

day, where, like Herzog's store in Berlin, Whiteley's of London, Bon Marche of Paris, Wanamaker of Philadelphia, and Simpson's and others of Toronto, almost everything from a needle to an anchor is sold.

Frequent changes are necessary in window dressing. A shop window should always present a fresh appearance to the eye. No window should remain in longer than one week, and better that it should be changed every few days. The eye calls for variety. Doubtless it is true that "human nature hums the same old air but with innumerable variations."

The newest trick in window dressing, if I may express the idea in that term, is in the use of large mirrors, so placed and so changed from time to time, as to give a very marked and striking effect to the goods shown.

It has sometimes been asked, when actually setting to work to dress a window, do you follow with anything like completeness some pre-conceived plan as to how that particular window is to be arranged? Well, "Yes" and "No." I would certainly have a plan in my mind as I would enter the window to place the goods; but having made a start, thoughts and ideas will crowd themselves upon one as the work goes on and not unlikely I will wind up through the window constructed on a widely different plan to that I had at first conceived.

Josh Billings once said: "When you strike ile stop boring, many a man has bored klean thru and let the ile run out at the bottom." Your window once completed then leave it alone, for too much elaboration and fussing has not, unfrequently, spoiled what might have been a well dressed window.

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### The Men who Dress the Ads.

Some of the advertisements sent in to the big city dailies, such as the *Globe*, *Mail*, *World*, *Empire*, *News* and *Telegram* are often very crudely and raggedly prepared indeed, and few people have any idea how much is trusted to the intelligence of the printer, or what implicit faith is reposed in the employees of the average newspaper office composing room to say nothing of the proof readers. They are supposed to possess the happy faculty of making wrong right, (as well as making right wrong sometimes), and are often called upon to change the worst written advertisement into "a thing of beauty" for the next issue of the paper.

In fact, every newspaper and printing office in the land have the same experience more or less although the advertisements that come to the intelligent printer's hands capable of being set up without material change are growing more numerous than they formerly were it is true, which seems to indicate that the preparation of an advertisement is recognized as deserving of more attention than it did in times gone by.

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"Biz"—the biggest little thing out.

Written specially for Biz.

### Improvements in Advertising.

By THOMAS BENGOUGH.

NEWSPAPER advertising in Canada has during the past two or three years undergone several radical changes; and though these are making their way somewhat slowly into the country newspapers, they are bound to get there.

The movement is almost entirely erratic and unorganized, and consequently must be much slower than if properly engineered; but some definite points have been already reached.

The first feature to be noted is that the principal advertisers are now freely engaging advertising writers. There is solid common sense and sound philosophy in thus spending \$300 a year in order to make most effective the investment of \$3,000. Even some of the old-timers are falling into line, and indeed outdoing their rivals who went into the new plan first. Notable among the latter is the firm of John Kay, Son & Co., whose advertisements, written by Mr. J. S. Robertson, are attracting special attention.

Another feature of the advance in advertising is the special "composition" of the advertisements. Composers are now detailed for this work so as to ensure that it shall be artistically done, and the result is a very great improvement in the appearance of the newspapers. The special attention thus given to the typography of advertisements involves heavy extra cost on the part of the publishers, who freely furnish fonts of new faced type as asked for by advertisers. The labor of setting up the advertisements is in itself costly—figuring up in some cases to a cent a line for this work—which is but an incidental item in the advertising bill.

Following these developments, others are inevitable. One of them will be that job printers will lay in special fonts of advertising type, and make a specialty of setting up advertisements and furnishing electrotypes for the newspapers.

Then will come a development that will benefit the Provincial press. It will come in the insertion of these special electrotypes in the country newspapers; and out of this demand will naturally arise the organization of advertising agencies.

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### Keep At It.

A leading American advertiser recently wrote as follows: "A man eats a bucketful of food a week. Make him eat a half bucketful on Monday and a half on Wednesday and nothing between and he'll starve to death or die of the stomach-ache. In the continuity of everything is the success of it, particularly advertising."

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Every merchant in the country should be interested in this paper.