

A Silent Salesman

Residences are built on one street, business blocks on another. They don't mix. People read ads. for ads., just as they go shopping for shopping.

This is the reason why our advertising section is segregated.

A street with stores and houses mixed up on it looks unsightly. The same is true of a magazine with its advertising grotesquely interlarded through its literary pages.

Advertisements should not be forced upon the reader by mixing them through the reading matter. They should be made so attractive that the reader is interested in them and wants to look at them.

The reader should remember that it is on account of the advertising that a magazine is enabled to get the best material and give it to the readers at such small cost, and that therefore the reader owes the advertiser the courtesy of looking through the advertising pages.

The reader that does look through the advertising pages is able to keep in touch with new inventions and improvements, and to discuss them intelligently; and knows when purchasing, what the latest thing in that line is.

The advertisements in this magazine are really the wares of a "Silent Salesman", laid out before you when you have time to look at them. They are not thrust upon you when you are engaged on some other work, and the statements made about the articles are all true, as they are made over the name of the manufacturer.

There is not a more satisfactory way in which one would rather have these articles presented than in this way.

But look at it from your own point of view, not the manufacturers'. When you are purchasing, you like to get the most modern article with all the latest improvements. The advertiser, when he improves on his wares, advertises the fact. He wants you to get the latest. The storekeeper naturally wants to sell off his old stock first. If you have not read the advertisements you may not be getting what you want—the best and latest in what you are buying.

WHAT RECOMMENDS ITSELF?

"MELANYL" THE MARKING INK

REQUIRES NO HEAT. WARRANTED INDELIBLE

NEW METALLIC PEN WITH EVERY BOTTLE

NICKLE LINEN STRETCHER WITH EACH LARGE SIZE

Of all Stationers Chemists and Stores or Post Free for One Shilling (25c.) from the Inventors.

COOPER DENNISON & WALKDEN LTD. 7 & 9 ST. BRIDE ST. LONDON E.C. ENGLAND