

advertised previously. Some dealers use circulars as an advertising medium; these are a great deal of trouble, and are often poorly distributed, being placed under sidewalks, door mats and in empty houses. If gotten up cheaply, dignified customers will not pay any attention to them; if gotten up costly, they are too expensive a medium. Therefore, most dealers use newspapers. In these days of general culture, the newspaper reaches every home and is well and thoroughly perused. They reach the live people—the buyers.

A special sale requires a special size of advertisement. It must be large and showy, and is thus impressive. The size of a man's methods of gaining custom are gauged by the size of the advertising space he uses. If his special sale fills only a few inches, people think it is insignificant, and will not trouble themselves investigating its magnitude. It must state the particular lines in which bargains are offered, and explicitly explain what will be shown and at what price in each line. In a special sale people come to buy certain articles—they may buy others also just as they come for certain articles upon regular shopping occasions. Therefore, they must know before-hand that some special line or bargain is being offered, which is likely to suit their needs and their purse. Every buyer has a number of wants, and when they read of cheap articles which will satisfy these wants, they are likely to go after them. Of course, some people will go just because bargains are being offered, but this is not a class of trade which can be depended upon. In weekly or monthly bargain sales, the lines offered should vary on each occasion, so as to gradually cover all the lines carried. The advertisements must state the facts fully and truthfully, fully to bring out buyers who know what they want, truthfully in order to create a public confidence in the veracity of the dealer.

AN ADVERTISING AGE.

This is the age when people are doing business by advertisements. It is a grand rush for trade, and the man who can write the best advertisements as regards space and quality is the man who gets the biggest share of the trade. It is an age of splurge; and unless you can cast something into the sea of public thought which will cause a bigger ripple than what your neighbor casts into the water you are unnoticed. Circus methods are now business methods. P. T. Barnum and his brother circus managers have led the business world a great deal. The departmental stores began to use printers' ink in profusion, and now the retailer, wholesaler, jobber, or manufacturer who does not advertise liberally cannot succeed unless he has a monopoly.

A leading merchant, on being asked a few days ago if he believed his advertising paid, replied that he didn't know. "It is like casting your bread upon the waters; but you know everybody caters to the public taste in the advertising line, and unless you keep yourself prominently before the public you are lost sight of."

The retailers of Canada cannot do business without spending a certain amount in advertising. People expect advertisements, look for them, and read them very critically if they are worth reading. They read them if they are chatty, or if they tell them something which will perhaps be the means of enabling them to make savings on future purchases. They must contain knowledge in some form or other. Moreover the advertisements must not be stingy. It is lamentable that the size of advertisements are generally taken, if other circumstances correspond, to be a criterion of the trade, and a few dollars saved in this way may

not be a few dollars earned. Advertising must be liberal or it may be wasted. It must be hearty and healthy. It must be witty, pithy and learned. It must be fresh and important. It must be continuous and impressive. It must have all these qualities, because this is an advertising age.

NOTES ON TYPOGRAPHY

It is a mistake for a newspaper to use too small a type for its advertising. Too much duty is imposed on the eye. As a rule, a man cannot read for more than an hour or two in any type below minion, and when it gets down to a pearl or a small-faced agate, not more than five minutes. One great charm of run-on advertisements in large type is that they give very little work to the eyes.

Business men should always scrutinize the work done for them. Little provoking errors are apt to creep into advertisements, as they will anywhere else in the paper. The New York Tribune once printed the head line of a page with the wrong year three months after that year had expired, and one of the handsomest and best got up newspapers in the United States is now spelling the name of its editor in its columns Jhnoson, instead of Johnson. An inch of advertising in agate, single column, will contain a thousand letters, and each letter can be put in eight different ways. The editor frequently makes mistakes in writing, and his handwriting is often bad. Business men are no more free from accidents than editors.

A very desirable place for an advertisement is the last one. It has a place all its own. No one can overpower it, or destroy its significance. Yet this position is rarely sought for, while head of column, or head of page, or next after reading matter, is demanded, at a greater increase in price sometimes. There is no reason why this should be so. Generally speaking, the space of the last advertisement is worth one-half more than in the dead level of the page, and if the journal is a large one, more than the head of any column not next to reading matter.

It is no business of the printer to set up a notice time after time, or to keep changing lines in matter to suit the advertiser. He is only obliged to set it up once in a workmanlike manner, following directions as they may be given to him. If the work doesn't suit the advertiser, the workmen will change them, but not at his own expense. No printer will object to an alteration of a line or two, but if it goes further he must be paid for his labor. Some advertisers hold back from making alterations simply on account of this extra charge. They are very foolish. These changes may be necessary to bring out the force of the notice, and if so they should be made. A line of type, advertising size, will cost to set up in job offices in New York about two cents. The compositor will receive a little over a cent. Is it not a penny-wise and pound-foolish plan to save on this, while paying twenty or thirty cents a line for ineffective advertising?

ENGLISH RULES.

In England the municipal regulations are opposed to the use of the streets for advertising wagons. A van or cart may drive about all day, and display any amount of advertising on its sides, and so long as it can be shown to be actually delivering or conveying goods for a bona-fide trade purpose no objection can be sustained by the police. Similarly, high networks bearing signs and lettering over buildings are illegal. A firm in London had a large windmill on the roof bearing an advertisement. The municipal police took proceedings to test the legality of this display. Evidence was adduced to show that the mill actually did "mill" something (it was used to supply part of the power for electric lighting), and the court before which the case was brought ruled that a windmill so used, even if made to serve as an advertisement, was not a sky sign within the meaning of the law. The police therefore failed, and had to pay the costs.