. The single-column ad. next to reading matter, with a live heading, a substantial middle and a reliable firm-name ending cannot be beaten for dry goods advertising.

In an exchange the following encouraging stanza occurs:

Let us then be up and doing,
With a heart for any fate;
Still achieving, still pursuing,
Learn to advertise, and wait.

Often "waiting" must be indulged in, but it is not necessary in the case of retail dry goods merchants. If they advertise