

# What Is Good Stationery Advertising?

By W. E. Ralph

Some post-summer lassitude must have permeated the bones of Canadian stationers, or I would certainly have been more successful in my attempt to locate a few stationery store ads. upon which to exercise my critical

## Wall Papers

This is a good time to re-decorate. Paperhangers and painters are over the Spring rush, and can give your orders prompt attention. Our stock of WALL PAPERS and DECORATIONS IS VERY COMPLETE, and invites inspection.

**CARLISLE  
BROS. & CO.**

Carpets.

Curtains.

We close Wednesday afternoons during July and August.

Tel 126

ST. PAUL STREET

ST. CATHARINES

faculty. I recently went on a still hunt through about forty Canadian papers—both dailies and weeklies—and succeeded in finding but two likely ads., and one of the two was a wall paper ad. Hard luck! I shall have to get down to business without being able to produce many practical illustrations to work from.

What's the cause of business dullness, anyway? Wonder if some of it isn't due to lack of advertising? Wouldn't be surprised at all. One doesn't expect to see a stationery store ad. making as much of a splash as that of a big department store. Good thing, perhaps. The man who makes a great big splash sometimes gets lost in the spray.

Some ads. remind me of Coney Island. There you see the barkers who have yelled so loudly and consistently that they have no voices left to speak of—just a sort of an asthmatic wheeze like a fog-horn gone crazy. Retail advertising ought to be everlastingly fresh and new. It ought to be persistent, without any trace of staleness. It ought to hit a chord in some buyer's breast every time.

Take the wall paper ad. reproduced on this page. The title is bound to strike a human chord. As a man said in Profitable Advertising recently, "If you put the word 'Rheumatism' prominently at the top of an ad., it's bound to catch the eye of every man who is in the habit of feeling rheumatic pains." Same way with anything else. An eye-catching phrase is not much good unless it conveys a point of human interest.

"Wall Papers" is simple and quite common. But, be it remembered, its place in the newspaper was far from that occupied by anything with a similar title. Immediately "Wall Papers" caught the eye of any person who had such a subject at all in his mind, his interest was, to a certain extent, awakened. With the awakening of interest the duty of a heading is well done. Then follows a point which continues the interest that has been awakened by the headline. "This is a good time to re-decorate." That's a statement. Why is it a good time to re-decorate? Because "Paperhangers and painters are over the spring rush, and can give your orders prompt attention." Good argument, well put. On the whole, that wall paper ad. is all that could be desired. It has all the good points going to make up a good ad. of a general line of goods.

## Quick Clear-Out of Sheet Music

Odds and ends of popular pieces, clearing at early closing price..... 2 for 5c

## Holiday Reading

Paper Books, back numbers of magazines, slightly rubbed sixpenny novels, mottoes suitable for summer cottages, etc. Clearing these at early closing price, 5c. each or..... 6 for .25

## Bibles Low Priced

Beautiful Pocket Bible—Clear type, good paper, French Morocco binding, red under gold edges, yapped, maps, silk book mark, Cambridge University Press edition. These handsome Bibles, Saturday, at early closing price..... .35

## Stationery

Pencils—Extra fine quality lead, H.B. grade, Clearing at, per dozen..... .9

Sphinx Lead Pencils—A finely finished high-grade pencil, of finest graphite. Nickel and rubber tip. Clearing at, per dozen..... .14

Victorian Writing Tablet—The best pad of 100 sheets (guaranteed) of linen paper for the money we know of. Large size. Each.... .7

Boxed Paper and Envelopes—Dainty stationery, in neat, attractive boxes. Clearing out odd-lots at early closing price, per box.. .9

—Main Floor—James Street—

We reproduce another ad. which was culled from the Brampton Conservator. It isn't a very good ad. In fact, it is not much more than a business card—and the address isn't given at that. It's an ad. of the indefinite variety, and could hardly be calculated to pull business.