

*This is the Answer*

Mr. Advertiser! You spend money to tell the people what you've got to sell. Now, what kind of people can afford to buy your goods? And how many possible sales have your goods per thousand average readers?

If you knew of a means whereby you could make your advertising reach **16,100** probable consumers of your goods who at this time do not know of your business, would you use that means?

There are **16,100** of just such probable consumers who read the *B. C. Saturday Sunset* every week of the fifty-two weeks of the year. They are steady readers of this paper, because they like it—we make it of interest to them. We have ideals, and we have ideas. And we spend money freely in fulfilling them. Consequently we have over **16,100** readers, and of a class that can afford to buy your goods.

Talk to them frankly in our advertising columns. Tell them about your merchandise. Our rates are reasonable—exceptionally so.

In promoting your sales your aim must not be to save 5 per cent. in ad. space, but to make 50 per cent. or more on increased business. Ask us to talk it over with you.

Mr. Local Advertiser!

Since we have been connected with the publishing business we have learned several facts about the right kind of advertising—facts that formerly we did not know. Hereafter, in this column, we will have something to say about advertisements that sell goods. We will show why 1, 2 or 5 per cent. saved by not advertising judiciously, by leaving out some available, valuable medium, has been proved a false notion in the last twelve years of Advertising History. There is a progressive tendency throughout this continent to correct old faults in advertising.

Large advertising agencies, employing the highest-salaried experts on ad-writing—men who understand the particular fancies of the buying public—find that the right kind of publicity is nothing more nor less than an actual science. They prove by the enormous gross business that they handle and retain that getting results from good "copy" is as much a science as natural history itself. From now on we propose to tell you something about it.

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