

no. 9
TRY THE ELLIOTT HOUSE NEXT TIME YOU VISIT TORONTO.



A LITTLE PAPER FOR ADVERTISERS.

10 Cents a Month.
\$1.00 a Year.

TORONTO, ONT., JANUARY 1st, 1894.

Vol. I.
No. 2.

Written for Biz.

How to Dress a Shop Window.

By GEORGE COLE, TORONTO.

HOW to dress a shop window will be answered, doubtless, in different terms, according to the individual taste and experience of the window dresser. And yet, just as certain elements of character are common to the successful salesman, so there are certain specific rules that govern, I think, the successful dressing of a store window.

Every person will not make a successful salesman. It might be going too far to say that good salesmen, like poets, are born, not made. But it is true there is an art in selling, which, if not natural, calls for patient discipline, that it may be acquired in any degree of perfection. So it is with the window dresser. A man does not jump into a good window dresser as he might jump into his clothes if the burglar alarm sounded at midnight. Even with conditions leaning strongly in his favor, the knack comes only as a result of practice.

The dressing of a store window is a method of advertising that a modern house can afford to treat triflingly. It is, perhaps, the most attractive sign that can be placed in front of any store. The passer-by may give no heed to the sign above the door, when not particularly interested, but an attractive window will awaken the interest of the most indifferent.

Writing more particularly of a dry goods window, in connection with which my experience has been the widest, I would say that a happy blending of colors in the arrangement of a window is the most important essential. The taste of a lady shopper will either be interestingly arrested or sharply disgusted according as good taste or the opposite has been exercised in the placing of the colors of the

various goods. Some persons have a sense of harmony in color as perfect as has the musician of sound. This, however, is not the gift of all. Let such remember, as an expert writing on this subject has said: "There are in reality but three primary colors, viz.: blue, red and yellow. Green, orange and purple are secondary colors produced by combining the primaries; thus blue and yellow make green, red and yellow produce orange, and blue and red, purple, etc. The mixture of these produce the tartans and so on. The secondary green contains no red; if now the primary red is placed beside it, harmony is produced and the two are called "complimentary," the green is made richer and the red more intense."

The study of colors is something that should enlist the interest of anyone who aspires to become a successful window dresser. Color in its combinations may affect the mind in almost any manner desired. Red, for example, gives the sense of warmth, blue is cold and quieting, yellow conveys the feeling of light, and so with the different blending of colors. It should be the aim of the window dresser, so far as colors are concerned, to so arrange them that they will make the strongest impression on the shopper's mind, guided by local needs and conditions.

Window dressing follows the general trend of present-day trade in calling for a specific purpose in the arrangement of the goods in the window. "This one thing I do" has a fitting application to window dressing. One no longer attempts to place all the goods in the store in the window, nor selections from each line of goods. One day it may be a silk window; again a display of carpets and house-furnishings; and another time a showing of boots and shoes, and so on through the large variety of stocks that are carried, at least, by the more important shopping concerns of to-

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.

Written specially for Biz.

Present Advertising from a Woman's Standpoint.

SOME REFORMS SUGGESTED.

WHEN a woman reads the paper Thursday night for bargains on Friday, she wants facts, and she wants them sufficiently seasoned to be mentally edible. Some advertisers cater to her taste and they get her trade.

A woman would not smother advertising in a medley of love, horror, romance and despair, and the advertiser who does this becomes her deadly enemy. I know, for I'm a woman, and I'm after the newspaper man who inveigled me into reading a page of twaddle about the dear old homestead, and the undulating uplands, and fields upon fields of corn, until in imagination I could see the old home and hear the languorous rustle of the leaves, then I am brought to earth with a thump, by the statement that the above description is not applicable to Blifkins button boots, as they produce no corns (save the plural). "Buy of Blifkins."

Do you suppose, wide awake reader of Biz, that any woman, however much she needed boots, would buy of Blifkins after that? Never! She would go as barefoot as a country school boy in summer before she would give Blifkins the satisfaction of her patronage. If Blifkins had consulted a woman regarding the advertising of his comfortable non-corn-producing boots, she would have suggested something after the following:

"Blifkins' neat fitting shoe,
I like, don't you?
His trig-button boot
A woman will suit;
His warm, furry slipper
Fits snug as a skipper
That lives at its ease
In a great big cheese,
But the best of news
About Blifkins' shoes
They'll not give a corn
As long as they're worn.
Buy of Blifkins."

Of course we'd buy, even if we had to send the bill to our husbands. His great feat would be to pay it. He also could get his great feet fitted with Blifkin's "Secret Society Goat No. 11." So please, Mr. Advertising Man, do not put padding and gore and love and lies with the stuff you want to advertise, if you would catch a woman's eye.

Judging from the number of soap ads, we ought to be the cleanest people on earth, but as an example of the eternal unfitness of things, I saw a boy with the dirtiest face imaginable tacking up a soap sign, which read, "No excuse for dirt; keep your face, house and clothes clean by using Wish Wash, the new soap." If a woman had been managing the matter she would have had a clean faced maiden with a snow white frock, labelled

"Washed with Wish Wash, the new soap," tacking up the placard.

When we women get the privilege of the franchise we will enact a law to dispense with fence and building decoration, or desecration, and give the newspapers their due. Of what advantage is foreign travel when on every side glare huge chunks of advertising to distract the attention and weary the brain? What though Wizard's Wonderful Whangdoodle Wine be a cure for all diseases? think of the weary women who infinitely prefer to die a natural death than read the wearisome words of W. W. W. W. or take the dire stuff.

If a woman were at the helm of the theatre advertising agency, she would put clothes on the poor shivering actresses, even if she had to refer to the fact that said underwear was purchased at Mrs. Coverup's on Decency St., the only house in the city at which these long-sleeved and high-necked garments could be procured. What an ad. for Mrs. Coverup, and what encouragement for the Purity Association that would be. She would banish, too, all the seductive representations of the human form divine that cover cigar boxes and cigarette packages in this Toronto the Good, and if the smokers insisted upon a picture, would clothe one of their own sex in airy nothingness and a cigarette. There would be less smoking under that arrangement.

A woman believes in honest advertising, and if by nature she has been constructed on plans remotely suggestive of the "before taking" picture she has common sense to admit that no powers of cosmetics, freckle destroying drugs, or even imagination, could make her as radiantly beautiful as the "after taking" design; and so the wise woman shuns it, pictures, drugs and all, and as far as it is in her power encourages her weak sisters to do likewise.

Hearken, all ye men advertisers, to a woman's final growl. Be it known that all the sky-rocket eloquence wrapped up in "For the Lady of the House" packages, and samples of every kind of cure-all, the scurrilous hints in the enticing looking booklet "for women only," the large, small, medium, round, square, oblong, black, white, red, blue and green papers, advertising everything under the sun, that make of the front entry a veritable waste basket; know ye that all these are vanity and vexation of spirit and make mighty poor kindling!

J. H. WETHERALD.

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Read BIZ and learn what other advertisers are thinking about, what other advertisers are doing, and what is best for you to do.

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BETWEEN seven and eight thousand dollars a year is estimated to have been saved by the withdrawal of the franking or free postage privilege from the Civil Service employees at Ottawa.

The Ready-made Advertisement.

The advertisements given below, which are original with this paper, can, of course, if any one cares to make use of them, be set up in larger newspaper space than they occupy here, with excellent effect, any border or ornament being used according to individual taste.

THE ONLY CONFIDENCE MEN

WE
EVER
SEE.

dealt with by us are sharp men who come to us every day, but who, it is needless to say, are not of the crooked variety. They are good citizens who have been buying at our establishment for years past. We call them confidence men because they have confidence in the stock we keep, and because they are shrewd enough to get such things as SHIRTS, COLLARS, CUFFS, NECK-WEAR, GLOVES, HATS, ETC., where they are certain of being pleased with what they purchase. Such men are buying FURS from us during the cold weather.

SLICK & KLEEN,

Men's Furnishers.

Have you a Son or Daughter?

To whom an excellent business education would be a blessing. It makes a young man self-reliant. It makes a young woman independent. Such are the happiest and most useful people in the world to-day. Our Business College has no kinder friends nor warmer advocates than its graduates. Call or address

READE & WRIGHT.

A BEAUTIFUL RING

Looks well on the finger as everyone knows, and the opportunity to buy one at a price that is satisfactory is quickly taken advantage of by the average individual.

A HANDSOME WATCH

Is even more sought after than a ring, and to a man, at any rate, its services are indispensable. The chance of getting one at a moderate cost is seldom lost nowadays.

A JEWELER

Offering golden opportunities just now to all who appreciate the advantages of selecting choice articles from a stock that is large and varied is

PHIL. CASE.

Fitted Jewelry Too.

An offer which appeared in the columns of *Printers' Ink* some time ago to the effect that until the silver bill was repealed or Christmas came, certain liberal advertising discounts would be given, was shrewdly made to do duty by J. E. Ellis & Co., the King St. jewelers, in connection with an advertisement of solid silver-ware, which was put at remarkably low figures on the same conditions named by the journal referred to.

A MAN

can always be dressed well

If he goes to the proper Tailor. We have a large stock of suitings to choose from. Natty tweeds, serges, and worsteds made up in any style, and fitting the customer so well that intimate friends do not scruple to ask who made your suit. Our customers never hesitate, but answer with a knowing smile,

PHINEPHITT, THE TAILOR.

IN OVERCOATS
WE LEAD.

A G-R-O-C-E-R-Y

where the stock is known to be fresh and of A 1 quality throughout, retains its trade.

THAT When an article of food is under consideration a buyer has a right to be particular, and will generally go where the best is kept, if prices are moderate. Our grocery is one

BUSY THAT SUPPLIES MANY HOUSEHOLDS. If we make a specialty of anything it is such things as teas, coffees, sugars, flour, butter etc. If you have never traded with us, and have never found a store that you were thoroughly satisfied with, step in when coming along the street at

ALL DAY.

T. COFFEE & CO.

PEOPLE LIKE A DRUG STORE,

OPEN
EARLY
AND
LATE

and speaking generally, it is more popular than any other place of business. The stranger who wants information seems naturally to drop into the nearest drug store for it, in preference to asking a passer-by or a policeman.

IN ANY TOWN it is pretty much the same. How many people with letters to mail never think of postage stamps until they see a drug store. It is the popular telephone station, waiting room, parcel room, and shelter from sudden storms of summer and winter.

I have the usual experiences in this regard, and now look upon it as part of the business, but, after all, I find that a large and varied stock of PURE DRUGS, PERFUMES, SOAPS, and SPONGES, and everything that a complete drug store should contain, has brought me more customers than anything else.

MIXEM, THE DRUGGIST.

Newspaper publishers, advertise your paper in Biz. Reach advertising people who may do business with you.

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Mr. GEORGE FULFORD, Brockville, of Williams' Pink Pills fame, is in England with his family this winter, where he will devote his attention to advertising his "gold mine" to the transatlantic public through the newspapers there, employing similar methods to those used in this country.

Buzzings.

It is the man who wisely advertises in the dull season as well as the busy season who is heard to talk about hard times least.

Much that is decidedly interesting and practical will be found in the able article on window dressing by Mr. George Cole, of W. A. Murray & Co., on another page of this issue.

Two or three inches on a live advertising page, if filled with pithy wording, and changed about every issue, will attract more attention and do more good than a stereotyped column run regularly elsewhere.

An advertisement should be well written and well displayed to make it worth the space paid for it. An ad. cleverly written and poorly set up in a newspaper is like roast crow for a Christmas dinner, not very appetizing for those who have most to do with it.

Unless an advertiser occupies a column or half column space, he cannot afford to talk of a large number of articles, or go into details as regards stock. Where space is moderate, the advertising of one or two lines of goods brings the best results if one talks to the point.

That man who likes to write his advertisement for the local paper in a bright, pointed and effective style, and afterwards wishes it set up and displayed in an attractive way will find a multitude of suggestions and ideas to help him attain his end in every issue of Biz.

Every merchant can write forcible and attractive advertisements that will bring him customers every time, if he studies the language and methods of those who have a reputation for clever work. Don't be afraid to borrow ideas. No man is strictly original. The successful man of to-day absorbs unconsciously what he sees best in his fellows about him.

As the pen is mightier than the sword, so is ink (printers' ink) mightier than the pen. Those who use that ink are the mightiest of all. He who understands this art in all its ramifications travels the shortest and best route to the head and understanding of human nature. The judicious use of printers' ink has made more names and fortunes than any other, perhaps all other things, put together.

One naturally looks for the brightest advertisers in our cities, and for the cleverest specimens of advertising skill in the city papers, yet a glance at many country journals shows plainly that the art of writing attractive announcements is successfully cultivated by many merchants doing business in some of the smaller towns throughout the country. Such men place the proper value on snap and originality in the manufacture of an advertisement. They may die, but never assign.

"The public love to be humbugged," P. T. Barnum once said. In newspaper advertising, however, at this present date few men are humbugged by loud talking advertisements. Modesty and consistent language in an announcement will make more friends than a braggadocio or spread eagle style of saying things.

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Secret of Success.

"How does it happen that you are so well known and so popular?" inquired Boreas.

"How does it happen!" echoed Santa Claus in surprise at such ignorance. "Great Scott, man! Look at all the years I have been advertising."—*Ex.*

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It's a thing I cannot divine,
Nor can any of those who are scholars;
The fact that \$4.99
Is so very much less than \$5.00.

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How They Like Us.

Below are given one or two of the many pleasing tokens of approval and appreciation that Biz has called forth:

Lindsay Post.

"Biz" is the pert title of a little journal for advertisers published semi-monthly henceforth by S. C. Trethewey of Toronto. It is designed to fulfill the same mission among the merchants of Canada as that well-known publication, *Printers' Ink*, accomplishes so well in the States. It is rich in pointers to advertisers, and is calculated to be what it claims, an excellent tonic for mercantile debility. The subscription is only \$1.00, and every business man should be a subscriber.

St. Catharines Journal.

We have pleasure in directing the attention of the advertising public to what promises to be to them and all business men a useful guide to the proper mode of advertising in the public press, which after all tried devices to attract the attention of buyers is the only manner recognized by the experienced. Biz is the name of the little adviser, and it is Biz throughout. We would recommend all who believe in the efficacy of printers' ink well distributed, to procure a copy from the publisher, S. C. Trethewey, 4 Adelaide Street East, Toronto, and judge its value.

Clarksburg Reflector.

We recently had occasion to refer to the *Imprint*, a little monthly publication issued in the interest of printers and advertisers. Another similar publication now lies on our desk. It is entitled Biz, comes out twice a month, and claims to be an effective tonic for mercantile debility. We sincerely hope it may be so, for there is ample room for it. As a natural result of the keen competition of the present day advertising has become an art, and a very delicate and difficult art too. Judicious advertising is admitted to be useful and necessary, but it must be well done. To instruct merchants, business men and printers in this art is the object of publications such as *Printers' Ink*, Biz and the *Imprint*. May every success accompany the new arrival.

Toronto Imprint.

"Biz" is the name of a neat and spicy semi-monthly, published in the interests of advertisers by S. C. Trethewey, No. 4 Adelaide Street East, Toronto.

BIZ published regularly twice a month, at No. 4 Adelaide St. E., in the interests of the advertisers of the country, and also to give such general information as may be interesting and profitable to all who do business, whether the merchant with a rushing trade or the man with a poor one.

Contributions or items of interest on matters within the scope of BIZ, from any part of the country, will be always welcomed, and an interchange of views on advertising methods is invited at all times.

Subscription price \$1.00 a year. Sample copy free. Liberal advertising rates furnished on application. Phone 2536.

S. C. TRETHERWEY,
Editor and Proprietor.

WE REGRET very much that we have kept our subscribers and readers waiting thus long for the appearance of this number of BIZ. A difficulty over postal privileges was the unfortunate cause, but matters having at last been satisfactorily adjusted, we hope in a measure to atone for the lengthy delay by making each issue of the paper from this time forward especially live and valuable, and a welcome little visitor to the advertiser's desk.

BIZ is issued semi-monthly, and aims to give practical ideas and suggestions to advertisers everywhere. Bright and common sense articles on the many varied phases of advertising as known at the present time will be found constantly in its pages, and to the live merchant, constantly on the alert for methods that may tend to bring him business, or keep his name prominently before the public eye. BIZ will be found an intensely interesting and profitable little journal.

As an advertiser, one must unquestionably keep himself informed as to the many changes and tendencies of the art. It pays to study the opinions and experiences of other merchants, and to note what may be of value, and what may be utilized by oneself. The advertisement that is especially effective for a time, wears out sooner or later, and something more original and striking must be conceived to take its place. This interchange of advertising ideas relieves many a man of worry and trouble to-day and enables him to present his advertisements, whether through the columns of the newspaper or otherwise, in a pleasing and readable style.

Journals similar to BIZ, published in several cities in the United States, have found high favor with the advertising public there, and we believe the advent of a little paper like BIZ, devoted exclusively to subjects that the great newspaper press of Canada gives little or no space to, will be productive of much good, and win golden opinions from the advertising fraternity. BIZ occupies the position of a specialist in a particular field, and we trust our humble services may be of some value to thousands throughout the country as time goes by.

THE READY MADE, or ready to use advertisements given on another page are intended for any one who is inclined to make use of the

ideas they may present. They are to be a regular feature of BIZ, and we trust will occasionally prove of some value to advertisers and readers of the paper. The samples are merely given for what they may be worth, and more with the intention of furnishing suggestions than anything else. By a few slight changes, and the substituting of something here or there to suit one's business, they may be made to do good service in an emergency, as when an advertisement has to be rushed into the local papers in a hurry and when time is not sufficient to write out one's regular advertisement. We trust this page may indirectly be of some benefit to our readers. The idea of the ready made ad. is adapted from *Printers' Ink*, and they have obtained, we believe, a very fair measure of popularity among the friends of that useful journal.

THE WARFARE of competition occasionally waxes strong among some of our mercantile firms. Some time ago T. Eaton & Co., in the course of their big advertisement in one of the daily papers, and referring to a rival establishment well known in Toronto, hits out as follows:

"The idea is current that success in business is directly due to advertising ways and means. Some merchants go so far as to adopt the style and very words of leading metropolitan houses, often with a senseless disregard for the truth. Imagine a small dealer preaching store methods in the exact language of John Wanamaker. Yet such advertising is widely copied by certain stores doing business in the city, in the vain hope of influencing trade by mere talk. Many an advertisement is ignored or disbelieved because at one time or other the advertiser does not live up to his promises and there is no more certain way to invite failure than to exaggerate facts or give false impressions, whether one uses his own words or plagiarizes those of others."

BIZ will in all cases publish names and give due credit to a firm when it is merited in any way. Consequently the mention of individual or firm names must in all cases be construed as necessary or essential, and occurring naturally in the course of an article or paragraph, and never as disguised or concealed advertisements.

Remember, ye editors and scribes, BIZ is young. Words of commendation are sweet to the young; and remember also, if BIZ contains anything worth repeating, to credit the paper accordingly. BIZ has put the last mentioned among its New Year resolutions. Like the majority of such resolutions, however, it is liable to be broken. Such is the weakness of mankind. Selah.

The next number of BIZ, in the language of poor Lo, will be "heap good."

We trust this issue will please its readers. BIZ aims to give practical information first, last and always.

...We are not moored to ancient plans and methods. We are in a position to, and mean to keep abreast of the times. SEE OUR POLICIES.

The Temperance and General Life Assurance Co.,
Toronto, Ont.

TORONTO ELECTRICAL WORKS,

Dealers in Electrical Books and Experimenters' Supplies.

Write for Price Lists.

35 Adelaide Street West, TORONTO.

Do you want your Ads. written for you. ?

You can sell anything, no matter what it is, if your ads. are right. **Bright, catchy, convincing ads.** are made at the "Biz" Ad. Writing Bureau. If writing your ads. is a worry to you tell us what you want to advertise, and we will not only please you but the public also.

Why Leave your Family,

your wife and children a \$5,000 estate, when the same money will provide double the amount, or \$10,000, in the **best Life Association** in the world.— Insure in

The Covenant Mutual Benefit Association

OF ILLINOIS.

Full Government Deposit.

Head Office in Canada, 17 Jordan St., TORONTO.

Business Addresses Furnished,

Circulars Addressed.

Correct and complete lists of Businesses, Trades or Professions in Canada or the United States sent to any address required. Also Circulars printed, addressed and stamped, sent to any special line of Business, Trade or Profession in any Town, City, State or Province in Canada or the United States.

For terms apply to

Might's Directory Co.,

18 Wellington Street East, TORONTO.

A Little Paper that does you Good.

KEEP YOUR BUSINESS HEALTHY,

and send in your subscription to "BIZ," which is the very best medicine you can take all the year 'round. **It contains** ingredients that are entirely fresh and pleasing, as will be seen on analysis. Its stimulating effects are most marked. **Satisfactory results** gained from the first dose. **Every advertiser** should take it regularly twice a month. **A six months' trial** at 50c. will do you good, but if you take a dollar's worth, you would not be without it at the end of the year. **N.B.—The genuine article** has the words "BIZ, a little journal for advertisers." printed on the cover. **Repaired by** S. C. Trethewey, 4 Adelaide Street East, Toronto, Ont.

Baldness Can be CURED.

Over 1000 cases successfully treated. New theory, new treatment, marvellous results.

Address **W. E. Bessey, M.D.**, Consulting Physician, and Specialist in Piles, Rectal, Sexual and Nervous Diseases, and Diseases of Women.

199 Church St., TORONTO.

Prof. Bennett's Dancing Academy,

Forum Bldg.,
Cor. Yonge and Gerrard Sts.

Teacher of all the latest society dances and deportment. Classes for beginners Mondays and Thursdays. Advanced classes Wednesdays and Fridays Assemblies every Tuesday.

For particulars apply for circular.

THEY TALK NATURALLY.

Information for Stammerers. My method is strictly of an educational character, and excludes all trickery, hypnotism, faith cures, drugs or surgical operations. **The Voice Restored to Natural and Normal State.** Course lasts from four to six weeks. No portion of fee required until cure is effected. Graduates testify to permanency of results.

LINTON INSTITUTE,

G. W. LINTON, Prop., 88 Wilton Ave., TORONTO.

Sound Law for All.

BIZ has made an arrangement with a reputable firm of solicitors in the City of Toronto, by means of which opinions on any questions of Commercial or Business Law will be given those who may find this a convenient form of obtaining such information. A nominal fee of \$2.00 will cover any matter submitted, if a clear statement of the facts of the case is forwarded to BIZ office. All communications will receive immediate attention, and a carefully prepared reply forwarded direct as early as possible. Much unnecessary worry and expense is often saved by the man who secures a competent legal opinion promptly on difficulties and entanglements which so often arise in the course of business life.

Address Solicitors' Dept., BIZ office, 4 Adelaide E.

National Cash Register

Checks Credit Sales, Checks Cash Sales.

Checks Money Received on Account.

Checks Money Paid Out. Call and examine, or

drop a postal, and our traveller will call on you with ample Register.

The National Cash Register Co.,

63 King Street West, TORONTO.

174 St. James Street, MONTREAL.

J. A. BANFIELD, Mgr.

Enterprise Extraordinary.

The unique announcement given below is a copy of an original sign-board at "Burton's Old Curiosity Shop," Falmouth, Cornwall, England. So far as known this shop and sign-board may still be found there:

ROGER GILES,

SURGIN, PARISH CLARK & SKULEMASTER
GROSER & HUNDERTAKER.

Respectfully informs ladys and gentlemen that he dross teef without wateing a minit, applies laches every hour, blisters on the lowest tarms and vizicks for penny a piece. He sells Godfather's kordials, kuts kornz, bunyons, doctershi osses, clips donkies, wance a month, and undertakes to luke arter every bodies nays by the ear. Joesharps, penny wissels, brass kamesticks, fryin pans, and other moozikal hinstrumints hat grately reyddoiced figers. Young ladys and gentleman larns their grammur, and laugende in the purtiest mannar, also grate care taken of their morrels and spellin. Also zarn-zing-ing, tayching the base vial, and all other zorts of faney work, squadrils, pokers, weazels, and all country dances tot at home and abroad at perfek-shun. Perfumery and snuff in all its branches. As times is cruel bud I begs to tell ee that i bas just legimised to sell all zorts of stasbonyary ware, cox, hens, youls, pigs, and all other kinds of poultry. Blackin-brishes, herrins, coles, scrubbin-brishes, traykel, and godley bukes and bibles, mise-traps, brick-dist, whisker-seeds, morrel pokkerankerchers, and all zorts of swatemaits including taters sassage and other garden stuff, bakky zizars, lamp oyle, tay kittles, and other intozzikatin likkers, a dale of fruit, hats, zongs, hare oyle, pattins, bukkits, grindin stones and other aitables, korn and bunyon zatre and all hardware, I as laid in a large azertment of trype, dogs mate, lolipops, ginger beer, matches and other pickles, such as hepsom salts, hovsters, Winzer sope, anzettraz—Old rags bort and zold here and nowhere else, newlayde heges by me Roger Giles; zinging burdes, keepped sich as howles, donkies, paykox, lobsters, crickets, also a stock of a celebrated brayder. Agent for selling gutty-porker souls, P.S.—I tayches gography, rithmetie, cowsticks, jinnasticks and other chynees tricks.

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Shoe Dealer vs. Railway Co.

A case in which a clever advertising device was stopped by legal injunction ocured some time since in Toronto.

Mr. W. L. Patterson a well-known boot and shoe dealer doing business at the corner of Queen and Bathurst streets, with a view to attracting additional attention to a special bargain sale he had inaugurated, had printed a small sized square card on one side of which was a list of ladies', misses', men's and boys' boots with their respective prices, and an announcement which read: "Anyone bringing this card and purchasing a dollar's worth of footwear will receive a car ticket." The reverse side of the card was an exact reproduction in appearance, color and size of six Toronto Street Railway car tickets, the only points of difference being the substitution of the words "Leading West End Shoe Store, W. L. Patterson, Prop.," for the customary legend that the genuine tickets all bear, namely, "The Toronto Street Railway Company, W. McKenzie, Pres't." And in oval space on the left

hand side of the little ticket under the usual cut of a trolley car Mr. Patterson had changed "Good for one fare" into "Return fare given every purchaser." The tickets were blocked off and all duly numbered as well.

2,000 of these cards were distributed throughout the west end of the city one evening, and the next day the shoeman's store was crowded. The device had made a brilliant hit, and according to agreement everyone who purchased a dollar's worth of footwear and presented one of the cards was handed a genuine car ticket. Unfortunately for Mr. Patterson, however, many people who had received his advertising cards, clipped out the imitation car tickets and used them as legal fare, the consequence being that the Railway Company finding their boxes inundated with the bogus tickets, took out an injunction restraining Mr. Patterson from the further use of his advertising device, and the merchant preferring not to sacrifice time and money in fighting the Railway people, gave up the remainder of his tickets which were at once destroyed.

Mr. Patterson, according to a consensus of legal opinion, should have won had the issue been taken to the courts. As he is evidently a person who believes in keeping his business prominently before the public, his latest effort must have been to some extent at least a success.

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Why Biz is Welcome.

Biz is read from cover to cover by those who get it. Why? Because it contains matter not given in any other paper, matter bright, practical and interesting to all who pay out money for advertising, and some who do not.

Because it contains a host of helpful ideas and suggestions boxed up in small compass.

Because it is clearly printed and easily read.

And lastly, because the advertisements in the paper are attractive as well as its reading matter.

—//—

Stationmaster (to suspicious looking old lady in saloon carriage): Are you first-class, mum? Old Lady: I am, thank you. And how's yourself?

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IN JUNE 1887 the Canadian postal expenditure was about \$850,000 over the receipts. This has been reduced by over \$200,000 in the last year, and the reduction will probably continue if the population of the country increases in a reasonable measure.

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AS WITH a newly published book a good title is half the battle, so in advertising a good catch phrase does much to ensure the success of an announcement. It will draw new readers each day, and if the body of the advertisement contains a reasonable statement of what is for sale, good results will follow.

Cost of Carrying the U.S. Mails.

Mr. Bissell, Postmaster-General of the United States, asks for \$29,994,000, this being the necessary weight pay for carrying Uncle Sam's mails, and for the use of postal cars during the fiscal year. Only a few years ago all the postal cars in use could be built for less than the amount now paid annually by the United States government for the year's use of them in addition to paying for the weight of the mails carried in them.

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Our idea of a rash, foolhardy man is one who will dare to read out loud in the presence of a school-teacher.

NEXT.—Teacher: Yes, man comes highest in the scale. What comes next to man? Small Boy: I know, sir. Teacher: Well, what is it. Small Boy: His shirt.

Considering the financial stringency prevailing throughout Canada this winter, the amount of Christmas advertising was remarkably large, and to most merchants, we believe, the reward came.

Samuel Rogers said to John Leech, the caricaturist of *Punch*: "Mr. Leech, I admire you much." He was just beginning his success as an artist, and was gratified by this commendation, as he supposed, of his art. "Yes," repeated Rogers, "I admire you much. I saw you brushing your own hat, and the man who, in these days, does anything for himself, is deserving of admiration."

In a Philadelphia shop window a unique old relic of a piano is displayed, bearing the following inscription: "John Jacob Astor sold this piano to one of the first families of New York more than a century ago. Mr. Astor is believed to have been the first piano dealer in the United States." Then follows a copy of an advertisement in a New York paper, dated January 10, 1789. It reads: "J. Jacob Astor, at No. 81 Queen street, next door but one to the Friends' Meeting House, has for sale an assortment of pianofortes of the newest construction, made by the best makers of London, which he will sell on reasonable terms. He gives cash for all kinds of furs, and has for sale a quantity of Canadian beaver and Canada coatings, racoon skins, muskrat skins, etc."

—||—

A MODEST young Boston lady on board ship recently, jumped out of her berth and plunged overboard, because she heard the captain cry to the seaman in a storm during the night, "Haul down the sheets."

D-O
Y-O-U W-A-N-T **Labor-Saving Office Devices?**

- Shannon Files (for Letters and Bills).
- Document Files.
- Cheque Files (for Notes and Cheques).
- Standard and Single Arch Files.
- Rapid Roller Copier.
- Metal Roller Shelves for Books.
- Metal Storage Cases.
- Vault and Office Fixtures.
- Superior Office Desks.
- School Furniture and Desks.
- Vetter Patent Typewriter Desks.

We furnish everything for Vaults and Offices.

Send for Catalogue.

OFFICE SPECIALTY MFG. CO.,

118 Bay Street, TORONTO, ONT.

DO YOU EMPLOY

Traveling Salesmen?

We have the **neatest** and **most complete weekly expense Account Book** ever prepared for this purpose. Used by over 1000 leading establishments. Send for **free sample** and price list.

The **STERLING GAZETTE**, Sterling, Illinois.

"it don't lie!"

Which? The "Tickler"—Smith's office one. A small but handsome wooden box with a big mouth; remembering with unerring accuracy and **AUTOMATICALLY** all maturing items: notes, collections, correspondence, **UP TO DATE.**

A book about it—"It Tickles," free.

ROCKWELL & RUPEL CO.,

CHICAGO.

Toronto Office,
106 King St. West

Why not . . .

Fit up your office, shop or factory with a Telephone system of your own? Telephones sold outright. Send for catalogue No. 6.

T. W. NESS & CO., Manufacturers,
749 Craig St., Montreal.

"Biz"

Sworn Issue 2,000 Copies,

divided between Ontario, Quebec, Manitoba, and the Maritime Provinces. A little paper, unique and practical. Devoted to advertisers and their interests.

'94

Special Adlet Column.

Just 2 cents a word for anything you would like to speak about in this column.

A. T. ANDERSON & CO., Contractors for Electrical Supplies and General Machinery, 75 Adelaide Street East. Toronto, Montreal and Peterboro.

AGENTS WANTED, on salary or commission, to handle the New Patent Chemical Ink Erasing Pencil. Agents making \$50 per week. Monroe Eraser Mfg. Co., La Crosse, Wis.

A GOOD OPPORTUNITY to get three times what you invest inside of five (5) years. We improve new land and thus create new and large values. No circulars, etc. **FULL PARTICULARS** are: We buy land cheap and sell none for less than three times what we pay for it. We sell to Eastern parties who also pay us the cash to put on valuable improvements, such as fencing and planting alfalfa, which with irrigation produces four large crops a year in this country. In addition to the cash they pay us we require them to give us everything raised on the land until it is paid. Hence we are sure to get soon three times the amount invested. This plan can be carried out best in fruitful Washington. This is the way capitalists are making their money. This is about the only opportunity offered with absolute safety to small investors to gain over 20 per cent. per annum in gold in annual dividends. No officer gets an annual salary—only pay for time used. All you invest will be repaid four years from next June, together with balance of profits. This acreage property is much safer than most investments and we believe is sure to pay over 20 per cent. per annum. Money invested now will bring proportionately larger returns than money invested later. Send money by draft or registered letter. Send anything from \$1 to \$5000 and own a share for every dollar you send us. Mention this paper when you write; we wish to know which papers bring most orders. Columbia River Irrigation & Improvement Company, Incorporated. Lizzie M. Clark, Sec. and Treas. Kiona, Yakima Co., Washington.

CHAMPION Cash and Deed Boxes with combination locks. The handiest box on the market. At G. F. Bostwick's, 24 West Front Street, Toronto.

JOHN McFARLANE & CO., General and Real Estate Auctioneers and Valuers. Sale Rooms and Office No. 40 King Street East, Toronto, Ont.

J. LEWIS BROWNE, (Organist and Choirmaster of Bond Street Congregational Church) Concert Organist. Pupils received for Piano, Organ and theory at 72 Shuter Street.

LET us hear of it if you have a clever advertising novelty—"Biz," Toronto, Ont.

LIVE JOE PRICE, Bill Poster—Office, 86 Yonge St., over Bell Clothing House. Telephone 5247.

PUT your advertisement in the most unique paper in Canada—"Biz," 4 Adelaide Street East.

PRINTING TYPE, Inks, Presses—Supplies of all kinds. New outfits our speciality. Toronto Type Foundry, 44 Bay Street, Toronto.

SHOW CARDS, Price Tickets, Bannerettes, etc. George Bunker, 36 King Street West, Toronto.

THERE are people who never miss a good investment, and there are people who never take the proper medicine until they have tried every drug on the market. It is just now further apparent that advertisers in a cleanly printed and compact little paper like Biz have an overwhelming advantage over those who too often stow valuable announcements in the crowded columns of some blanket sheet, where suffocation is their natural and easy mode of death.

THE ADS. in "the biggest little thing out," Biz, are all read. The smallest ad. in a column of this kind will talk to the point. Send in yours.

THE PRIME OBJECT of every man who puts an advertisement in any paper is first to have it seen, and second to have it read through. In a paper like "Biz," small, easily handled, and unique in style, an advertisement will get its proper share of attention, and can no more be passed unnoticed than a lonely ten-cent piece without an owner, lying on a street-car floor. "Biz" fits your vest pocket when folded. Has that pocket ever held more since you got the suit?

WANTED a Montreal correspondent. "Biz," 4 Adelaide Street East.

WANTED—People who may hear of interesting advertising items in their vicinity to unload them on "Biz."

WANTED correspondents everywhere who can send in advertising paragraphs or news of special interest to advertisers.

W. J. GRAHAM, Patent Attorney, 71 Yonge Street, Toronto, Ont. Patents procured in Canada, United States and foreign countries.

WANTED people who read this number of "Biz" to send for a dollar's worth. If you enjoy a good thing you can't afford to deprive yourself of it.

ARMSTRONG & ELLIOTT, Barristers, Solicitors, Etc., 57 King Street West, Toronto, Ont.

EDWARD MEEK, Barrister, Solicitor, Notary Public, Etc., 26 King Street East, Toronto, Ont. Telephone 2340.

JAMES KNOWLES, Barrister, Etc. Offices: 51 King Street East, Toronto, Ont.

ROBINSON, LENNOX & MACLEOD, Barristers, Solicitors, Notaries, Etc., C. C. Robinson, T. Herbert Lennox, H. F. MacLeod, Solicitors for the County of York. Toronto Office—Court House, Adelaide Street East. Aurora Office—Over the Ontario Bank.

TORONTO

Conservatory of Music

Re-opened on 4th of September with a staff of increased strength. **New Calendar** for 1893-4 now ready, giving full particulars of all departments of instruction, including the Conservatory School of Elocution. (H. N. Shaw, B.A., Principal). The New Calendar, of 132 pages, mailed free to applicants.

EDWARD FISHER, Musical Director.

Lady Charlotte Gelatine.

The following type of ads. appear occasionally in the Toronto dailies:

"SITUATION WANTED by an English Lord whose finances are embarrassed. Would be willing to visit amongst Toronto's aristocracy, where his gentlemanly bearing would be considered an offset to his board. Would instruct in table manners and show cooks how to serve Lady Charlotte Gelatine and other luxuries as served at Windsor Castle, etc."

"LADY HELP WANTED.—Twenty-three children mostly girls, would have to wash and dress but would board with family; Lady Charlotte Gelatine and other luxuries supplied."

A SPECIALIST

IN ANY PROFESSION

WILL ALWAYS GET

EXTRA LARGE FEES.

BIZ however has a low rate for subscription, and moderate advertising terms. Everything in such a paper goes straight to the mark.

BIZ gives current thought and tendencies in advertising matters. Every business man and advertiser is richer for reading it.

BIZ *brings biz.*" If you are afraid of getting "too much of a *good thing*" send twenty-five cents for a three months subscription, and if, on the contrary, you cannot get enough of a *good thing*, on receipt of one dollar we will send you BIZ for one year. At the end of that time, should you not be getting enough, we shall be compelled to enlarge the paper. However, one dollar could not be spent to better advantage just now.

NEWSPAPER PUBLISHERS, please your patrons by adding BIZ to your clubbing list. Your advertisers should read it all the year around.

Address **BIZ** 4 Adelaide Street East,

TORONTO, ONT.

COIN MAILING CARD.

For Newspaper Men. Increase your circulation. Samples free. Send for our prices. Beware of infringements.—**ALVORD & COMPANY**, Sole Patentees and Manufacturers, Detroit, Mich.

ELECTRICITY
LOCUTION

ALWAYS DID **WORK**
WILL **ONDERS.**

Come and learn how to

ELECTRIFY YOUR AUDIENCE

AT THE **DELSARTE COLLEGE OF ORATORY.**

Forum Buildings, Toronto.

Professor **FRANCIS J. BROWN**, Principal.

\$1.50 for 50 Cents.

In order to introduce myself to the favorable notice of the readers of BIZ, I will send postpaid to any address in the world, on receipt of **Fifty Cents**, the following **Six Books**:

How to Read, Recite, and make a speech,	-	.25
How to Make Advertising Pay,	-	.25
Everyday Law for Everyday People,	-	.25
The Correct Thing in Dress and Manners,	-	.25
How to Succeed as a Drummer,	-	.25
Fifty New Games and Puzzles,	-	.25

Total Retail Value, - - - \$1.50

These *bright* books filled with interesting and valuable matter are finely printed on heavy paper and bound in unique covers. The above offer is open for a short time only. Stamps taken. Address at once.

W. S. McLEAN,

Publisher and Bookseller.

BOSTON, MASS.

P.O. Box 2412.

N.B.—When answering say you saw this in BIZ.

The Bell Telephone Co.

of Canada.

(Limited.)

Montreal . . .

MANUFACTURES AND HAS FOR SALE

Every description of Telephonic and other Electrical Apparatus,
Line Material and Supplies.

Will furnish Tenders for supplying Warehouses, Public Buildings,
Hotels and Dwellings with Private and Local Telephone
Systems, Burglar Alarms, Hotel, Elevator
and other Annunciators.

Catalogues or information will be furnished on application.

Sales Departments

TORONTO, 37 Temperance St.

MONTREAL, 367 Aqueduct St.

HAMILTON, Hughson St.

OTTAWA, Queen St.

QUEBEC, St. John and Palais Sts.

WINNIPEG, Forrest Block, Main St.

