

## ADVERTISING PAYS.

Some of the richest business men in the world have spent hundreds of thousands of dollars in letting people know who they are, where they are, and what they have to sell, and continue to follow up that plan, but no matter how hard you try to drive it into the craniums of some business men, you can't make them believe that millions of dollars are invested annually in advertising. Here are a few facts and figures that can be easily verified. For instance, there is *Harper's Magazine*, which derives a yearly income of \$350,000 from its advertising patrons in its twelve issues. *Pear's Soap* pays \$9,000 a year for a single page in the *Century*. *Enoch Morgan's Sons* spend annually \$300,000 to keep "Sapolio" before the public. As for John Wanamaker, it has long been known that he pays a man \$10,000 a year to write his advertisements. In 1888 no less than \$110,000,000 went into newspaper advertising in the United States.

## WHAT IS AN AD?

A life blood of modern business.  
A money maker, getter and saver.  
A flash of information to all the people.  
A lever of trade.  
The mine that yields pure gold in large dividends.  
The key note of progress in the march to success.  
The dealer's sure road to success.  
A medium for the increase of business.  
That which holds the place and enriches the advertiser.  
A means of communicating items of interest to wide awake people.  
An intelligent message to intelligent people, profiting sender and receiver.  
Personal and public benefits are derived from its judicious application.  
A notice that brings best returns for the least money.  
The corner-stone of the temple of Fortune.  
The power that starts and keeps trade in motion.  
The electric power controlling trade.  
An infallible bait to catch customers.  
An indispensable medium to success and business enlargement.  
A helpmate to prosperity in business.  
The "limited express" on the road to success.  
An electric current that propels the wheels of commerce.

## THE RULE REVERSED.

There is probably not one who can better testify to the falsity of the old proverb, that "the borrower is servant to the lender," than can the grocers. As the *Retail Grocer* says, experience has convinced them that as long as they refuse to lend their goods to a certain class of customers it is easier to please them after the goods have been loaned to them. The lender becomes servant to the borrower at that time, and no matter how much the storekeeper tries to please the customer, he fails in his ability to satisfy him, until finally the borrower concludes that he is not being served properly and he withdraws his patronage, forgetting, however,

to pay for the goods that have been borrowed by him.

When the theory of the above proverb is applied to borrowing money from "an uncle," who demands good security before he parts with his cash, we do not claim but what "the borrower is servant to the lender," because the lender is secured in his position. But what security does the tradesman have for the goods which he sells on credit? And how little difference is there between the value of a dollar in coin and the amount of groceries that a grocer gives for it? Why does he not fortify himself so that he need not become the servant when people have his goods and he has the account in the books to show for it? There is as much reason for the grocer to claim security before he parts company with his goods as there is for the "uncle" to test the value of the security offered before he makes any advances thereon.

The less credit a merchant gives the more friends he will have in time to come. Personally, he will be appreciated and numbered among the leading merchants in his class; the goods he sells will be satisfactory to his patrons and he will build up a reputation for being one of the few merchants who does business as business ought to be done. It will not be stated of him that he has overcharged anybody, nor that he sends poor goods because some money is owing to him; nor will it be laid at his door that he gives short weight so as to make up his losses. And there are numerous other calumnies with which he is charged to-day that will never be attributed to him after he stops selling on credit.

Almost every enemy that a business man has is the result of his first giving credit and afterwards trying to collect the bill. He has no business to worry people who would rather owe money than swindle. When he tries to collect the bill, it is not generally stated that he does so because the customer has transferred his patronage to some other person, and it is only spite work on the part of the grocer that prompts him to enforce the collection of his bill? If this a merchant receives because he asks for no security when he parted with his goods on a promise to pay. If groceries can not be bought on credit, one may rest assured that always enough cash will be reserved to pay for them.

## CREDIT INSURANCE.

A speaker at the recent commercial credit congress outlined the general plan on which the several credit insurance companies now in the field are conducted. Among other things, he said: The plan contemplates a contract entered into between a merchant and an insurance company under the terms of which the merchant himself stands losses until they reach a certain agreed percentage of his sales for the period covered, such percentage, which we may term the "initial loss," being intended to represent an ordinary yearly loss or, more properly, what said merchant might lose without its being considered a serious matter, the company insuring him against loss in excess of such percentage. Insurance cannot be safely issued against all loss nor against

slight fluctuations; it is not practical, nor is it at all essential, because what we expect can be provided for. A merchant who loses ordinarily \$1,000 is not seriously affected if he loses \$1,100 or \$1,200, and he who loses ordinarily \$10,000 does not feel especially aggrieved when he loses \$11,000, or even \$12,000; but should these same people lose \$2,000 and \$20,000, respectively, they would feel that they had had a bad year, and insurance can be safely made to cover excessive losses of this kind. The "initial loss," therefore, must be somewhat above the ordinary yearly loss to provide for slight fluctuations.

One great difficulty that such companies have had to contend with is the lack of reliable statistics regarding credits. When the association now forming as a result of the congress gets into operation, an effort will be made to compile just such statistics as are needed and place them at the disposal of the credit insurance companies. The latter are still in their infancy, and cannot be said to have as yet secured the confidence of the business community, the principal reason of this probably being their newness. They are making progress, however, and as many good credit men endorse the idea, will undoubtedly succeed ultimately. — *Dry Goods Reporter*.

## BIG BANK NOTES.

It is said that two notes for one hundred thousand pounds each were once engraved and issued. A butcher who had amassed an immense fortune as an army contractor in war time went with one of these fifty thousand pound notes to a private banker, asking for a loan of five thousand pounds, and wished to deposit the large note as security with the bank, stating that it had been in his possession for several years. The sum asked for was of course handed over; but the financier took occasion to hint to the holder the folly of which he was guilty in hoarding such a sum and so sacrificing the interest. "That is all very true and sound sense, sir," replied the man, "but I like the looks of the critter so very well that I have got t'other one of the same kind at home." A wealthy but eccentric gentleman in London once framed a bank post-bill for thirty thousand pounds and exhibited it in his study. At his death, which occurred five years later, the extraordinary picture was promptly taken down from the wall and cashed by his heirs. It is said that several years ago, at a nobleman's house in the neighborhood of the Marble Arch, a dispute arose about a certain passage which was declared to be Scriptural. A learned dean who was present denying that there was any such text in the Bible, the sacred volume was called for. After considerable search, a dusty old Bible which had lain upon the shelf since the death of the peer's mother—several years before—was produced. When the volume was opened, a book-marker was found in it, which upon examination proved to be a bank post-bill for forty thousand pounds. Why it had been placed there was never discovered. Perhaps the old lady had thought it a good means of inducing her son to search the scriptures.