

advertisements. The ad should be arranged systematically, so that readers may find out what it is all about as quickly as possible.

I think it is well to have a display line of reasonable size at the beginning of the advertisement of each department. Except in special cases, no one department should be given special prominence other than the amount of space used for it would naturally give. I would arrange the advertisement with the idea that people were going to look at it and read it, and that the best thing to do was to make it perfectly plain and legible.

The various head-lines should be used merely to make a convenient index. When you try to make each section of the ad prominent, you fail to make any of them prominent. The effort should be to make the advertisement conspicuous as a whole, and, as the artists say, to "hold it together," and make it look like one complete thing, rather than a combination of several pieces. Dry goods and department store ads are pretty generally looked at, and I think the one which will be most effective is the one which is most easily readable—the one in which the matter is arranged in proper perspective, and in which the reader may turn readily to any subject she wishes to find.

In a publication devoted to advertising I find this paragraph.

"If it pays to change the wording of advertisements, one would think it would also be profitable to change their typographical arrangement. Many advertisers, however, who use fresh copy almost daily, never make the slightest alterations in the typography of their advertisements."

To me it seems strongly advisable to use the same style of display in every instance. This will certainly obviate the necessity, real or imagined, of setting the name of the advertiser in large type. It will result in the saving of just that much space, because, once the style is established, everybody will know the minute he sees the advertisement whose it is, without looking for the name. I will venture to say that if Rogers, Peet & Co. were to publish an advertisement in any New York paper without giving any name or address, but simply following their regular style of wording and composition, nine out of ten readers would know whose it was.

The style has become a trade mark with them. In the same way, the style used in the advertisements of the Murphy Varnish Co. in the magazines has become a trade mark for them. The "Wanamaker style" is known all over the country. The advertisements of the Yale Mixture in the magazines have a certain distinctiveness about them which makes it certain that a mere glance at one of them will bring Yale Mixture into one's mind. There are hundreds of similar examples.

Certainly if the publication of a trade mark is a good thing, the use of a special style of ad setting is a good thing. The advertiser can learn something from the editor. He has a fixed position for his editorials. They are always set in the same kind of type, and the only variation that is allowed is that sometimes they are set solid and sometimes they are double-leaded. The editor depends for readers upon the interest he has already created by the excellence of his work. The advertiser "may profit by his example."

A big advertisement has a certain amount of prestige from its very size. A big advertisement composed of several items is like the bundle of sticks in Mr. Aesop's little story, which couldn't be broken so long as they were tied together. When the sticks were separated, each one could be broken easily. If you make a separate little ad out of each of the items, each ad possesses only its own strength and is not helped by the others.

To Sell or to Buy Drug Businesses.

The intention and desire of the Canadian Druggists' Exchange is to make it a bureau where a buyer can with facility obtain confidential information and details of drug stocks on the market, without running over the entire province to secure this, at much expense and loss of time. The question blank sent to vendors is so complete, that when once returned properly filled, places the Exchange office in a position to answer any question asked by a prospective purchaser. So far, buyers have expressed themselves enthusiastically in favor of this simple yet complete plan, which allows them to examine at a minimum expense the offers, and select therefrom those which suit them, and visit them personally for fuller information and examination with a view of purchase. Vendors place themselves in the best possible position for selling by registering their offers with this office. Buyers must prove their financial ability, and give pledge of secrecy before securing details of any offer.

The "Cleveland" in England.

The Lozier people, manufacturers of the "Cleveland" wheel, and who are always to the fore looking after the welfare of the wheeling public, have struck a happy idea in providing a neat apartment in connection with their London branch, 18 Holborne Viaduct, for the express purpose of making headquarters for the Canadian tourists. There will be kept on hand, besides the American cycling papers, maps and guides of the different places, besides full information will be given regarding all roads leading out of London and about England, as well as any general suggestions required by tour-

ists. This will be a great convenience for tourists going to Europe, and is a happy thought of Lozier & Co.

WANTS, FOR SALE, ETC.

Advertisements under the head of Business Wanted, Situations Wanted, Situations Vacant, Business for Sale, etc., will be inserted once free of charge. Answers must not be sent in care of this office unless postage stamps are forwarded to re-mail reply is.

SITUATIONS WANTED.

SITUATION WANTED—BY DRUG APPRENTICE, one year's experience. Best references. Apply, Apprentice, 158 Wilton Ave., Toronto.

DRUGGISTS' ASSISTANT—WANTS SITUATION, 3 1/2 years experience and junior term O.C.P. Good recommendations. Address, Thymol c/o CANADIAN DRUGGIST.

WANTED—POSITION BY GRADUATE O.C.P. Good dispenser, best of references. Address, Box 124, Goderich, Ont.

SITUATIONS VACANT.

WANTED—Travelling Salesman, young and energetic (druggist preferred), to call upon the drug trade and best hotels. Address "Limgiberis," care of CANADIAN DRUGGIST.

PARTNER WANTED.

PARTNER WITH \$2,000 CAN SECURE SPLLEN- did investment and position, if desired, in established business. Apply E. R. C. CLARKSON, 33 Scott Street, Toronto.

FOR SALE.

FOR SALE—Small Bottling Outfit, complete, for manufacture of a popular beverage protected by trade marks. Good opportunity for pushing druggist with a few hundred dollars' capital. J. J. McLaughlin, 153 Sherbourne St., Toronto.

To the Trade:

We are wholesale agents for

**Moxxon's
Celebrated
Liniment**

We have a large quantity in stock. No extra duty to pay. Prices same as the American prices.

Write us for Prices.

JAMES A. KENNEDY & CO.,

WHOLESALE DRUGGISTS

342 Richmond St.,

LONDON