QUALITY VS. QUANTITY.

IT IS better to have an advertisement in a paper which reaches 500 people who want what you have to sell, than in a paper which reaches 5000 people who don't care a button about your wares. That is, the advertiser must seek for quality rather than quantity.

What good would it do a carpet man to advertise in a hardware journal or a sportsman's paper? What benefit would a manufacturer of agricultural implements derive from advertising in *Puck*, *Truth*, or our own *Grip*? In advertising the great thing is to select a proper medium. The circulation is not everything. "Among whom does your paper circulate?" is the question to hurl at an advertising agent; and if he proves to your satisfaction that his journal circulates among the class of people whom you want to reach, then you can begin to ask about circulation.

Circulation is important when you have to choose between two or more papers who reach the same class of customers. Then you can test the popularity of the paper by its circulation, appearance, reputation, etc. But remember that circulation is only useful under these circumstances. The newspaper that wants a certain advertising patronage must be interesting to the class of people whom those advertisers want to reach. This is the same thing from a different point of view—the reverse side of the gold dollar A newspaper which desires to have the patronage of retail merchants must reach the home, and be a welcome visitor at the fireside. It must interest everyone in the family, and the more interesting it is, the more valuable it becomes as an advertising medium. This is the test of its quality. Millions of dollars are wasted in printers' ink, and all because the advertisers have not applied the proper quality tests. Too much care cannot be exercised in the consideration of this point, because there is much to mislead.

A NOVEL SCHEME.

BY JUMBO.

I WAS in an American city recently and saw and investigated a business scheme which I thought would be interesting and instructive to the readers of the CANADIAN ADVERTISER. Every business man will, I think, be interested in this new scheme whereby losses may be prevented in selling the goods.

At Brockton, Mass., there is a shoe factory, and the shoes turned out of this manufactory are known throughout the United States as the "Emerson" shoes. This firm have an ideal manner of putting their goods on the market. They have twenty-two retail stores scattered through about eighteen cities such as Portland, Lynn, Boston, Providence, Bridgeport, Washington, Baltimore, Brooklyn, Rochester, Chicago, Detroit, Buffalo, Indianapolis, etc. In each of these twenty-two stores they have from three to six thousand dollars worth of stock, and in each store they have a salaried manager. Each of these shops does a business of from $35,000 to $75,000 a year; in other words each store turns over its stock at least twelve times a year. It can easily be seen that such a rate of turnover is seldom if ever found, and it means an enormous profit, as only a cash business is done. Each store handles only men's shoes, and the plan of keeping the stock prevents overloading and at the same time keeps the stock full and well assorted.

Every time a pair ot shoes are sold a tag is taken off, which bears the number, size and price, and this tag is dropped into a covered pasteboard box through a slit in the top. Every night these tags are taken out and forwarded to the factory and the next day enough shoes are shipped by express to fill the place of those sold. In this way the stock is replenished by daily shipments, within twenty-four or forty-eight hours after the goods are sold. Every morning the man-