

THE LATEST STRAWS**1-16 POUND****\$1.25****NEW
NOBBY
ATTY****\$2.74.**

Sign cards must be effective and pleasing. The direct object must be to sell goods, and everything must help towards accomplishing this one thing. These "silent salesmen" must pay for themselves or they are a poor investment. There is mighty little use of a merchant trying to make people believe he is selling goods at a loss; they know better and the merchant can only make them believe that he is in a position to give them better value and newer goods than his competitor.

ADVERTISING NECESSARY TO SUCCESS.

THE merchant or manufacturer who does not advertise his goods cannot succeed. Of late newspaper advertising has become a distinct trade in itself, and all over the country leading concerns pay fabulous prices for men who are skillful in writing catchy advertisements. In many large cities there are men getting from \$3,000 to \$10,000 a year to write advertisements. This fact in itself shows that advertising pays.

If people interested in this subject will investigate it for themselves they will find that the leading advertisers in The Plain Dealer are the merchants who have the best stores, the best assortment of goods and who sell at the most reasonable

prices. Such merchants do a much larger business than merchants who do not advertise; consequently they turn their goods over more quickly and can afford to give better prices. Close buyers appreciate this. What is the moral? He who advertises the most judiciously succeeds the best, and the buyers who seek the best bargains patronize such merchants.—*Cleveland Plain Dealer.*

A PLACE FOR TALENT.

IN NEARLY all regulated lines of industry at present the advertising man is one of the most important adjuncts of a business. And on the other hand the advertising department of a first class newspaper is not what it used to be, but is instead fast becoming an interesting feature of all enterprising journals. Formerly the prevailing idea among the uninitiated was that the talented, the best, most versatile and most ingenious writers and artists were all employed in the news department. How nearly correct this idea may have been need not be stated, but that such is not the case now may be seen by a perusal of the "ads" of any flourishing paper. The competitions between the merchants and between the papers' agents have become so great that the great wholesale and retail houses of the large cities employ talented men at big salaries to attend to their advertising alone, and the men who want the best positions in the counting rooms of newspapers must combine fine business qualities with the talent that wins success in the editorial chair.—*Yenowine's News.*

PROMISES AND FULFILLMENT.

THE merchant who advertises a certain line of goods as a "leader" should always make good his statements at the store. The reader who responds to a special announcement of a bargain expects, upon reaching the store, to see the goods of which special mention was made. A fail-