

IT IS BUSINESS NOT SENTIMENT

The Vital Necessity of Advertising as a Business Factor

Any business in this day and age must advertise to be successful. But any business is meant, of course, such as usually forms the basis of the commercial life of any community after it has evolved from the pioneer stage. A general store in a modern town is judged by its advertising in the local newspapers, by its display windows, by the courtesy and patience of its clerks, by strict adherence to its word once given a customer. The same rule holds true to any business, even a newspaper itself. Unless a newspaper's assertions are backed by fact as to circulation; unless it endeavors to keep abreast of the times in thought; unless it endeavors to give its subscribers as large a variety of reading material as possible to suit varying tastes; that newspaper is not dealing any fairer with its advertising patrons than a store which advertises that which it cannot perform. Modern business methods demand that a store should maintain its advertising steadily, charging the same to necessary investment, because that is just what advertising really is—an investment. But to be an investment, advertising must bring returns, and to bring returns such an advertisement must be placed in a newspaper known to reach the people whom the advertiser desires to reach. The matter of proper mediums of advertising should be studied as thoroughly by the merchant, as any investment he makes. Every merchant should know what he is getting in the matter of publicity for the money he invests in advertising. A merchant before he would invest in securities certainly would make some investigation—why not then in the matter of what he is to get in circulation for the money he spends in advertising in a newspaper? There is no mystery about the matter. Any newspaper advertising manager who will not show an advertiser the actual, bona fide mailing list of his paper—not merely figures—has something to conceal, all other things being equal. We are speaking, of course, of the merchant who looks upon advertising as an investment to bring in value received. Advertising placed without investigation, advertising placed because of friendship, because of other interests, ceases to be advertising from a strictly business point of view and becomes—a donation.

If folks did not move, if generations did not grow, if customers and habits did not change, if competitors did not compete, if the public was not open to suggestions and receptive to new ideas, advertising might not be needed at all. Your automobile can run for a while without gasoline, going down hill, but to go up grade you must step on the gas. You can run your business with out advertising—down hill. Or you can waste a great amount of financial gas by not looking upon your newspaper advertising as an investment to be checked on the returns it brings in, but as a donation.

In the history of every town there are many newcomers, a new generation, new people, "who knew not Joseph." When a town ceases to be a town and begins being a city, this is even more manifest. As the older generation moves away or goes to rest in the cemetery, the old times

vanish, and new times take their place. Whether they were better than the old is a matter of individual opinion; to the generation coming on the new times for the present middle-aged man will be the old times for them. And so it goes, so it must go if a community is to progress. In many ways it seems heartless and cruel, but so it has been and so it will be world without end, and therefore, despite romantic regrets of the days of the buffalo and the antelope, we must keep up with the procession, or eventually go under. There is no use in whining and it is business suicide to sit still and watch the procession of competitors go by to success. Whether one checks his advertising closely, or whether he uses hit or miss methods, is a matter of his individual business judgment, but advertise he must to stay in the procession. Eventually, all large advertisers are brought to the realization that the use of newspaper publicity is as cold-blooded, straight-out business as the fall purchase of spring goods. "Business goes where it is invited and stays where it is treated well" is the basic principle of merchandising today. And the mer-

chant should remember that the more tempting the invitation, the larger the publicity given the same and the better secured, the nearer the head of the procession toward success will his business be placed.

Advertising is not a matter of sentiment. It is a matter of business investment.

ECZEMA
You are not a permanent sufferer from this skin trouble. It is cured by Dr. Chase's Ointment. It cures at once and gradually heals the skin. Sample box, Dr. Chase's Ointment, free. If you need it, send paper and send 2c. stamp for postage. See a box; all dealers or Richmond, Maine & Co., Limited, Toronto.

OBSERVER ADS BRING RESULTS!

Let's Make Business Better

We have a full stock of all wanted goods in staple lines. Our prices are right on all DRY GOODS, HEAVY UNDERWEAR, FOOTWEAR, GROCERIES and some lines of HARDWARE.

The Stickney Store is the store of satisfaction.

George A. Clark

STICKNEY, N. B.

N. B. Tel. 9-2

Farmers' 7-4

BARGAINS

BEGINNING DEC. 5

As prices have declined since last year we are offering special values on FLANNELETTES, WOOL SERGE and other DRESS GOODS, SWEATERS, WOOL and FLEECE-LINED UNDERWEAR in all sizes, HATS, CAPS, FOOTWEAR, for Men, Women and Children

Special Prices on Horse Blankets
All-Wool Pants, \$4.50 per pair

These Special prices are for cash or its equivalent in produce, for which highest prices will be paid.

We have decided owing to conditions of market, on and after JAN. 1 to do business on 30 days terms as this will enable us to buy and sell on a cash basis, giving all customers the benefit of lowest prices.

LOOK FOR OUR CHRISTMAS AD NEXT WEEK

L. C. HATFIELD

MT. PLEASANT, N. B.

CASH AFTER JAN. 1

We have said it, now we are going to do it. Going to cash January 1, 1922, as the conditions of the market compels us to. By doing so it will enable us to buy cheaper and give our customers the benefit of the lowest cash prices. We have a full line of

General Merchandise

and we are going to give our customers the benefit of the cash buying beginning December 1. All produce taken in exchange same as cash. Goods sold on time during this sale at regular prices.

A big reduction in all lines. Here are a list of a few of them:
20 PER CENT OFF ALL SHOES, Men's, Women's and Children's.
15 PER CENT OFF ALL SWEATERS, all sizes and ages.
\$15 PER CENT OFF ALL OIL TAN AND HORSE HIDE PACKS.

Get our prices on BANNOCKBURN PANTS, also HORSE BLANKETS.
All GROCERIES sold during this sale at a very low price.
Prices above are for produce or cash only.

We want your Eggs, Butter, Meat, Pork and Poultry and will pay highest market prices.
A trip to our store will convince you that this is a real sale.
We have a full line of XMAS GOODS that will be out next week.

H. M. Foster

MOUNT PLEASANT, N. B.



This is the best bargain ever offered in Made-to-Measure Garments.

Don't Miss It!

One Three-Piece fine Worsted Suit \$25
One Suit with Extra pair Pants \$31
One Heavy Al wool Overcoat \$25
Or you can buy the suit with extra Pants and the Overcoat for \$30
This is your chance.

O. A. LOVEY

Potatoes Wanted

We are open to buy Potatoes at any loading point along the C.P.R. and at Valley Railway Points

Write us, or call on either phone for PRICES

CARLETON PRODUCE CO.

Montgomery's Hardware Store

is headquarters for all kinds of Hardware including Simond's Saws, Sager Axes, Axe Handles, Binding Chains, Peevies, Nails, Building Papers, Glass, Putty, Neverslip Shoes, etc.

Agent for

McCLARY'S PIPELESS FURNACES, RANGES AND HEATERS
CAR STOVES a specialty SKATES of all kinds

J. W. MONTGOMERY

Plumbing and Tinsmithing a Specialty

Get Yours While the Getting is Good

The way our Horse Blankets are going makes a streak of lightning look like it was standing still.

Our hand made Double Harness goes with our guarantee.
Use Horse Power Hame Straps—guaranteed for a year.

SEELEY & SHAW

Bargain Prices ON MOTOR OIL

are offered by

Seeley & DeWitt

See Fred Seeley or Ray DeWitt

ATTENTION!

Do not let your Battery stay in your car and freeze up but send it to J. Clark & Son, Ltd. for WINTER STORAGE. We will take care of it in first class shape. Good Facilities for wintering them.

We also have in stock

Pungs, Harness and Robes, Fur Coats and Ladies Stoles and Muffs.

Give us a call. We can please you.

J. CLARK & SON, Ltd.

H. N. DICKINSON, Manager HARTLAND, N. B.

Hay and Potatoes WANTED

Highest prices paid. Before selling call N. B. or Farmers' phone

Clyde E. Rideout

HARTLAND, N. B.

Watch, Clock and Spectacle Repairing

Any work left with A. B. Lovely of East Florenceville will have prompt attention, and I will be at Florenceville every two weeks, when you can have your Eyes Tested and Glasses Fitted, and we guarantee satisfaction in all lines.

T. B. THISTLE

Jeweler and Optician HARTLAND, N. B.
A fine line of jewelry always in stock. Also agent for Crown Tailoring Co., Ltd.
Call and see samples