

side these figures should be placed the results of the present business. In that way losses and gains are immediately apparent. You can work with a definite goal in view. Each day of last year stands by itself, and to equal or exceed it is your daily task. If this cannot be done easily and in the normal course of business, increase your advertising. If you know that Monday, February 26th, was a big day last year, use extra space and extra effort in your ads on Sunday, the 25th, and, if need be, during the whole week.

That's the way to take advertising—just like medicine. It is medicine. It is a tonic, a curative, a stimulant. Take it as you need it.

I would divide the appropriation something in this way:

Use the best paper first, and take enough space to make the ad effective. Use all you profitably can in that paper before you consider any other.

I would rather have one good ad than two poor ones. Two short poles are not as good as one long one when you're after persimmons. When you have all you need in the best paper, consider the next best, and so on. Schemes and programmes and novelties can wait. You'll not lose anything if you leave them out altogether. In deciding what proportion of the total space to use every day, I should set apart ten or fifteen per cent. for emergencies, and divide the rest more or less equally between the days.

Too many business men look upon advertising as a game of chance. They do not give it enough thought. It is treated superficially. They advertise because they know that most successful men advertise, and not from any well-grounded confidence that it will pay. They look on it as more or less of a mystery—as something different from their real business.

A great deal is said of the mystery of advertising, of its subtlety and its uncertainties. It is as simple and certain as daylight, once you think of it in the right way. It is just as simple as hanging up your sign, or saying, "Here are some fine peaches, Mrs. Jones, twenty cents a can."

When your ad goes in the paper, you are simply hanging up thousands of signs and speaking to hundreds of Mrs. Joneses. If you can make them believe that your peaches are cheap at twenty cents you have only a little less chance of selling to them as to the particular Mrs. Jones in the store. You can generally make them believe what you say if you are honest. I have a theory that it is as easy to detect a dishonest ad as a dishonest man. Something in the face of the man and the ad tells the story.

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There can be no fixed rule laid down as to the amount of money which ought to be spent in advertising a business. The only rule I know of is to spend all the money that is necessary to bring business.

If you spend a lot of money and don't get business there is something wrong somewhere, sure. There is something the matter with the store, or with the methods of advertising, or with what you say in the ads. It is likely to be in the store.

If it is not there it is pretty sure to be in what you say in the ads. This is particularly true if you advertise only in the newspapers.

I believe that almost all of the space in the papers of America is valuable, and can be made to bring profitable returns if it is handled right. There are exceptions, of course, but there are not many.

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There are many times when circulars and booklets and such things are wise and profitable investments, but where a newspaper can be used to advantage it is very much better and very much cheaper. Circulation in newspapers is the cheapest that can be had. You can give an equal space more circulation in the newspaper for a given amount of money than you can with dodgers.

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There is a certain degree of chance in all advertising, and so wherever chance can be eliminated and certainty substituted it is imperative to do so. There are some things in advertising which partake of the nature of chance, but there are a great many other things which are absolute certainties.

I am inclined to believe that there is no more chance in advertising than there is in any other part of a business. A man may buy a staple stock at the right prices and still lose money on it. He may keep it so long on his shelves that the interest on his investment will eat up the profits. He may take so little care of it that it will become shelf-worn and musty, and will have to be sold at a loss.

He can treat his advertising space in the same way. He can make mistakes in buying space just as he can in buying calico. He can neglect the advertising and neglect the calico and lose money, or he can pay attention to both and make money. Advertising is not an exact science, but there are very few exact sciences any way.

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The funny ad may be good, or it may not. The chances are rather on the side of its not being good. Not all people are humorists, and among those who are, there is a great difference of opinion. A thing may be very funny to one man, and very disgusting to another, and it seems to me that the safest and surest way in advertising is to stick to common sense and plain English.

GLASS EYES.—There are more artificial eyes in use than is generally supposed. A scientific paper has elicited the fact that there are 2,000,000 eyes manufactured every year in Germany and Switzerland.

Canadian Druggists' Exchange

Drug Stores and Stocks
bought, sold, and exchanged.
Vendors blank form furnished
gratis, and full information
for self-addressed envelope,
address,

Dr. W. E. HAMILL, - - Toronto.

WANTS, FOR SALE, ETC.

Advertisements under the head of Business Wanted, Situations Wanted, Situations Vacant, Business for Sale, etc., will be inserted once free of charge. Answers must not be sent in care of this office unless postage stamps are forwarded to re-mail replies.

SITUATIONS WANTED.

SITUATION WANTED — AS DRUG CLERK, graduate O.C.P., having the Pharm. B. degree. Five years' experience. Good dispenser. Address Box 11, CANADIAN DRUGGIST.

SITUATION WANTED — BY DRUGGIST, HONOR graduate of O.C.P. Seven years' experience, strictly temperate, good dispenser, best of references. Address Box 11, CANADIAN DRUGGIST.

DRUG CLERK WANTS SITUATION. FIVE years' experience in first-class prescription stores. Best of references. Apply "Menthol" Trout Creek, Parry Sound District.

To the Trade:

We are wholesale agents
for

**Moxxon's
Celebrated
Liniment**

We have a large quantity in
stock. No extra duty to pay.
Prices same as the American
prices.

Write us for Prices.

JAMES A. KENNEDY & CO.,

WHOLESALE DRUGGISTS

342 Richmond St.,

LONDON