

BIG SALES MADE BY SUGGESTION

Local Merchants Should Make it a Study—An Art to be Acquired.

If there ever was a concern on the face of this earth that has studied the theory of suggestion it is the retail catalogue house.

In its early beginning it fooled railroad men and miners workers, securing names and addresses in some way or another, after which it forwarded each individual a nice brass watch, finished in gold. However, it was cautious, never sending a watch to the prospective customer on credit.

The railroad man or woodsman never ordered the watch, and of course a mistake happened.

According to the mail order man, it was wrongly addressed, but the watch was there at the express office, and if he would take it and pay for it a large reduction would be made.

This suggested to the prospective purchaser that he was in need of a watch, "got him," and if he did not have the money to pay for it he would borrow the necessary amount or draw on his salary account.

The power of suggestion soon convinced the wily mail order man that he was on the right track, and he then branched out into furniture, clothing, machinery, hardware and other lines of manufacture.

Great Power of Suggestion.

It is very probable now that a large proportion of merchandise sold is through suggestion. If people bought only the bare necessities of life, only what they actually need, there would be but few business houses and civilization would halt.

The power of suggestion is what builds up great business houses and keeps the world on its progressive march.

Advertising is one of the most powerful and at the same time easiest methods of suggestion. But there are many others very much akin to the popular conception of advertising.

Therefore it behooves the merchant who would be successful and to be numbered with the progressive of his kind to study well the theory and practice of suggestion. Its ramifications are many and varied.

Make a Good Impression.

It is not alone in the preparation of copy for newspaper, circular or other printed forms for advertising that this principle of suggestion must be observed and followed out.

While it is all important to observe the rules of suggestion in getting up such copy, the idea should be carried into every feature of merchandising.

The handling of good merchandise and square dealing, accommodating store policy suggest to a customer that he has found the right place to trade, and he is not liable easily to forget his first impression.

The arrangement of stock, the window display, the attitude of proprietor and clerks toward customers, deliveries, methods of collections—in fact, every action suggests to the naturally receptive mind of a purchaser and brings him back again.

On the other hand, the neglect to observe all these things implants a suggestion in the mind of the public that cannot be overcome, even by offering glittering bargains.

Suggestion an Art.

Some of the best salesmen in the business are those who know how diplomatically to suggest to purchasers something else that would be to their advantage to buy.

This sort of suggestion is a kind of art and unless used with the finest tact and discretion is liable to make a bore of a salesman.

The retail catalogue house system is cautious. However, there is no law against exaggerating pictures when one confines himself to an actual description of the article. This is where the mail order house system covers itself.

The pictures are suggestive to the prospective buyer.

The description of the article contains Latin phrases, trade terms and language that is foreign to many consumers and is not understood by them.

As an illustration of picture book buying through mental suggestion our readers might profit by reading the following poem, which illustrates the folly of buying mail order house trash:

HE QUIT.
He owned a retail catalogue house car.
To ride in it was heaven.
He ran across a piece of glass—
Bill, \$14.97.

He took his friends out for a ride.
'Twas good to be alive.
The carburetor sprang a leak—
Bill, \$40.95.

He started on a little tour,
The finest sort of fun.
He stopped too quick and stripped his gears—
Bill, \$30.51.

He spent his little pile of cash
And then in anguish cried,
"I'll put a mortgage on the house
And take just one more ride!"

A Cinema Paper.

"I wonder how long it will be before some enterprising firm puts forth a journal, to be sold largely in all the streets of London, giving an account of the programmes of all the best picture places."—Sphere.

Fun for the Fish.

"Play with that cork thing all you please," the fish said to her son,
"But don't put anything below;
it gives them too much fun."
—Dallas News

The Brantford Courier's Great Offer "Heart Songs"

Over 400 Complete Songs with Words and Music.
Over 500 Pages.



Greatly Reduced Size. Full Size 7 x 9 1/2 inches.

400 of the World's Greatest Songs in a Single Book—Never
Before Sold for Less Than \$2.50 Per Copy

PRESENTED BY

The Brantford Courier

JOE MITCHELL
CHAPPLE'S
\$10,000 Prize Books

TO ITS READERS
Prizes Awarded by

VICTOR HERBERT, one of America's
most popular composers and conduct-
ors; and
G. W. CHADWICK, one of the greatest
native American composers, and director
of the New England Conservatory
of Music.

THE HEART SONGS OF 90,000,000 PEOPLE

Many of these songs cannot be found in any other collection. They came in yellow, time-worn, tear-stained sheets—that had been sacredly treasured from childhood—others were written out from memory—some were given by titles only—or remembered verses, involving a long search to obtain the whole.

Of the thousands received it is safe to say that the several hundred selected—as having the largest number of votes and the highest endorsement—represent to-day the taste of the Canadian people in their choice of music.

We believe that the distribution of this unrivalled song collection will bring more happiness into the homes of our readers, will do more to make them attractive

to young and old; do more to inculcate a love for music; to soften, elevate and refine the home life; to cultivate the nobler and higher virtues of the fireside—than any other means we could adopt.

Favorite songs from the song-lore of the

ENGLISH	IRISH	SCOTCH
GERMAN	ITALIAN	SPANISH
FRENCH	SWEDISH	NORSE
DANISH	AMERICAN	NEGRO

Filled with the memories, the longings, the regrets, the hopes, the fears, the smiles, the tears, that make up the warp and woof of human life—with all its changing lights and shadows.

A Big Book, 518 Pages—Cardinal Seal Grain, Flexible Binding, Red Edges, Round Corners

MORE THAN 400 SONGS

EVERY SONG chosen for some personal association, some tender memory, some life-lasting effort; for the haunting beauty of its words, for the lilting music of its melody. The familiar songs of the long-ago, that are treasured in the heart forever.

OVER 500 PAGES

FOUR YEARS of song gathering to obtain the correct words and music of this unrivalled collection—many of them Folk songs only here published for the first time. Others never before found in a home volume. The real heart songs of 90,000,000 people.

ARRANGED IN LOWER KEY

THE only songbook written and arranged in low key so that every member of the family can join in the singing. Many pieces harmonized and adapted for the first time to mixed voices. A veritable treasury of words wedded to music, that is not for a day, but for all time. For the family—for parties—for social gatherings.

The Courier's Special Offering to You

Cardinal Red—Seal Grain—Flexible Binding—Regular \$3.00 Volume - 98 cents } and the COUPONS printed elsewhere in this paper
(By Mail, 10c extra for postage)

Here is a Partial List of Titles in "Heart Songs." Look Them Through—Your Favorite is Here!

- | | | | | | | |
|-------------------------------------|-------------------------------------|---------------------------|---|----------------------------|-----------------------------|---|
| Abide With Me | Bridal Chorus from Lohen-
grin | Dutch Company, The | Holy Ghost, With Light Di-
vine | Kingdom Coming | Old Cabin Home, The | Ten Little Niggers |
| Adieu! 'Tis Love's Last
Greeting | British Grenadiers, The | Dutch National Song | Home Again | Lase Rose of Summer, The | Old Dan Tucker | Tenting To-night |
| Afterwards | Brother, Tell Me of the Bat-
tle | Broying Volunteer, The | Home, Sweet Home | Lauriger Horatius | Old Folks at Home, The | Then You'll Remember Me |
| Ah! I Have Sighed to Rest | Bruce's Address | Embarassment | Home to Our Mountains | Lead, Kindly Light | Old Hundred | There Were Three Crows |
| Ah! So Pure | Buffalo Gals | Emmet's Lullaby | Homeland, The | Let Me Dream Again | Old Oaken Bucket, The | There's Music in the Air |
| Alice, Where Art Thou? | Bell Dog, The | Enchanted Isle, The | Homeward Bound | Life on the Ocean Wave, A | Old Rosin, The Beau | They All Love Jack |
| All is Quiet, Lullaby, Violin | Bunker Hill | English Chanty | Hoop De Dooden Do | Lighly Row | Old Sexton, The | Those Evening Bells |
| Obligato | Buy a Broom | Evening Star (Tannhauser) | How Can I Leave Thee? | Lily Dale | Old Shady | Thousand Leagues Away, A |
| America | By the Sad Sea Waves | Ever of Thee | How Gentle God's Com-
mands | Listen to the Mocking Bird | One Sweetly Solemn | Three Blind Mice |
| American Hymn | Call Me Pet Names | Faded Coat of Blue | Hush, My Babe | Little Bo-Peep | Thought | Three Fishers, Went Sailing |
| Angelic Songs Are Swelling | Campbells are Coming, The | Farewell Song | I Cannot Sing the Old Songs | Lone Fish-Ball, The | Onward, Christian Soldiers | Three Little Kittens |
| Angels Ever Bright and Fair | Campdown Races | Field of Monterey, The | I Dreamt That I Dwelt in | Long Ago | Orphan Boys, The | Three Little Pigs, The |
| Annie Laurie | Captain Jinks | Firmly Stand, My Native | Marble Halls | Long, Long Ago | Our Baby | Three Sailor Boys, The |
| Annie Lisle | Carrier Dove | Land | I Wandered by the Sea-Beat | Long, Long Weary Day, The | Our Native Song | 'Tis All That I Can Say |
| Arise, My Soul | Carry Me Back to Old Vir-
ginny | Land | Shore | Looking Back | Over the Garden Wall | 'Tis But a Little Faded |
| Auld Lang Syne | Cassanets Are Sounding | Land | I Would That My Love | Lord's Prayer, The | Paddle Your Own Canoe | Flower |
| Auld Robin Gray | Chinese Baby-Song | Land | I'll Hang My H-rp on a Wil-
low Tree | Loreley, The | Peter Gray | 'Tis Midnight Hour |
| Aura Lee | Christians, Awake | Land | For You | Lorena | Pirates' Chorus | Tom-Big-Bee River |
| Baby Bunting | Climb Beneath Whose Gen-
ial Sun | Land | Free America | Lost Chord, The | Polly-wolly-doodle | Tom Bowling |
| Barbara Allen | Come Back to Erin | Land | Gaily the Troubadour | Love Not | Promised Land, The | Too Late! Too Late! |
| Battle Cry of Freedom, The | Come, All Ye Faithful | Land | Gaudeamus Igitur | Lovely Night | Quitting Party, The | Toyland |
| Battle Hymn of the Republic | Come, O Come With Me | Land | Gentle Annie | Love's Young Dream | Rainy Day, The | Twenty Years Ago |
| Be Kind to the Loved Ones | Come, Thou Almighty King | Land | Girl I Left Behind Me, The | Love's Old, Sweet Song | Red, White and Blue, The | Twinkling Stars Are Laugh-
ing, Love |
| at Home | Come, Thou Fount of Every | Land | Glorious Fourth, The | Low-Backed Car, The | Retreat | Two Roses, The |
| Beautiful Bells | Blessing | Land | Go to Sleep, Lena Darling | Lullaby | Rig-a-jig | Updee |
| Beautiful Dreamer | Come Where My Love Lies | Land | Go 'way, Old Man | Lute is Our Darling Pride | Robin Adair | Vacant Chair, The |
| Beautiful Isle of the Sea | 'Dreaming (Quartet) | Land | God Be With You | Lutwof's Wild Hunt | Robin Ruff | Vive La Compagnie |
| Beautiful Star in Heaven so | Come, Ye Disconsolate | Land | God Is Love | Maggie by My Side | Rock Me to Sleep, Mother | Warrior Bold, A |
| Bright | Come, Thro' the Rye | Land | Good-bye | Marching Along | Rocked in the Cradle of the | We'll Pay Paddy Doyle |
| Because You're You | Cooper's Son | Land | Good-night, Farewell | Marching Through Georgia | Deep | When Johnny Comes March-
ing Home |
| Belle Mahone | Cradle Song | Land | Graduates' Farewell, The | Marseillaise Hymn, The | Rory O'Moore | Grande? |
| Birds in the Night | Cradle Song | Land | Hail, Columbia | Mary Had a Little Lamb | Rosa Lee | What Fairy-like Music |
| Blow the Man Down | Danish National Hymn | Land | Hail to the Chief | Maryland! My Maryland | Rose of Alabama, The | When He Cometh |
| Blow, Boys, Blow | Darby and Joan | Land | Happy Land | Massa's in de Cold, Cold | Sailing | When Johnny Comes March-
ing Home |
| Blue Alsatian Mountains, The | Darling Nellie Gray | Land | Hard Times Come Again No | Meerschaum Pipe | Sally Come Up | When Shall We Three Meet |
| Blue Bells of Scotland, The | Dear Evelina, Sweet Evelina | Land | Hard Times Come Again No | Merrimack | Sally In Our Alley | Again |
| Blue Juniata, The | Dearest Spot is Home, The | Land | Hard Times Come Again No | Michael Roy | Santa Lucia | When the Lights Are Low |
| Bohunkus | Dixie | Land | Hard Times Come Again No | Midshipmite, The | See at Your Feet | When the Swallows |
| Bonnie | Do They Think of Me at | Land | Hard Times Come Again No | Miller of the Dee, The | See-Saw Waltz Song | When This Cruel War is |
| Bonnie Banks o' Loch Lo- | Home? | Land | Hard Times Come Again No | Miss Lucy Long | Sweet Spirit, Hear My | Over |
| mon', The | Dost Thou Love Me, Sister | Land | Hard Times Come Again No | Missionary Hymn | Prayer | When to Thy Vision |
| Bonnie Blue Flag, The | Ruth? | Land | Hard Times Come Again No | My Ain Country | Swing Low, Sweet Chariot | When You and I Were |
| Bonnie Dundee | Douglas! Tender and True | Land | Hard Times Come Again No | My Faith Looks Up to Thee | Switzer's Farewell, The | Young |
| Bonny Eloise | Dream Faces | Land | Hard Times Come Again No | Oh, Hush Thee, My Baby | Sword of Bunker Hill, The | Who is Sylvia? |
| Bowld Sojer Boy, The | Drink to Me Only With | Land | Hard Times Come Again No | Oh! Susanna | Take Back the Heart | Would I Were With Thee |
| Break, Break, Break | Thine Eyes | Land | Hard Times Come Again No | Oh! Willie, We Have Miss'd | Take Me Home | Yankee Doodle |
| | | Land | Hard Times Come Again No | You | Tapping at the Garden Gate | Yankee Ship and a Yankee |
| | | Land | Hard Times Come Again No | Old Arm Chair, The | Tar's Farewell, The | Crew, A |
| | | Land | Hard Times Come Again No | Old Black Joe | Tempest of the Heart | Your Mission |
| | | Land | Hard Times Come Again No | | | Your Never Miss the Water |

NEW SAFETY MARKS IN RAIL

By order of President Chamberlain, the Grand Trunk Pacific Railroad building into each of the cars a new safety device, flared by experts to be most notable advance in time. It will make the cars as safe as the body of the truck in such a manner that no detail can be overlooked.

The detachment of the cars from the heavy steel consequent telescopic responsible in the past for accidents. The Grand Trunk had an enviable reputation of carriage of passengers, and the introduction of this device, combined with the of the vestibules of the coaches which has been some time past, along with vision of a high tension in the platforms to assist in sudden shocks, there is further diminution in the centage of travellers hurt.

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