

STATE PLAIN FACT IN ADVERTISING.

W. A. Lewis In The Ad. Writer.

ADVERTISING seems to be a very difficult thing to most merchants. There is an atmosphere of mystery and genius enveloping publication. Of course it's all rot, there is nothing mysterious or genius-like about an advertisement, but business men are in the minority who can comprehend it.

The fact is, advertising is nothing but simple truth plainly spoken. That is a very serious and mammoth thing to most men. It is a very easy matter to the successful advertiser who doesn't strain his eyes nor bend his back, striving after "effects." In advertising there should be no attempt for effects, for they are unbecoming to simple truths. The simpler the language, the more brief and direct, the more forcible the advertisement.

There are business men who will halt aghast at this announcement that advertising is nothing but plain truth. Not that they've not heard and read the same thing before, but not so bluntly and sternly. It's fact, though. Advertising that isn't truthful isn't advertising, it's a lie. No lie was ever advertising. Lies are of liars for liars. Lies lie and that's all they do; they never advertise. There's nothing so weak and puerile as a lie. There's nothing stronger or more influential than an advertisement. Quite a difference, you see? And yet the majority of business men don't believe it. They think advertising must be misrepresentation. That's why it seems so hard to them to be truthful. Oftentimes it takes more courage than men have to speak the truth. Advertisers are apt to look down on the truth as a mean, trivial little thing, some thing a business man can't afford to meddle with if he's going to succeed. They recite the proverb of "fighting the devil with fire." Liars are always trying to out-lie one another. But the only ferret to send after a rat-lie is a ferret of truth. Another reason why truth is the marrow of advertising is that truth never says more than is necessary. Lying is invariably extravagant, and business is more injured by too much speech than by stolid silence. A business man had better abstain from advertising than to advertise falsely. Truth is like a carrier dove. When you speak it you know it will reach its destination. Lies are like sparrows, the world is overrun with them; they keep up an incessant noise; they are destructive, quarrelsome and a nuisance.

The simplest things are invariably the hardest for men to accomplish. Men who go into business unguided by principle can never succeed through advertising, nor by any other means. There is no way in which character shows itself quicker or more surely than through advertising. If a man will lie to you in his advertising he will swindle you in a sale; and that is a proposition as infallible as if it were mathematics.

It's not hard to speak the truth, or to write it, for any except natural liars; and a natural liar is so bold and reckless he is never

a victim of mistaken identity. Ninety-five per cent. of all who go into business fail. Ten per cent. are unfitted for business, ten per cent. lack perseverance, and the remaining seventy-five per cent. are liars.

There is no individual so popular as the man who dares speak the truth; nor any so successful. People of weak mental qualities are afraid of the truth. They buy merchandise that is a lie, they advertise it through lying; their prices are lies; and they can't understand why they don't succeed in business. I believe there is no subject connected with business of which men know less than of advertising; and yet they imagine they know it all. They prove they know nothing of it by lying in their advertising. Some grimly reply that a lie will travel further than the truth. It's not how far one travels, but what one sees and does.

If it seems hard to a man to succeed through advertising he hasn't the proper estimate of the achieving power of truth. Until his mind is keyed to a proper tension of character all his advertising will be of the slack-wire sort, balancing with the long pole of falsehood, and continually in danger of tumbling to disaster.

PENNY WISE, POUND FOOLISH.

How often experience proves that colds are caught and expenses incurred by not having seasonable underclothing at all times of the year. W. R. Brock & Co.'s underwear department is well stocked with this kind of goods—good value being their chief attraction—thus ensuring a rapid turn-over to merchants who are fortunate to handle the line. Their ladies' and misses' hygienic goods do not require medical testimony to make them trade-winners, they stand the test themselves when competition offers, and come out "head of the class" upon each and every occasion. If you have not seen their line of ladies' vests this fall to retail at 25c., called "Startler," do so at once; also "Pearl," for 50c., and "IXL" for 75c. These are three "rattling" lines, particularly "Startler," of which an immense quantity was contracted for, and, in consequence, a vest was secured which, for weight, make, trimming, etc., cannot be surpassed for value upon this continent. Large ranges of children's vests, in all kinds, sizes and prices, are being shown at Brock's, who will be ready to send sample dozens to any sound merchant upon request.

FITS YOU LIKE A GLOVE.

If you are in need of ladies', men's or children's gloves, W. R. Brock & Co.'s large glove department can fill the bill. Good value and selling points can at all times be depended on. Their range of ladies' cashmere this season is superior to any previous one, a leader to retail at 25c. being B 33, "a winner every time." Ladies' and misses' sanguhar and fancy ringwood are also shown in a large variety of kinds and prices. In men's lined kid, wool knit, cashmere, etc., the stock contains what you want and will fit you like a glove.

DOMINION
COTTON
MILLS COMPANY FALL...
1897

Whites, Greys, Ducks, Cantons,
Drills, Bags, Grey Sheetings,
Bleached Sheetings, Pillows,
Towels, Piques, Yarns, Prints,
etc.

Wholesale Trade
only supplied

D. MORRICE, SONS & CO. AGENTS
MONTREAL and TORONTO

DOMINION GLOVE WORKS

GLEN WILLIAMS, ONT.

Manufacturers of...

GLOVES, MITTENS
and **GAUNTLETS**

Fine Kid, Suede and Para Buck GLOVES and MITTS.
Dog-Skin Driving and Coaching GLOVES.

Agents...

GEO. D. ROSS & CO., MONTREAL, QUE.