

insolvent stock, and opening a store for selling it off at slaughtered prices. By association or by some merely temporary union for defence against bankrupt sales, every trader can throw in his mite for his own protection.

### LET SPECIALTIES SELL STAPLES.

The spirit and method which characterize an election or political contest afford a good hint for an advertiser.

Campaigns are fought out on issues—live ones, too.

A campaign without an issue is spiritless, dull and without importance.

A candidate, when he asks for support, bases his claims upon reason, either good, or alleged to be good.

He does not usually have an easy victory, either. There is need for him to bring arguments, and forcible ones, too. Strong statements, bright, interesting talk and brilliant hits characterize his warfare for votes. At all events you are not in the dark as to what he thinks about himself or his party—he advertises boldly. Why not try the same tactics in advertising business?

Have an issue, have some special article that will bear talking of, and which ought to sell if known, and let that article be your text for the day's advertising.

I mean this in plain words: Have "leaders" every day.

Even if you have a whole storeful of new and saleable goods, don't try to present an inventory of the whole in every advertisement. No one wants to buy a dozen articles—seldom more than one at a time. Good advertising consists in the selection of a few strong, quick-selling specialties, to stand as the representatives of your stock, in price, quality and pattern. Just as you select one smart, active man from every 100,000 of the people, and send him to Congress as your representative, so choose a good thing to represent the store, and talk about that article. Put your whole energy and force into a strong argument why that should be in every reader's hands; try to talk as though that article was your entire stock. You will find it will draw more people to your store than the mere mention of a thousand articles. If you have sufficient space two or three leaders can be put out at once, but seldom more than that in an ordinary advertisement. Each day take a new article and treat it in like manner, and you will soon find that your leaders will be town talk.

No tradesman need lack for a specialty. If it is a good article, it will pay to push; and if it sells the staples will sell with it.

Let specialties sell staples always, and try to take rank among your competitors as the one who is the quickest to recognize a good thing and the first to sell it.

Don't be classed with "that funny merchant who still sells the lamp that was best before the 'Pittsburgh' came out." No one

wants second best goods. Nobody reads back numbers. Nobody cares to trade at slow stores.

Let your advertising reflect the policy of your store. Be a leader in all things.

The old-fashioned circular seems to have given place to the "primer," or little book. The same amount of matter that was formerly crowded into a two or four-page circular in the form of a letter sheet, is now gotten up in small book form.

The advertising matter is confined to the inner leaves, which are usually of white or cream tinted paper, and the covers are of darker, heavier paper, often in rough effects. There may be four, eight, twelve, sixteen or as many pages as are necessary to contain the required matter. The page size is small, usually not over  $3\frac{1}{4}$  to 4 inches, and liberal margins are allowed, to afford a contrast for the type.

They are neatly printed, and are certain to receive dignified and considerate attention from the recipient.

They are greatly used in the large department stores, being scattered all through the establishment in little baskets on the counters, easy to reach.

Customers pick them up while purchasing other goods, often being in that manner reminded of articles needed, which perhaps they otherwise would not have bought.

To help sell specialties and new lines of goods they are invaluable. Merchants frequently secure effective distribution by having one of every kind wrapped up in parcels and sent to the homes of their customers. Their cost is not excessive; in lots of 25,000 a twelve-page booklet on ordinary size, with neat cover, will cost about \$5 per thousand. —Printers' Ink.

Master the whole business and the way to fortune has been mapped out.

A reputation for truthfulness is indispensable to permanent and satisfying success.

One thing in particular should be impressed upon clerks—the necessity of careful attention to small customers.

## JUST ARRIVED

## and SELLING FAST

EASTER BOOKLETS and CARDS, in great variety as to style and finish and at very low prices. Something new, and of latest design.

Sample lots of a nice assortment SENT THE TRADE on application. Address,

WILLIAM BRIGGS,

WESLEY BUILDINGS,  
TORONTO.

MONTREAL WALL PAPER FACTORY.

First Prize Awarded

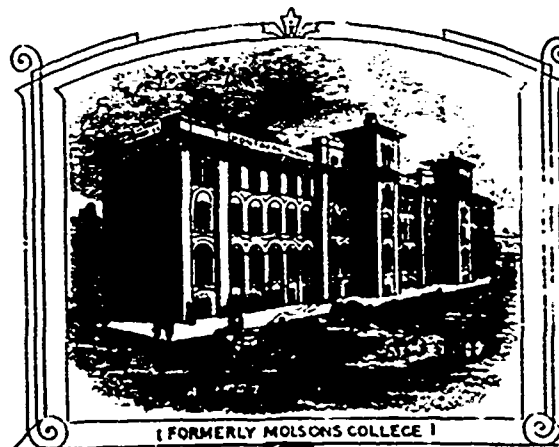
WHEREVER EXHIBITED.

COLIN MCARTHUR  
& CO.,

15 Voltigeur St.,

Cor. Notre Dame St.,

MONTREAL.



[FORMERLY MOLSONS COLLEGE]

Travelers now on the road. Any of the trade not called on please send for samples.