



SOME ADVERTISING IDEAS.

HERE is an excellent advertisement put out by the Hudson Bay Co.'s writer in the Winnipeg Free Press, and is a sample of the many good ones of which he is the author:

A SILK SENSATION

We are about to cause a ripple of surprise among silk admirers (and who in the ranks of feminine persuasion does not love the glossy richness and elegance of that queen of fabrics, Silk?). The mere pronunciation of the word conveys a more luxurious feeling than does the name of gold. There was a time when such Silks as we write of to-day might have cost nearly half their weight in precious ore, but little enough money is necessary now to purchase high class silks if you know when and where to buy them.

FRENCH SILKS

We're speaking of genuine French Silks, the heavy, smooth, stand-alone kind that our grandmothers appreciated—not of the mere silk appearance which is so often sold as the veritable article. Nowhere else in Manitoba will you find such a stock of them or so much silk-excellence. Of course the **sensation** consists in reduced prices.

REDUCED

For a little while we'll sell our \$5.00 Black Gros-Grains at \$3.25 per yard; the \$4.00 quality at \$3.00; the \$3.50 kind at \$2.50, and the \$2.75, \$3.00 and \$3.25 all at \$2.25 per yard. Now for Black Satin Princesse the real article, you know - \$3.25 per yard for \$2.45; \$2.75 for \$1.95, and \$2.50 for \$1.50. Black "Wear Proof" Silks were \$3.00, now \$2.50 per yard; \$2.25 for \$1.75; \$2.00 for \$1.50, and \$1.50 quality for \$1.00 per yard. Can you afford to lose a Silk opportunity like this?

This advertisement was more strikingly set up than is possible to do in the small space here given, a nice size of pica type being used. The style of the advertisement is the conversational, than which there can be nothing better in the hands of an adept. There must first be a thorough knowledge of the subject about which the advertisement is to be written, and then there must be an easy, natural way of telling those who read the advertisement just those facts which a clerk would find it necessary to tell over the counter. The conversation must be easy, with an absence of restraint and an air of confidential freedom. The language must be choice and the style spirited. The tone must be business-like and inspiring. Loud vauntings of superiority must be tabooed—superiority must be proven or suggested, rather than claimed.

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There is a live tailor and furnisher in Petrolea, Ont., named Abell, and he is now offering a free trip to the World's Fair to

the person purchasing the largest amount of goods at his store before October 1st, 1893. He announces that he is not going out of business, but is anxious to clear his present stock. In his advertisement he says:

"Every purchaser will be given a ticket on which his name and the amount of his purchases will be written, and in each additional purchase he will hand in the last and have a new ticket with the full amount written thereon, so that he will not be bothered with more than one ticket.

"The tickets must be presented at my store between the hours of 10 and 12 o'clock on the morning of Monday, Oct. 2nd, and that ticket bearing the largest amount on its face will entitle the owner to a free trip to the World's Fair forthwith. A disinterested party will receive the tickets and declare the winner."

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How do you like this plan, as propounded by a Winnipeg hardware merchant? He has ideas and he uses them:

THE VALUE OF CASH

We realize it. We have learnt to appreciate the value of the cash system, or rather the disadvantages of the long credit system. We believe that we can sell hardware for smaller prices with better satisfaction when it is done on a cash basis. Hence this new platform. After this date we will take 10 per cent. off the bottom of every bill of shelf and house-furnishing hardware which is paid for in spot cash. On every monthly account which is paid on the 10th we will allow a discount of five per cent., and every account not settled by the 15th of the month will be considered closed and no other goods supplied till settlement of monthly account is made. We do this in the interest of **Low Prices** and have decided to save to our customers on price the cost of collections and losses on a credit business. Are you with us?

C. W. GRAHAM,

322 Main Street

A DEPLETED MARKET.

COLORED fabric gloves have been very scarce during the past month. The demand kept up, although every jobber's stock was depleted, and as there was no time to import them from Germany, the jobbers had simply to lose the sales. This shows how Canada would be situated if she imported all her goods and did what economists and free traders tell her she should do—that is, stick to the much lauded practice of turning over the turf every spring and fall. The results of a protective tariff, in spite of its faults, are in many ways beneficial. But no result is more important than the fact that a young nation which adopts such a policy becomes less dependent on its neighbors, its friends, its relations and its enemies. A healthy nation must be self-sustaining and capable of extreme independence. It is only by a steady encouragement of her manufacturing industries that Canada can hope to attain that national independence so essential to success.