

HOW TO MAKE THE BUSINESS PAPER PAY THE ADVERTISER.

IN this paper I propose to give some practical advice and suggestions on how to make it pay any way, and how to make it pay better than it ever has paid.

Advertising to-day must be made to pay.

The good of all good is in so handling the good that the good of it does good.

Poor advertising pays poorly—good advertising pays well.

Good goods and poor advertising may be as profitless as bad goods and good advertising.

Unless the quality of the goods and the quality of the advertising harmonize, there is no profit in publicity, except that transient profit that no decent man cares about.

The conventional advertisement has a value, although it has looked backward over a quarter of a century.

The selling value of anything is partly in the appearance of it.

Intrinsic value, covered with a bushel basket, is no more salable, and perhaps not so salable, as less value well presented.

A ham sandwich, with a wide, thick table-cloth and napkin as big as a towel, with a waiter of immaculate blackness, and a well-set table, is more appetizing than terrapin and game served in a horse trough.

The diamond is not more brilliant than coal before it is polished.

Make the goods look as well as they are, provided they are as well as they look.

Make the advertisement look as well as the goods.

The advertisement which reads :

JOHN SMITH & Co.

Wholesale Dry Goods Importers,

may bring Mr. Smith some business, but it will not bring him the business that is sure to come from an advertisement which advertises what Mr. Smith sells more prominently than Mr. Smith himself.

Mr. Smith is not for sale—that which he makes is for sale.

The buyer cares nothing about Mr. Smith beyond Mr. Smith's reliability and character.

He cares everything about the quality of what Mr. Smith makes.

I do not depreciate the value of keeping Mr. Smith's name before the public, but I do not believe in advertising Mr. Smith to the prejudice of what Mr. Smith makes.

Three-quarters of the advertisement, and the largest type, should be used in announcing the articles manufactured. Too big type cannot be used—the bigger the better.

Better hit the pocket-book of one man than the feet of a dozen.

One word inside of a man is worth one hundred outside of him.

If you manufacture a dozen articles, don't conspicuously speak of more than one of them at a time, unless you have separate advertisements for each.

No matter what you sell, advertise it, with your name and address as a matter of necessity, but don't place your name at the top of the advertisement in the largest type, followed by a

conglomeration of what you make, so mixed up and so insignificant, that one can't separate the wheat from the chaff.

There is no objection to advertising some one article prominently, and, in small type following, speak of the other lines carried.

Let the advertisement have the advantage of always profitable oneness.

Let it appeal to the buyer on some one particular thing, that thing to be changed to another in the next issue of the paper, if you make other things.

If you manufacture a dozen articles, advertise one prominently, with the others very much less prominently; then the next time advertise another prominently, and the others less prominently, and so on.

Don't say much in your advertisement.

It is not the business of the advertisement to sell goods. It is to assist your salesmen and your catalogue in selling.

It is the business of the advertisement to create correspondence, to interest buyers in your travelers and the goods they carry, so that they will wait to see their samples before giving orders elsewhere, to separate the probable from the possible customers, to bring into your office letters which indicate that certain people desire certain goods, and it is then your business, and the business of your employes, to sell them.

Trade paper advertising would be worth double what it is to the advertiser if the advertiser made his advertisements specify something in particular, not everything in general.

Make one point at a time, and only one.

Advertise prominently the thing for sale, not the seller of it.

By Nath'l C. Fowler, jr., Doctor of Publicity.

BRITISH COLUMBIA'S PROSPECTS.

THE REVIEW had the pleasure of meeting at the Windsor hotel in Montreal the other day Mr. Lenz, of Lenz & Leiser, wholesale dry goods, Victoria, B.C. He was on his way to the European markets in the interests of his firm. He states that trade has been fully up to the average in the Pacific Province, and that the prospects for the future are fair. There is less speculation in towns throughout the province, and business generally is on a solid basis. In speaking of the wealth of the Kootenay gold fields he became eloquent, and stated that British Columbia was destined to be the wealthiest province of the Dominion, as her mineral resources were unlimited.

APPRECIATE IT MORE AND MORE.

"We may say with respect to THE DRY GOODS REVIEW that we appreciate its visits more and more. The useful hints we have received from time to time from its pages are very valuable to us, and we are quite sure they would prove so to every dry goods merchant who wishes to keep up with the times."—McCurdy & Co., Antigonish, Nova Scotia.

SOME JOB LINES.

In the hosiery, glove and fancy goods department W. R. Brock & Co. have laid aside on a table to job odd lines, broken ranges and clearing lots of various kinds in hosiery, underwear, gloves, ribbons, laces, neckwear, waterproof mantles, etc. These have been taken out of stock during the stock-taking, to be cleared out at a sacrifice.