

ing on the part of any merchant to fully substantiate every statement made in his advertisement is a mistake which will surely cost him dearly. It pays to advertise leaders which are real bargains, provided the advertiser's claims are fully borne out by the facts.

The merchant who advertises a certain "drive," and when asked to exhibit these goods to the customer depreciates their quality and attempts to sell a high priced article of the same line, makes a mistake and damages his reputation for square dealing. "Leaders" which are not good enough to sell to customers are not good enough to advertise; and nothing should be advertised which is not good "value received" for the price demanded.

IS ADVERTISEMENT WRITING A TALENT ?

IS advertisement writing a talent, a natural gift, or is it merely an accomplishment acquired by hard and persistent work ? If the latter, any one who is willing to labor perseveringly and unremittingly can cultivate the art. If the first, there is a "survival of the fittest ;" and but few out of the number who feel themselves "called" to the profession are "chosed."

That no good advertisement is written except as the result of hard work is an indisputable fact. But that many men and women strive earnestly and conscientiously to attain some end upon which their heart and minds are set, and yet never reach the desired ultimatum, is true of advertisement writing as well as of any thing else. Those succeed who possess certain characteristics, which are necessary to their success, and without these their work must be labored and lack spontaneity, a quality as essential in a good advertisement as in any other class of writing.

A clever writer of advertisements mentions among the requirements of a successful advertisement writer "a knowledge of the needs of men. A sensitive tact that can tell precisely in what spot the wished-

for customer is most vulnerable, and artistic skill in the arrangement, ornamentation and general make up of the advertisement."

A "knowledge of the needs of men" may be acquired by anyone who sets earnestly to work to study them; but where is the "sensitive tact" to come from unless a man have it instinctively; or will hard work alone give "taste and artistic skill" to one who is devoid of them by nature ? These are some of the many attributes which, taken together, form in a man a talent for writing advertisements, a talent which must be developed by hard work and by a resolute defiance of disappointment. Was ever any talent developed without ?—*Fame*.

THE SUCCESSFUL ADVERTISER.

THE following description of the successful advertiser is from the trenchant pen of J. L. Jones, who has charge of the advertising for Jones & Co., Kansas City, Kansas :

If you were going to plant a crop, would you test all signs, read all weather prophecies, and, if against you, sit down and say, "the season's going to be against me, therefore I'll not put in a crop ?" Would you not be considered a splendid subject for an insane asylum ? Would there be any comparison between you and the cheerful farmer who went out early and plowed his land and then planted his seed and used his every hour in assisting in the growth of the plant after it should begin to grow ?

Then there is another kind of farmer who is an inseparable part of this discussion. It's the fellow who sits back and says, "I've done my part now let nature do hers."

These three farmers remind us very much of the three classes of business men in existence. First, the business man who never advertises because he's afraid he won't get his money back. Then the one