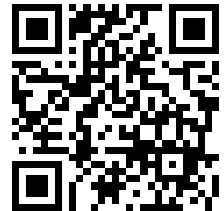


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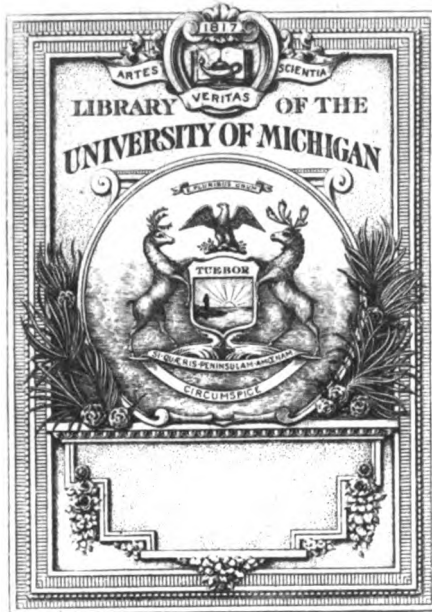
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*About advertising and printing*

Nathaniel Clark Fowler



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Goodyear Rubber Co

Co. 1000 1st St  
St. Louis, Mo.



"To folks who live on printers' ink."

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# ABOUT ADVERTISING

## AND PRINTING.

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A CONCISE, PRACTICAL, AND ORIGINAL MANUAL  
ON THE  
ART OF LOCAL ADVERTISING.

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BY  
NATHANIEL C. FOWLER, JR.,  
*Manager of Advertising and Printing Departments of Pope Manufacturing Co., Columbia Bicycles.*

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BOSTON:  
L. BARTA & CO., PUBLISHERS,  
54 PEARL STREET.  
1889.





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"The many things amongst as many pages."

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*Press of  
L. Barta & Co  
Boston.*

# GENERALLY.

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“ To the point, perhaps, and covering lots of ground.”

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ADVERTISING is a distinct art, as much so as the art of coal mining or of engine building. To be a successful advertiser one must at least understand the rudiments of that science which to-day is so little studied and so little understood.

Any one can write an advertisement, and almost any one can write it to please the advertiser; but often the advertisement which is so gratifying to the writer will hardly attract a passing notice from the possible customer. Whether or not the advertisement be pleasing to the pride of the writer or advertiser is a question of small consideration, but vital importance hinges upon the capacity of the advertisement to attract the people, and, by attracting them, gain their intelligent attention, which, once obtained, must force the gist of the advertisement into their minds, and, if they be available customers to the line advertised, impress upon them the wisdom of an inspection of the goods advertised.

Few advertisements sell goods directly. The burden upon an advertisement is to draw attention to the store, or to the articles there for sale, teaching the first lesson in prospective purchasing. The advertisement brings people to the store, and there its mission stops; — then success in selling depends upon the quality of the goods, the price, and the salesman. But let me emphatically say here that, in the evolution of selling, to the medium which brings the possible customer to the store or place of business, furnishing the always difficult to forge connecting link between

buyer and seller, is due half the credit of the sale; and the world over, inventive genius has not devised a substitute for legitimate advertising.

One advertisement well written and well displayed is worth a dozen indifferently made up advertisements. Effective advertising is always distinctive, sharp, short, pointed, and, above all, original.

An advertisement should be a public announcement of a fact. A misleading advertisement never paid in the long run, and seldom in the short run. Customers are not fools in any community. When told by a flaming advertisement that dollar goods are to be sold for a quarter, they begin a mental calculation, and will, ten chances to one, figure it out that the advertiser lied twice as much as he really did.

If the advertisement depart from the truth at all, let it be in under-estimating the true value of the goods advertised; indeed, it is good policy to occasionally misrepresent in this direction, creating, as it generally does, a healthy surprise on the part of the purchaser, resulting in increased confidence, and setting in circulation a sort of mouth-to-mouth advertisement, which, when influenced in the right direction, is one of the things to be encouraged.

Avoid the everlasting typographical harangue about bargains. The public is thoroughly tired of reading about that which doesn't often exist, and is seldom recognized when it does. Nobody has the slightest confidence in a bargain store, — the name itself is a libel on truthfulness.

The old phrase of "less than cost" has helped to cost many a man his reputation and business. No sensible merchant does business on that basis, and printed claims that he does so are transparent lies, pure and simple; and the public, be it ever so ignorant, scents a printed lie, the more so when it is surrounded by a nest of misleading, extravagant statements.

Bargains are the chestnuts of trade, and less-than-cost goods parodies on nothing.

Business is done to make money; everybody knows it; and it is useless to attempt to deny principles of trade where there is not a glimmer of a

chance of its being believed. A truthful advertisement is worth a value in any market; a falsifying one is a business boomerang, bringing loss at the rebound.

Do not copy neighbors' ideas. Each advertisement should be new and fresh, and it is well to preserve an identity in all of them easily recognizable as peculiar to the advertiser.

An advertisement is a public and perfectly refined and legitimate invitation from the dealer to everybody; it assures a cordial welcome to the visitor; it is an infallible sign of business, enterprise, and life.

If the advertisement should have the appearance of cordiality, let the reception to the would-be customer be made more so. The store which advertises places itself under printed obligations to the public, and should be ever vigilant of that which is due the guest within its doors.

The dealer may not be recognized within the self-made portals of the local aristocracy, his circulars through the medium of the mail may remain unopened; but his money can buy a place within the pages of the local paper, and his name and trade will force respectful attention if his announcements be carefully arranged.

There is no stratum of society not reached and influenced by advertising. The bluest blue-blooded descendant of the oldest family, who prides himself upon his impenetrability from things common and commonly, is affected, and proves that he is by saying that he isn't. In no town where there is a newspaper can there exist an impregnable spot.

Many an unsuccessful merchant claims and believes that advertising does not pay people in general, and himself in particular, and from his experience he speaks seemingly reasonable truth. His advertising did not pay. So might the farmer complain that his poor seed brought no harvest. The fault was in the farmer and the seed, not in the principles of agriculture. Advertising does pay, and will pay; but the advertiser must make it pay.

Advertising is not an experiment, nor is it a business side issue; it is a part of the paraphernalia of business necessity, to be studied and

experimented upon as one studies and experiments upon the other departments of the business house. If it does not pay, it is simply because it is misdirected. The colossal fortunes of trade, particularly of the retail trade, have been made, and are to-day being made, with advertising recognized as one of the important and essential factors of the success.

Advertise goods, not the men who sell them. The public care about the reputation of the firm, and that is about all; beyond that the firm name is but a name of place. That which is advertised attracts and holds attention. If one-half of the space is used for the firm's name, nine-tenths of that half is wasted. The name and address at the bottom, in small, clear letters, give the personal information; it should not be a part of the advertisement proper, simply a necessary finish at the end.

It is easy to lose money by poor advertising, just as easy as it is to lose money through any other blundering movement; and as advertising is one of the recognized departments of business, it is as easy to make money by it as to make money out of the proper conduction of any other part of the business. The intelligent, shrewd attention which is given to selling should include advertising.

Generally speaking, spasmodic advertising is as silly as spasmodic eating. To expect a single advertisement to pay is as foolish as to hope to grow fat from the spoils of one dinner.

Persistent advertising is absolutely necessary to success. The substance of a year's advertising cannot be done up into a single ball, and fired at one loading. The advertiser whose advertisement appears to-day and is out to-morrow, generally is out of trade both days. The man who expects to put ten dollars into an advertisement and get it back before the ink is dry upon the paper which holds it, is as badly deceived as is the one who depends upon getting his money for the season's crops before the tops are an inch out of the ground. The benefits of advertising are indirect more than direct.

Do not begin to advertise unless it be the intention to stick to it for three months at least. The first month will tell the people that the

advertiser is somewhere ; the second month, that he is doing business and has something to sell ; the third month, that he is worth calling upon. If it be expected that a single month's advertising will do any real good, somebody is mistaken, except in exceptional exceptions.

Prosperous advertising means regular continuous advertising. The stopping of an advertisement, even for a while, brings a liability of counteracting the success already acquired during the time the advertisement was running.

To take the advertisement out of the paper during the so-called dull times is about as bad as to stop feeding the horse because the present weather is unsuitable for using him.

The dull season is often the most advantageous time to push the trade ; and here the influence of advertising is strongly felt.

If there be nothing particularly new to advertise, there is not a particle of need of temporarily withdrawing the advertisement. Develop ingenuity, dust up the old things, make them look like new, put life into the business, strike for trade, advertise, make trade lively by being lively. Any ordinary man can sell goods when folks want to buy. The total profit on the balance sheet at the end of the year depends largely upon the sales of the so-called dull season. There is no dull season in a live store.

Do not infer that I believe that all lines of trade should give the same attention and amount to advertising the year around, for it certainly would be foolish for the manufacturer of ice-skates to push his retail business during the iceless days ; or for the base ball maker to try to sell his wares when the ball ground is white with snow. I refer solely to the alleged dull season when general trade is generally said to be generally dull.

There are few lines of trade, however, which can afford to entirely withdraw the advertising during any part of the year. While the so-called out-of-season advertising is pretty certain not to assist direct sales, it is generally advantageous to run a moderate sized card throughout the

year; for it is seldom safe policy to give the public the slightest opportunity to forget the advertiser, even during the non-purchasing season. Economy in advertising is to be practised, but economy does not mean annihilation.

All being equal, the larger the advertisement, the more it will be read; but an attractive, well-written, small advertisement will do more good than a poorly-written one of three times its size. In advertising, both quality and quantity count, especially the former.

Lack of competition is no excuse for lack of advertising. The store which is fortunate or unfortunate enough to be the only one of its class in town, has need of advertising to inform the public that it exists at all; and persistent, liberal advertising is one of the best preventatives for coming competition.

A merchant expects to sell say twenty-five thousand dollars' worth of merchandise in a year, at a profit of twenty per cent., or five thousand dollars. His expenses amount to half of it, giving a net profit of twenty-five hundred dollars. It is perfectly reasonable to presume that from fifty to one hundred per cent. more business can be done, if trade can be secured, without proportionately increasing the expenses.

Good business principles will allow a large percentage for the obtaining of additional trade. A part of the prospective gain must be paid for in printer's ink. Advertise, and always invest a good proportion of the extra profit in additional advertising.

Advertising is casting business bread upon the business waters, which returns in business profits; perhaps not every time; but in the philosophy of the mercantile sea the tide of profit as often flows as it ebbs, and printer's ink is the only oil which can stay the breaking of a panicky wave.

# WHAT?

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“ Of what so many people want, if they but knew about it.”

---

Anything which will sell, particularly if it be sold at retail, can be advantageously advertised. Everybody reads, everybody buys. The proportion of space and money to be used depends entirely upon the article, the class of people who buy it, and the quality and quantity of the purchasing field.

This chapter is sub-divided into trade classifications simply for convenience.

*What is said under any classification applies more or less to all of the others, and the entire contents of the book are intended to apply to every trade and profession. This chapter is then presented as a sort of explanatory index to assist in utilizing the general substance of the book.*

The classifications include the majority of the leading lines of retail trade, and may be easily adapted to any unmentioned line of business.

AGRICULTURAL IMPLEMENTS AND SEEDS are of course largely sold to the farmer, and should be extensively advertised; beginning not later than two months before the articles can be used. It is generally advisable to keep a small card in the local papers during the entire year. Write the advertisement specifically, not generally. Do not bunch the things up; but it is always well to close the advertisement with some such expression as, “Everything the farmer wants always in stock.” Advertise a hay-



rake one time, a corn-sheller the next. An entire column may be advantageously filled with the advertisement of shovels of various sizes and styles. Folks will wonder why so much space is used for so insignificant an article as a shovel, but every farmer and man with a yard uses a shovel, and wonderment will help considerably in influencing them to inspect "that shovel which is being advertised so much;" and before they go out of the store the shovel may be the smallest of several purchases.

ARCHITECTS cannot with propriety advertise extensively. Indeed, the architect's best advertisement is the house he builds, supplemented with a neat card in the local papers. The shrewd architect will see to it that the press gives him full credit for the building, not in a puffy way, the praise to be entirely directed towards the work, the architect's name appearing incidentally. Architects may find it profitable to issue small pamphlets or "tracts," each devoted to the treatment of some line of architectural work, such as "About Mantels," "Artistic Doors," "Unique Mouldings," "The Ideal Dining-room," "The Perfect Hall."

ARTISTS' advertising ranks about on a par with that of the architect. The artist should cultivate the friendship of newspaper men, and use their influence to keep his pictures from being "too much unspoken of."

AUCTIONEERS should advertise for property to sell in order to be able to advertise it for sale. The advertisement of a sale should be explicit, with a free use of all commendable and truthful adjectives. The word "auction" attracts people, and should be printed in large type, to be immediately preceded or followed by a head-line description of the property to be sold, such as "An Elegant Residence," "A Comfortable Home," "A Charming Country Seat," "A First-Class Farm," "A Handsome Four-Story House." The auctioneer should request a full description of the property to appear once or twice in the reading columns of the local papers before the sale, and have a report of the sale appear after it has taken place; auctioneer's name always being mentioned.

**BAKERS** should advertise specialties almost exclusively, such as, "Our Brand of Cream Bread," "Hot Muffins," "Home-Made Brown Bread," "Wheat Gems," "Old Fashioned Ginger Bread." If possible, originate a specific name for some line of food, as "White Cloud Biscuits for Tea," and push that article continuously until another and better one is discovered.

**BANKS** will find it beneficial to announce exchange, drafts, etc. ; and if located in the larger places, can attract new business by constantly keeping the name before the public, occasionally printing the names of the officials and directors. Savings banks should carry an unobtrusive standing card in the local papers, and statistical articles, showing the value of systematic saving, can be easily placed by influence, gratuitously, into the local papers, with the name of the bank incidentally mentioned, if the small card of the bank be running in the advertising columns.

**BARBERS** may find profitable semi-humorous advertising, using such head lines as "He Slept While I Shaved Him," "The Chair of Luxury," "Never Against the Grain," "Hair Cut While You Wait," "Hair Lifting to Order," "A Sand Papered Shave." The condition of the shop should always be as neat and attractive as the advertisement.

**BICYCLES, GUNS, AND SPORTING GOODS.** Local agencies or stores will find local advertising a decided aid in increasing sales; indeed, with the opening of the store, or agency, advertising alone will inform people that such articles are for sale in town. Bicycles, at least eight months in the year, should be advertised to the extent of a card in the local papers of from, say two to six inches; and the advertisement should be changed every week, if possible, and a little attention will make it possible to make such changes. Cultivate the acquaintance of local newspaper men, and whenever a machine of the same make as the agent sells is the first to cross the tape, obtain mention of the name of the machine in the local

report of the contest. A simple mention of the name of the machine ridden by the winner is generally more effective than an indiscriminate effusion of adjectives, which discloses the cat-in-the-meal even to the most ignorant reader. Aid in creating so much interest in cycling matters that the local papers will, at the suggestion, print regular cycling notes, as news matter; and among these notes it is very easy to secure more or less mention of the machine sold without its having the appearance of being an advertisement. Encourage bicycle meets and races, organize clubs, and interest agricultural fair managers in having bicycle races a part of the out-door attractions of the fair, and offer to take charge of the event without expense to the fair association. Guns and other sporting goods require about the same amount of local advertising as do bicycles, and are always certain to furnish considerable material for local mention. Shooting contests are of public interest, and a simple mention of the name of the gun or pistol used in the account of the match, does not have the appearance of advertising, and yet impresses the public with the value of the arms used. Do not state that the gun is the best made, in so many words, simply print the remarkable scores made with it. Speak about the scores made by crack sportsmen with the gun to be sold, and that every member of some prominent rifle team use the gun entirely. Furnish rifle news to the local papers, with occasional mention of the arms used. Do not say directly that the base balls sold by the agent will outwear any other base balls made, simply mention to the public that such a local club will use no other make of balls. Fishing tackle is worthy of special advertising, preceding and during the fishing season. Vary the substance of the advertisement to fit the demands of all classes and ages of fishermen. The advertisement of all sporting goods should begin in the local papers one or two months preceding the active selling season, and should continue close up to the closing of the last month in which the articles can be used. The advertisement should never occupy a less space than two inches, and frequently as much as a half a column can be advantageously used.

BOOTS AND SHOES are worn by everybody, consequently customers are legion. The retail trade will support any reasonable amount of advertising. Advertise rubbers as near to wet weather as is possible. When school opens have a good deal to say about "school shoes." When vacation begins let people know where tennis, yachting, hunting, or bicycling shoes can be procured. See that the cold weather does not get ahead of the announcement that the winter's stock is all in,—provided it is. Advertise foot-wear to fit not only all sizes of feet and all tastes of people, but all seasons and occasions, and spring upon the public the right kind of shoe at the ripest time for selling it.

CARPET advertising should be written largely to please the ladies. The woman who is not influenced by a well-written carpet advertisement never had, or will have, a carpet about the house. Advertise one style of carpet at a time; then try rugs; then straw-matting, if in its season. If there be in stock a particularly fine pattern, make the people appreciate it if it takes a month to do it. Tell how it is made; ask the local press to describe the intricate mechanism of the loom which weaved it. Advertise warm carpets and rugs in winter, and cool, clean matting in summer. When trade is dull buy a hundred or so pretty rugs, and advertise them at a price little, if any, more than they actually cost,—but on no account say that they are sold for cost or less than cost. Let the customer unaided be surprised at the quality for the money. It is an object to get people into the store even if they do not immediately purchase, or their purchase bring no direct profit; and there are times during the year when special pushing is needed to keep the clerks busy. Every customer drawn by the advertisement of the rugs is liable to be a customer for something else, and before the year is out a permanent one.

CARRIAGES need a moderate amount of continuous advertising, with a marked increase during two or three months of the year. See that the local press mentions the sale of a vehicle to a prominent business man, clergyman, doctor, or lawyer. Parade the good qualities of some style of

carriage, point by point, week by week. In a carriage advertisement the quality, ease, and appearance of the vehicle are more attractive to the would-be customer than the price, yet the price helps.

CLOTHING READY-MADE admits of the most extensive of advertising. No department of retail trade suffers more from competition, and wherever competition is there must be competitive advertising. I do not recall a single prosperous retail clothing house which advertising has not materially aided in building up, and which is not holding its trade largely through the instrumentality of printer's ink. The opportunity of the retail clothing dealer for originality in advertising is exceptionally good. Retail clothing can be advertised with dignity, or lack of dignity, of course within the lines of propriety. The service of the printer, the poet, the artist, the bill-poster, and the sign-painter can all be utilized. There is no type too big to boom the wear and fit of ready-made clothing. Be careful not to give cause for saying that there is more quality in the advertisement than on the counter. The majority of mankind purchase not exceeding two suits a year, and generally in the spring and autumn; but do not fall into the fatal error that advertising of clothing shall be limited to the few months of the lively selling season. The shrewd clothing dealer strikes for trade when no one is commonly supposed to be buying, and from all quarters of the town come men and boys who have put off buying that suit of clothes, and were unconsciously waiting for an invitation to purchase; and the off-season advertising store gets the bulk of that waiting trade, often new customers.

COAL AND WOOD are always used and always in demand, and require continuous advertising. Just preceding the coming of the cold months, the trade being livelier, the advertisement should be larger; but the advertisement should never be temporarily discontinued. Coal, being neither artistic nor pretty, must be sold on its intrinsic value; consequently advertise that each ton weighs a ton, that it is all coal, that the sidewalk is never left dirty, that prompt delivery is guaranteed. When-

ever possible advertise a specific grade of coal, especially adapted to the kitchen stove, or to the parlor grate, or to the furnace. Let that grade of coal be honored by an appropriate or well-sounding name ; as "Forest City Coal," "Clinkerless Coal," "Peerless Coal." It is necessary that this special grade of coal be a superior article, and worthy of all that is said of it.

CONFECTIONERY stores have grown to be a part of the business life of every populous town. They require continuous advertising of fair-sized space in the local papers, say from two to six inches. Advertise some particular line of sweets, as "Old-Fashioned Molasses Candy," "Our Own Chocolate Creams," "Mother Carey's Sticks," "La-La Kisses." The candy should be just as represented, and freshness is essential. Place considerable stress upon purity ; the mother's confidence in a candy store is regulated by that one quality more than by all the others. Originate some delicious kind of inexpensive candy, sell it at the lowest price consistent with profit, and use it as the advertising leader, for a month or more. Announce that the work rooms are always open for inspection, and keep them in a presentable condition. People like to know how candy is manufactured ; it costs nothing to gratify them in this direction, and it does help the sales.

CROCKERY, GLASS, AND LAMPS can be advertised about as many ways as the variety of their manufacture. Lamps may boast of a limited special selling season, but crockery and glass are always marketable. Keep a big advertisement going all of the time. Always have something to say about this beautiful set, or that serviceable ware. Change the advertisement so often that folks will believe that the dish trade is limitless, and so it is. Manipulate a run on goblets, a panic on decorated tea sets, a rush on pitchers, a hurrah on platters. Do not let a week go by without hunting up some line of regular stock, and pushing it specially. Instead of interfering with regular sales, it will make them livelier.

DENTISTS must advertise to suit the style of the town and the style of the people they cater to. The ethics of some towns will not permit the burning of professional red-fire, while others will happily absorb all one chooses to give it. Generally, however, any dentist can safely insert his professional card in the local papers, and make brief mention of any dental specialty. Some dentists find it profitable to "bill the town," so to speak, and there can be no real objection, save the more or less damage to technical professional reputation.

DOCTORS, if of the regular school, must confine themselves to single cards in the local papers and refined printed announcements, and even these are sometimes out of taste in large cities. Good will and favors to newspaper men may result in personal items about certain successful and difficult cases, which cannot lower the professional dignity, while they go far towards establishing the reputation of the physician.

DRESSMAKERS have the local field of women ; and moderate, modest, tasty, and brief advertising often materially aids in gaining patrons. Read the fashion periodicals thoroughly, and if possible announce the metropolitan fashions in advance of competitors.

DRUGGISTS should do considerable local advertising, the diversity of their business admitting of many specialties. No reliable first-class druggist will push the sale of any proprietary medicine, excepting simple home-made remedies for colds, coughs, bowel complaints, burns, toothache, corns, and the like. If the articles have merit, extensive local advertising will bring and hold profitable trade. Vary the advertisements to fit the physical needs of the season. In the advertising of medicines be careful not to follow the extravagant style of most of the patent medicine dealers. The volume of the druggist's local legitimate trade depends upon his reputation. The prescription department can often be advertised, and there are times when even a soda-water trade can be increased by local advertising.

**DRY GOODS** can be as extensively and advantageously advertised as any line of trade. In variety and price they are limitless. A year's steady advertising, touching but one article at a time, will not exhaust the principal staple goods to be found upon the counters of a first-class dry-goods store. I do not mean the inference to be drawn that the same article should be touched upon but once a year, for it is well known that continually hammering away at the same goods is often to be recommended; but remember not to strike all of the blows with the same hammer, or with the same measure of stroke. Several new and taking advertisements can be easily written on the same grade of shawl, and the marvellous diversity of dress goods admits of innumerable announcements, similar yet different. If possible, advertise one article at a time, if necessary returning to it after long or short intervals. Do not attempt to explode all there is in the stock at one blast. If the good words about one line of goods can be driven into the reader at each loading, be content. Make one day a napkin day, another a sheet and pillow-case occasion, another devoted to hosiery, another to underwear, another to dress patterns. Make the advertisement personal, direct, short, pointed, original. Have something interesting to say, and say it as briefly as intelligible words can tell it. Make every announcement a pressing invitation to everybody. Do not boldly urge people to come, simply invite them; but there must be real life in the invitation. A confidential, personal reading article sort of an announcement is unique, and to be recommended for frequent use. Write it as one would write a letter to a friend, describing briefly and pointedly some particular line of goods. It must be the personification of honesty, and in it should be veins of friendly kindness and voluntary advice. Set it in Roman type not smaller than pica, with no display, and little capitalization.

**FANCY GOODS** when sold, as they usually are, at the dry-goods stores, properly come under the firm's general advertising. A store which deals in fancy goods exclusively, has, however, ample opportunity for original



and attractive advertising in the description of the variety of goods constantly in stock. The one-idea-at-a-time rule should be generally followed, and the fluctuations of the thermometer should influence the arranging of the advertisements of seasonable articles. Endeavor to carry some especially attractive line in stock, which would be peculiarly adapted to being advertised. About a quarter of a column should be running continuously, and occasionally it would be advisable to use a much larger space. Have the advertisement as tastily, as freshly, and as handsomely arranged as the goods in the store.

FISH should be advertised all the year around. Few opportunities occur to boom fish by special advertising, but a moderate-sized fresh advertisement of fresh fish, oysters, clams, and the like, is recommended. The first arrival of oysters, lobsters, blue fish, or other fish of seasons, furnishes opportunity for limited special advertising, and an unusual catch of trout or other game fish, admits of a little boom in printer's ink. Such an event is news, and the local papers, provided some advertising be given them, are always ready to print as local matter a reasonable account, with the dealer's name attached, of the catch or arrival.

FIVE AND TEN CENT stores are now recognized as a legitimate part of the local business of every town of fair size. Their success largely depends upon well directed, catchy, and extensive advertising. The advertisement should be never less than six inches, and frequently a column or more can be used to advantage. Do not advertise more than two or three articles at a time, and let those articles be of positive utility, and to be sold at the lowest possible prices consistent with profit. The almost limitless variety of goods in stock admits of fresh and seasonable advertisements sure to interest the majority of families. Each line of goods should be generally advertised as extensively as lines of similar goods are advertised at the higher priced stores, but there may be in the advertisement a sort of bombastic swing hardly allowable in the

advertisements of the higher priced stores. Five cent stores should sail with all the canvas set, provided every sail is full of wind ; in fact, a reasonable amount of wind is to be encouraged.

FLORISTS will find moderate and continuous advertising profitable, with occasionally larger advertisements. Fortunate is the florist who can agitate a run on some particular flower, if he have plenty of them. If possible, advertise one kind of flower at a time. Announce that some particular flower is now worn extensively by fashionable people, if it is. Watch the reports of weddings or receptions which constantly appear in the society papers of the larger cities ; note the flowers worn, and obtain favorable notices about them in the local papers, and be sure that the article mentions that the florist is carrying a quantity of this fashionable flower. See to it that the local newspapers give ample notice of all elaborate floral designs, which show the taste and originality of the florist.

FLOUR AND GRAIN stores should run a moderate sized card, say from two to six inches, in the local papers, throughout the year ; and at least twice a year, for periods of a month or so, increase the advertising to double or more the usual space. If possible, advertise a special brand of flour, under an original name, perhaps ; and see to it that that advertised brand of flour is as good, or better, than the advertisement claims. Special advertising on grain should begin early enough to precede the grain selling season, and continue for fully a month subsequent to the opening of the season ; returning of course to the usual sized advertisement.

FRUIT is an article of variableness, and there are but few retail stores devoted exclusively to the fruit trade that can afford to advertise more than very moderately. Fruit is usually sold at the other stores, and in connection with other perishable goods, forms a speciality to be advertised in its season.

FURNISHING GOODS for gentlemen admit of considerable continuous advertising. The advertisement should each time be directed towards some special line, as of shirts, neck-ties, or stockings. A run on shirts is recommended for any season of the year, and on colored shirts with the opening of warm weather. Light-weight stockings are articles of interest to gentlemen during the warmer months, and thick underwear is an opportune article for special advertising when fall is waning. Lawn or other summer ties are catchy advertising subjects in the season; and a special sale of suspenders is constantly open to the grasping. A week should not pass without something new, or made to look like new, in the advertisements.

FURNITURE is decidedly one of the best articles to be boomed by advertising. Address the advertisement to the family, particularly to the female portion of it. Use considerable space, big type, plenty of catch lines, and all justifiable adjectives. Have much to say about the strength of the furniture, the smoothness of its finish, and of its other woody characteristics. Make an occasional run on chamber sets; a special advertisement can easily be written for each particular set. Boom chairs; expatiate upon the stiffness of their legs. Parlor beds can support a deal of printer's ink; so can chiffoniers and tables. Keep some particular kind of furniture, which is locally new and of superior durability, constantly before the public; and stake the reputation upon its quality. Do not generally advertise more than one article at a time.

FURS are closely allied to the hat and cap trade, and admit of moderate and dignified advertising during the winter and the two or three months preceding it. At one time advertise furs of a quality beyond the reach of any save the wealthy, and put particular stress upon the expense and quality; then announce a stock of furs of medium quality and price; and follow with advertisements of durable furs of cheaper quality and less price; but do not indicate that the two last are especially adapted to the poorer class of people.

**GAS AND STEAM FITTERS** will find moderate advertising about all that will be profitable. It should be generally limited to a small continuous card, say of from two to four inches, in the local papers, with at least monthly changes. Advertise promptness, and exceed it in practice. Announce that a specialty is made of responding to emergencies, as the bursting of pipes in the night time.

**GLOVES**, except in the larger cities, are sold in connection with other lines of goods, and form an excellent subject for special advertising. Advertise gloves to fit big hands and little hands. There are winter gloves, and summer gloves, and cheap gloves, and other kinds of gloves; some of season and some without season; and each class deserves an entire, special advertisement.

**GROCCERS** need never stop advertising. The multiplicity of the stock in trade presents something fresh for every week in the year. Advertise the new arrivals. Start a molasses run, or push the sale of canned goods, for a change; but do not pretend to sell less than cost. Advertise full weight, and verify it.

**HARDWARE** should be moderately and continuously advertised by a card, say from two to four inches, in the local papers. The principle articles in stock need occasional extra pushing, and give opportunity for slight increase in advertising space. After a burglary it is well to call attention to lines of locks; and there are other things which are opportune for advertising at certain occasions, such as snow-shovels in winter, and wire screens in summer.

**HARNESSES**, with the repair shop, generally a part of a well-regulated harness store, require little extensive advertising, but that little can be made profitable to the dealer or maker, and needs to be continuous. Whenever possible, advertise some particular harness of undoubted quality.

HATS AND CAPS will support a fair amount of advertising, which should be continuous, supplemented with occasional enlargement. The space used should seldom be less than four or five inches ; and as much as half a column or more will be found advantageous, just preceding the change of seasons. A run on some inexpensive, and if possible original, style of hat or cap is recommended. The opening of the straw hat season should be preceded by increased advertising space. Start with straw hats in general, to be followed with some style of straw hat in particular ; then announce a stock of tennis or yachting caps, or some popular, or that can be made popular, kind of light cloth hat. Preceding the cold weather, begin to advertise winter hats ; have much to say about some particular style of winter hat. Fur hats make a good specialty for advertising during a cold snap ; and beaver and other styles of medium weight hats are worth pushing between seasons. Keep up with the styles, and always advertise stylish hats, with or without stylish prices.

HAY AND STRAW should be advertised moderately and continuously, say in space of from two to four inches, with slight increase preceding the opening of the selling season ; of course continuing in enlarged size through a portion of the season. Advertise prompt delivery, and be as prompt as is proclaimed by the advertisement.

HOTELS will find it profitable to run a small card in the local papers continuously, and to attract trade by advertising in the papers situated in towns in which reside many of their transient guests. Arrange with the local papers to print the list of arrivals, which nearly all of the papers will do gratuitously, if the hotel be running a regular advertisement. See to it that all banquets and receptions held at the hotel are properly mentioned. A complimentary notice of this sort is worth a good dinner to all the newspaper men available.

INSURANCE companies have the open field of humanity at their disposal, and should advertise extensively throughout the available territory. I

refer wholly to local companies, or agencies, for an entire book could not cover the field of general insurance advertising of the national companies. A local paper should never be permitted to go to press without the local company's advertisement upon the first page. The space occupied should never be less than six inches, and can run to any size. The names of the official heads, with the directors, should occasionally be included in the advertisement; but the usual standing advertisement of this sort is not very effective. Better announce leading facts, like, "Not A Claim Disputed In 15 Years," "\$100,000 Paid For Losses Within A Year," "Not A Lawsuit," "Prompt Payments Always," and the like. As soon as losses are settled, see to it that the local papers speak about it; and remember that in life insurance, large risks taken are interesting items of local news. Local agents will find it advisable to advertise to more than moderate extent in the local papers, and should advertise continuously. The business furnishes opportunity for many local notices, which should be improved. Letters from parties stating that all business transactions have been satisfactory, and all claims paid with commendable promptness, furnish good material for advertising.

JEWELRY AND CLOCKS need considerable local advertising, say from three to four inches continuously, to half a column or more, preceding and during the holidays. A dozen new and effective advertisements can be made up upon the qualities and prices of clocks; and each branch of the jewelry line has sparkling opportunity for sparkling advertising. Avoid advertising more than two things at a time; one thing at a time is preferable. Do not let the holidays get ahead of the holiday advertising. Announce "True time constantly on hand," and "Watches regulated free."

KITCHEN GOODS are always salable, and some of them have the distinction of possessing special seasons. Begin to advertise gas and oil stoves a month or so before the hot season, and continue until within a month of its close. Announce in big letters that a Johnny cake, or something else

in the cookery line, baked on one of the so-and-so oil or gas stoves, will be presented to every lady who may call for it. Cook the articles in plain sight of the public, and for two or three weeks bill the town and fill the papers with the announcement. In the cold weather, especially before it is fairly settled, push the staple articles of the trade. Do not stop the advertising entirely in any part of the year.

LAUNDRIES should keep a moderate-sized card running throughout the year. If cheap prices are an object, advertise cheap prices, specifying the price on each leading article. Announce prices alternately with quality of the work.

LAWYERS cannot in good taste insert more than a modest card in the local papers. Lawyers, like all other professional men, have intimate relations with the local press, and can easily exert their influence to get unobjectionable notice of successful suits.

LUMBERMEN will find moderate, continuous advertising beneficial, and it is generally advisable to increase it to a limited extent during and preceding the building months.

MARBLE AND STONE workers are about on a par, so far as advertising is concerned, with the lumber men ; and will find it advantageous to carry a small card in the local papers throughout the year. Obtain local newspaper mention of all artistic designs or specimens of marble or stone cutting, as of monuments, fronts of buildings, and special work or carving in marble or stone.

MARKETS for meat and provisions need an advertisement of from three to six inches, continuously in the local papers. Advertise goods in their season. Have a good deal to say about fresh meat, tender steak, juicy chops, cucumbers just from the vines, new potatoes, ripe tomatoes, berries picked to-day ; but do not misrepresent. Detection is sure, for the customer has the senses of sight and taste arrayed against the dealer. Announce prices frequently ; fair prices for first-class quality.

MASONS should do advertising to about the extent done by builders and lumbermen; very moderately and always continuously. Obtain local newspaper mention of unusually large or difficult to perform contracts, and of their successful completion.

MILKMEN in general need not advertise more than a small card in the local papers; but the dairy-man, with a fancy farm, will often find that extensive advertising of pure farm milk and other products of the farm, will build up a large and permanent patronage. With the present watery condition of milk, at any rate, the supposed watery condition of it, it will take considerable advertising to get new customers, but advertising will do it, if the milk be satisfactory.

MILLINERS should carry the style of the hats and bonnets into the advertisement, which should be tasty always, and vary as often as do the styles and number of styles. Let the card be of fair size, say of from two to six inches, throughout the entire year; and at least twice as much space should be used just preceding and following the seasons. Originate some stylish style of bonnet or hat, give it an appropriate and well-sounding name, and force its recognition from every lady in town and about. Cater to the tastes of the community in advertising, as well as in the management of the goods, and let the advertisement be as fresh as the freshest new bonnet. The openings should be well advertised, and written up artistically and correctly. If the local newspaper man has not the peculiar ability to describe the indescribable, find some lady of taste, imagination, and knowledge of millinery, to furnish the substance of the article; perhaps the milliner can do it, but the chances are that an outsider can produce a freshness generally difficult for one to produce who has lived and worked among the things to be written about.

MUSIC, including musical instruments, absolutely requires plenty of printer's ink to proclaim its sounds and tones. The local dealer in musical things must be one of the large advertisers. The advertisement



should never be withdrawn, and it should be changed nearly every week. Print testimonials, one or two at a time. When sales are made to local celebrities, see to it that the local press mentions such sales. Carry in stock a large number of some extremely popular air, put the price on it down, and keep the local papers full of it. If some amateur musician or singer of note renders it, be sure the name of the piece is given in the report of the performance. Always have some new and catchy selection before the public, and through advertising it, force the people to purchase not only the piece in question, but to look over the stock on hand; in other words, have constantly a drawing card before the public, and be sure that it has sufficient worth to substantiate the advertising claims.

PAINT dealers, so far as advertising is concerned, are about on a par with painters; but should do in addition a more or less amount of special advertising of ready-mixed paints, in their season; and if the town is of considerable size, it may be beneficial to extensively advertise this commodity.

PAINTERS should advertise about as moderately as do builders and lumbermen; and they may find it advisable to do a little special advertising slightly preceding the house-painting season.

PAPER HANGINGS require a moderate amount of continuous advertising, say from three to six inches in the local papers. At one time advertise cheap and pretty designs for the chamber; then announce a line of hall papers, cheap and expensive; follow with a moderate sized blast on a stock of unique and artistic designs for the dining-room; devote considerable space to inform the people that really expensive-looking parlor papers can be sold at extremely low prices consistent with profit. Advertise blue papers, red papers, sunset-glow papers, green papers without arsenic, smoothly-finished papers, rough papers, dados, borders, centre-pieces, imitation frescoes, Lincrusta Walton designs. Avoid advertising more than one or two at a time.

PHOTOGRAPHERS will find it advantageous to run their advertisements in the local papers continuously. The advertisement should occupy never less than two inches of space, and from that up to a half a column, and from four to six inches on an average throughout the year. The photographers who cater exclusively to the fashionable trade should hesitate before extensively announcing cut prices, but a good many photographers can, with advantage, use flaming advertisements announcing specialties at special prices. Advertise children's pictures taken in the twinkling of an eye. In fact, the photographer who has the reputation of taking the finest children's pictures in town, can, from using them as leaders, draw to his studio the trade of all ages. See to it that the newspapers mention locally the taking of photographs of celebrities and prominent personages, provided no objection be made by the sitter to the publicity. The taking of groups, of families, or of societies, furnish allowable local news, the name of the photographic artist to be given in the notice.

PLUMBERS should run a card in the local papers throughout the year, the advertisement to occupy from two to four inches of space. Announce promptness in repairing, and be as prompt as the announcement.

REAL ESTATE men will find it necessary to run a card in the local papers, say of from three to six inches, continuously, with marked increase of space for special sales. Advertise for houses and land to sell, and houses to be let ; and when property is placed in the agent's hands for disposal, advertise it as extensively as is consistent, using for the special advertisement not less than six inches of space, and often as much as a column. In describing the premises follow the directions given for auctioneers ; in fact, as far as advertising is concerned, real estate agents and auctioneers are closely allied. Influence the local papers to print full description of the property. Make it a point to collect local real estate transfers and other similar news for the local papers ; charge them nothing for it,—the editors will gladly repay the kindness in local mention, which amounts to very good advertising.

RESTAURANTS require continuous advertising in the local newspapers, say from two to eight inches of space. The purity of the viands is the one great thing to be advertised. Speak of the home-made bread, the pies, the cake. Announce pure milk, good coffee, creamery butter. Advertise the tender steaks and chops, and the juicy roasts. Have some especially good dishes, like English chops, plum pudding, Welsh rare-bit, short-cake, apple pie, and use them as leaders in advertising.

SAFES have no special advertising season, except perhaps that more safes are sold during the month of January than in any other month. Read the large city papers, and whenever a burglary or fire has occurred, a large proportion of the loss resulting from the lack of a safe or vault, announce the loss and its cause in the advertisement, and in big type proclaim the advantages of having a safe or vault upon the premises. Do not miss the opportunity, always offered to advertising, whenever a safe has passed through a fiery ordeal unharmed. Local advertisements of safes should occupy from two to six inches of space, and an advertisement of some size should run throughout the year.

SCHOOLS AND TEACHERS should advertise to the extent of from two inches to half a column, for the former ; and from one to two inches for the latter ; during the whole, or at least, the last month, of vacation, and it is generally advisable to continue the advertisement for a month or two longer, to begin again before the winter term opens. Music teachers, and others, who devote their energies to some special department of education, will generally find it beneficial to run a continuous advertisement. Opportunity is constantly occurring for much newspaper mention of commencements, examinations, exhibitions, musical soirées, which are pleasing to the pupils, and furnish unobjectionable advertising, which, if carefully directed, must recur to the benefit of the school or teacher.

SEWING MACHINES cannot be sold to any great extent by local agents without extensive local advertising. The advertisement must be as sharp

as the competition; it must parade the advantages peculiar to the machine into the by-ways and hedges in town and surrounding districts. Challenge competition. Have competitive trials with rival machines, that is, if there be a fair show of success; and if success results fairly, paint the town with printer's ink. In advertising sewing machines, modesty is not a virtue. Do not be afraid of big adjectives and plenty of them. But do not lie about the qualities of the machine, for a lie in this direction is sure to come back to roost in the store which hatched it. Advertise machines for rent, and to be sold on instalments. Force the machine, if it have sufficient intrinsic value, upon the public; show specimens of its work; but do not pretend that it will do what it will not do. Dispel the popular libel upon the trade that sewing machine agents are the personification of cheek and misrepresentation, by being scrupulously honest; but remember that big words and booming statements to be effective need not be given to exaggeration.

STABLES require a reasonable amount of local advertising, say from two to four inches in the newspapers throughout the year. Make up special advertisements, as, "Good Trotters To Let," "Saddle Horses," "Family Teams," "Horses Children Can Drive," and the like. During the summer season advertise phaetons for ladies; during the winter, sleighs for everybody. Occasionally announce that horses really enjoy boarding at the stable.

STATIONERS AND BOOKSELLERS need continuous advertising of fair size, in the local papers. Keep the most fashionable letter paper in stock, and before the public. Advertise diaries of all sizes, shapes, and prices, during December. Interest book-keepers in the quality of the ledgers and other account books. Announce engraved cards and invitations as specialties, and have a big frame of samples in the store or window. Create a run on albums. Especially advertise school books just before the opening of school. Always keep a stock of the popular novels and other books, and boom the particular book which is known to be receiving

national comment. It is well to especially advertise cheap editions of recognized works ; in fact, it will often be found beneficial to use this class of pamphlets for a leader in attracting more profitable trade. If the publisher of a book in great demand has not presented the local editor with a copy, give him one for review, the name of the local dealer to be mentioned ; and furnish the editor with occasional notes and comments about the book, which will aid in stimulating and holding the demand. The stationer's and bookseller's advertisement should be continuous, never less than three or four inches, and often as large<sup>s</sup> as from a half to a whole column, especially preceding Christmas.

STOVES AND FURNACES naturally should have double the amount of advertising, preceding, and during the cold season ; but the dealer should guard against falling into the popular error of stopping the advertisement during any portion of the year ; although, of course, it is generally advisable to cut down the advertising space about one half during the warm months. Have much to say about the heating qualities of the stoves and furnaces, the fuel required, the small amount of work required in their care. Re-print in pamphlet or circular form, some lecture or article on ventilation and heating, and with it the advertisement of some stove, furnace, or other heating apparatus, which conforms to the sanitary principles of the lecturer or author. Open-grate stoves are worthy of special pushing ; furnaces require considerable advertising ; and parlor stoves need their peculiar qualities and external appearance bulletined in the local papers. Original and attractive advertising can be suggested by the cooking qualities and conveniences of the kitchen stove, with special stress upon the economy of fuel, the capacity and the conveniences of hot water tanks, warming ovens, bracket shelves, and other commodities with which first-class cooking stoves and ranges are now fitted. The advertisement should vary in size from two inches or more in the dull season, to six inches to a column during and just preceding the cold weather.

TAILORS will find beneficial continuous and moderate sized advertising in the local papers. The card should vary in size from two inches in the time of between seasons, up to a half column preceding and during the busy months of the year. Do not stop the advertisement at any time, for a surprisingly large number of people invariably put off getting measured for clothes until late in the season, and the progressive advertising tailor is certain to gain much of the tardy custom. It is sometimes advisable to announce cut prices between seasons, but let the cut be confined to the price, not to the quality of material or workmanship. In some places tailors of conservative and high reputation will hesitate about lowering the price at any time, and will confine their advertising to the modest, unobtrusive card of from two to four or five inches in the local papers, supplemented with handsomely printed or engraved announcements. A popular line of durable fabric, of assorted colors, can be used as a leader; and uniforms for local military companies, bands, firemen, secret, or other occasional parading organizations, form opportunity for extra advertising. A run on well fitting, well made trousers will bring considerable new trade, which may become permanent. Tailors' advertising must be adapted to fit the town, the character of the trade catered to, and the seasons.

TEA AND COFFEE stores require much local advertising; never less than a running continuous card of from three to six inches, and often from half to an entire column can be advantageously used. Have some special grade of tea or coffee for a leader. State its quality and its price, both of which must vary to suit the condition of the customers. No matter what the quality, have it unadulterated, and precisely as represented. Announce hot tea or coffee for fairs, parties, or assemblies. Grind the coffee on the premises, in the window if convenient. Cocoa and chocolate are a part of the trade, and furnish opportunity for advertising. By quality, price, and the advertising of them, establish a local reputation, and maintain it by keeping up the standard of the goods, and the freshness of

advertising. Never discontinue the advertisement, whether trade be dull or brisk. If particularly dull, increase the advertising space. The frequent prevalence of offering premiums of glass or crockery ware is profitable in many districts, and when used furnishes material for effective advertising ; but do not let the expense of the gifts depreciate the quality of the tea or coffee to be sold. It is far better to have no premiums at all, than to combine them with a doubtful quality of tea or coffee.

TINSMITHS should run a continuous card in the local papers, say from two to four inches. Advertise some special line of ware which is a necessity in every household. Always announce repairing done with promptness.

TRANSPORTATION companies, such as local expresses, excursion, or passenger steamboats, stage lines, and the like, which depend upon local patronage, find it absolutely necessary to do more or less local advertising. Present the local papers with passes,— not free passes, for there is no such thing as a free pass. The editor who obtains a so-called free pass pays for it generally to the equivalent of six times its face value. It would be better for the editor if there were no alleged free passes. Issue to him the pass, and he will reciprocate in valuable notices. If running excursions, influence the editor to print descriptions or mention of the ride or sail, the objects of interest, the cool breezes, the rest and quiet, the substantial table. Little squibs about the scenery and other attractions furnish unobjectionable semi-local news, and do much to attract excursionists. Always announce the time-tables and the price of tickets. Interest churches and societies, and make special terms for them. Advertise to be on time, and always be on time. Arrange special excursions, and advertise them as far in advance as it is possible to. No matter how cheap the tickets may be, give the people all that is announced, with some happy surprise. Satisfied excursionists are constant advertisements. Local passenger lines should advertise their time-tables, and do some additional advertising, if only to keep on good terms with the press. No line of business can less afford

not to have the hearty support of newspaper men than regular passenger lines. Express companies require a moderate amount of local advertising. Advertise promptness, sure connection, and careful handling of goods, and verify the statements in fact. Expressmen should announce the location of order boxes.

TRIMMINGS admit of considerable local advertising, say from three or four inches of space to double that amount or more. Change the advertisement every week, and if it runs in a daily paper, have it fresh every day. When sold in connection with other lines, as trimmings generally are, they furnish fine opportunity for special advertising, and can be advantageously used for runs or leaders. Advertise few at a time; a detailed description of the stock is impossible; and a well-written advertisement of even one class of trimmings, with casual mention of the completeness of the stock, will by no means limit trade to the class advertised. Advertise the fashions, and if possible be the first in town to announce fashionable designs in goods advertised.

UNDERTAKERS cannot consistently do more than a moderate amount of advertising. The card should occupy a space of from one to four inches in the local papers, and should run continuously. Announce that calls are answered at all hours of the day or night.

VARIETY STORES have unusual opportunity for striking advertising. The space to be occupied should vary from four or five inches up to a column or more. Start a run of some popular article in stock as often as once a month, every week is better; and wake up the people who really need the article, but don't realize it, into buying. Boom dollar goods, and fifty cent goods, and goods for a quarter apiece. Devote an entire advertisement to ladies' travelling and other hand bags. A half column can be advantageously filled in proclaiming the beauties of a line of vases, which are sold at the lowest price consistent with profit. Keep lines of porcelain and earthen ware for decorative purposes. Advertise them



extensively. Print a circular or small pamphlet on the subject, and obtain mention of it in the local papers. Advertise fashionable things at unfashionable prices, and urge the fashion along, if it needs it, by plenty of printer's ink. Use big type, or very small type, with large space between the lines. The personal letter sort of advertisement is to be recommended. In it opportunity is given to interestingly describe articles for art, fancy work, or necessity, with a deal of valuable information to the public, which will make the announcements looked for, thoroughly read, and often digested.

WHEELWRIGHTS AND BLACKSMITHS will find a small card in the local papers of benefit. The advertisement should run continuously and occupy from two to four inches of space. Announce promptness in repairs and care in horse shoeing. If an improved nail or shoe be used, advertise the fact, with the advantage.

# NEWSPAPERS.

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"'Twas in the newspaper, and all the world now knows about it."

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In the United States and Canada there are about 16,500 periodical publications, of which nearly 12,500 are printed once a week, and of the latter number over ten thousand, or nearly two-thirds of the entire periodical list, are what are known as country newspapers. There are more than fifteen hundred daily papers, of which close upon one thousand are so-called provincial sheets, that is, daily papers printed in towns or cities where the population does not exceed fifty thousand.

The monthly magazines, and other periodicals issued monthly, number in the vicinity of eighteen hundred. In a work upon local advertising, as is this, it is out of place to speak of advertising in this last named class, the advertising space in which is exclusively beneficial to national advertisers.

Any town in the East of three thousand people, or a town in the West of scarcely over five hundred inhabitants, without a local organ, is unworthy of more than a small type designation upon the county map, to be ignored completely by the Map of State.

Few towns in the East with populations less than five thousand find it possible to support a daily paper, and there are not many daily papers in the East published in places with a less population than ten thousand.

The rush, enterprise, push, and free trading propensities of the Western people, make a daily paper possible and profitable in many towns where the total population does not exceed three thousand, and there are comparatively few county centres in the West containing five thousand people without one or more daily papers which are supposed to be remunerative.

By local papers, I mean papers with the bulk of their circulation limited to local territory. The New York Herald is to be classed as a semi-local paper, for half of its circulation is in New York City and suburbs, the balance distributed over the country. Harper's Weekly is not in any sense a local paper, for its circulation, although of course proportionately larger in New York City, is distributed more or less evenly throughout the land.

Papers like the Chicago Inter-Ocean, the Boston Herald, or Boston Globe, Baltimore Sun, Philadelphia Ledger, and San Francisco Chronicle, are local publications, to the extent that in the vicinity of nine-tenths of their circulations are confined to the cities in which they are printed, with its suburbs, although of course they have more or less national distribution. Papers like the Worcester Spy, Springfield Republican, Des Moines Leader, Kansas City Journal, and Denver Republican, find their circulation almost exclusively limited to the cities in which they are published, and to a certain amount of the surrounding territory.

In cities or towns of from ten to twenty thousand inhabitants, newspapers printed therein circulate but little beyond a ten to twenty mile boundary line, except where the county is very large in territory, when it is fair to presume that a certain portion of the papers are distributed throughout the county, provided they are published at the county seat, and there are no other towns in the county sufficiently large to support as good publications.

The term country newspapers is intended to apply to daily or weekly publications published in cities or towns of less than twenty thousand population ; but what is said regarding country papers more or less aptly applies to newspapers in general, even though published within the largest cities.

Any line of goods retailed for household or personal use is sold almost exclusively to regular readers of regular local papers.

In any half-decent community it is fair to assume that, with a fairly reputable local newspaper, ninety-nine per cent. of the buyers are regular or occasional readers.

I do not believe that ninety-nine and 99-100 per cent. of the people who do not see the local papers have enough brains or money to be trusted to purchase anything except the absolute necessities of life.

The newspaper, then, furnishes the most effective, and I might say the only, means of reaching the local public, and it can be set down as an unexceptionable rule, that no local dealer or business man can afford not to advertise locally, and that nearly nine-tenths of his local advertising should be done through the medium of the local newspaper.

Perhaps the local newspaper has a "patent inside," or a "patent outside"; perhaps its advertising type is poor and its news type in no better condition; perhaps the whole mechanical and editorial work on it is done by one man and two boys;—if all these be so, then the chances are that the paper is fully up to the support given it; for a local newspaper is the most correct mirror of the business and social life of the town or city, and there are very few editors and publishers who are not willing and anxious, and who have not the ability, to make their papers just as good as they can with the support given them.

Perhaps the editor of the local paper may not appear to be much of a fellow—there are drones in the journalistic profession as well as in any other; perhaps some particular editor is not up to the average, but remember that if he be respectable, and the average country editor is certainly up to the level of his community, he sways a power for business good or evil.

Respect the country editor. He may be a crank,—most leaders in anything are cranks; without cranks the universal wheel would stop turning;—he may wear poor clothes; he may live in not half so good a house as does the merchant; but ten chances to one he is intelligent,

well-read, and knows infinitely more than one-half of the well-dressed dudes who smirk behind the counter, wear better clothes than do their proprietors, and trade their looks upon the auction block of society.

The country editor is not often given to decorating the outside, he fills the inside; and if he be given the support he deserves, his family may be among the prominent customers at the store.

The best people in any locality read the local paper, be it ever so poor or humble. To the great majority of the local customers it is the one locally effective advertising medium bought and paid for. It is paid for, and that which costs something to obtain is utilized. It is read, because that is the object for which it was purchased. It has influence in its field, and an advertisement of ten square inches in it is worth more than an acre of circulars.

There has never been invented an advertising substitute for the newspaper; all else is supplementary, and effective largely when used in connection with the legitimate advertisement in the legitimate newspaper.

The local newspaper has been, and always will be, a necessary visitor in every civilized family. It is read alike by rich and poor. The ignorant rich may scoff at its short-comings, and criticise its style, lack of style, and make-up; but when they say they do not read it, believe them not; they do read it, and the more they find fault with it, the more it proves that their reading of it is thorough. Not to read it would deprive them of the privilege of kicking.

A local advertiser has, or ought to have, local standing. He is known, or should be known, throughout his field, in a business or professional way. His announcements have upon them the stamp of location and intimacy; consequently they often rise to the dignity of local news. If he be known, he must keep up the acquaintance through the medium of the Press. If he be unknown, he must be introduced to the people through the same medium.

There is something the matter with the retail dealer who cannot utilize the advertising columns of the local paper.

The man who does not find advertising profitable generally finds business unprofitable. If his advertising does not pay, the fault is not generally to be laid at the door of the newspaper; the fault is in the method of applying that which, if applied rightly, must bring in a satisfactory harvest.

The newspaper must be used intelligently, as anything else must be used to bring success.

It is always well to be careful about the position the advertisement is to fill within the columns of the local newspaper. It is impossible to lay down an invariable rule of position, because every paper is made up somewhat differently.

It is, however, obvious that top of column is better than bottom of column; that next to reading matter is preferable to being surrounded by other advertisements. A large, well-displayed, and well-written advertisement on the first page of a newspaper, even though the entire page be occupied by advertisements, is sometimes more effective than the same advertisement on the inside pages, though it be at the top of the column and next to reading matter.

The advantage of being next to reading matter depends largely upon the position of the reading matter, and its quality.

A large advertisement is liable to be read in almost any part of the paper. A small advertisement, of course, is not so readily seen, and should be in a prominent position.

I think that a five-inch advertisement at the top of the column, and near good reading matter, is worth more than a ten-inch advertisement entirely surrounded by other advertising. But a double-column advertisement on the first page, filled with big type and startling announcements, would not by any means be worth double what it would be if it occupied an inside position; for a large advertisement is very liable to be seen, no matter where it is placed; but of course it is advisable to place it in the best light possible.

It is well to have the advertisement on the same page as appears the local matter, or on the page facing it. The local matter in a paper is that

which is first sought for and most thoroughly read ; and if the advertisement be so close to it that, even while reading, the eye cannot avoid the advertisement, the contents of the advertisement are continually forcing their way into the mind of the reader, though he be unconscious of it.

The newspaper is the connecting link between seller and buyer. It is the messenger of invitation, the master of ceremonies. It carries the words of the seller to the buyer, wherever he or she may be, whether in the cottage, or in the hotel, in the drawing-room, the boudoir, the kitchen, or the basement. It is the Mercury of advertising, instantaneous in transit, possessing the key which will unlock every door shut against the advertiser, and which sometimes assumes to be shut against advertising.

# CIRCULATION AND RATES.

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“ A little cash will tell the story everywhere.”

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OF the about sixteen thousand five hundred periodical publications in the United States and Canada, an intelligent calculation gives about four thousand of them as having an average circulation near five hundred copies per issue ; and nearly six thousand are given as printing at each issue in the vicinity of one thousand copies. Probably not more than four thousand possess a regular issue of over one thousand copies, and there are less than one thousand which sell more than ten thousand copies at an issue.

Except in the larger cities, weekly papers have generally a much larger circulation than have the dailies, and it is fair to assume that the average first class country weekly paper sells about one thousand copies at each issue, although there are many country papers which have circulations from fifteen hundred to as high as three thousand, but the latter figure is not enjoyed by probably over one hundred purely country newspapers. A very few country papers print regular editions of five thousand copies.

Small circulations, I grant, yet every copy of a local paper goes into the household of probable customers, and each copy is undoubtedly read by from two to a dozen different people, raising the paper's reading circulation to many times the actual number printed.

I give these low figures simply because I believe them to be facts, not to depreciate the value of advertising space, for I thoroughly believe that,



to the local advertiser, the space occupied in the local paper is almost invariably worth that which is charged for it.

Fair rates for advertising in local weekly papers range between three cents and five or six cents per line, for transient advertising.

A column is an indefinite article. It may mean fifteen inches of space, and it may refer to over twice that amount. A column, say twenty-four inches in length, is worth in the country newspaper, from one hundred dollars to three hundred dollars per year, on regular full column yearly contracts. In about half of the country papers the former figure, or about it, should be taken. In the better class of country papers, that is, papers published in the larger towns and at county seats, the price, per column, per year, may run from one hundred dollars to two hundred dollars, and in the better class of this better class, three hundred dollars would be considered about the highest justifiable rate to be charged.

A half column of space is rated from five per cent. to ten per cent. proportionately more than a whole column space is rated, and less space than a half column should be charged at about twenty per cent. additional proportionately, over the full column rates.

The old rule of one cent per line per thousand of circulation, applies to the larger papers, and could not be properly accepted by the local papers, which are hardly worth so high a rate to the general advertiser, and are worth very much more to the local advertiser, to whom their advertising space is invaluable.

In local daily papers, advertising space is worth from one-half to two-thirds the price of that in the weeklies; or conversely, an advertisement in a daily is worth three times as much, or more, per week as it would be worth in a weekly, circulation and quality conditions corresponding.

Sunday, semi-weekly, and tri-weekly papers are generally classed with dailies, so far as advertising rates are concerned.

Daily papers in cities of from twenty to one hundred thousand population, are liable to possess very good circulations, say from one to ten thousand, or even fifteen thousand, in exceptional cases, and can command

advertising rates of from five cents to ten or fifteen cents a line for transient advertisements, and from three hundred to one thousand dollars per column of twenty-four inches per year, with proportionate increase for smaller space and less duration of advertising.

The few large city dailies which claim to print, and very likely do, from thirty to over one hundred thousand copies a day, command from twelve and one-half cents a line for "wants," to twenty-five or thirty cents a line for run of paper, and from that to one dollar a line for cuts and preferred position.

Quantity of circulation should be first considered, next quality. Quantity amounts to little without quality, and there is no use advertising in papers which have only quality.

An advertiser has no more right to beat down the advertising rates quoted him by the publisher, than has the publisher a right to demand discounts on flour or dress goods.

The space in the local newspaper is merchandise, as much so as tablecloths or wash-tubs. The publisher has it for sale, and he expects, and should obtain for it, a fair price.

The popular idea that an editor is glad to fill up his paper with anything and everything is absurd. Very few papers, even small country papers, are issued which could not throw away all the matter in type and find enough live copy to reset the entire paper.

The editor is always glad to get news, and he is ever ready to reciprocate for favors done. He sells his space as the merchant sells merchandise. He wants the equivalent for it in cash, as the merchant wants his pay in cash.

The bread and butter of the publisher comes from his paper, and he can no more afford to give away space in it, than can the merchant afford to present the publisher with arm-chairs or cooking stoves.

Do not pay for advertising in trade. Buy for cash, sell for cash. A trade advertisement is seldom satisfactory to the contracting parties. It lowers the standard of the goods, it lowers the respect of the publisher for

the advertiser, even if the publisher himself suggests the trade.

There is no objection to presenting the editor with a suitable gift in recognition of his many journalistic courtesies, but let the gift be given as a present, and not with the explicit understanding that the editor shall immediately return its value in printers' ink. The editor will undoubtedly pay for it three times over, if he be not asked to do it ; and then the merchant gets the benefit of the advertising without paying more than a third of what it is worth, and the good-will of the editor for the generosity and courtesy.

But advertising, pure and simple, should be paid for in cash, and only in cash. The merchant should treat the publisher as he treats another merchant ; buy the advertising space as he buys anything else ; buy it with the same shrewdness that he displays in purchasing his stock in trade. Ask for any reasonable discount for cash. But he has no right to assume that advertising space is not merchandise, and that it can be purchased for little or nothing, if little or nothing be offered for it.

One of the best tests of the value of a newspaper is the rigidity of its advertising rates. The better the paper the less variable are its rates, and the smaller its discounts.

The publisher who will undercut legitimate discounts is doing it simply because he is not able to get the regular rates, with of course the customary discounts for time and space ; and if he be not able to get those rates, it is sometimes fair to presume that his advertising is not worth what is asked for it.

A publisher who will do unusual cutting in rates is open to suspicion, and even at the most absurd cut-rates, the advertiser had better hesitate before placing his advertisement, until he can ascertain the reason for the unusual cut.

# WRITING.

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“ 'Tis not so much how much is said, — 'tis how it's said.”

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BREVITY is the soul of advertising, as it is of about everything else. It takes a genius to describe the contents of the counters of a dry goods, or of any other kind, of a store, in a hundred words ; but any one, who understands the use of pen and ink, can describe anything, if he have the disposal of the space of a book to do it in. But the reader may peruse the whole of the one, and not attempt to read a part of the other.

Do not set before the prospective reader more than he will read. A steady, small stream will fill the bucket to the required fulness. A stream larger than the bucket will fill it, and slop out half of the contents.

There would not be the slightest objection to cramming the advertisement, if the reader would digest it ; but the trouble is the reader will not even taste enough of it to learn its flavor.

An advertisement is a silent drummer ; and people in general imagine themselves to be opposed to drummers ; and there is certainly an appearance of objection with a proportion of the community against advertising in general ; consequently it is absolutely necessary that the advertisement should be so written that the reader will absorb it before he has time to remember the conventional apathy he may suppose he possesses.

The wording of an advertisement frequently rises to the dignity of literary character ; indeed, it is easy, if one possess the ability, to throw

considerable literary work into the construction of a single headline ; and right here it is opportune to say, that the average business man considers himself too much occupied to give the time to the proper construction of effective advertising.

It is no depreciation of a business man's ability to say that few have, or can have, in justice to business affairs, the trained knowledge sufficient to make the advertisement as effective as it would be, if he should possess that which the present business methods have so far refused to teach him.

I do not mean to imply that the business man can not write, or learn to write, a good advertisement. He can so learn, if he will but give intelligent attention to this essential department of his business ; and any business man, no matter how busy, to be a successful advertiser, must study the methods of advertising thoroughly and carefully, or else engage the professional services of some one competent to write and direct his advertising.

In many cases the employing, regularly or occasionally, of such trained assistance, is to be recommended.

The value of a well written advertisement can hardly be over estimated.

There are plenty of cases on record where the composition of a single effectively written advertisement has been worth several hundred dollars.

The idea, resulting in the words, "Fanny Fern writes for the Ledger," as applied to the advertising of that famous national publication, was the lightning stroke of a genius. These words alone were made to fill entire pages in the leading daily papers, and America wondered at the extravagance of space, and bought the Ledger.

If head-lines be used, and they are recommended for nine-tenths of the advertisements, the burden of the advertisement hangs on the head-line.

While the advertiser should preserve a certain personal identity in his advertisements, it is not generally advisable to continue in the same line of style and make up.

There are some lines of goods which occasionally require extended

description, but when long descriptions occur it is well not to have them run more than once or twice in succession ; and the intervening advertisements should be particularly short and crispy.

Books are published to be sold, and are sold. The purchaser buys the book because he wants to read it, and yet every attention is given to the typographical make-up of the book, to have it set up in clear, readable type, with plenty of space between the lines, and frequent paragraphs.

If so much attention be given to the typographical appearance of that which will be read somewhat irrespective of its appearance, should not more care be exercised in the construction of the advertisement, to induce people to read that which they imagine they do not really care much about reading ?

The common form of writing advertisements is to put big statements into big type.

Generally a statement cannot be too broad and strong, if it be true.

There is no objection to using very large display type, provided there are not too many similarly prominent lines in the same advertisement.

Large type lines should never be close together. They should either be separated by blank space or by printed matter in small type.

The value of large type is dependent on its contrast with the type preceding or following it. Frequently the smallest type, by its very minuteness, if there be no large type in the same advertisement, makes nearly as conspicuous a line as one set in the largest type.

In the majority of advertisements, display lines are used, and probably always will be used. They may not look artistic, but there is no denying that there is a business look about large type, which cannot be readily produced in any other way.

If the writer have the ability, and the printer the type to set it in, the literary or artistic form of composing advertisements is to be emphatically recommended. A distinct and original style should be persisted in, and there is absolutely no limit to the possibilities which are open to the practised writer of artistic and literary advertisements.

It is easier to write a displayed advertisement than any other style of advertisement, and unless one understands the composition of the so-called higher grade of advertisement writing, he had better confine himself to the common form of displayed advertisement, bearing in mind that brevity is the one great consideratum.

An advertisement can be instructive in a general way, so as to contain positive information, which will be read and looked for, and which cannot be read without the substance of the advertisement permeating the remotest recesses of the reader's brain.

The more an advertisement appears not to be an advertisement, the better it is, sometimes, not always, for a business advertisement, written for business, about business, will bring business.

Direct advertising is generally better than indirect, but a combination of all of the methods is the most effective, and the advertiser should strive to follow a style of advertising different from the common style prevalent in his territory.

The personal letter form of advertising, which tells in a gossipy, sprightly style, with more or less of description, of the goods offered for sale, is to be recommended for frequent use. In this style of advertisement use few paragraphs, a modest heading, or no heading at all, and Old Style Roman, or Full Face type, is generally the best style of type to set it in. The size of the type should not be smaller than will comfortably fill the space, unless the advertiser be willing to pay for considerable blank space at the top and bottom of the reading matter. The blank space is not wasted, for it not only helps the typographical appearance of the advertisement, but by seeming to make the advertisement so brief, increases the chances of its being read.

The negative form of writing advertisements, that is, apparently running down the advertiser, provided it be done so that it is plainly intentional, is occasionally beneficial.

For instance, "Brown makes the best candy out of the poorest molasses."

Or, the dry goods dealer might announce, "The poorest calicoes at the

highest prices. No attention paid to customers. Shrinkable gingham warranted not to wash. Ten thousand handkerchiefs, not worth five cents apiece, at twelve dollars a dozen."

This class of advertisement must be written in the broadest style of exaggeration, and should appear not more than a few times during the year; and never should be used at all if the advertiser have doubts about the way the public will understand it.

If the advertiser or writer possess a humorous vein, he can often use it to advantage; but before attempting anything in this line, he must be sure that his humor is genuine, not imaginary. No matter how good the humor is, the shorter it is the better; and the advertisement should be all humorous, or not humorous at all.

Rhymed advertisements are often effective, and as they are little used, have the appearance of originality. But if reputation be valued, do not indulge in this sort of advertising, unless the services can be secured of one versed in the art of versification. Poor prose is bad enough, but poor rhyme is an abomination.

The reproduction of newspaper squibs, pertinent to the goods advertised, is a new and very effective form of advertisement. The squibs should closely resemble the original, including the heading of the paper from which they may be taken. Plenty of white space should be allowed, and the advertisement should contain only the newspaper article.

The same newspaper advertisement should never run over a month without change; better change it every time. If something new cannot be picked out, rewrite the old.

Make every advertisement readable.

Remember that the advertisement should be written for the eye of the reader, not as a means of personal gratification to the advertiser.

Do not have half the advertisement blow, the balance bluster.

Do not allow two display lines to come together.

Have all of the sentences short.

Always see a proof of the advertisement.



Do not have the firm name and address occupy more than two or three lines of medium sized type.

A dictionary is a necessity in every office, particularly so where advertisements are written. An unabridged dictionary is a mine of information, and is a material aid to good composition.

Briefly, the formula for writing an advertisement consists of brevity, originality, typographical appearance, shrewdness, something to say, and plenty of space to say it in.

# PUFFS.

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"A newsy puff is never called a puff by name, but is a hundred times a puff in worth."

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The man who wrote the first advertisement probably engineered the printing of the first news item referring to the goods advertised.

To France is due the origin of the word *puff*. In that country, years ago, a certain prevalent style of head dress was called *pouff*. In arrangement it consisted of the hair of the head raised high over cushions of horse hair, and ornamented with objects indicative of the taste of the wearer, or to display historical incidents which had occurred in the wearer's family.

The Duchesse d' Orleans, on her first appearance at Court after the birth of a son and heir, adorned her pouff with the representation of the nursery, the baby, a cradle, the nurse, and a basket full of playthings, all exquisitely executed in gold and enamel.

Madame d' Egmont, the Duc de Richelieu's daughter, after her father had taken Fort Mahon, wore, in commemoration of the event, on her pouff, a little fortress worked in diamonds, with mechanically working sentinels run by clock-work.

This advertisement of personal victory appears to be the origin of the present word *puff*, which is now applied to that class of reading matter in the newspapers.

The use of the puff is perfectly legitimate, and its universal use the best evidence of its importance.

The fundamental principles of direct advertising apply conversively to puffing.

Puffing, to be worth much of anything, should be indirect. The words, "The best goods are at Brown's," are hardly worth the paper they cover in the newspaper.

If the business of the puff is transparent, then the contents spill upon rocky ground.

The puff should be news of some sort, with as much cat-in-the-meal about it, as it will absorb without showing it upon the surface.

For instance, a dry goods store is advertising attractions in cottons. If the item in the local columns of the newspaper says that "Brown's cottons are unequalled, and everybody should buy them;" practically no benefit is derived. But if the item read that

"Truckman Smith's largest wagon was obliged to make four trips from the depot to convey the first shipment of Brown's cottons"; or that "One of the largest wagons in town passed up Main Street four times yesterday, loaded with cotton cloth, each package being marked Brown & Co.;" the people read the item as news; and nine-tenths of them believe it to be news, uninfluenced by the advertiser.

Of course a puff is instantly recognized by the experienced advertiser, but the experienced advertiser is in the vast minority. It is only necessary to so regulate the substance of the puff that none save the experienced will readily discover the intentional import of it.

If the puff should be recognized as a puff, provided it did not contain misstatement, no injury is done, save that a large proportion of its value to the advertiser is lost.

I do not believe a great deal in the benefit to be derived from the disappointment or surprise sort of a puff; that is, the article which opens upon some readable subject, interests the reader at the start, continues the interest, and climaxes it with a bald-headed reference to the article advertised. Such a puff disgusts the reader, and is very liable to counteract the intention of its writer.

So construct the puff that the puffy part of it naturally becomes a part of its substance without apparent intention. For instance the following is at worst semi-local news :

“For over a month customers at Brown Brothers’ dry goods store have noticed the huge pile of Himalayan shawls which rise from the shawl counter. Yesterday Mr. John Brown offered a half holiday to the clerk who guessed the nearest to the total retail price of the shawls contained in the pile. The guesses ran from \$500 to \$1,500, and Mr. William Williams won by a guess of \$800, which was within \$7.50 of the correct answer, the pile containing 201 shawls, with an average price of about four dollars, the cheapest shawl being marked \$1.75, and the most expensive \$12.”

People will read the above item, and the local paper is glad to print it, yet it contains a most pronounced puff, calling especial attention to the stock of shawls at Brown Brothers’ store ; speaks particularly of the big pile, which will attract people ; tells the average price of the shawls ; the lowest price of the shawls ; and the highest price ; in fact, it gives about all the information desired, without appearing to give it at all.

The advertiser should have his business constantly before the public, always in the advertising columns, and as often as possible among the news.

No store can exist which is not equal to creating newsy puffs ; for the motion of the business is constantly turning out newsy items, which simply need collecting and adapting, to answer the triple purpose of being acceptable to the newspaper, reader, and advertiser.

One two-line squib in the news columns is worth a dozen in the regular column of puffs.

Keep out of the company of puffs. Have all the puffs so newsy that they are worth a place with the news.

Have nothing appear in the reading columns of the paper which can disgust the sensible reader. There are some people in every community who will be disgusted at anything. It is useless to attempt to avoid their

criticisms, but it is essential to avoid the criticisms of the average reader.

The puff in no way takes the place of the legitimate advertisement ; it is simply supplementary to it, and without the regular advertisement, would be worth but little, if anything.

The character and standing of a firm can be very much increased by judiciously arranged puffs, and it can be very much injured by indiscriminate puffy puffs.

If the advertiser be able to write his own puffs, it is better for him to do it himself. If he cannot write them, it is generally easy to find some employee who has the ability of constructing news items. In case such an employee cannot be found, the editor will dash them off by the yard, but the advertiser should see to it that no puff whatever appears in the local papers, unless he has seen the manuscript, or a proof of it. Many an editor, as a return courtesy, has written puffs which have been direct injury, when the opposite was intended.

The extensive advertiser can obtain one or more newsy puffs in every issue of the paper in which he advertises, and a little care and attention by himself and employees will make it a very easy matter to construct as many of these newsy puffs as any local paper will feel justified in printing, and as many as it would be advantageous for the advertiser to use.

Testimonials are a form of puff, and, when occasionally used, very effective ones.

Testimonials must be short, and come to the point in a pointed way. If the writer of a testimonial does not construct it so that it is readable, in most cases better not print it. Generally, the writer will not object to a reasonable amount of editing, that is, putting the testimonial into presentable shape.

Testimonials can be used in the direct advertisement, or can be printed in the news columns.

The following samples of puffs are presented as aids in writing newsy local or otherwise interesting items, which will be acceptable to the

average newspaper reader, are not too-far removed from the news or semi-literary limit to be consistently used by the newspaper, and which contain sufficient of the meat of advertising to be of benefit to the advertiser.

The samples are set in leaded Bourgeois type, to the measure of 13½ Picas, and consequently occupy about twice as much space as would the same matter when printed in the reading columns of the large city daily, which uses solid Nonpareil type for its reading matter ; and about one-third more space than they would in the Minion type of the few high-grade weeklies which use it ; and about fifteen per cent. more space than if placed among the locals in the average country paper where Brevier type is generally used.

The substance of any one sample puff can generally be easily adapted to fit a line of business entirely foreign from the one mentioned in the sample.

Some of the sample puffs have headings ; some have not. Some newspapers use headings for news matter extensively ; some make up a majority of the reading columns in paragraphs, with few head lines.

The puff should be set to conform to the typographical "make-up" of the news arrangement of the paper.

### **Hoe for Everybody.**

A reporter of the *Herald*, while waiting at the agricultural warehouse of Brown Brothers, noticed the large number of hoes, shovels, and rakes there for sale. Curiosity prompted him to approximate their total number, which resulted in about 450 hoes, 725 rakes, and 650 shovels, making a grand total of over one implement for every house within ten miles of the *Herald* office.

Senator Morgan is having plans drawn by Architect Smith for a thirty thousand dollar stone residence to be erected on his

land, on West Street. (Here follow with description of the house to be erected. It is sometimes best to give the exterior description first, and then in a week or two publish a description of the interior.)

Hon. John L. Black has purchased William Smith's painting of the Norwegian Girl. It is understood that the price paid was twenty-two hundred dollars.

The premises, No. 42 West Street, were sold at auction, yesterday, by Messrs. William Williams & Co., to Mr. William Black, of Dalton, for twenty-eight hundred and fifty dollars.

### **"The Willows" At Auction.**

The old homestead, for over fifty years known as "The Willows," will be sold at auction next Saturday morning. The mansion contains fifteen rooms, including double parlors, a library, eight chambers, and one of the largest of dining halls. The house was put in thorough repair two years ago, at which time all the modern improvements were added. The grounds contain nearly five acres, two of which, in front of the house, are of well cultivated lawn grass. The orchard has in it thirty bearing apple and pear trees, and there is over an acre plowed for kitchen gardening. Messrs. Smith & Smith, the auctioneers, will give full particulars about the place, which is one of the most remarkable opportunities for investment offered for many years.

### **A Gingerbread Man.**

Mr. William Williams, for five years superintendent of the Whitetown bakery, has leased Mr. John Parker's West Street cottage, and will move, with his family, to town, next week. Mr. Williams will have charge of the gingerbread department of Black & White's South Street bakery. It will be recalled that Mr. Williams was awarded the silver medal for the best gingerbread exhibited at the recent Inland County Fair.

### **A Big Check.**

The largest check which has ever been drawn by an Inland County capitalist, was recently received by the Browntown bank. It was for \$137,000, and was unexpected, but was honored on presentation at the bank, the bank giving, as requested, a draft on New York for the amount.

Treasurer Brown, of the Browntown Institute for Savings, states that 3,208

persons hold deposits in his bank. The average deposit amounts to about \$275; the largest being \$1,000, the maximum limit; and the smallest one dollar. These figures speak well for the frugality of Browntown people and their neighbors.

Mr. ———, well, perhaps it's just as well not to give names, went sound asleep, yesterday, while being shaved at Brown's tonsorial parlors. It must have been an easy shave.

William Smith, of Clark & Co.'s shoe store, rides between his home and office upon his ——— bicycle, three times a day.

### **A Bicycle Tour.**

Messrs. John Smith, John Jones, and John Black have just returned from an extended bicycle tour through Ohio. They were gone four weeks, and the actual distance ridden by each of the party exceeded eight hundred miles. They report a most magnificent time, and are already making arrangements for another tour in September. The three gentlemen rode ——— light roadsters, which they purchased last season of William Shakespeare, the local agent for Browntown.

John Jones, the local bicycle agent, was the happiest man at the bicycle races on the Agricultural Fair Grounds' track yesterday, for the winning men in each of the six bicycle contests rode ———.

The Browntown Rifle Association has voted to use the All-Right guns exclusively in the future.

Colonel Smith and Major Jones, with their Walker rifles, started yesterday for a hunting tour of the Black Hills.

At the last meeting of the Browntown base ball club, it was voted to play only with the Smith & Smith regulation ball.

### A No. 26 Boot.

The biggest boot ever seen in Brownville is on exhibition at Brown's shoe store. It is a No. 26, weighs 15 pounds, and is a perfectly formed and serviceable boot, being made precisely like the five-dollar, hand sewed boots, which are grouped around their big brother in Mr. Brown's show window.

### The Weaving of Carpets.

Few people have any idea of the intricate machinery necessary to the weaving of carpets, and the marvellous artistic designing ability required of the men who draw the original patterns. [Here follow with a brief description of how carpets are made, stating the number of threads in the carpet loom, the colors, and any other interesting information.] Brown Brothers, of West Street, have one hundred different designs, which will exhibit the progress of the carpet industry.

Everybody knows how cheerful it makes a room look to have one or more handsome rugs upon the floor, whether the room be covered with carpets or mattings, or is painted. A pretty rug need not necessarily be expensive. Brown Brothers have fifty or more designs in rugs, at prices ranging from one dollar up to twenty dollars or more.

Many of the best families are realizing how delightfully cool and clean a chamber or other room looks covered with straw matting, and the housekeeper well knows how easy it is to sweep this kind of floor covering. Brown Brothers, of West Street, are exhibiting a dozen patterns, many of

them so low in price that a floor can be carpeted with them at a cost hardly exceeding the cost of painting the floor.

Hotel Vendome is being recarpeted from office to garret. To cover the floors will require upwards of ten thousand yards of the different grades of carpets. The contract was awarded to Brown Brothers against six competitors.

Cashier Perkins, of the Clarendon National Bank, has purchased an elegant new buggy. It was especially made for him by Messrs. White & Black.

Rev. William Williams, D. D., while driving between Methodist Centre and Congtown, yesterday, was run into by a heavy coal team. Although the blow was a hard one, the reverend gentleman's carriage sustained no serious injury. Dr. Williams purchased the carriage six years ago, of Brown Brothers, and the present accident caused the first repairs necessary.

### Three Hundred Overcoats.

The famous woollen mills of Ware employ four hundred hands, and fully half of that number have spent their entire time, during the past three months, in the manufacture of the celebrated all-wool Continental goods. Brown Brothers, the West Street clothiers, expect to sell, this spring, three hundred overcoats made of this durable cloth.

It is estimated that fully seventy-five per cent. of the male inhabitants of Brown-town wear ready-made garments. The present quality of the goods in this class of clothing, and the fact that any one of fair proportions can obtain an excellent fit, generally indistinguishable from the best custom-made, have done much toward making the clothing trade one of the most



extensive in the country. In the large wholesale manufactories, expert cutters command as high salaries as five thousand dollars a year, and there are a few instances where they receive nearly a thousand dollars a month. The trade in town and about has been so heavy, that Brown Brothers have just added one thousand feet of floorage to their salesrooms, and employed three new clerks.

Five car-loads of coal, each containing fifteen tons, arrived in Browntown, Wednesday, billed to Brown Brothers.

The contract for supplying the Brownville Hotel with coal for the winter has been awarded to Messrs. Brown Brothers. The gentlemen will put in one thousand tons of the well known Forest City coal.

Confectioner Brown has used over three hogsheads of molasses, during the last month, in the manufacture of his famous Mother Carey's old fashioned molasses candy.

The glass pyramid in Brown Brothers' show window is constructed of five hundred pieces, with over a hundred different varieties of glass ware. The retail prices of the articles which were required to build this remarkable monument, figure up to two hundred dollars, yet there are in it fifty or more pieces which sell for from five to ten cents apiece.

The Baptist Church was brilliantly lighted last evening. The new lamps turn night into day. The chandelier and side lights are constructed after the pattern of the Blazing Star lamp, which so brilliantly lights the entrance to Brown's crockery and lamp store.

Mr. John Brown, of the firm of Brown & White, is visiting friends in Glasstown,

Ohio, in which place is located the famous Cotta crockery works. Mr. Brown will combine business with pleasure, and has already completed arrangements for two car-loads of crockery ware, to arrive in town shortly after his return. The contents of the two cars will cover three hundred shelves and tables.

### **False and Natural.**

Science has removed half of the objection to the wearing of false teeth. An expert dentist readily adapts the set to the facial appearance of the patient, and if the work be well done, it is often difficult to distinguish the false from the real. The other day, at a reunion of a ladies' society, for the fun of it, a false teeth vote was taken, and it was found that over half of the ladies present wore one or more false teeth. Probably Dr. George Brown, the dentist, could give a great deal of interesting matter in regard to the teeth worn by the elderly ladies of Browntown, among whom he has practiced for the last twenty years, but the doctor never tells tales out of office.

Senator Brown, of Browntown, is sufficiently convalescent to be able to enjoy short drives. The senator has, until recently, been confined to his room for over six months, and has suffered four very painful and delicate surgical operations. Dr. White has attended him throughout his sickness, and performed all of the operations, three of which were so delicate as to require the utmost skill, and so dangerous to the life of the patient, that the slightest mistake would have resulted fatally.

### **Three Dresses.**

Hundreds of the ladies of Browntown are visiting the parlors of Mrs. William

Brown, on West Street, where are exhibited three remarkable gowns. They are draped upon wax forms. The first one is very pretty and neat, and though no one would at first believe it, its construction required only six yards of material. The next gown was made up with the idea of giving the most artistic arrangement to the drapery, with the use of eight yards of cloth, the usual amount used in making a dress for the average lady. The third dress is made of the most elegant of imported silk, trimmed in the most expensive manner. The amount of silk used in the construction of this dress was forty yards, and the cost of it, including the material and work, exceeded \$900. This last dress is not a sample, but was made up to the order of Mrs. Senator Black, who will wear it at the mid-winter reception to Gov. Jones.

It has been a very healthy season, yet Mr. George Brown, the druggist, has put up 406 prescriptions during the last month.

#### **Coughing Children.**

An eminent physician has said that an appalling number of little children have been prematurely injured, or killed, by so-called patent medicines for children. Mr. William Williams is a graduate of the Chapin Pharmaceutical College, and gives his personal attention to the compounding of his Harmless cough syrup, which does not contain a trace of opiates. This syrup may not quiet the coughing child as quickly as do some of the questionable compounds on the market, but it is as harmless as syrup or molasses.

If every man, woman, and child in Brownville should purchase a pair of stockings at Brown Brothers' store, this enterprising firm would have enough stockings

left to cover the pedal extremities of all the licensed dogs in town.

#### **Five Miles of Handkerchiefs**

are a good many, yet one of our local mathematicians has figured that the new lot of handkerchiefs recently arrived at Brown & Co.'s store, will, if laid side by side, reach from here to Nextville, five miles away.

One thousand yards of the different grades of cotton cloth arrived yesterday at Brown Brothers' store. A local mathematician has figured that this cloth will cover the sleepers of the railroad track between the depot and Brown Avenue, a distance of nearly half a mile.

Over a million feet of spool cotton is waiting to be sold on the thread counter of Brown Brothers' store.

#### **Immaculate Table Linen.**

There is nothing more appetizing than a well arranged table, and the quality and whiteness of the table linen is the first consideration. Brown Brothers have just placed upon their counters an immense stock of table-cloths and napkins. A fine damask table-cloth, with a dozen napkins to match, are offered for eight dollars; and if the lady desire, she can get the whole value of her money by paying as high as twenty-five dollars. The firm are showing a dozen varieties of tea and after-dinner cloths, at prices ranging from two dollars to twelve dollars, with napkins to match, from sixty cents to three dollars a dozen.

By actual measurement, there are ten thousand yards of the different qualities of ladies' cloth at Brown Brothers' store — a sufficient amount to cut over a thousand dress patterns.

Eminent physicians believe in the frequent change of underwear, and, fortunately, underwear is very inexpensive; for instance, enough underwear for all necessary change can be purchased at Brown Brothers for a ten-dollar bill, and the quality good enough to wear two years.

One of the prettiest, and certainly one of the most necessary, commodities for the lady's toilet table is a plush lined toilet and manicure set. Brown Brothers are offering, this week, a set arranged in a handsome plush case, containing hair-brush, comb, nail-polisher, scissors, and the other articles which properly go with the set, all for two dollars. The box and articles, although not expensively made, are as durable and as serviceable as those which cost ten or fifteen dollars.

#### **A Big Catch of Trout.**

Brown Brothers, of South Street, have on ice ten dozen of the finest trout ever seen in Brownville. The fish were caught in Placid Brook, in the Androscoggin woods. The gamey fish average a pound in weight, and there are three shining fellows which tip the scales at two pounds and six ounces each.

It is remarkable how the people do crowd the five and ten cent stores, and yet not so remarkable when is considered the innumerable amount of useful and fancy things which can be purchased at these prices. By actual count, yesterday, 611 people made purchases at Brown's five cent store.

The floral locomotive, which occupied the honorary place of the centre of the table at the recent banquet of railway conductors, was one of the most remarkable designs ever constructed. It was made up

entirely of pinks, requiring in its construction over five thousand flowers. The society has tendered a vote of thanks to Mr. George Brown, the West Street florist, for the magnificent gift.

Mrs. Brown, wife of Senator George Brown, is considered the handsomest woman in Washington society. At the recent Presidential reception she wore a magnificent Paris made gown of heavy cream colored silk, trimmed with point lace, and in her corsage was a large bunch of Jacqueminot roses, which flowers appear to be the fashion with the society ladies of Washington. Brown Brothers, the West Street florists, have in their greenhouse, over two thousand buds of these exquisite flowers, ready to burst open.

A car load of flour, and a thousand bushels of grain, have just been received at Brown Brothers' feed store, on West Street.

Five hundred barrels of Crescent City flour arrived in town yesterday. Every barrel was billed to Brown Brothers. This flour contains the whole wheat, and in nutriment is far superior to the regular grades of bolted flour. Dr. William White, the eminent New York physician, in a paper, before the State Medical Society, highly recommended the use of whole wheat flours, especially to the professional workers, whose brains and nervous energies are recuperated by the phosphates contained in these flours.

Fifty boxes of oranges are piled up in the rear of Brown Brothers' West Street fruit store. The fruit is in prime condition.

Grapes have never been cheaper or more delicious than they are this season.

Brown Brothers have just received a hundred boxes of Concord and Delaware grapes. Yesterday, the same firm received twenty-five boxes of Malaga grapes, and a dozen large boxes from California, containing the finest grapes from the southern Californian vineyards.

This season there will be about fifteen different styles of gentlemen's collars, and Brown Brothers have just received three hundred dozen, representing an assortment of all the styles.

A man may be known by the stockings he wears, and when one sees a fine appearing, durable stocking, there is reason to believe that it came from the enterprising store of Brown Brothers.

Mixed colored lawn ties are much in fashion. Brown Brothers have in stock over a thousand of this class of neck wear, representing over thirty designs.

### **The Whist Epidemic.**

Browntown society people almost possess a monomania for progressive whist. Tuesday evening there were no less than fifteen progressive whist parties in town. The combination checker, chess, and card tables, which Brown Brothers offer as a speciality in furniture, are so inexpensive that no one who enjoys games can afford to be without one.

### **Young Man, Get Married.**

Why should any young man hesitate about getting married when four hundred dollars in cash will purchase all that is necessary to furnish six rooms, and the furnishings be of first class, though inexpensive, material? The black walnut chamber set which Brown Brothers recommend for persons of moderate means, who con-

template housekeeping, is one of the handsomest of durable sets of furniture. The dining room tables are square cornered, well polished, and well made, and the chairs strong and comfortable. The parlor furniture is handsome, rich looking, and will wear in any house ten years, and the balance of the four hundred dollar outfit is proportionately as pretty and durable.

While in Brown Brothers' furniture store, yesterday, a representative of the *Herald* counted no less than a dozen evidently engaged couples, and immediately returned to the *Herald* office, and under "markets" wrote, "Matrimonial stock is quoted at 150."

Some one who knows says that there are forty-nine Browntown ladies who own seal-skin cloaks, and that there are 4,308 Browntown ladies who do not own them, but want to. Brown Brothers, the furriers, are selling serviceable seal-skins as low as two hundred dollars.

If this cold weather continues, even the men will have to wear muffs. Evidently Brown Brothers, the furriers, think that that is what the men are coming to, by the way they are carrying such an immense stock of these absolutely necessary commodities of the lady's out-of-door wardrobe.

The steam pipes in Colonel Wellington's house burst at 12 o'clock last night, and the lower part of the house was completely filled with steam. The colonel immediately stepped to the telephone, called up the house of Mr. George Brown, the West Street steam fitter, and in less than fifty minutes the damage was repaired, and the quietness of night settled over the Wellington homestead.

Said the Ancient Mariner: "When I married my wife she had twelve buttons on her waist and one button on her glove. Now she has one button on her waist and twelve buttons on her glove." But Brown Brothers, the West Street dealers in gloves, go a dozen better, for in their window hang several pairs of twenty-four button gloves, so long that the little schoolboy was not far out of the way when he asked, "Mamma, why can't you sew a seat in those gloves, and let me wear them for snow pants?"

The New Jersey Tomato Canning Company packed half a million cans of tomatoes last season, and of that number Brown Brothers, the West Street grocers, have one thousand. These tomatoes have, for several years, enjoyed the reputation of possessing the flavor equal to the fruit fresh from the vine.

There is nothing more appetizing, delicious, and healthful than hot wheat cakes for breakfast, and the All White wheat sold by Brown Brothers, is daily baked in more than half the cooking stoves in Browntown.

A house without a thermometer is about as badly off as a hall without a hat-tree. The poorest guide on temperature is the feeling of the party who tries to determine whether it is too hot or too cold. A man may feel cold one day, when the room is seventy degrees, and feel warm enough another, when the thermometer only points to sixty. A good thermometer is the only unerring guide, and a good one can be purchased for twenty-five cents at Brown Brothers' hardware store.

The harnesses worn by the team which drags the tally-ho coach between the depot and Taft's Hotel, were made ten years ago by Brown Brothers, the harness

men; and the cost for repairs during that time has not exceeded five dollars.

There are a thousand dollars' worth of straw hats on the big counter in Brown's hat store, and some of the hats sell as low as ten cents apiece.

The hats worn by the Crescent Cornet Band attract the admiration of every one who sees them. They were specially designed by Brown Brothers, the hatters.

It is estimated that over five hundred gentlemen in Inland County are wearing the new Harvard hat, designed by Brown Brothers. It is a fine appearing hat, durable, cannot be jammed out of shape, and the cold weather attachment is appreciated when the mercury is lost sight of.

Brown Brothers, of West Street, have in their loft five hundred tons of fresh Connecticut hay, and over a hundred tons of first class straw.

All of the hay cut on Maple Farm, some four hundred acres, has been purchased by Messrs. Brown & Co.

Senator Brown, from Wisconsin, Mayor Sumner, of Cambridge, and Colonel Walker, of Boston, are stopping at the Hotel Bristol.

The recent banquet given at the Tremont Hotel, by the Concord Zouaves, far exceeded in elaborateness any former attempt in Inland County. Landlord Jones for over a month has had the affair in preparation, and the heartiest congratulations on the result are in order. There were over one hundred different articles mentioned upon the bill of fare, and every one of them was cooked and served as well as the best French cook could have cooked and served it.

William Smith, the representative of the Equitable Fire Insurance Co., has settled Brown Brothers' claim of eleven thousand dollars insurance, from their recent loss, by fire, two days ago. This is the quickest settlement which has ever been made in this county, so far as reported.

Life Insurance Agent Smith has placed over seventy-five thousand dollars in life insurance among Browntown people during the last week.

William Williams, Esq., the Dalton capitalist, who died last week at his Jacksonville winter residence, placed a life insurance through Agent Brown, for one hundred thousand dollars, just as he was departing for Florida, one month ago.

Fire Insurance Agent Jones states that there are only four houses in town which are not insured.

Ten thousand dollars' worth of diamonds are exhibited in Brown Bros.' West Street jewelry store.

Watches are regulated free of charge at Brown Brothers. The large clock which is used for true time, is regulated by wire, from Yale University observatory, every hour.

William Black & Co., the West Street jewellers and dealers in clocks, have imported this season over five thousand dollars' worth of the different grades of French time-pieces.

### Free Johnny Cakes.

It is surprising how many families in town are doing their entire cooking upon oil stoves. The present perfection in this line of stove manufacture not only makes

the cooking easier, but it is much more economical, for the fuel is burning only when the stove is in use. Brown Brothers are exhibiting in their window the different sizes of the Walker oil stove. The store is always filled with ladies to see this remarkable cooker in operation. The Messrs. Brown present every lady with Johnny cakes which are cooked every half hour.

Brown Brothers, the West Street dealers in kitchen furnishing goods, have in stock over a ton of flat irons, from the little flat-boat shaped affair up to the long tailor's goose.

Three hundred handkerchiefs, two hundred shirts, five hundred pairs of stockings, one hundred table-cloths, one thousand five hundred pieces of underwear, and five thousand collars and cuffs, were washed and ironed at Brown's Laundry, during the month of May.

Lawyer Brown has had the pleasure of winning forty cases in the District Court during the month of April, and in that time he lost only three.

Hon. William Black has been retained as counsel in the celebrated Door Mat case, which comes up before the Supreme Court, in the January term.

Brown Brothers have over fifty thousand feet of pine lumber in their North Avenue yard.

The monument erected over the remains of the late Senator Black, in the Greenwood Cemetery, is one of the most exquisite pieces of marble carving among the hundreds of fine works of this kind in the cemetery. It came from the marble works of Smith & Jones.

Smith Brothers, the market men, have just received one hundred pounds of the finest Maine venison.

A ton of freshly dressed beef is hanging on the hooks at Brown's Market.

William Black & Co., the masons, have been awarded the contract on the new Continental building.

Green Grove Farm is delivering its milk in glass cans. Mr. William Black, the superintendent of the farm, has just purchased fifty Jersey cows, which will arrive on the farm in about two weeks.

The Concord bonnet is much worn by Washington society ladies. Mrs. John Black, of West Street, has, in her show cases, a dozen of these bonnets, trimmed in styles to suit every complexion.

"From \$2 to \$50," are the words of the sign which is placed in the show window of Mrs. Brown's millinery store. It refers to an evolution in prices of bonnets, which are illustrated by an exhibition of forty-eight of these articles marked from \$2 up to \$50 respectively. A sub-sign might be appropriately added, "Bonnets for Everybody," for about everybody who wear bonnets comes within the scope of the exhibition.

Miss Cordelia Sumner's beautiful contralto voice never sounded sweeter, or richer, than it did last evening, at the Academy of Music, when she sang Miss Walker's famous lullaby solo, entitled, "Baby Sleeps on Paregoric." Brown Brothers, the West Street music men, state that this song has been so popular in Browntown that they have already sold over six hundred copies.

Mrs. Senator Black has just purchased, of Brown Brothers, a Pickering grand piano.

The parlor organ for the new South Street Church parlors has been ordered of Brown Brothers.

William Jones is painting his West Street house himself with ready mixed paint purchased of Brown Brothers.

Smith & Co., the painters, have obtained the contract for painting the interior of the new Academy of Music building.

Richards & Richards have obtained the largest contract for paper-hanging ever given in the county. They will do the entire work in this line upon the new Browntown Hotel, which will require over three thousand rolls of paper.

Fifteen children, of ages ranging from six months to four years, were photographed at Brown's studio, yesterday.

Smith Brothers, the plumbers, are doing the plumbing work on the new Life Insurance building.

The magnificent country seat of the late Senator Jones is offered for sale. [Here write description of the place.] Full information can be obtained of Joslyn & Richards, the West Street real estate agents.

Three hundred pounds of meat were roasted last week to supply the regular diners at Brown's restaurant.

Messrs. Smith & Co. have just put in a large Smith & Weston fire-proof safe.

### **Destruction of a Will.**

Fourteen of the twenty-six fires in Cleveland, last week, occurred in business blocks, and of that latter number, six of the offices destroyed had no safe. The losses can not be recovered in these cases, and one of them is particularly sad. In a desk drawer was a roll of papers, among them

the last will of the late Hon. John White, who left over two million dollars. This last will was drawn the day before he was drowned, and bequeathed half of his property to the new orphans' home, at Goodville. A former will, drawn five years ago, left that amount to the Cleveland public library. The last will was properly drawn, signed, and witnessed, and was temporarily placed in the drawer. The substance of this will was only known to Mr. White and the lawyer who drew it, and, as it is destroyed, its contents will not stand in law. It is really criminal carelessness which places valuable papers outside a proper safe, when a good safe can be purchased at so reasonable a price. Brown Brothers, our local safe men, offer a substantial fire resisting safe at as low a cost as fifty dollars.

There are supposed to be five hundred sewing machines in practical use in town, and Manager Smith, of the Wheel and Crank Sewing Machine Co., offers to give a brand new machine to any one who will prove that he did not sell half of that number.

There are probably not exceeding a dozen families in town without a sewing machine. Manager Smith, of the Excelsior Sewing Machine Co., reports the sale of fifty machines during October.

Mr. John Black entered upon the duties of local agent for the Victor Sewing Machine, five years ago. He entered this machine in competition at that time, and it has taken every first prize offered at the county agricultural fairs.

There were six different makes of sewing machines exhibited at the Inland County fair. The Victor was victorious.

This makes the seventh prize given to Manager Black, for the best sewing machine, in competitive exhibition.

Brown Brothers' beautiful boat sleigh, the "Frost King," carried a merry party to Winterville and back, last evening.

Initial stationery is absolutely indispensable to the well kept boudoir writing table. Twenty different designs are now on the counters of Smith & White.

Bookseller Brown reports the sale of over three hundred copies of Colonel Shakespeare's remarkable novel of "The Slow and the Sure," during the past week.

Henry Ward Milton's novelette entitled "A Man of To-day," has just received its fifty-fifth edition. Bookseller Brown has presented the Brownville Library with a handsomely bound copy of this remarkable work of fiction, which is being read by every cultivated family in the country.

Mr. John Brown has contracted with Messrs. Black & Co., of West Street, to place one of their Save-Coal furnaces in each of his six South Street cottages.

There is no question about the advantages of the open grate, from a hygienic point of view, to say nothing about the good cheer it distributes about the room. Half of the houses in town could not, without great expense, put in fireplaces; but any family will reap rapt enjoyment from one of the Blazing Star open stoves of which Brown Brothers show over a dozen sizes.

There are supposed to be a hundred men who are sporting brand new spring trousers about town. Brown Brothers, the West Street tailors, state that they have made up this month over one hundred



pairs without any three being cut from the same pattern.

"The cup which cheers but not inebriates,"—good tea or good coffee, and you get both at Brown's tea store.

Free coffee—for two days. Brown Brothers will present everybody who calls with a cup of the most delicious coffee, made from the famous All-Pure coffee, which sells for thirty-five cents a pound.

An electric motor, of the estimated capacity of one-half a horse-power, has just been put into Brown's North Street tea and coffee house. The machine will grind coffee as quick as lightning.

Somehow water tastes better and seems cooler when drank out of the old fashioned tin dippers which Brown & Co. are making at their West Street tin factory.

Brownville capitalists are much interested in the success of the Rail & Tire Railroad. Brown & Brown, the brokers, report the sale of six hundred shares, at \$104, for the week ending Saturday.

The Boston & Pittsfield R. R. has not been the cause of a single accident since the opening of the road two years ago, and the road has run on an average of ten trains a day.

The new 4.30 train on the Whitefield & Greenville R. R. is a great convenience to ladies who come to town on shopping visits.

#### **Quick Time.**

Steamer Swift, of the Lake Champlain Transportation Co., runs between Brown-town and Whiteville in two hours and twenty minutes, a little better than at the rate of eighteen miles an hour.

#### **The Coming Excursion.**

Already five hundred tickets have been sold for the North shore steambot excursion, which occurs on the twenty-eighth inst. The excursionists will pass in full view of the fortifications and islands of the harbor. The steamer will run so close to the North shore that one can recognize the hundreds of magnificent country seats which line the aristocratic coast. Star Island will be passed within one hundred feet. By special arrangement with the government superintendent, the fog horns on the island will be blown, just as the steamer passes. An interesting incident of the excursion will be the throwing of the mail from the pilot-house deck, as the steamer passes Hingham Light, into a net hanging just below the light-house entrance. The steamer will return to town promptly at 6 P. M. The number of tickets has been limited to eight hundred, although the steamer is licensed to carry twelve hundred passengers, for Captain Brown, famous for his attention to the comfort of his passengers, desires that every one should have the opportunity of fully enjoying the best of comfort, and an uninterrupted view of the magnificent scenery of the finest stretch of coast in Eastern waters. Ladies and children without escort can enjoy the trip, for the best of order is maintained on board, and no wines or liquors will be sold or allowed to be drank on the steamer. The Browntown brass band will discourse popular airs, and the University Quartette will give a concert of college songs on the main deck.

#### **Dear Little Things.**

Two hundred squirrels, captured alive in the Maine woods, have been turned loose into Summer Grove. Manager Smith, of the B. & H. Steamboat Co.,

which controls the grove, has made arrangements to place therein twenty Vermont deer.

There is over a mile of ribbon in stock at Brown's trimming store.

Over one hundred thousand buttons, representing two hundred and fifty varieties, are constantly on hand at Brown's.

Little Lord Fauntleroy is holding daily receptions at Brown Brothers' West Street store. His lordship is surrounded by fifty wax dolls, dressed in the costumes of all nations.

The costume worn by White & Black's Santa Claus, actually cost over one hundred and fifty dollars. Saint Nicholas, who, for the last week, has paraded Main Street, giving away pretty cards to the children, says that the temperature beneath his bear-skin coat never goes below summer heat in the coldest winter weather.

Of the dozen or so accidents which have been caused by horses slipping upon the ice, not one of the animals were shod with the Cantslip shoe, which Brown, the blacksmith, always shoes the horses with, during the winter months.

# OUTDOORS.

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“That he who runs may read.”

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Out-of-door advertising properly includes posters, signs, and advertising on fences, sides of barns, and other buildings, and painting upon rocks.

Painting, or cutting any advertising whatever, upon rocks, or other works of nature, is direct desecration of the natural beauties of the scenery, and should not be indulged in by the advertiser, or permitted by the local authorities.

Large posters stuck upon the bill-boards, and upon the fences and barns, are often effective methods of advertising.

Posters should be used only to announce specific attractions, and should contain as few words as possible.

The type in which the poster is set must be sufficiently large and distinct to permit its being read at a distance of six or more feet.

A poster should have one or two prominent head lines. One is better than two; and over half of the balance should be set in type from one-fourth to one-half the size of the largest type used in the poster. The other lines should never be set in type smaller than Two-Line Great Primer, except the few lines giving unimportant, yet necessary information; and these last mentioned lines should be in type no smaller than Great Primer.

Large wood-cuts add much to the attractiveness of the poster.

The placing of sign-board advertising, as,—“Five Miles to Brown’s Shoe Store,” is an old, yet good, way of out-of-door advertising.

The signs should not be nearer than half a mile to each other, and the distance specified upon them must be geographically correct.

Signs nailed to the fences, or other conspicuous places, are unobjectionable, and are liable to be beneficial.

The lettering upon advertising signs should be in the extreme of brevity, like,—“Brown’s Walking Shoes.” “Brown’s Rubbers Are Made To Wear.” “Brown’s 50 Cent Shoes.” “Stoves at Brown’s.” “Brown, The Leading Dry Goods Dealer.” “Brown, The Hatter.” “Brown, The Clothier.”

Advertising signs along the railroad are conspicuous, and, if rightly constructed and located, are of considerable value. They should be very large, and never placed nearer the track than fifty feet, unless they are put up in close proximity to a depot. The letters must be of immense size, and the design or illustration, if any, should be sufficiently clear to be readily absorbed by the passenger of the flying train. The signs can be painted upon fences along the track, if the fences are fifty feet from the track, or they can be painted upon barns and sheds, or upon large board frames erected in fields along the railroad.

Roadside advertising has the distinction of being permanent, and good position generally costs nothing.

Upon or near a bridge is one of the best places to nail advertising signs.

Place the advertising sign or poster, if of local character, whenever possible, on the right hand side of the road, going towards town, so that it can be easily seen by the occupants of the carriages as they move townward.

Advertising signs are somewhat expensive, unless purchased in considerable quantities.

A fairly durable advertising sign can be made of pine boards, cut into convenient size, the advertising to be printed upon them in large plain letters, but not with the stencil.

If these wooden signs are ordered in quantities as large as one hundred at a time, a good way to do, is to procure that number of pieces of thin, soft wood, and have them printed by some printer who has a strong printing press, and dares to risk upon it an electrotype heavy enough to do the work. If the local printer will not do it, they can be sent to any large city and done at a very low price.

Ornamental designs or appropriate illustrations are effective additions to out-of-door sign work, provided they are designed and painted so as to be readily seen at a distance, and clearly portray the idea intended.

While the plain-gold-on-black sign is generally preferable for the regular permanent store sign, it is often advantageous to originate a specific style of store sign which will be recognized as peculiar to the firm.

The copper tea-kettle, the stuffed bear, the wheel, the trunk, the clock, and other staple articles of trade, placed by the door or over it, are unobjectional and not undignified, and aid in familiarizing the people with the location.

The stereopticon furnishes a novel way of advertising, although its novelty, on account of its frequent use, is somewhat wearing off. If the party have confidence in the company running the stereopticon, and is sure that the advertisement will be displayed at a prominent place, during the time that the streets are more or less full of people, and the price be not exorbitant, it is well to consider this method of local advertising.

Flyers, that is, small circulars printed upon cheap paper, and given away at the door of the store of the advertiser, or at other prominent places, or left on the counters to be gathered up, are recommended for special announcements.

The flyer should be small, clearly printed, and should not contain more than two or three times as much as should be contained in a poster written upon the same subject.

The sandwich-man method of advertising, that is, a man with big show-boards hanging from his shoulders, is not to be indiscriminately

recommended. The chiropodists have advertised in this way from time immemorial, and it is presumed that these signs bring in to them a certain amount of patronage. Cheap restaurants also use this method of advertising, presumably with success.

A unique improvement on the sandwich-man method is the alphabetical procession, consisting of as many men as there are letters in the article advertised, each man carrying a sign upon which is printed one of the letters, the men marching in single file, near enough together so that the word can be easily spelled out.

Sign bearing men should be well dressed, usually in some conspicuous uniform.

Delivery wagons can be made a source of beneficial advertising. The words, "Fine Teas and Groceries," to do much good, should be handsomely painted; and it is a good plan to supplement the lettering with some painted scene appropriate to the business. The words, "Brown Brothers. Dry Goods. Delivery Wagon," artistically painted upon a well painted and finished wagon, do much to impress people with the extent of the business.

In some lines of trade it is well to drive the most elaborately gotten up wagon, of special mechanical design, and elegantly painted. The harness, too, can be showy, and even the horse blankets may be used for advertising purposes.

The mechanical construction of the body of the wagon can be made to represent the business, like a huge trunk, a big shoe, an office desk, a large soap box, an immense sofa,—all on wheels. Any carriage manufacturer can build these forms of wagons, and a little ingenuity will allow ample room for carrying purposes. The cost of constructing such a vehicle need not greatly exceed that of a first-class wagon of ordinary design.

Large clocks upon posts, or hanging from out-of-door brackets, aid in locating the store, are a public convenience, and are consequently appreciated, and may be used by any line of trade.

Everybody is interested in the temperature and the forecasts of the weather, and large thermometers and barometers, placed near the outside of the entrance, are sure to attract attention.

The electric light in front of the store is a mark of enterprise; and where the electric light cannot be obtained, other artificial lights can be arranged to brilliantly light the street in front of the store.

While all these methods of out-of-door advertising can be made to be of benefit to the advertiser, they do not in any way take the place of legitimate advertising in legitimate newspapers, and so far as I know, no business has ever been successful which depended entirely upon circulars, signs, flyers, and the like, for its advertising. When used, and only when so used, as supplementary to newspaper advertising, they are more or less valuable.

# PRINTING.

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“The art upon which lean the art and science of the world.”

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THE encyclopædia, the book of information, and even the dictionary, have honored the art of all arts with appropriate eulogy.

The past of printing rests among the opening pages of civilization's history.

The annihilation of printing means the annihilation of progress.

Literature, art, science, profession, business,—all are nursed, fed, encouraged, and protected by the invention of Gutenberg.

The click, click, click, of the type in the stick is the still small voice which vibrates from pole to pole, and before which nations tremble.

The product of the printing press is as much a part of business as the cash drawer is a part of the cashier's desk.

No business house exists, or can exist, without a certain amount of commercial printing, and even the professional man has to call upon his printer as often as upon his doctor.

The tendency has been, and is, to overcrowd every kind of printed matter.

I think that I can safely venture the assertion that fully half of everything in the way of commercial printing, whether it be a business card, a bill-head, a circular, a postal, or a pamphlet, contains twice as many words as are necessary to tell the story, or the public cares to read.



Brevity is the one great essential in commercial printing, and neatness is about on a par with it.

Commercial printing, like advertising, should be original and distinctive, as far removed from the conventional style of others as is possible without crossing the lines of crankiness.

One of the best rules to follow in printing is to have all the matter possible set in a series of some particular type, the only difference being in the size of the letters.

It is well to use a particular style of type for the firm's name on all of its printed matter, varying the size of the type to fit the space.

The writer of copy for any kind of commercial printing should remember that the result is not to please the writer, but to please the one to whom it is sent; that the one receiving it, if it be a circular or other form of printed advertisement, is very likely to give it little attention unless there be something about its typographical make-up that particularly strikes him.

A poorly written, poorly printed circular is generally worth but little more than the cost of the white paper. A well written, well printed, and well arranged circular has a mission, and can perform it to the benefit of the one who sends it out.

Bill-heads should contain a mere statement of the business of the party sending them out. If more than that is put on, it does absolutely no good, and spoils the looks of the bill-head.

Business cards should also be brief. There are few lines of business, all the details of which can be expressed upon a business card, and if a good part of them are there expressed, it does no particular good, from the fact that it is incomplete any way, and people will read only a limited amount of it.

Circulars should tell the story in the fewest possible words. A circular is not a work of literature, or a book, and nobody so considers it. If it do not strike the mind within a few seconds from the time the eye lights upon it, there is not one chance in a hundred of its being read.

except by those who read everything which is put into their hands, and that class of people is seldom profitable to any commercial house.

Tell the circular story briefly, immediately, and when through telling it, stop.

On general principles, the shorter the circular the better, and the shorter the circular the more brains it takes to write it.

When there is too much matter to be conveniently placed in circular form, print it in a pamphlet, but have enough pages in the pamphlet so that it will not be necessary to crowd the matter. A pamphlet is nothing more or less than a series of circulars, bound in book form.

Because the writer of the circular or pamphlet understands the goods he is writing about, he must not assume that the public is more than generally acquainted with them; and he should so write the description, that it will be intelligible to the average mind.

A descriptive catalogue or pamphlet is simply a biased text-book upon the subject, and should be as brief, as pointed, and as intelligible, as is a text-book.

Attention should also be given to the printing paper used. There are many cases where the success of certain circulars has depended almost entirely upon the uniqueness and originality of the paper.

There is absolutely no limit to the typographical make-up, the arrangement of pages, and the variety of papers, colors, and tints.

A cover can be made so attractive and unique as to command respectful attention, which will be carried over into the contents of the book.

A circular or pamphlet is given away. It is to be presumed that half of the people who receive it think that they care nothing about its contents; consequently the whole affair should be so arranged, typographically and otherwise, that it will be sufficiently read to have the gist of its contents quickly absorbed, perhaps unconsciously, by the person advertising.

Always see a proof, no matter how small the printing job may be. Read the proof carefully, not only for typographical errors, but to obtain

suggestions of improvement, which are more likely to be found in the reading of the proof than in the reading of the manuscript.

It is generally inadvisable to continually change the style of the regular commercial printing. A business man may be known by his printing.

By experiment select some distinctly original style for the standard printing, and insist upon its being used.

If the local printer cannot produce the desired effect, send the copy, with instructions, to some expert printer, to be set up, and order electrotypes made.

The electrotypes should be sent to the local printer when in need of printing.

The expense of having the original composition executed by some expert printer is comparatively small, for the matter can be satisfactorily arranged by mail.

Electrotypers are located in all cities of fair size.

The cost of electrotyping is about twenty cents per square inch, for the first inch, and about four cents per square inch for each additional inch. When made in quantities, the cost per electrotype is from twenty-five to fifty per cent. less than when less than half a dozen are ordered.

Electrotypes, with care, will clearly give from one hundred thousand to two hundred and fifty thousand impressions.

Stereotypes are not likely to show clear impressions after twenty-five thousand are printed from them, and the best stereotype impression is seldom as clear as that of the electrotype. Although stereotypes cost about a quarter less than do electrotypes, it is generally poor economy to use them.

The average local printer, even if he cannot, from lack of material, do artistic composition, can usually give satisfactory press work. But the sending of the original copy of standard printing, like bill-heads and business cards, to some expert printer, for artistic original composition, with electrotypes to be made therefrom, is to be recommended, unless there be a first-class printing office near by.

The following samples of commercial printing are presented for what they may be worth in the suggestion of ideas. The idea conveyed to one line of trade can easily be made to apply more or less to any other. The type used in the make-up of the samples can be duplicated in nearly every large city printing house, and any fairly equipped country printing office can, by substitution, preserve the general identity of most of the samples.

*"A woman's bonnet built to fit its place."*

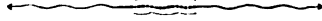
---

The pleasure of your company, with  
friends, is requested at the Fifth Annual  
Opening of the West End Millinery Em-  
porium. . . . .

102 BROWN AVENUE,  
WEDNESDAY, MAY 1, 1889.  
9 TO 4 O'CLOCK.



Form of Invitation. Should be upon double sheet.

"It is not the clothes which make the man, but they help."



: Inspection is invited to the New Lines of :

Suitings, : : :

•  • Trouserings, and •  •

Overcoatings. :

The latest invoices include the finest of American and Foreign Fabrics. The prices are consistent with quality of material and workmanship.



BROWN & BROWN,

.. Tailors, ..

10 Brown Street . . . . Brownville.

Form of Invitation. Should be printed upon double sheet.

*"Perhaps you'll need me during '89."*

---

I've had ten years of practical professional experience in Dentistry. I'm conveniently located in Brown's Block, Brown Street. My office hours are from 9 to 4 o'clock. My fees are as low as consistent with skilful workmanship. . . . .

WILLIAM WILLIAMS, D. D. S.

MAY 1, 1889.

Form of Invitation. Should be upon double sheet.

 Columbia Clothing House,

CENTRAL BLOCK.

Browntown, O., ..... 1889.

Letter or Note Head.

Leaders in Plush.



TOILET SETS,            JEWELRY CASES,    ALBUMS,  
MANICURE SETS,    HAND BAGS,        BROOM CASES.



From a Quarter to a Dollar, and Higher.



Heading for Circular or well-printed Flyer.



\* BROWN & WHITE, \*

DEALERS IN

**COAL, WOOD, AND CEMENT,**

---

\* 567 DOLPHIN STREET, \*

WHITE CITY, OHIO.

Business Card.

BROWNVILLE, O.,

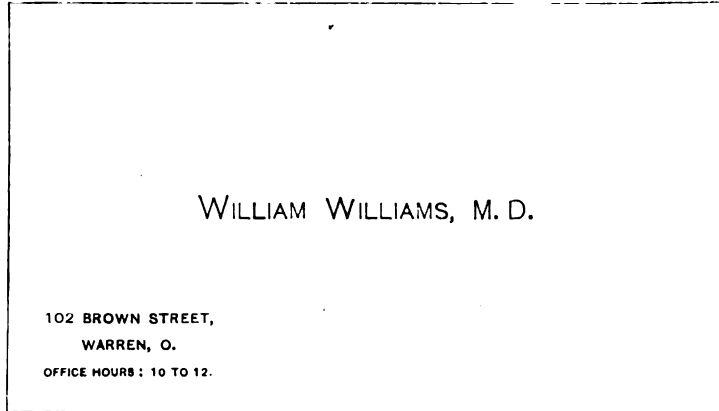
1889.

M.....

To F. W. WHITE, M. D., Dr.

FOR PROFESSIONAL SERVICES:

Professional Bill-Head.



Professional Card.



Business Card.

# ABOUT TABLES.



A STORY FOR THE HOUSEWIFE.

... IN ONE CHAPTER ...

Heading for Circular or Pamphlet.

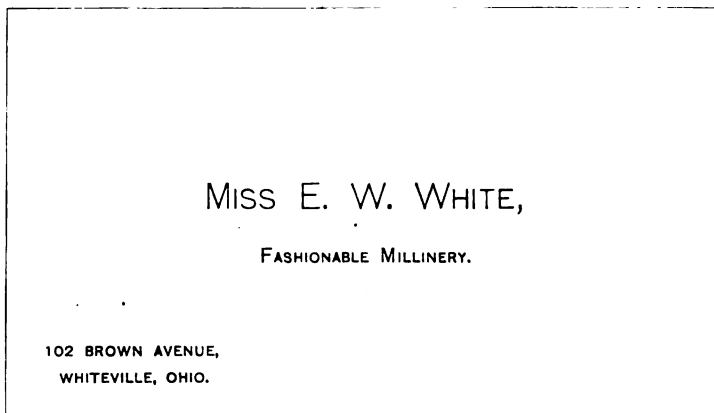
## Santa Claus Reception.

 ALL DAY LONG.

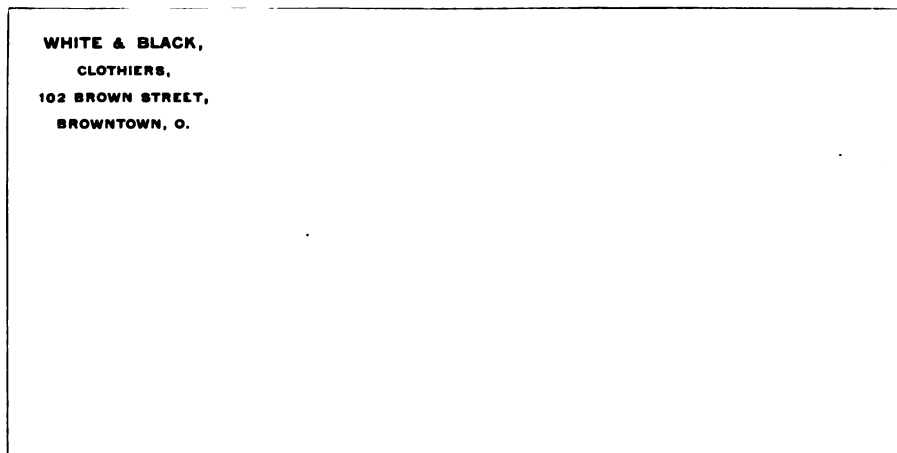
FOR CHILDREN OF ALL AGES,  
AND THEIR PARENTS, - - -   
AND OTHER RELATIVES. - -



Card Invitation.



Special Business Card.



Envelope, Letter, or Note Corner Piece.


**WHITE & WHITE,**



---

**DRY GOODS.**

100 BROWN AVENUE.

Browntown, O.,

1889.

Letter or Note Head.

**WILLIAM WILLIAMS,**  
**INSURANCE.**

---

1002 WHITEHALL STREET, ROOM 10,  
 BROWN CITY, OHIO.

Special Business Card.

TERMS CASH.

BROWNTOWN, O.,

1889.

M

To BROWN BROTHERS, Dr.  
 TEAS, COFFEES, <sup>AND</sup> FAMILY GROCERIES,  
 102 BROWN AVENUE.

---

Bill-Head or Statement.

BILLS PAYABLE MONTHLY.

Brownville, O.,

1889.

M

Bought of Black, White & Brown,

DRY AND FANCY GOODS,

1042 WASHINGTON STREET.

# TYPE.

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"The ever constant click of the type in the stick."

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The multiplicity of type falls not far short of the volume of design. The unabridged dictionary of type is as massive as the dictionary of words.

In size, metal type, commonly in use in newspaper and printing offices, is divided into Pearl, Agate (14 lines to the inch), Nonpareil (12 lines to the inch), Minion, Brevier, Bourgeois, Long Primer (twice as large as Pearl), Small Pica (7 lines to the inch), Pica (6 lines to the inch), English (twice as large as Minion), Great Primer (twice as large as Bourgeois), Paragon (twice as large as Long Primer), Double Small Pica, Double Pica, Double English, Double Great Primer, Double Paragon, Canon (4 times as large as Pica), Five-line Pica.

This paragraph is set in Pearl Roman. This size of type is generally used only in closely printed books and for foot-notes. It is seldom seen in job printing.

This paragraph is set in Agate Roman. This size of type is commonly used to set up the want advertisements in large daily papers, and advertising space in such papers is reckoned on a basis of Agate measurement, that is the number of lines of solid Agate which can be put into any given single column space irrespective of the size of displayed type contained in the advertisement. 14 Agate lines, set solid, make an inch; this paragraph is leaded. Agate type is also used for foot-notes, quotations, and some closely printed books are set in it. It is seldom used in job work.

This paragraph is set in Nonpareil Roman. This size of Roman Type is used to set up the advertisements in the large weekly papers and the medium size dailies, and in such papers the advertising space is reckoned on the basis of Nonpareil measurement. The reading matter in all of the large dailies is set in Nonpareil. This type is also used in closely printed books, for foot-notes and quotations, and sometimes in job printing.

This paragraph is set in Minion Roman. The reading matter in high class weeklies, and often in the small dailies, is set in Minion. Some weekly papers measure their advertising space on the

basis of Minion. This size of type is used in some books, also for foot-notes and quotations, and is sometimes seen in job work.

This paragraph is set in Brevier Roman. The reading matter of the average weekly paper is generally set in Brevier. It is good book type, can be used for quotations, and is appropriate for the reading matter portion of long circulars or catalogues.

This paragraph is set in Bourgeois Roman. This type is used in some of the weekly papers for the reading matter, also in magazines and in many class publications. It makes a good type for books, circulars, and catalogues.

This paragraph is set in Long Primer Roman. This type is sometimes used for the reading matter in weekly papers, and frequently in magazines and class publications. Books are often set in it, it is a good type for catalogues and circular work, and can be used for the reading matter portion of flyers. This size of letter is the smallest which should appear in the personal letter style of advertisement.

This paragraph is set in Small Pica Roman. This size of type is much used in high grade books, for college and society papers, and for circulars and high grade catalogues. The Modern style is appropriate for flyers. The personal letter advertisement looks well in this letter.

This paragraph is set in Pica Roman. This size of letter is used in places where it is desirable to have a type slightly larger than Small Pica. It is a splendid type in which to set the personal letter style of advertisement.

This paragraph is set in English Roman. This type is appropriate for flyers and hand bills, and is just the size of type to use for the personal letter style of advertisement when set in double column.

This paragraph is set in Great Primer Roman. This size of type is the smallest which should appear upon a poster, can be used for the personal letter sort of advertisement when



set in double column, is good type for flyers and hand bills, and the caps and small caps make good headings, which are much used in tasty job work.

This paragraph is set in Paragon Roman. This type, like the type following, is used where it is desirable to have a plain Roman letter for headings in books or circulars, for reading matter in circulars and posters, for personal letter style of advertising, and for neat job work.

**Double Small Pica Roman.**

**Double Pica Roman.**

**Double English Roman.**

**Double Great Primer.**

**Canon Roman.**

# Five-Line Pica

This paragraph is set in Long Primer Old Style Roman, to distinguish the Old Style, in which the body of this book is set, from the Modern Style, in which the foregoing paragraphs are set. Old Style Roman is the same size as Modern Roman, the difference being that the Modern Style is generally of heavier face and sets a little closer together. The Modern Roman is used generally for reading matter in newspapers, and about half the books are set in it. The Old Style is considered by many much handsomer, and is better fitted for fine work.

**This paragraph is set in Old English Pica. This style is the old fashioned standard ornamental letter, is used for headings and other lines in job work, and should seldom appear in newspaper advertisements.**

**This paragraph is set in Full Face Long Primer. Full Face is simply Roman of heavier face. In different sizes, generally in Nonpareil and Minion, it is used for headings of short local items in newspapers, and considerably in job work. This type is also used to emphasize a word in reading matter where Italics are not strong enough.**

A book twice the size of this could not give one-half the styles of ornamental type now in use, even if only a line of each was shown, consequently no attempt is made in this direction.

# ENGRAVING.

“The next thing to the real is a picture of it.”

If any one has any doubt about the value of illustrated advertising, he has only to turn to the advertising pages of the leading magazines, and run his eye over the announcements of the largest and shrewdest of national and international advertisers.

Probably nine out of ten of the announcements of these leading advertisers are arranged with one or more illustrations.

Columns of printed description will not give as good an idea of the appearance of most articles of trade as will a well made cut of them.

An illustrated advertisement is conspicuous, and beyond that it is kindergarten, for it appeals instantaneously to the eye, as well as to the sense of every one who sees it.

There are articles which cannot easily be comprehensively illustrated, and it is better to use no illustration at all, than to use an illustration which does not give an intelligent idea of the article pictured.

A picture of a silk dress may bring into view the intricacies of the style, fit, and trimming, but it utterly fails in reflecting the quality of the silk.

A well executed engraving will illustrate the form, style, and beauty of a stove, the outline of a bicycle, the general outside mechanism of machinery, and a thousand other articles of trade, much better than can printed pages of description.

The best general rule to follow is to use engravings in advertising and printing whenever by so doing no injury will be done to the typographical appearance, and the illustration will do justice to the subject.

A trade-mark sort of an engraving is an excellent thing to use. It should be original, small, neat, artistic enough to be handsome, and yet not sufficiently so to detract from its business worth, and it should be appropriate to the business. An engraving like this can be used on ninety per cent. of all business printing, and occasionally in the advertising.

Engraving, so far as it applies to commercial, society, and art printing, is divided into four classes, viz : wood-engraving, photo-engraving, engraving upon steel and copper, and lithography.

Wood-engraving is the original method of reproducing drawings and pictures, to be printed, with or without accompanying type, on the ordinary printing press, with printer's ink.

To obtain a wood-engraving, or a wood-cut, as the printers generally call it, it is first necessary to have a drawing or photograph, the latter is preferable, of the subject to be engraved. If the drawing is for photo-engraving, it should be upon white paper in jet black, or India ink. Drawings or photographs, if for wood-engraving, are generally transferred by photography upon box-wood, or the design can be drawn directly upon the box-wood. In photo-engraving the drawing is directly photographed upon zinc or gelatine.

The accommodating camera will utilize any drawing of reasonable dimensions, enlarging it or reducing it to the required size to be engraved ; but remember that the drawing or photograph cannot be enlarged or reduced other than proportionately. If other change in size is desired, the subject must be redrawn or rephotographed.

The drawing or photograph should be absolutely correct in essentials before any engraving is begun. Slight alterations can be made after the engraving is finished, but they are expensive.

Wood-engraving is expensive, for the greater part of it must be done by hand.

No specific scale of prices can be given on the expense of wood-engraving. There are few things more deceiving to the novice than the estimating of the cost of this class of work. Two drawings may closely resemble each other, yet the cost of engraving the one may be twice that of the other.

The designing, drawing, and engraving of an outline wood-cut, of about four square inches, cost, say from five to ten dollars. A fairly respectable looking one of the outside of a store, in size of about four square inches, costs from ten dollars to twenty-five dollars. The work of making an engraving on wood of about the same size, of a stove, costs from eight dollars to fifteen dollars. Twice as large an engraving would cost about seventy-five per cent. more.

The combination of letters and artistic scroll, or other fancy work, or views, if executed by an artist, make exceedingly effective and handsome engravings for letter-heads, bill-heads, cards, and other commercial printing.

It is far better to use no engravings whatever than to use poorly made ones, or engravings where the quality of the printing is not good enough to do justice to the engraving.

The finer the engraving, the better it must be printed, and the more it will cost to print it.

Type will show fairly well with the poorest of ink, press-work, and paper; but there are few finely executed artistic engravings which can, with impunity, stand the test of the newspaper press, as found in most of the newspaper offices.

The open outline style of engraving is the better for newspaper printing. If well made, it will show as distinctly as does type, and it does not cost over two-thirds as much as do the closely cut engravings.

The effect of an engraving depends upon the way it is printed.

Always tell the engraver for what purpose the engraving is to be used, and he will make it to fit its work.

Finely executed engravings, like those in the leading magazines, cost, irrespective of the original drawing, for engraving alone, as high as from one hundred to two hundred dollars.

Printing should never be done from the original cut or plate. Electrotypes should be made from it.

The original cut or plate should be carefully packed away, to be used only by the electrotyper. Original cuts, plates, and electrotypes must never be sent by mail or express, unless the face and upper edges be covered with several thicknesses of paper, or one or two thicknesses of blotting-paper, or cardboard.

All engravings intended for single column should not be wider than  $2\frac{1}{8}$  inches, which size will fit nearly every newspaper column. Most weekly newspaper columns are  $2\frac{1}{4}$  inches wide, but the  $2\frac{1}{8}$  rule is the safest. Double column cuts can be one-eighth of an inch wider than twice the width of a single column cut.

Photo-engraving is a comparatively new process, and has risen to proportions demanding recognition. This method is calculated to supersede a large percentage of wood-engraving.

Some printers and engravers have the conventional prejudice against photo-engraving, and this prejudice, at the start, was not wholly without reason.

A poorly executed photo-engraving is a failure, and so is a poorly made wood-cut.

Within the past few years the quality of photo-engraving has so much improved, that every fair minded printer and engraver must admit that a well made process-cut is a sharp rival of the wood-cut.

Outline and open cuts print particularly well by either process, and they are to be especially recommended for all newspaper illustration.

If a large number of duplicates are to be made from an engraving it is sometimes better to use the wood-cut for the original ; but if only a comparatively few duplicates are wanted, in the majority of cases a process-cut will do fully as well.

Photo-engravings generally cost from one-half to two-thirds as much as do wood-cuts, and in some cases cost much less than one-half.

Photo-engraving is done by a peculiar process. The drawing is photo-

graphed, and then transferred upon a zinc or gelatine plate. The material between the lines is removed by a certain process, and the plate then forms a matrix, from which electrotypes can be taken.

The most improved method of photo-engraving is that done upon zinc plates. The illustrations, made in a few hours, for the large daily papers, are all made by this improved method, and, notwithstanding the shortness of time, are often remarkable for their clear and sharp lines.

Steel-engraving and copper-engraving are analogous. Engraving on steel is more expensive than upon copper, and as many as fifty thousand impressions can be taken from the same steel plate, while five thousand is the maximum limit of clear impressions possible from any copper plate, although the copper plate can be re-cut so as to admit of printing as many more.

The result obtained from steel and copper plates is similar, the work of the steel plate being slightly finer and sharper.

For visiting and business cards, bill-heads, and other permanent engraved work, where only a moderate number will be required, and for all transient work, the copper plate, considering the cost, is to be recommended.

Copper plates cost to engrave, for script type, about a dollar a line for long lines, and fifty cents for short lines; and fancy lines cost from two or three dollars to as high as twenty-five dollars.

Invitations should generally be engraved, and there is nothing equal to the steel or copper-engraving for all kinds of commercial printing, except circular and catalogue work, if one choose to go to the necessary expense.

The cost of press work for engraving runs from one cent apiece, down as low as half a cent, not including the stock.

Lithography is of two kinds, black and chromatic. The former includes work similar to engraved work; the latter all kinds of colored printing, from the cheap colored advertising card to the finest oil chromo.

Letter-heads and bill-heads, business cards, and the like, can be done by lithography so as to be very tasty and effective. In script work, well

done lithography is almost equal to that of the steel and copper plate, but fancy lines in lithography, unless printed upon the finest paper, with the utmost care, do not begin to compare with steel and copper-engraving.

In colored work there is nothing equal to lithography, and on large runs, colored cards, or other colored matter, can be printed almost as cheaply as one or two colors can be, with ordinary type, on the ordinary printing press.

By long runs I mean from twenty-five thousand to a million.

Unless one can afford to go to considerable expense, he cannot have lithographic work especially made for him, for the lithographer's profit depends largely upon the number printed, which must be very large to be low in price. If the quantity be large, not less than from ten to twenty-five thousand, original designs especially gotten up for the advertiser are earnestly recommended, and will cost little, if any, more than stock designs.

Most lithographers carry in stock a large number of very pretty cards, which they print in enormous editions, the cards having blank spaces upon them, admitting of the local dealer's imprint, which, if well done, will appear to be a part of the original color printing, and answer the purpose about as well as would a special design gotten up for the advertiser. This colored work varies in size from the small card to the large hanger, and many beautiful designs, of every size, can be purchased at prices ranging from two dollars a thousand for cheap and small cards, to a dollar each for handsome chromos, when purchased in quantities not less than one hundred, and for a much lower price when larger orders are given. Handsome chromos, handsomely yet inexpensively framed, are among the best of effective standing advertisements.



# NOVEL.

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"'Tis off the usual run of things."

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EVERYTHING in the way of advertising out of the province of common ink and paper may be classed under the generic term of novel advertising.

Novel methods of advertising, or rather novelties in advertising, appear in nameless variety. They are worth considering, and many of them are worthy of utilization.

Advertising novelties are legitimate, in that they can be utilized to the advertiser's advantage; illegitimate and desultory, in that many of them are of gratuitous circulation, and consequently some of them may be included under the always variable rule that that which costs the receiver nothing is worth but little more.

Desultory publications are classed under this chapter heading simply because they fit under it better than under any other.

Desultory publications are publications of free circulation, or upon which a nominal price is placed, the greater part of the edition being given away.

There is hardly a town in the country which has escaped an epidemic of gratuitous papers, issued generally in the interest of some society. The majority of these papers are filled with indifferent reading matter and local advertisements.

There are reasons why the local advertiser should favorably consider advertising in the best of these publications: the advertising space is liable to be worth somewhere near what is charged for it; the number of copies said to be printed is generally printed; at least half of the publications fall within the hands of the reading public, and are liable to be read because they are of temporary local interest; it is generally inadvisable to refuse to advertise in these publications, for they are mostly issued by parties of local influence, and the refusal may be noised about and cost the dealer in the end more than the cost of the advertisement.

I believe that it would be better on the whole for the retail dealer if there were no publications of this class; but they do exist, and as long as they do, and continue to receive patronage, the local advertiser cannot well afford to ignore them entirely.

Theatrical and other programmes are patronized by many of the retailers, and furnish a fairly good means of reaching the local public. Entertainments are attended by all classes of people, in society and out of it. There is a chance of the advertisement being read before the entertainment, and during the intermissions. The rate should not be higher than three cents per line per thousand circulation for programmes of higher grade entertainments.

An advertisement on the same page as the programme proper is worth twice as much as one on the other pages.

Time-tables which are sold, and of local circulation, are good advertising mediums. Time-tables which are given away are fair, if they are recognized as accurate, otherwise the advertisements upon them are nearly worthless.

Nearly every town of fair size has its local directory. If there be no local directory, the town will be covered by the county directory. Every dealer is solicited to give the directory a displayed advertisement, and if he will not do it, to have his name printed in full-face type in the body of the work.

Generally a displayed advertisement in a directory is worth from one-quarter to a half what is charged for it, and the advantage of having the name in full-face type is largely limited to the personal gratification of the advertiser.

I do not believe much in directory advertising, unless the advertisement be placed upon the outside of the book, or in some very prominent position inside.

Directories, even in the larger cities, have much smaller circulations than they are supposed to possess.

For years the staple form of novel advertising has been a calendar, and there are as many varieties of calendars as there are hours in the year.

A calendar is useful, and can be so without being expensive.

No one can keep store or house without a calendar, and almost every body can find use for half a dozen of them.

There is always room for calendar advertising. The most convenient and handsomest calendars are sought for, but there are very few people who will not accept and preserve even the plainest calendars.

Serviceable calendars cost anywhere from ten-for-a-cent to fifty cents apiece.

The monthly leaf calendar is by far, considering the price, the best calendar on the market. Next to that comes the daily pad calendar, but the great expense attending its manufacture bars out any but the larger advertising concerns from using it.

There is no limit to the size of a calendar.

It is always advisable to get out a calendar a little different from any given away by others in town. If there are being circulated calendars to hang up which expose the entire year at a glance, do not issue that kind of a calendar. Select from the almost innumerable variety something which is locally new, as a vest-pocket calendar, a pocket-book calendar, a calendar to set upon the desk, a calendar with the moons and tides, a calendar with memoranda attached to it, a calendar pretty enough for the

lady's boudoir, a calendar for the office, for the parlor; in fact, a calendar can be made at almost any expense, to fit into every nook and corner of the home or office.

Several of the large printing establishments make a specialty of calendar manufacture or printing, and will furnish a line of samples of many styles and corresponding prices.

Calendars are a specialty, and should be printed or purchased at regular calendar publishers.

Chromos are of any price, generally pretty, seldom unattractive, almost always effective. In the form of Christmas cards, they are opportune for presentation to ladies and children preceding and during the holidays; and as valentines, they suggest the opening of the spring season.

Cheap, yet pretty, chromos can be purchased in quantities as low as two dollars a thousand, and very handsome Christmas cards come in small lots as cheaply as a cent apiece.

Chromo making is simply colored lithography, and its possibilities are legion.

Many of the leading lithographers carry an immense stock of ready-made chromos, from the little card to the large, beautifully executed, and expensive hanger or picture. These can be obtained, in lots of any size, at reasonable prices; and when selected with care, they furnish very attractive and effective advertising.

In selecting chromos, bear in mind that while the better the chromo the more it will cost, the longer it will be preserved.

When ordered in quantities exceeding twenty thousand, little additional expense will permit the chromo being especially designed; but unless a very large number be desired, the so-called stock chromos will, considering the price, do as well.

The advertisement of the firm should be printed upon the back of the chromo unless particular space is left for it on the front; and the advertiser should be very careful not to allow the printed matter to interfere with the appearance of the picture.

Indoor signs are almost as important as outdoor ones. They can be made of almost anything which will hold upon it printed, or otherwise produced, words.

There are two kinds of signs, the conspicuous and non-conspicuous. The conspicuous are generally plain and staring, with little or no art about them. The non-conspicuous are artistic, and attract attention for their artistic qualities, and so long as the advertising upon them is plain enough to be readily seen the artistic sign is the most attractive.

Within the last few years marvellous progress has been made in advertising signs, and many of them cost as high as ten dollars apiece, and are genuine works of art. The bas-relief sign, which in quantities costs from one dollar upward, is by far the most attractive of indoor advertising signs, and when the letters are artistically arranged with scrolls or reproductions of the articles the sign may be advertising, they are invariably displayed in conspicuous places, there to remain, to be studied by every one whose gaze may be fixed upon them.

The embossed paste-board sign is handsome, and if ordered in quantities, not very expensive.

Very durable, handsome, and effective signs are made of tin, copper, brass, wood, Plaster-of-Paris, and of almost any material which can be moulded or printed upon.

Indoor signs are put up to stay, and the duration of their life depends largely upon their attractiveness.

Thousands of people will hang up conspicuously an artistic looking sign, who would immediately consign to the ash-barrel one which was all advertising.

An attractive sign is expensive, but the expense is largely in the first cost.

Advertising cards, or signs, in horse cars or passenger coaches, are considered of the better forms of advertising. Nearly every member of the lower, middle, and upper classes of society is a constant patron of public conveyances, and there are few indeed among the poorest people who do

not occasionally avail themselves of the convenient street car or bus. The passengers of the closed conveyances, and often in the open ones, sit facing the opposite side of the car, and cannot avoid seeing the advertising signs conspicuously posted before them. The ride is monotonous; if one will risk his eyesight, reading is a relief; but the average passenger does not read; and there are just three other things left for him to do; twist his neck to look out of doors, sit in an entirely oblivious state, or study the advertising cards before him. The majority of passengers do all of these, and unconsciously absorb the advertising. Put as little as possible upon the card, and under no circumstances have upon it lines too small to be read the length of the car or bus.

An advertising sign is in no way desultory; it is a worthy member of the old and honored family of legitimate advertising methods.

Hundreds of advertising novelties are made of wood, such as rulers, checkers, dominoes, pen-racks, pen-holders, pencils, and other things of positive use or entertainment. If ordered in quantities they vary in price from one to ten cents, and are almost always preserved by the party receiving them.

Printing can be done on wood almost as effectively as upon paper.

Memorandum books, with the advertising of the firm so placed within as not to interfere with the book proper, are always acceptable, and are sure to be preserved.

Celluloid, an imitation of ivory, although costing very much less than the ivory itself, is expensive. If one can afford to use novelties made of this material he will find that the articles will be preserved, and much thought of, by those to whom they are given. Celluloid paper-knives, envelope-openers, and the like, are as durable as ivory and fully as handsome.

The giving away of griddle cakes, hot coffee, and other eatable or drinkable articles as a means of attracting trade, will for a few weeks materially aid sales; but they lose their advertising grip quickly, and never, except in the large cities, should be persisted in more than a month at the longest.

Advertising placed upon advertising clocks, or upon hotel reading tables, or around the sides of mirrors, in depots, restaurants, or other public places, is worth very little.

The agricultural fair opens a means of very effective advertising. Do not pile the goods up in an indifferent heap, and expect visitors to give them more than a passing glance. Arrange them artistically. Give away inexpensive advertising matter. Do not leave the advertising matter on the rail, or anywhere else where the irrepressible boy can get a handful of it. Place the best looking, most business-like, and courteous clerk in charge of the exhibit, and keep him there. If possible, have a working exhibit.

Anything which can be made up cheaply, yet does not show cheapness upon its face, and which is useful or ornamental, is a good thing to give away to customers, or to influence custom.

Many a very effective article has been spoiled by covering it over with the advertising of the concern giving it away.

The advertising portion of all novelties should be plain and distinct. It may be conspicuous, if it in no way interfere with the appearance of the article. If it should, it reduces the value of the present over one-half to the one who receives it.

Nothing looks worse than an advertising novelty plastered with advertising. If it be a colored picture, do not print advertising over the sky or water. It offends the artistic taste; it spoils the picture. Place the advertising over the picture or under it. Perhaps the scene offers a convenient barn-door or fence, which will hold the advertising. The picture itself is what attracts people, and if it do, the looker-on will discover the advertising, even if it be in small letters in a background corner.

Novel advertising is effective, and it is to be indulged in, more or less, by every advertiser; but it does not take the place of newspaper advertising. It is simply supplementary to it, and when intelligently used in connection with newspaper advertising, it is to be generally recommended, particularly to those firms which are considered extensive advertisers.

# QUOTATIONS.

“Words of others tell the story.”

Pertinent quotations often add weight and dignity to an advertisement, and if used carefully and appropriately add a quiet refinement to the better class of circular and other printed matter. An opportune quotation at the head of a finely executed invitation to a millinery or other opening, or for a high grade special announcement of any profession or trade, pleasantly appeals to the artistic sense of the receiver.

The quotation should invariably be set in small light-faced type, Nonpareil or Minion of Old Style Roman to be preferred, and seldom should be set larger than in type of Long Primer body. If the name of the author follows the quotation, quotation marks should not be used, and unless the quotation is one universally recognized, the author's name should be appended.

## **Agricultural.**

The juicy pear  
Lies in a soft profusion scattered round.  
— *Thomson.*

Adam, well may we labor, still to dress  
This garden, still to tend plant, herb, and  
flower.  
— *Milton.*

The first farmer was the first man, and  
all historic nobility rests on possession  
and use of land.— *Emerson.*

Each tree,  
Laden with fairest fruit, that hung to th' eye  
Tempting, stirr'd in me sudden appetite  
To pluck and eat. — *Milton.*



Heap high the farmer's wintry hoard !  
 Heap high the golden corn !  
 No richer gift has Autumn poured  
 From out her lavish horn !

Let other lands, exulting, glean  
 The apple from the pine,  
 The orange from its glossy green,  
 The cluster from the vine ;

But let the good old corn adorn  
 The hills our fathers trod ;  
 Still let us, for His golden corn,  
 Send up our thanks to God !

—Whittier.

#### Architectural.

He that hath a house to put his head in,  
 has a good head piece.—*King Lear*.

Houses are built to live in, not to look  
 on ; therefore, let use be preferred before  
 uniformity, except where both can be had.  
 —*Bacon*.

I would have, then, our ordinary dwell-  
 ing-houses built to last, and built to be  
 lovely ; as rich and full of pleasantness as  
 may be within and without, and with such  
 differences as might suit and express each  
 man's character and occupation, and partly  
 his history.—*Ruskin*.

The value of architecture depends on  
 two distinct characters — the one, the im-  
 pression it receives from human power ;  
 the other, the image it bears of the natural  
 creation.—*Ruskin*.

#### Barbers.

I must to the barber's ; for, methinks,  
 I am marvellous hairy about the face.  
 —*Midsummer Night's Dream*.

#### Blacksmiths.

And him who, with the steady sledge,  
 Smites the shrill anvil all day long.  
 —*Bryant*.

The painful smith, with force of fervent  
 heat,  
 The hardest iron soon doth mollifie,  
 That with his heavy sledge he can it beat,  
 And fashion to what he it list apply.  
 —*Spenser*.

#### Books and Stationery.

Some ink, paper, and light.—*Anon*.

Take away the sword ! States can be  
 saved without it. Bring the pen !—*Bulwer*.

Pens carry further than rifled cannon.—  
*Bayard Taylor*.

After all, there is nothing like a book.—  
*Rufus Choate*.

My library was dukedom large enough.  
 —*Shakespeare*.

I like books. I was born and bred  
 among them, and in their company I have  
 the easy feeling that a stable-boy has among  
 horses.—*Holmes*.

Come, my best friends, my books ! and  
 lead me on.—*Cowley*.

I entrench myself in my books, equally  
 against sorrow and the weather.—*Leigh  
 Hunt*.

Old wood to burn, old wine to drink, old  
 friends to trust, *old books to read*.—*Alonzo  
 of Arragon*.

#### Boots and Shoes.

The shoemaker makes a good shoe  
 because he makes nothing else.—*Emerson*.

How much a man is like his shoes!  
For instance, both a soul may lose;  
Both have been tanned; both are made  
tight—

By cobblers; both get left and right.  
Both need a mate to be complete;  
And both are made to go on feet.  
They both need healing; oft are sold,  
And both in time will turn to mould.  
With shoes the last is first; with men  
The first shall be the last; and when  
The shoes wear out they're mended new;  
When men wear out they're men dead too!  
They both are tread upon, and both  
Will tread on others, nothing loth.  
Both have their ties, and both incline,  
When polished, in the world to shine;  
And both peg out. Now, would you choose  
To be a man or be his shoes? — *Anon.*

Let firm, well hammered soles protect thy  
feet  
Though freezing snows, and rains, and  
soaking sleet,  
Should the big last extend the sole too  
wide,  
Each stone will wrench the unwary step  
aside;  
The sudden turn may stretch the swelling  
vein,  
The cracking joint unhinge, or ankle  
sprain;  
And when too short the modish shoes are  
worn,  
You'll judge the seasons by your shooting  
corns. — *Gay.*

He cobbled and hammered from morning  
till dark,  
With the foot gear to mend on his  
knees;  
Stitching patches, or pegging on soles as  
he sang,  
Out of tune, ancient catches and glees.  
— *Oscar H. Harpel.*

### Butchers.

Why, that's spoken like an honest drover;  
So they sell bullocks.

— *Much Ado About Nothing.*

### Cabinet Makers.

Necessity invented stools,  
Convenience next suggested elbow-chairs,  
And Luxury the accomplish'd sofa last.

— *Cowper.*

Ingenious Fancy, never better pleased  
Than when employ'd t' accommodate the  
fair,  
Heard the sweet moan of pity, and devised  
The soft settee, one elbow at each end,  
And in the midst an elbow it received,  
United, yet divided, twain at once.

— *Cowper.*

### Carpentry and Building.

In the modern days of art,  
Builders build with utmost care  
Each minute and unseen part.  
Quality goes everywhere.

— *Adapted.*

### Dancing.

On with the dance! Let joy be uncon-  
fin'd;  
No sleep till morn, when youth and pleasure  
meet.

— *Bryon.*

Merrily, merrily whirled the wheels of the  
dizzying dances  
Under the orchard-trees and down the  
path to the meadows;

Twelve dancers are dancing, and taking no  
rest,  
And closely their hands together are  
press'd;  
And soon as a dance has come to a close,  
Another begins, and each merrily goes.

— *Heine.*

Old folk and young together, and children  
mingled among them.—*Longfellow.*

#### Dentists.

I have the toothache.

What! sigh for the toothache?

— *Much Ado About Nothing.*

Those cherries fairly do enclose  
Of orient pearl a double row,  
Which, when her lovely laughter shows,  
They look like rosebuds fill'd with snow.  
— *Richard Allison.*

For there was never yet philosopher  
That could endure the toothache patiently.  
— *Much Ado About Nothing.*

#### Druggists.

I do remember an Apothecary,  
And hereabouts he dwells.  
— *Romeo and Juliet.*

#### General Business.

Despatch is the soul of business.— *Earl of Chesterfield.*

Business despatched is business well done,  
But business hurried is business ill done.  
— *Bulwer-Lytton.*

I'll give thrice so much land to any well-  
deserving friend;  
But in the way of bargain, mark ye me,  
I'll cavil on the ninth part of a hair.  
— *Henry IV.*

#### Hatters.

A hat not much the worse for wear.  
— *Cowper.*

My new straw hat that's trimly lin'd with  
green,  
Let Peggy wear. — *Gay.*

Have a good hat; the secret of your looks  
Lives with the beaver in Canadian brooks;  
Virtue may flourish in an old cravat;  
But man and nature scorn the shocking  
hat. — *Holmes.*

#### Hotels and Restaurants.

Will you go with me? We'll mend our  
dinner here.— *Comedy of Errors.*

Here is the bread, which strengthens  
man's heart, and therefore is called the  
staff of life.— *Matthew Henry.*

Shall I not take mine ease in mine inn?  
— *Henry IV.*

We left the shade:  
And, ere the stars were visible, had reached  
A village inn,— our evening resting-place.  
— *Wordsworth.*

Whoe'er has travell'd life's dull round,  
Where'er his stages may have been,  
May sigh to think he still has found  
The warmest welcome at an inn.  
— *Shenstone.*

Nearer as they came, a genial savor  
Of certain stews, and roast meats, and  
pilaus,  
Things which in hungry mortal's eyes find  
favour. — *Byron.*

Yet smelt roast meat, beheld a huge fire  
shine,  
And cooks in motion, with their clean arms  
bared. — *Byron.*

We may live without poetry, music, and  
art;  
We may live without conscience, and live  
without heart;  
We may live without friends; we may live  
without books:  
But civilized man cannot live without  
cooks. — *Owen Meredith.*

**Jewellers.**

Stones of small worth may lie unseen by  
day,  
But night itself does the rich gem betray.  
— *Cowley*.

A pearl may in a toad's head dwell,  
And may be found, too, in an oyster shell.  
— *Bunyan*.

The lively diamond drinks thy purest rays,  
Collected, light, compact. — *Thomson*.

These gems have life in them: their colors  
speak,  
Say what words fail of. — *George Eliot*.

The clock upbraids me with the waste of  
time. — *Twelfth Night*.

**Livery.**

Many carriages he hath despatched.  
— *King John*.

Go call a coach, and let a coach be called,  
And let the man who calleth be the caller;  
And in his calling let him nothing call,  
But coach! coach! coach! O for a coach,  
ye gods! — *Henry Carey*.

**Masons.**

Sir, he made a chimney in my father's  
house, and the bricks are alive at this day  
to testify it. — *Henry VI*.

**Musical.**

Softly her fingers wander o'er  
The yielding planks of the ivory floor.  
— *Benjamin F. Taylor*.

**Pottery.**

Turn, turn, my wheel! Turn round and  
round  
Without a pause, without a sound:  
So spins the flying world away!

This clay, well mixed with marl and sand,  
Follows the motion of my hand;  
For some must follow, and some command,  
Though all are made of clay!  
— *Longfellow*.

**Safes and Vaults.**

'Tis plate of rare device: and jewels  
Of rich and exquisite form; their values  
great;  
And I am something curious, being strange,  
To have them in safe storage.  
— *Cymbeline*.

**Tailoring and Clothing.**

The outward forms the inner man reveal.  
— *Holmes*.

Be sure your tailor is a man of sense.—  
*Holmes*.

Sister! look ye,  
How, by a new creation of my tailor's,  
I've shook off old mortality.  
— *John Ford*.

What a fine man  
Hath your tailor made you.  
— *Massinger*.

I'll be at charges for a looking-glass,  
And entertain my friend the tailor  
To study fashions to adorn my body.  
— *Shakespeare*.

Costly thy habit as thy purse can buy,  
But not express'd in fancy; rich, not  
gaudy!

For the apparel oft proclaims the man.  
— *Hamlet*.

**Tea.**

Here thou great Anna! whom three realms  
obey,  
Dost sometimes counsel take — and some-  
times tea. — *Pope*.

# HOLIDAY.

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“Good will to all, to business too; the old year wanes amid a rush of trade.”

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ALL the world's on foot. Crowds surge in and out of the doors, and jostle each other on the street. A jingling stream of money is connecting buyer and seller. Good will towards men, good will towards business, good will towards everybody and everything.

In every home in the land, everybody, from the eight to the eighty year old, is trying to solve the annual riddle, “What shall I buy for Christmas?”

Everybody is buying, everybody wants to buy, and everybody is encouraging everybody to buy.

St. Nicholas is the trade-mark of business; he is stamped on every article of trade, in every column of the newspaper, and is reflected upon every face.

At no other season of the year is there such opportunity for advertising, in all of its forms of quality, quantity, and originality.

While the proportionate increase of trade is with the toy shops, the fancy goods stores, and those stores which particularly cater to the holidays, there are very few lines of business unreached by the Christmas-tide.

The unromantic coal, the non-poetic wash-tub, the unintellectual boot, are not without some of the holiday glitter. The necessities of life, with the

conveniences, are sought for, and the limited-pocket book, the most influenced by advertising, empties itself upon the counters of the stores which are assumed to be without the holiday fold.

Encourage the giving of gifts; it is right and proper; it is business.

Announce presents suitable for the poor. The international heart and pocket-book are open to the unfortunate. Suggest a ton of coal, a barrel of flour, a bag of meal, a warm coat, a pair of shoes. Be philanthropic. Advertise philanthropy. Announce that necessities to be given to the poor are sold at a discount. Make the discount as big as the heart. It will pay to do it from business policy alone. Deception on the part of the buyer is improbable. Few, very few, when the ground is covered with the Christmas snow, will claim the charity discount for gifts to the needy, unless the claim be genuine, and one can afford to lose once or twice for the benefit of the many, himself included.

The advertising columns of the newspaper are studied as is the dictionary.

Fortunate is the advertiser who makes his advertisement a kindergarten primer which answers the pertinent question of "what to buy?"

Head the advertisement, "Christmas Suggestion No. 1," and continue the enumeration. Under each, place some specific article, which will aid the purchaser in his selection.

Throw to the winds the conventional style of advertising. Give each announcement the characteristic glow of welcoming light.

Have the windows and counters full of goods fresh and inviting.

Illuminate the sidewalk; have the store a blaze of light; and do not forget that the dark printer's ink will carry the Christmas tidings into every nook and corner of the town, and the towns about.

Remember the little folks, and in thinking of them, forget not that the father and mother are interested; that the young man has a sweetheart, or ought to have; that the young woman has a lover, or wants one.

Change the advertisement as often as the paper may be issued.

Announce gifts for all ages, one age at a time.

Begin the holiday advertising four weeks before Christmas, and appeal to every class of society, age, and size of pocket-book, several times before the close of the holidays.

Give away Christmas cards. Present customers with other novelties.

If the store sell toys, or other articles which delight the children, dust Santa Claus, or build a new one. Have him in the store or on the street; have him in both places. He is as old as the hills, but his visits are perennial, and, except in looks, he has the freshness of youth.

Trade slacks after the holidays, and the advertising should return to its normal size. Do not stop it. There are lots of goods sold after the holidays, and the progressive advertiser gets the bulk of it.

# WINDOW DRESSING

AND

# STORE DECORATION.

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"The cheerful window bids a welcome to the passer by."

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The ability to properly dress and decorate windows and stores rises to the dignity of art.

No man without true artistic sense, and who is not a keen discriminator of color, with its lights and shades, can make other than a bungling dresser or decorator.

Decorators are born, not made. Crude artistic ability must exist in the first place, to depend upon practice, experience, and study for perfection.

In every store where there are a quarter of a dozen clerks, there is likely to be one who leads the others in this branch of advertising art.

Perhaps it will be well to put the employees on competitive mettle, leaving the decorating for a given time entirely in charge of each one, and create the office of head decorator and dresser for the one who proves to be the most proficient in this direction.

The effective store decorator will combine business with art. The true artist is a slave to his talent, and while his methods may not admit of criticism if judged upon the platform of broad and undefiled art, they



may totally lack that conjunction with business, which is absolutely necessary in profitable business decoration.

The man or woman who can successfully decorate a store, or dress a window, is particularly valuable to the merchant, whose appreciation should be shown by increase of salary.

The most elaborate decoration seldom interferes with the business arrangement of the store.

The show window was created wholly for appropriate dressing, and if it be not properly arranged, it is simply useless, a waste of space which cannot be filled or used for any other purpose.

The history of window dressing probably began with the first store which had a window. A show window is looked at. It is just where people have got to look into it, and if it be properly dressed, it is one of the cheapest and most effective means of advertising the goods in the store.

All classes of people will look into a show window. Perhaps the poorer classes will linger longer before it. The blue-blooded aristocrat may not consider it good form to allow her eyes to delight on the show window exhibition, but if the window be dressed in a particularly attractive manner, and its beauties are so prominent that one will observe them at a glance, the blue-blooded and the red-blooded must, at least, catch a glance of it, unintentionally or otherwise.

The art is voluminous, and the contents of a hundred books would hardly exhaust the beginning of the subject. This chapter, then, is but a brief outline of suggestion.

The expense of decoration is so slight as to be hardly worthy of consideration.

The decorator's tools consist of a hammer, a saw, some nails, a few boards and boxes, and the paraphernalia are the goods in stock, with such outside additions as may be considered appropriate.

Generally it is better to decorate to fit the business. The dressed window should not only illustrate the trade of the store, but it should be a mirror of the seasons, and an object lesson of the styles.

Decoration without an abundance of light, loses half its attractiveness. An arrangement of light is a legitimate part of decoration. Do not allow the light to glare in the face of the looker-on. Have the light overhead or somewhere else where it will illuminate the objects on exhibition without flashing in the face of the audience. A row of lights arranged at the bottom of the window, properly screened from the outside, and placed close to the glass, will keep the frost from collecting on the window pane.

The incandescent electric light is by far the best for illuminating purposes. Its light is clearer and stronger, and there is absolutely no danger of fire from it.

Do not mix decorative styles. Decide upon a certain style, and let that style for the time permeate the decorations in store and window.

In those stores where a variety of goods are kept, it is well not to display in the window more than a few different kinds, all of which should be particularly adapted to the season.

The simplest forms of store decoration are streamers, banners, and shields, all of bright colors, and happily blending.

Often the goods can be piled upon the shelves and counters in a harmony of color.

The goods can be built into the form of pyramids, columns, houses, and innumerable other objects.

A bridge of calico is suggested, the bridge proper built of wood, the pieces of calico being so arranged that the frame work is invisible. On the same principle a show fire-place can be constructed.

The ladder is one of the handiest things upon which to hang decoration. An arrangement of looking-glasses will often add much to the effect.

A very pretty effect can be arranged with a background of handkerchiefs of the various colors, with handkerchiefs in the foreground draped upon pillars or arranged in cones.

Dress goods in shades and color are limitless, and the largest window cannot contain samples of the entirety of even one line of fabrics.

An evolution in stockings is suggested, from the infant's to the longest of the long, arranged so that a glance will grasp the extent of the variety.

Collars and cuffs can be built in the shapes of elephants or other animals.

Neck-ties can be arranged in a poem of color.

Under-wear of every variety may be so displayed that the field of its production instantaneously suggests a purchase.

A scale of shoes, from the babies' to the number twelves, will impress upon the people the extent of the stock.

A fountain playing in the centre of the window, with gold-fish swimming in the bowl below, is sure to attract a crowd; and one looking at the fountain must notice the goods about it, the more so if their shape, color, and arrangement do not make the fountain seem forced into unnatural prominence.

The idea of placing waterproof shoes in a tank of water is old, and yet emphatically impresses the beholder with the water-resisting qualities of the shoes. The attractiveness of the tank can be much enhanced by the addition of floating water-lilies and aquatic plants.

Automatic window figures are always novel, and sure to attract attention. During a lively purchasing season the toy shops can well afford to keep a lad employed in the window winding up and exhibiting automatic toys.

As a suggestion, build a lovers' walk in the window; construct the miniature shrubbery of ferns and flowers; dress a handsome doll in handsome clothes; from behind the scenes start her along the walk, and when she has walked about half way, start a walking dude after her. He should walk faster than the girl, and meet her just as the two disappear from sight. They should disappear in concealing shrubbery, at the further end of the window, where they can be taken out and started again without the gaze of the outsider.

Build a miniature armory of umbrellas.

Draped figures exhibit the quality, style, and fit of clothing. The figure faces should be as natural as possible. Some local artist can paint out the usual ghastly appearance of the faces. Do not allow the show dummies to stand like dummies among a havoc of clothing. Seat some of them; arrange a street or other scene for a background; introduce trees and foliage, or place them in apparent comfort in representation of a parlor or sitting-room group.

A pipe organ made of poles, covered with appropriately colored dress goods, is attractive.

Place a large crayon portrait of some prominent man or woman in the window, and build a gigantic frame around it of the different shades of velvet.

Do not exhibit the portrait of any one connected with the store; it will not attract any particular attention, and may cause many uncomplimentary remarks.

Grocers will find very attractive large signs made of grain. The easiest way to construct one of these signs is to cover a large board with some neutral tint of paper, paint the lettering upon it with thick, slow-drying varnish, and, while it is wet, scatter the grain over the board, leaving it undisturbed until the varnish is thoroughly dried, when the surplus grain can be easily shaken off.

Letters can also be made in large shallow boxes of grain by filling the box or trough with one kind of grain and making the letters out of another which must be of different color.

If the show window be large enough, exhibit a miniature parlor or dining room, or chamber, or library, which will particularly exhibit the goods desired to be sold.

A fully equipped kitchen can be arranged in the window. A colored glass lantern in the cooking-stove closely represents fire, and a heating lamp under the tea-kettle will produce a cheerful stream of steam.

Live figures will hold a crowd better than anything else, particularly if they be engaged in some interesting mechanical work.

It costs no more to put the expert shoemaker or repairer in the window. His work at the bench at the back of the store would hardly win a glance, but in the window his work gains and holds the attention of every one who wears shoes.

The potter's wheel, in the hands of an experienced potter plying his trade in the window, interests the ladies, and the ladies are the ones who buy crockery.

The old-fashioned spinning-wheel, with an old-fashioned girl manipulating it, is an object lesson in contrast with the lightning looms of to-day.

No matter what the trade may be, if it be so that the goods can be manufactured on a miniature scale in the window, it is generally well to temporarily so manufacture them.

Do not allow the same show window display to remain more than two or three weeks. It is better to change it much oftener than that.

If prices are to be marked on the goods displayed in the window or store, do not have the placards objectionably large.

So far as possible confine the window dressing to one specific line of goods at a time, and if advisable to continue the display of that line for an indefinite period, make at least weekly change of arrangement.

There is nothing in the way of trade which will fail to aid in artistic business decoration, and it cannot well be arranged so that people will refuse to look upon it.

If the window display be particularly elaborate, interesting, or original, see to it that the local paper prints a description of it.

Of all the seasons, that of the holiday is the time for extra decoration. Select the principal holiday goods for the exhibition, and bend every energy to make the display tasty, artistic, fresh, and original; and if necessary hire outside help to assist in the arrangement.

People buy goods after the holidays, and the decorative fire of the year should not be all consumed during the Christmas time.

# SAMPLES.

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"Some things to look at, keep, and utilize."

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The contents of the following pages are presented for what they may be worth to the advertiser in the making up of advertisements. The subject is as inexhaustible as the combinations of the alphabet, and to attempt to cover even a small portion of its entirety is impossible, particularly so within the pages of a book which aims at brevity.

The sample advertisements are all genuine advertisements, prepared expressly for the respective firms, and, with very few exceptions, were written or arranged by the author of this book. The original idea was to display dummy samples, but it was afterwards considered advisable to present as samples, advertisements which had passed the muster of practical business criticism, written for use, and each approved by a different experienced advertiser.

These sample advertisements are for suggestion, to be studied by the advertiser. The idea conveyed in one advertisement may be advantageously used in another written on something entirely foreign to the first. Originality is intended, and typographical appearance considered of importance. The reader may find in each idea opportunity for improvement, enlargement, and increased uniqueness.

The advertisements are nearly all set in type to be found in almost all first-class newspaper offices, and very few are too elaborately gotten up

typographically to render them difficult of near reproduction with the material at the disposal of any fairly fitted up office.

It is obvious that with the free use of ornamental job type many of the samples could be much more artistically set up; but it would be useless to present arrangements impossible of reproduction in the average newspaper office.

Consideration must be given to the limited space of the pages of the book. Many of the advertisements would appear to much greater advantage if set in space two or more times as large as is possible in convenient book form.

Once more, remember that the advertisement is for the reader's eye not for the writer's, and that the firm name is not to be a conspicuous part of the advertisement except where the house has marked identity, unusual importance, and a pronounced distinctive character, which do not exist in probably over fifty retail stores in the country.

It is well to select a plain, small, and particular style of type for the name and address, to be used in the majority of the advertisements. At light expense the name and address can be engraved on wood or done by the photographic process, and electrotypes made therefrom which will be almost equivalent to an effective trade-mark. The engraved lines, if small, can properly and occasionally be used at the head of the advertisement, providing the advertisement occupies considerable space and is composed of large type with much open space between the lines.

Whenever convenient, and a little promptness will easily make it so, see a proof of the advertisement. Any newspaper is ready to furnish a proof, and generally glad to do so, for it relieves it of some of the responsibility. Unless one is familiar with writing for the press, printed words look amazingly different from those of the written copy, and by the proof necessary changes and valuable improvements may be suggested.

The type measure of the pages is that of the ordinary double newspaper column.

“Three Hundred Folks Dye Every Day.”

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# LEWANDO'S

French Dyeing and Cleansing Establishment,

BOSTON, NEW YORK, PROVIDENCE.

FIFTEEN OFFICES.

A THOUSAND AGENCIES.

Advertisement prepared expressly for LEWANDO'S FRENCH DYEING AND CLEANSING ESTABLISHMENT, illustrating form of illustrated advertisement with paradoxical heading. Must not be set in less space than above. More space better it looks. Wood-cut of above, including drawing, costs about \$20; photo-engraving, not including drawing, about \$4. The lighter-faced the type around it the more striking will be the illustration.



## THE MUTUAL LIFE INSURANCE COMPANY, OF NEW YORK.

For Investment,  
For Unforeseen Calamity,  
For Death,  
For the Widow,  
For the Family,  
I'LL BE INSURED.

"There can be no investment more solid, more mutual, more necessary, than Life Insurance."

"In little sums he paid it;  
In bulk 'twill all come back to him."

RICH, THEN HE CAN AFFORD INSURANCE; POOR, THEN HE CANNOT AFFORD TO BE UNINSURED.

BANK  
OF  
ENGLAND  
EST.  
1694.

**A JUST COMPARISON.**

Bank of England, Surplus & Capital,	\$86,704,781
Mutual Life Ins. Co., Assets - -	118,806,851
Bank of England, Liabilities - -	257,807,471
Mutual Life Ins. Co., Insurance in Force - - - - -	427,628,932
Mutual Life Ins. Co., Liabilities -	112,512,410
Mutual Life Ins. Co., Surplus - -	6,294,441

MUTUAL  
LIFE INS.  
CO.,  
OF N. Y.,  
EST.  
1843.

*Josephus.*—Come, marry me.  
*Cleopatra.*—For what?  
*Josephus.*—For love.  
*Cleopatra.*—Any tangible inducements?  
*Josephus.*—Hold \$5,000 policy in Mutual Life Ins. Co., of N. Y.  
*Cleopatra.*—Embrace me.

An Insurance Security  
Unmatched in Christendom.

*From the Widow of the late Col. Pulsifer, Publisher of the Boston Herald:*

BOSTON, MASS., Nov. 19, 1888.

C. A. HOPKINS, Esq.,

DEAR SIR—Allow me to thank you and the company you represent for your prompt and generous action, in the payment of the policy on my late husband's life.

He was a firm believer in Life Insurance, and his family today, by reason of your more than satisfactory fulfillment of your obligation, have reason to be grateful for your faithfulness and for his sagacity.

Yours truly,

CLARA S. PULSIFER.

## THE LARGEST FINANCIAL INSTITUTION IN THE WORLD.

C. A. HOPKINS, General Agent, Company's Building, 95 Milk St., Boston.

Advertisement written especially for the Mutual Life Insurance Co., of New York, illustrating combination of type and brass rule work which can be reproduced in any good newspaper office. Must occupy double column; will look better in 12-inch length of triple column.



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The above, used by permission of MASSACHUSETTS TITLE INSURANCE CO., is catchy, startling, impressive, and emphatically emblematic of the result of not doing as it suggests. A wood-cut of it costs, including drawing, about \$10; a photo-engraving, not including drawing, about \$3.50. The drawing costs about \$2; the cost of design depends upon the reputation of the artist. Electrotypes cost about 60 cts. each.

# The Largest Musical Institution

IN THE WORLD.

**MUSIC,  
CULTURE,  
LITERATURE,  
ELOCUTION,  
LANGUAGES,  
ART.**

**40,000 PUPILS,  
49 STATES,  
TERRITORIES,  
PROVINCES,  
COUNTRIES.**

**FACULTY OF  
EIGHTY-NINE  
PROFESSORS.**

**The Combined Advantages of the following thoroughly equipped Schools, viz.:**

- I. The Piano.
- II. The Organ.
- III. The Formation and Cultivation of the Voice, Lyric Art, Opera.
- IV. The Violin, Orchestra, Quartet, and Ensemble Playing, Orchestral and Band Instruments, Art of Conducting.
- V. Harmony, Composition, Theory, Orchestration.
- VI. Church Music, Oratorio, Chorus Practice.
- VII. Sight-Singing, Vocal Music in Public Schools.
- VIII. Tuning, Regulating, and Repairing Pianos and Organs.
- IX. General Literature, Modern Languages.
- X. Elocution, Dramatic Action.
- XI. Fine Arts.
- XII. Physical Culture.
- XIII. Home for Lady Pupils.
- XIV. College of Music.

Instruction is given by ablest American and European artists and teachers, class and private lessons.

Students in any one school have the free advantages of all the schools, such as concerts, recitals, sight-singing, and chorus practice, lectures, readings, etc., also use of large musical library.

The Home is supervised by the Director, Preceptress, Resident Physician, and Lady Teachers. The entire building is heated by steam and lighted by electricity. Opportunities here offered not surpassed by any similar institution in the world.

**TUITION: \$5, \$10, \$15, \$20, and \$25 per term. Board and Rooms, \$5 to \$7.50 per week.**

## New England Conservatory of Music,

Franklin Square, Boston.

E. TOURJÉE, Director.

BEAUTIFULLY ILLUSTRATED CATALOGUE FREE.

Written and arranged expressly for N. E. CONSERVATORY OF MUSIC. Illustrates comprehensive advertisement, set in halves, one to catch the eye of the casual reader, the other to tell more of the story if he be interested in the subject. Should not be set in less space than above. Looks well all in one column.

MANUFACTURERS & DEALERS

PAPER  
PAPER

TRAIN, SMITH & CO.

SUPPLY

NEWS AND BOOK PAPER FOR SOME OF THE  
LARGEST PUBLICATIONS IN THE COUNTRY.

MAKE A SPECIALTY OF NEWSPAPER IN ROLLS

FOR FAST PERFECTING PRESSES.

If you are a consumer of paper it will  
be for your interest to address them at

**24 FEDERAL ST., BOSTON, MASS.**

---

Advertisement written for Messrs. TRAIN, SMITH & Co., Boston, illustrating plain artistic form of standing advertisement for trade papers. Looks well in single column; better in double. Can occupy from 6 inches single to any size of single or double column.

**Know all people by these presents,** that *we, Cushman Brothers & Company, a firm established in 1870 in the City of Boston, County of Suffolk, Commonwealth of Massachusetts; and of the City of Philadelphia, County of Philadelphia, State of Pennsylvania; and of the City of Chicago, County of Cook, State of Illinois,* in consideration of *the lowest reasonable wholesale and retail prices,* paid by *anybody,* the receipt whereof is hereby acknowledged, do hereby grant, sell, transfer, and deliver unto the said *anybody,* the following goods and chattels, namely:

*Window Shades, Curtain Fixtures, Opaque and Tint Cloths, Hollands and Upholstery Goods, and the like.*

**To have and to hold** all and singular the said goods and chattels to the said *anybody,* and *his or her* executors, administrators, and assigns, to their own use and behoof forever.

And *we* hereby **covenant** with the grantee that *we are* the lawful owners of the said goods and chattels, that they are free from incumbrances, *except those always honestly stated, if they exist, by our conscientious clerks,* that *we* have good right to sell the same as aforesaid; and that *we* will **warrant and defend** the same against the lawful claims and demands of all persons, *and against imperfection and damage.*

**In witness whereof,** *we,* the said *Cushman Brothers & Company,* hereunto set *our* hand and seal this *first* day of *January,* in the year one thousand eight hundred and eighty *nine.*

Signed, sealed, and delivered in presence of

*Benjamin Harrison.* } *Cushman Bros. & Co.* [SEAL]  
*Grover Cleveland.* }

\* Advertisement prepared expressly for Messrs. CUSHMAN BROS. & CO., Boston, Philadelphia, and Chicago. Must be set in double or triple column. The above unique form can with propriety be used by any line of trade. The space occupied by "Window Shades, etc.," can extend to any length.

BE HE AMERICAN, OR IRISH, OR ENGLISH, OR DUTCH, OR ANYTHING ELSE; IF HE IS A JUDGE OF TOBACCO,



HE BUYS BUCHANAN & LYALL'S CELEBRATED BRANDS. THERE ISN'T A FIRST-CLASS TOBACCONIST IN AMERICA WHO CAN RUN SHOP WITHOUT THEM. THE PRINCIPAL OFFICE IS AT 101 WALL STREET, NEW YORK CITY.

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Advertisement made up expressly for Messrs. BUCHANAN & LYALL, New York, illustrating the most marked contrast. The little type (Nonpareil Lining Gothic), by contrasting minuteness is conspicuous, and the black trade-mark is also, by contrast, literally staring. A trade-mark like it once seen is seldom forgotten; it is business, and fortunate is the house which invents so plain yet effective a trade-mark, which, in various sizes, should be used in nearly every advertisement, and in most of the commercial printing. On wood, including drawing, costs about \$5.00; photo-engraved, including drawing, about \$4.00.

"Think not that clothes will make a man, yet how they help."

## READY vs. WAITING.

There are folks so knocked-kneed, so bow-legged, so crooked-backed, that only the expert tailor can fit 'em. These men are scarce; so are Apollos; but America's sons average well; and ninety-nine and nine-tenths per cent. of them will receive perfect fits from out our extensive stock.

Now to business: We are manufacturers, wholesalers, and retailers of clothing.

Always advanced styles of American and foreign fabrics—the best from each.

Our own workmen in our own workshops do the cutting and the making. We personally watch each detail, and we don't forget that the better the article the better the trimming; no poor articles, so no poor trimmings.

Goods always warranted to us; we warrant them again, after we prove the first warrant by testing.

The fit. If the customer is fitable, our clothes fit him, and do it well. Some folks we can't fit, nor can anybody.

Fit as well as custom-made? In ninety-nine per cent. of the cases, yes, and that's about the proportion of ready-made wearers compared with tailor-made folks.

The price? How much the wearer saves! We don't advertise goods less than cost, simply because we calculate to make a profit on what we sell. Do you know of anybody who doesn't, whether they acknowledge it or not? There are different kinds of profits, some close to one hundred per cent., some more than that. Our profits are small, taken individually; small profits, and many of them, benefit alike customer and maker. There is no reason why any one can undersell us, and no one does.

You are welcome. We'll sell you a car-load, or a bundle, or a suit, or a part of one.

Invitingly yours,

**SPITZ BROS. & MORK.**

**508 WASHINGTON ST., 5 BEDFORD ST.,  
BOSTON.**

Sample of advertisement prepared for Messrs. SPITZ BROS. & MORK, illustrating form of the personal letter style of advertisement, arranged in paragraphs. Should occupy not less than 12 inches single column, or 6 inches double column. Looks well in double or single column. Would be much improved if in space large enough to admit of reading matter set in type twice or more as large as above.

# NOTHING ON EARTH WILL MAKE HENS LAY

LIKE SHERIDAN'S CONDITION POWDER.

---

Absolutely pure and highly concentrated. Strictly a medicine, to be given in the food once daily in small doses. Prevents and cures all diseases of hens. Worth its weight in gold when hens are moulting, and to keep them healthy. Testimonials sent free by mail. Ask your druggist, grocer, general store, or feed dealer for it. If you can't get it, send at once to us. . . . .

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# MAKE HENS LAY

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We will send postpaid by mail as follows: A new, enlarged, elegantly illustrated copy of the "FARMERS' POULTRY-RAISING GUIDE," price 25 cents, tells how to make money with a few hens, and two small packages of powder, for 60 cents; or, one large 2¼ lb. can and Guide, \$1.20. Sample package of Powder, 25 cents; five for \$1.00. Six large cans, express prepaid, for \$5.00. Send stamps or cash. . . . .

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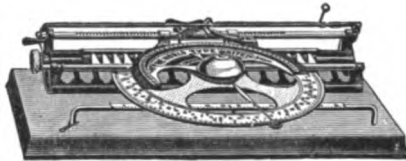
I. S. JOHNSON & CO.,  
22 CUSTOM HOUSE STREET, BOSTON, MASS.

Advertisement made up expressly for Messrs. I. S. JOHNSON & Co., Boston, illustrating trade-mark display and shaded rule work. A short, comprehensive line like the above, by use becomes a trade-mark of the article advertised, and if the words are well chosen and conspicuously engraved, the line is often fully as effective as artistic and ornamental combinations. On wood, including drawing, costs about \$6; photo-engraved, including drawing, about \$4.



# "MIGHTIER THAN THE PEN"

THE WORLD



TYPEWRITER

Unceasingly at it — writing, writing, writing — good writing, bad writing, worse writing — sometimes can read it when it's warm, seldom when it's cold — sometimes the receiver can translate it — sometimes he can't — waste of time, waste of labor at both ends. The pen is old-fashioned — the progressive business man, the intelligent professional man, the live clerk, and the

modern student type-write; some 40,000 of 'em use the World Typewriter. A wonderful little machine, as simple as a primer, yet strong, durable, practical; and any one can with practice easily write thirty-five words a minute. Single-Case World costs \$10.00, Double-Case World, which writes seventy-two characters, \$15.00. Live agents wanted.

ADDRESS,

**TYPEWRITER DEPT., POPE MFG. CO., BOSTON, NEW YORK, CHICAGO.**

**Makers of Columbia Bicycles and Tricycles.**

Advertisement written expressly for Pope Mfg. Co., Boston, illustrating artistically set newspaper advertisement. Should occupy not less than 6 inches single, or 4 inches double column. Looks well in much larger space. The cut on wood costs, including drawing, about \$12; photo-engraved, not including original drawing, about \$1.50.

# WITHOUT A DRUMMER

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## ONLY ONE

Wholesale Boot, Shoe, and Rubber House in the country which does not employ travelling salesmen, consequently there can be but one

## BOOT AND SHOE HOUSE

which sells goods at cost, or rather, at bill prices. It is known

## THROUGHOUT AMERICA

as WINCH BROS., wholesale dealers and jobbers in Boots, Shoes, and Rubbers, Nos. 130, 134, and 136 Federal Street, Boston, Mass. In open defiance to conventional selling methods it continues tradeful, with a great volume of business. It is

## SELLING GOODS

without talk and salesmen's expenses, depending upon the quality of the goods,

## WITHOUT PERSONAL PRESSURE

to do the business. The only drummers are quality, one price, progression, and a neat little illustrated catalogue, free to everybody, entitled "THE LITTLE DRUMMER."

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The above advertisement, written expressly for Messrs. WINCH BROS., of Boston, illustrates an arrangement of catch-lines and intervening reading matter. It will be noticed that the catch-lines tell the story briefly, irrespective of the substance matter. It should not occupy less than six inches of single column, or four inches of double column, space. All the catch-lines should be in same size of type. Looks well set in either heavy or light-faced type.

The Davis Advertising Agency  
 DO YOU ADVERTISE  
 THEN READ.

H. B. HUMPHREY,  
 MANAGER.

328 WASH. ST.  
 BOSTON

The Agency was established Sept. 1, 1886, by MR. E. C. DAVIS, the former publisher of the Yankee Blade and Boston Sunday Times. On July 1, 1887, MR. H. B. HUMPHREY, of one of the largest and oldest agencies of Boston, and more recently of the Boston Daily Post, assumed the management. MR. HUMPHREY gives personal attention to the details of the business, and from experience and natural aptitude has achieved a reputation as an expert on all that pertains to extensive advertising, accompanied with originality, honest shrewdness, and conscientiousness to the advertiser's interest. His familiarity with newspapers and magazines, and his unique style of writing advertisements, notably the striking identity of the "Plymouth Rock Pants" announcements, which are mostly a product of his inventive skill, have given to him international reputation. MR. HUMPHREY'S personal services are at the disposal of anybody who has goods to sell to people anywhere, and want a part of the country, the whole of the country, or the world, to know it.

Businessly everybody's,

THE DAVIS ADVERTISING AGENCY.

The above announcement, written especially for the Davis Advertising Agency, of Boston, illustrates attractive form business letter advertisement. Engraving in the corner adapted to letter, note, and bill-heads, high-class circulars. Can be used in advertisements in well-printed papers. Should not occupy less space than size of note-paper. Wood-cut of engraving costs about \$20.00. Photo-engraving, irrespective of original drawing, costs about \$2.00.

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+ THE WINNER INVESTMENT CO. +
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+-----+
+ PERFECT SAFETY. * CAPITAL, $500,000.00. * SURE SECURITY. +
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* * * * *
*   GUARANTEED MORTGAGES.   *
* * * * *
  
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- \* \* \* \* \*
- \* Guarantees \*
- \* Payment \*
- \* of Mortgages \*
- \* Based on \*
- \* Actual \*
- \* Selling Price \*
- \* of Property. \*
- \* \* \* \* \*
- \* \* \* \* \*
- \* Trust Deeds \*
- \* Given \*
- \* To Purchaser. \*
- \* \* \* \* \*

## HARPER'S MAGAZINE.

NEW YORK.

Of all the wonderful towns in the West, none has attracted more attention in the East than Kansas City. I think I am not wrong in saying that it is largely the product of Eastern energy and capital, and that its closest relations have been with Boston. I doubt if ever a new town was, from the start, built up so solidly or has grown more substantially. The situation, at the point where the Missouri River makes a sharp bend to the East and the Kansas River enters it, was long ago pointed out as the natural centre of a great trade. Long before it started on its present career it was the great receiving and distributing point of South-Western commerce, which left the Missouri River at this point for Santa Fe and other trading marts in the South-West. Aside from the river advantages, if one studies the course of streams and the incline of the land in a wide circle to the Westward, he is impressed with the fact that the natural business drainage of a vast area is Kansas City. The city, therefore, was not fortuitously located, and when railways centred there, they obeyed an inevitable law. Here nature intended, in the development of the country, a great city.—CHARLES DUDLEY WARNER.

- \* \* \* \* \*
- \* SURPLUS, \*
- \* \*
- \* \$644,975. \*
- \* \* \* \* \*
- \* \* \* \* \*
- \* Mortgages \*
- \* Bear \*
- \* Certificate of \*
- \* American \*
- \* Loan & Trust \*
- \* Co., of Boston, \*
- \* that 25% face \*
- \* value is \*
- \* covered by \*
- \* deposit. \*
- \* \* \* \* \*

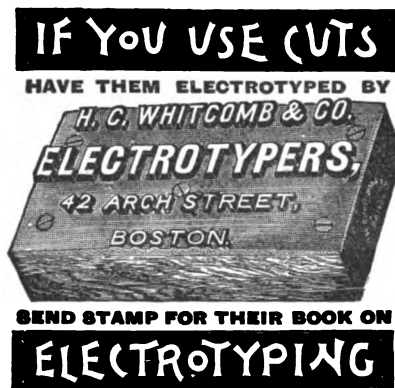
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+-----+
+ WILLARD E. WINNER, X WILLIAM H. PARMENTER, +
+   President,       X  General Agent,   +
+   Kansas City, Mo. X  50 State St., Boston, Mass. +
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Advertisement written for the WINNER INVESTMENT Co., of Kansas City, illustrating combination of reproduction of magazine article, typographically constructed frames and type. Must occupy double column; will be more effective if set in ten-inch length of triple column.



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Sample of genuine advertisement of Messrs. H. C. WHITCOMB & Co., of Boston. One of the best of effective business designs, at once striking and comprehensive, illustrating the business. The more white space around it, the more it stands out. Cost to engrave on wood, including drawing, about \$12.00; photo-engraved, not including drawing, about \$1.50. Single electrotypes of above cost about 30 cents; in quantities, as low as 20 cents each.

*"An ever flowing stream of warmth."*

# The Furnace.

**It is called** the Kohler Patent Wrought Iron Radiating Surface Hot-Air Furnace; a long name, but not as long as its reputation.

**A few words** about it. The best material, of course, and the greatest strength resulting. The radiator of No. 12 gauge wrought iron; joints perfect, firmly riveted, bolted together like in a steam boiler; gas tight, puttyless, cementless, packingless.

**An inverted cone** set in centre of cylinder, hanging over fire. Direct draft by tube passing through cone. Indirect draft by closing damper in tube, driving draft upward between cylinder and cone, then through small pipes at top of radiator, connecting with tube above damper.

**Every inch** of radiator heated equally. Self cleaning, for not a horizontal piece about it. Draft further governed by up and down pipe. Cut-off damper and regulator.

**Two evaporating** tanks. Dust flue prevents dust in cellar. Biggest clinkers instantly removable. Set of fine grates sift ashes. Easy to shake.

**Cordially invited**,—everybody; especially architects, builders, stove men, to visit factory to inspect details of manufacture.

**Claimed** that modern science of heating has not produced a better furnace, perhaps not another so good.

**Substantiated**,—all claims.

**Of whom?** A. KOHLER & CO., 85 Union Street, Boston; Factory, 143 to 153 Vernon Street.

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Advertisement written for Messrs. A. KOHLER & Co., of Boston, illustrating a form of semi-personal letter style, with Old English side heads. To display well, should not occupy less than ten inches of single, or five inches of double, column.

**BOND of BOSTON,**  
**Advertising Signs,**  
**16 CENTRAL STREET.**

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The above is a fac-simile of the advertisement of Mr. A. T. BOND, of Boston, Mass. Mr. Bond uses it in all his advertisements and printed matter. It is to the point, distinct, original, complete, and tells the whole story at a glance. The more space around it the more it stares one in the face.

## A MEDLEY OF SUNDRIES.

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Dennison's Tourists' Tags for Travellers, Gummed Labels, Gummed Paper of all colors, Legal and Notarial Seals, Folding and Fancy Tickets, Mentzel's Patent Suspension Rings, The Star Copying Pads.

Dennison's Game Counters, Wedding Cake Boxes, Visiting and Playing Cards, etc. Sealing Wax Makers. Paper Targets for Rifle Practice, Phillips' Hook and Clasp Tags, Kimball's Self-Fastening Tickets, Postal Envelopes.

STATIONERS'

# TAGS

SPECIALTIES.

McGill's Paper Fasteners, at Manufacturers' Discounts. Colored Tissue Papers and Flower Papers, Proprietors of "Silver White." Best Article for Polishing Silver, and Miller's "Jewelry Cleaning Casket" and "Silver White Casket."

Jewelers' Boxes, Jewelers' Cards, Pink and White Cotton, Fine Twines, etc. Druggists' Boxes, Apothecaries' Powder Papers and Shaving Papers. Dennison's Absorbent Cotton, for Dental and Surgical Purposes. . . . Japanese Napkins.

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ALL OUR GOODS ARE FOR SALE BY DEALERS EVERYWHERE.

## DENNISON MFG. CO.

26 FRANKLIN ST., BOSTON.  
198 BROADWAY, NEW YORK.  
630 CHESTNUT ST., PHILADELPHIA.

109 AND 111 WABASH AVE., CHICAGO.  
143 WALNUT ST., CINCINNATI.  
404 NORTH THIRD ST., ST. LOUIS.

7 SHOE LANE, LONDON, ENGLAND.

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Advertisement made up expressly for DENNISON MFG. Co., illustrating how can be reconstructed an over-crowded advertisement, to be attractive and comprehensive, and come within the easy scope of the average newspaper composing room.



**CURTIS DAVIS & CO.,****MANUFACTURERS.****136 STATE STREET, BOSTON.**

The above advertisement, set up for Messrs. CURTIS DAVIS & Co., of Boston, shows how conspicuous may be three lines of type, arranged with a trade-mark design. The design in the centre, including the lettering close to it, can be cut on wood, including drawing, for about \$7; or photo-engraved, not including the original drawing, for about \$1.50.

**GENERAL BUILDERS'**  
**HARDWARE**

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**WHOLESALE AND RETAIL.**

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**FIRST FLOOR . . . . . RETAIL DEPARTMENT.**  
**SECOND FLOOR . . . . . SAMPLES AND JOBBING.**  
**THIRD FLOOR . . . . . STORAGE.**  
**FOURTH FLOOR . . . . . STORAGE.**

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**BURDITT & WILLIAMS,**

**ESTABLISHED 1860.**

**18 & 20 Dock Sq., 30 Faneull Hall Sq., Boston.**

**C. A. BURDITT.**

**JOSEPH WILLIAMS.**

**J. A. MUNROE.**

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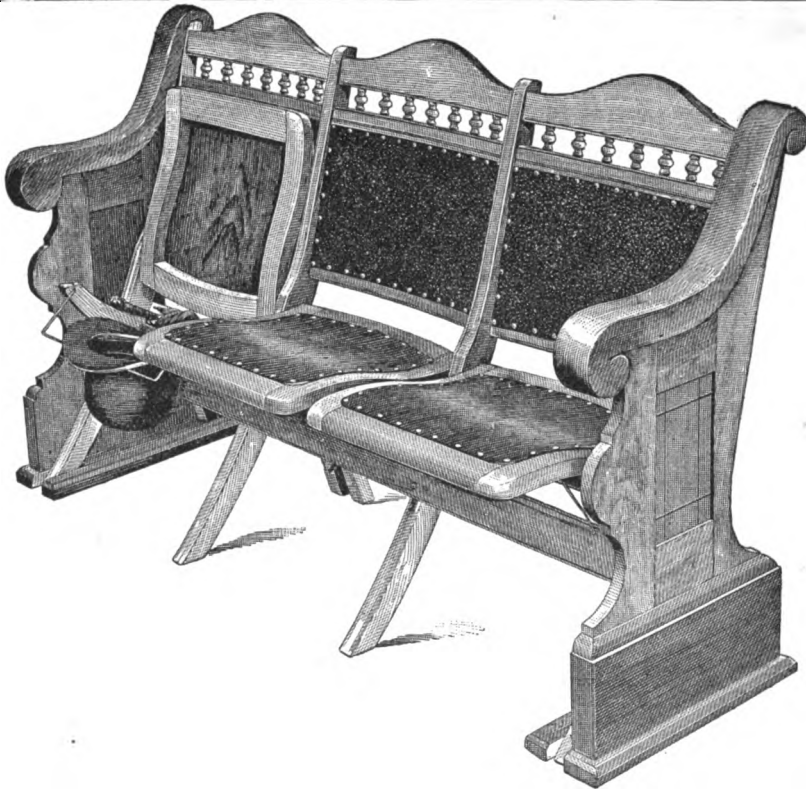
Sample of standing advertisement prepared expressly for Messrs. BURDITT & WILLIAMS, of Boston. It illustrates the fine effect produced by setting the entire advertisement in the various sizes of one style of type. The matter contained in it should not occupy less than four inches of single column, and can extend to any depth of single or double column.

**GOING  
THROUGH**



**THE  
CANE.**

You have been there, so has everybody; 'tisn't pleasant. Reseat the chair with Harwood Fibre. Anybody can do it. Send paper pattern.



Portable Assembly Chairs, for Halls, Churches, Vestries, Lodge Rooms, Offices.  
Correspondence solicited. Circulars free.

**HARWOOD MFG. CO., 91 SUMMER ST., BOSTON, MASS.**

Sample of illustrated advertisements prepared for HARWOOD MFG. CO., Boston. Needs twice as much space, in which much more reading matter would be allowable. Small engraving costs, in wood, including drawing, about \$3; photo-engraved, including drawing, about \$3. Will print anywhere. Large engraving costs, on wood, including drawing, about \$15; photo-engraved, not including drawing, about \$2.50. Will print fairly well anywhere.

"The stuff from which all art is made."

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**ARTISTS'**

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**MATERIALS**

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Of Every Description.

Architects' Supplies, Engineers', Draughtsmen's, and  
Surveyors' Instruments.

Sole Agents in United States for Levy's Blue Process Papers.

Catalogue Free.

**FROST & ADAMS,**

Importers,

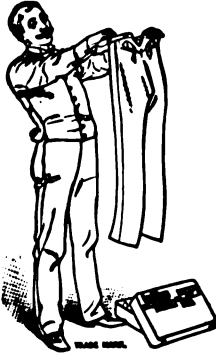
37 Cornhill,

Boston, Mass.

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Advertisement arranged for Messrs. FROST & ADAMS, Boston, illustrating artistic arrangement of one series of type. The type, although ornamental, is serviceable type, and one of the best ornamental faces for first-class newspapers to carry.

DO YOU WEAR  
**PANTS**



**ONLY A  
POSTAL CARD**

THE FAMOUS CUSTOM-MADE  
**Plymouth Rock \$3<sup>00</sup> Pants,**

CUT TO ORDER:

OVERCOATS, \$12.00; FULL SUITS, \$13.25.

TO WEAR 'EM ONCE

Is to

WEAR 'EM ALWAYS.

WITH YOUR ADDRESS MAILED TO OUR BOSTON OFFICE,  
WILL BRING YOU AT ONCE TWENTY SAMPLES AND SELF-  
MEASUREMENT BLANKS.

**PLYMOUTH ROCK PANTS CO.,**

11 to 17 ELIOT ST.  
and 18 SUMMER ST.

**BOSTON, MASS.**

BRANCH OFFICES:

285 Broadway, New York.  
Gilmore House, Springfield, Mass.  
Butler Exchange, Providence, R. I.

Burnside Building, Worcester, Mass.  
60 Market St., Lynn, Mass.  
Register Building, New Haven, Ct.

**HISTORIC.**

**SECRET OF SUCCESS:** Quality of goods; correct and stylish fit; and advertising in plain, strong, short language, business facts. Established Feb., 1886; small room, three hands. Now, 281 hands. New building occupying 22,000 square feet floorage. All work custom-made. Largest tailoring establishment in the United States; largest shippers by express, and second largest receivers of mail in New England; largest shippers of merchandise in the country. Have filled over 300,000 orders.

Combination of display and reading matter advertisement. Should occupy not less than six inches single column; looks better in double column. The engraving will look well in poorly-printed newspapers.

Manufacturers, Jobbers, Retailers,

# SILK AND FELT HATS

For Fine Trade.



Manufacturers

# LADIES' FURS

For Wholesale and Retail Trade.

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Sample advertisement written for Messrs. LAMSON & HUBBARD, of Boston, illustrating trade-mark combination advertisement. The type matter set in series of Antique Roman. The above design would cost to cut on wood about \$25, and can be photo-engraved, including original drawing, for about \$15. A photo-engraving reduction to one-half size would cost about \$2. The reduced cut could be used upon all of the firm's stationery, and in many of the newspaper advertisements, if the paper was well printed.

# CARRIAGES. SLEIGHS.

A FULL LINE.

FIRST-CLASS ONLY.



COPYRIGHTED 1896.

## J. T. SMITH & CO.

Warerooms . . . . . 222 to 228 Devonshire Street.

Manufactory . . . . . 2170 to 2178 Washington Street.

BOSTON, MASS.

Advertisement made up expressly for Messrs. J. T. SMITH & Co., Boston, illustrating plain standing business advertisement, set entirely in Antique Roman type series. The engraving would cost, on wood, about \$15.00; photo-engraved, not including original drawing, about \$3.00. Will print well in almost any newspaper. The cut not only is effective as illustrative of the carriage business, but from the peculiarity of the vehicle pictured.

**Manufacturers' Certificate and Warranty.**

**THIS IS TO CERTIFY, THAT PIANOFORTE**

No. 15009

Bearing our name, was manufactured by us, and is warranted for the term of **FIVE YEARS FROM DATE**. For any defect in workmanship, material, or performance, under fair usage during the above specified time, we hold ourselves responsible, the effects of extreme heat and cold or dampness excepted.

[Signed] *C. C. Briggs & Co.*

**C. C. BRIGGS & CO.**

**MANUFACTURERS OF GRAND, UPRIGHT, AND SQUARE**

**PIANO-FORTES**

**5 APPLETON STREET, BOSTON, MASS.**

**The New York Tribune.**

NEW YORK, APRIL 24, 1888.

Our manufacturers can therefore justly claim to lead the world in this department of mechanical skill. As an illustration, may be cited the house of C. C. Briggs & Co., Boston, the popularity of whose instruments is due to the application of scientific principles of construction. While old notions may be respected so long as they are of value, advancement would be retarded by excessive conservatism. The Briggs piano has been praised by many competent judges.

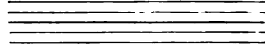
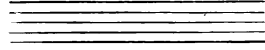
Advertisement prepared expressly for the BRIGGS PIANO, illustrating combination of reproduction of certificate and newspaper squib, and brief business card. Must occupy double column, not less space than above, upwards to any size of space.



THE NEW

DDD	III	SSSS	III	NN	N	FFFF	EEEE	CCCC	TTTT	AA	NN	N	TTTT
DDD <sup>D</sup>	III	SSSS <sup>S</sup>	III	NNN	N	FFFF	EEEE	CCCC	TTTT	AAA	NNN	N	TTTT
DD <sup>DD</sup>	III	SS	III	NNN	N	FF	EE	CC	C	TT	AAAA	NNN	TT
DD <sup>DD</sup>	III	SSS	III	NN	N	FFF	EEE	CC	TT	AAAA	NN	N	TT
DD <sup>DD</sup>	III	SS	III	NN	NN	FF	EE	CC	C	TT	AA	AA	NN
DDD <sup>DD</sup>	III	SSSSS	III	NN	NN	FF	FFEE	CCCC	TT	AA	AA	NN	NN
DDD	III	SSSS	III	NN	N	FF	EEEE	CCCC	TT	AA	AA	NN	TT

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Antiseptic and Deodorizer.  
 ———  
 Instantaneous and Odorless.  
 ———  
 For Universal Use.  
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For Private and Public Places.  
 ———  
 In Fish and Provision Stores,  
 Cellars, Night-Chairs,  
 Sinks, Vaults,

Destroys and Prevents Bad  
 Smells, Cholera, Fever,  
 Bronchitis, Diphtheria, Small-  
 Pox, etc.

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Urinals, Drains, Water Closet-  
 Markets, Steamers,  
 Slaughter-Houses, Stables, Pig-  
 Sties, Sheep and Cattle  
 Pens,  
 Railroad Cars, Breweries, Dis-  
 tilleries, Barrels.

Does not Stain or Injure Per-  
 sons or Fabrics.  
 Superior to Carbolic Acid or  
 Chloride of Lime, and  
 has no equal.

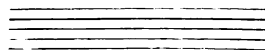
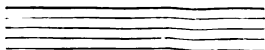
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Price, 50 Cents per Bottle.  
 For sale by Druggists and  
 Grocers.

Cheap, Harmless, Clean, Rapid,  
 Effective, Sure.  
 A Household Necessity.  
 No family should be without it.

TTTTTTTTTTTT  
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Sold in Bottles, Jugs, Kegs,  
 and Barrels.  
 Prices furnished on application.



YYY YYY  
 YYY YYY  
 YYY YYY  
 YYYYYY  
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 YYY  
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PURPOSES	SSSS	AAA	NN	NN	III	TTTT	AAA	RRRR	YY	YY	PURPOSES
PURPOSES	SSSSS	AAA	NNN	NN	III	TTTT	AAA	RRRRR	YY	YY	PURPOSES
PURPOSES	SS	AAAA	NNN	NN	III	TT	AAAA	RR	RR	YY	YY
PURPOSES	SSS	AAA	NN	NNN	III	TT	AAA	RRRR	YYY	PURPOSES	
PURPOSES	SS	AAA	NN	NNN	III	TT	AAA	RRR	YY	PURPOSES	
PURPOSES	SSSSS	AA	AA	NN	NNN	III	TT	AA	AA	RR	RR
PURPOSES	SSSS	AA	AA	NN	NN	III	TT	AA	AA	RR	RR

MANUFACTURED BY THE EGYPTIAN CHEMICAL CO., BOSTON, MASS.

Advertisement written and arranged expressly for the EGYPTIAN CHEMICAL CO., Boston. Set entirely in Nonpareil type. Will look better set in much more space. Must be in double column. The combination letters stand out more distinctly at a distance. Will print well anywhere.

IF YOU WISH TO INCREASE TRADE, TELL THE  
PEOPLE WHAT YOU SELL !

*MORE THAN SEVENTY-FIVE MILLION PASSENGERS* carried annually by  
the Cars of the Broadway and Seventh Avenue, Third Avenue, Belt Line, and  
the Cable Cars of New York City.

Nearly *ONE-TWENTIETH* of the population of the United States live in and  
around New York City, and use the *HORSE CARS* frequently and constantly.

## SPECIAL PROPOSALS.

**A**S we are often asked how much advertising in Horse Cars can be secured in New York City for a given expenditure, we submit below proposals for advertising, which we will furnish for various sums. Those desiring to spend smaller amounts will find it to their interest to advertise on only one or two lines.

### WHAT CAN BE DONE WITH \$600.

For \$600 we will put one panel each in 120 cars for 1 year, distributed as follows:  
Broadway, 20 cars. Third Avenue, 50 cars. Seventh Avenue, 14 cars. Belt Line, 36 cars.  
These cars carry DURING THIS PERIOD, 15,400,000 passengers.

### WHAT CAN BE DONE WITH \$720.

For \$720 we will put one panel each in 144 cars for 1 year, distributed as follows:  
Broadway, 25 cars. Third Avenue, 60 cars. Seventh Avenue, 15 cars. Belt Line, 44 cars.  
These cars carry DURING THIS PERIOD, 18,720,000 passengers.

### WHAT CAN BE DONE WITH \$900.

For \$900 we will put one panel each in 180 cars for 1 year, distributed as follows:  
Broadway, 30 cars. Third Avenue, 72 cars. Seventh Avenue, 18 cars. Belt Line, 60 cars.  
These cars carry DURING THIS PERIOD, 23,400,000 passengers.

### WHAT CAN BE DONE WITH \$1,200.

For \$1,200 we will put one panel each in 240 cars for 1 year, distributed as follows:  
Broadway, 40 cars. Third Avenue, 96 cars. Seventh Avenue, 24 cars. Belt Line, 80 cars.  
These cars carry DURING THIS PERIOD, 31,200,000 passengers.

### WHAT CAN BE DONE WITH \$1,500.

For \$1,500 we will put one panel each in 300 cars for 1 year, distributed as follows:  
Broadway, 50 cars. Third Avenue, 120 cars. Seventh Avenue, 30 cars. Belt Line, 100 cars.  
These cars carry DURING THIS PERIOD, 39,000,000 passengers.

The foregoing figures are given for illustration. It often occurs that we are short of space on some one or more lines. In such case we arrange the nearest to above distribution we can, considering the wishes of our patrons. Rates for any single line furnished upon application.

CHAS. K. HAMMITT & CO.

731 BROADWAY, NEW YORK.

The above genuine advertisement is an excellent sample of a crowded advertisement without material loss of effectiveness. When necessary to force abundance of matter into small space, let the head and catch lines be particularly prominent and clear, and tell in themselves a part of the story; the intervening lines to be set in small and generally unleaded type.

Here since '58.

Jewelry,  
Silver-Plated Ware,  
Swiss and American  
Watches <sup>AND</sup> Watch Cases.

Importers and Wholesale Dealers.

M. T. Quimby & Co.,

14 Hanover St., Boston, Mass.

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Advertisement arranged expressly for Messrs. M. T. QUIMBY & CO., Boston. With exception of top line, set entirely in type of same series. Similar effect would be given if set in series of other faces. Should occupy double column.

# A WORD WITH YOU



**ARE YOU** *in business? Do you expect to be?  
Are you ambitious? Do you read?*

**IF SO,** *You should most emphatically be a  
reader of a paper published to fit  
the requirements of your case. . .*

## The Book-Keeper

*A live, handsome eight-page monthly journal, is an exponent of the best modern business methods, and should be read by any and every one in any way connected with business or business affairs.*

*To the young man who is anxious to make his business life a success, THE BOOK-KEEPER will be found invaluable.*

*Subscription price, 50 cents per year. Sample copies free.*

**THE BOOK-KEEPER CO., Publishers,  
DETROIT, MICH.**

*A copy of our "wonderful book," a handy office manual, containing actually one million facts and fifty full-page colored maps, will be sent free to all new subscribers who mention where they saw this advertisement.*

Sample of genuine announcement of "The Book-Keeper," of Detroit, Mich., set in modern italic, to occupy space of not less than 5 inches double, or 8 inches single, column. Corner silhouette engraving will show up well with any quality of printing. Wood-cut of it, including drawing, costs about \$3; photo-engraving, including drawing, about \$2.50. Will also look well set in single column.

Pork,                      Live <sup>AND</sup>  
 Beef,                      Dressed  
 Lard,                      Hogs,  
 Hams,                      Pure  
 Bacon,                      Lard.  
 Pure Pepsin.

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Special Attention Paid to Orders for Export.

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CHARLES H. NORTH & CO.,

CHARLES H. NORTH.

Packers and Curers,

S. HENRY SKILTON.

33 AND 34 NORTH MARKET STREET,

BOSTON, MASS.

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Advertisement arranged for Messrs CHARLES H. NORTH & CO., Boston, illustrating series of indented headings, and Antique and Old Style Roman type. Should occupy not less than 6 inches of single column; looks better in double column; can extend to any length of space.

**BUY THE BEST.**  
 ACCIDENTS OF  
**Travel, Sport, or Business,**  
 ARE INSURED AGAINST BY



**THE TRAVELERS**  
 HARTFORD CONN. INSURANCE COMPANY.  
 ORIGINAL ACCIDENT COMPANY OF AMERICA.

**LARGEST IN THE WORLD;**  
 ALSO,  
**BEST OF LIFE COMPANIES.**  
 Lowest Rates Consistent with Security.

**ITS RESOURCES** are sufficient to pay AT ONCE the most enormous mass of claims that even great railroad and steamboat accidents can bring upon it. PAYS ALL CLAIMS, without discount, immediately on receipt of satisfactory proofs. MOST LIBERAL NON-FORFEITURE provisions in all its policies.

**PAID POLICY-HOLDERS \$15,500,000.**  
**ASSETS, \$9,847,000.**  
**SURPLUS, \$1,944,000.**

JAS. G. BATTERSON, Pres.    RODNEY DENNIS, Sec.  
 JOHN E. MORRIS, Ass't Sec.

X X X X X X X X X X

WHEN two brands of the same sort of goods are selling side by side in the market, one bringing double the price of the other, what is it that enables the former to find sale? Always, because it is worth that much more; because it will wear longer, do better service while it lasts, keep one satisfied with his purchase instead of kicking himself for a fool all the time he has it, be reliable at the sharpest emergency instead of liable to give out just when it is needed most. And the concern dealing in such goods has to charge more for them, because it costs more to make them. That is exactly why **THE TRAVELERS** charges more for its Accident Policies than its competitors, why they are worth more, and why it can get more and do a greater business than they despite its higher rates. The rates are the lowest that permanent surety of paying all claims when due will justify. It paid claimants about \$1,400,000 in 1887, and has paid them over \$15,000,000 altogether. "Moral: Insure in **THE TRAVELERS.**"

X X X X X X X X X X

**"MORAL: INSURE IN THE TRAVELERS."**

Genuine advertisements of Travelers Insurance Co., representing full display, reading notice, "eye-catcher." Cost to set up matter in display adv., \$1.00 upwards; electrotypes of it, about 50 cts. each. To engrave name piece on wood, not including design, about \$5 00; about \$1.50 if photo-engraved, not including design. Drawing design, \$2 to \$5. "Eye-catcher," one of the most original effective conceits, often used in centre of large open space, costs to engrave on wood, including drawing, about \$2.50; photo-engraved, including drawing, about \$1.50.

ILLUSTRATIONS FOR ADVERTISING  
AND PRINTING

THE MOST IMPROVED ZINC-PLATE PHOTO-ENGRAVING PROCESS.

OUTLINE OR ARTISTIC CUTS.  
SHARP, DEEPLY CUT, DURABLE, CLEAR IMPRESSIONS.

NEWSPAPER ILLUSTRATIONS A SPECIALTY.  
QUICK PROCESS.

HARRISON SWAN & CO.

DEALERS IN

Poultry and Wild Game

1 FANEUIL HALL MARKET

Harrison Swan.  
Stephen J. Moulton.

*Boston.*

TELEPHONE CONNECTION

The above is a sample of our imitation of lithographic work, a method resulting in beautiful effect without the expense of lithography.

**BOSTON ENGRAVING COMPANY,**

ESTIMATES AND SAMPLES CHEERFULLY FURNISHED.  
CORRESPONDENCE SOLICITED.

227 TREMONT STREET, BOSTON, MASS.

Advertisement prepared expressly for Boston Engraving Co. The engraved design costs about \$12, and must be printed carefully with good ink on good paper or card. Work of this class is recommended to those who desire an inexpensive substitute for steel or copper-engraving, or lithography. Plates, similar in size, but engraved for newspaper or ordinary commercial printing cost considerably less.

# THE ONLY SUCCESSFUL HEEL-SLUGGING MACHINE

<b>Can use</b>	<b>MAN AND HIS SHOES.</b>	<b>Will slug</b>
<b>any form</b>		<b>800 to 1200</b>
<b>or size</b>		<b>pairs a day.</b>
<b>of slug,</b>		<b>A perfect heel.</b>
<b>Brass or Steel.</b>		<b>Seat naller.</b>
<b>Slugs more</b>		<b>Uses continuous</b>
<b>evenly,</b>		<b>corrugated</b>
<b>better, and</b>		<b>steel or</b>
<b>much cheaper</b>		<b>Iron wire.</b>
<b>than by hand.</b>		<b>Cuts off nails</b>
<b>Fastest running.</b>	<b>Automatically.</b>	

FOR PRICES AND TERMS INQUIRE OF

## THE WIRE-GRIP FASTENING COMPANY,

O. E. LEWIS, Manager.

104 HIGH STREET, BOSTON.

Advertisement arranged expressly for the WIRE-GRIP FASTENING Co., Boston, illustrating arrangement of Six-to-Pica brass rules, enclosing heavy-face type.



# East, North, and West. North-West and South-West.

## General Expressing :

Quick Time. Prompt Delivery. Positive Security. Through Package Trunk System. Reasonable Tariffs. Over 86,000 Miles of Railway. 6,000 Agencies.

## Foreign Department :

Speed. Safety. Economy. To England, Scotland, Ireland, Germany, France, Belgium, Australia, India, China, Japan, New Zealand, Costa Rica, and elsewhere.

## Money Orders :

Absolutely Safe. Convenient. Cashable in over 10,000 Places. Bankable. Provisions for Identifying Strangers. Lost Orders Refunded. Low Rates.

## Trading by Express :

A Great Public Convenience. No Charge except Ordinary Rates for Carriage. No Invasion of Local Mercantile Interests.

# American Express Company.

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Advertisement prepared for AMERICAN EXPRESS COMPANY, illustrating form of indented catch-lines, with explanatory matter, set entirely in Modern Roman series. Should be set in double column.

"A constant flow of writing-ink."

The to-be-dipped pen is old-fashioned. The progressive business man, the intelligent professional man, the live clerk, the economical student, everybody realizes that at least ten per cent. of the time is wasted in dipping the pen.

## The Peerless Fountain Pen is a Perfect Fountain Pen.



A strong statement, and a true one. No skipping or dropping of ink. Always ready. Continuous flow of ink. 16-K gold pen.

### Every Pen Fully Guaranteed.

Illustrated catalogue and price-list free.

**THE CROSS PEN COMPANY.**

Advertisement prepared for the CROSS PEN COMPANY, Boston, illustrating antique display with plain Roman type reading matter. Must occupy double column. Cut costs on wood, including drawing, about \$10; photo-engraved, not including drawing, about \$2.

# TECHNICS.

"They speak a various language."

**AUTHOR'S CORRECTIONS.**—The corrections or changes made in proof by the author. If of considerable number they will be charged for by the time occupied in making them, generally at the rate of fifty cents an hour.

**AUTHOR'S PROOF.**—Proof sent to the writer.

**BAD COPY.**—Manuscript difficult to read. Write proper names with great care.

**BASTARD TYPE.**—Type which has a face larger or smaller than its regular body; as Minion size face on Brevier body, or Brevier size face on Minion body.

**BLANK LINE.**—Space between two paragraphs the depth of a line of the type in which the page is set.

**BODY.**—The metal which supports the face of a type.

**BODY-TYPE.**—That class of type generally used for the reading matter in newspapers and books.

**BOOK PAPER.**—One of the general terms given to paper of various size, quality, and finish, to distinguish it from common grades called news paper. The standard size, and the one mostly used

for books, is 25x38 inches. A half sheet is 19x25 inches.

**BRASS RULE.**—Strips of brass, type high, the face printing a straight line, or a double line, or various ornamental lines.

**BREAK LINE.**—A short line; the end of a paragraph.

**CAPS.**—Capital letters.

**CHASE.**—The iron frame which holds the type while being printed.

**CLEAN PROOF.**—Proof requiring few corrections.

**CLOSE MATTER.**—Matter containing but few break lines or blank lines, and having no leads between the lines.

**COMPOSING STICK.**—That in which type is set.

**COMPOSITION.**—The setting of type into words, and arranging them into lines, etc. Also a term applied to the material of which the inking rollers are made.

**COPY.**—A term applied to the manuscript, print, or design handed the printer.

**CUTS.**—The printer's term for all engravings used for illustrations.

- DISPLAY.**— The prominence given to certain words in the body of a work by using heavier faced type. The arrangement of lines in various shapes and lengths, with different sizes and faces of type, as is customary in job work or advertisements.
- DUODECIMO.**— Half sheet of book paper, (19x25 inches), folded into twelve leaves (twenty-four pages), makes a book called *Duodecimo*. 18mo., 18 leaves, 36 pages. 24mo., 24 leaves, 48 pages.
- ELECTROTYPE.**— A duplicate of type matter or engraving made into a solid body. The surface of an electrotype is copper under-filled with type metal.
- EM.**— The square of a type body. The cost of reading matter composition is reckoned on the basis of ems.
- FAT.**— Applies to leaded or other matter which is open and easy to set.
- FOLIO.**— Half sheet of book paper (19x25 inches), folded into two leaves (four pages), makes a book called *Folio*. Also applied to running number of pages in a book.
- FOOT-NOTE.**— Printed matter at the bottom of the page, usually set in small type preceded by a reference mark, corresponding with a similar mark in the text.
- FORM.**— A page of type, or a series of pages, securely tightened in a chase, ready for the press or the electrotyper.
- GALLEY.**— An oblong movable tray on which the type is deposited after it is set.
- GALLEY PROOFS** are generally the first proofs furnished in book or catalogue work.
- HALF SHEET.**— Referring to book paper signifies a sheet 19x25 inches.
- IMPOSING.**— Arranging type matter for the press.
- INDENTATION.**— The space at the commencement of a paragraph.
- JOB PRINTING.**— Generally applied to small commercial work as distinct from book or large catalogue printing.
- LEADED MATTER.**— Type set with leads between the lines.
- LEADERS.**— Dots or hyphens placed at intervals to guide the eye between two points.
- LEADS.**— Thin strips of metal cast to various thicknesses, for spacing between lines. The leads in common use are called *Six-to-Pica*; that is, six leads occupy the space of the depth of one Pica line, or thirty-six to the inch.
- LEAN.**— Type set close and solid.
- LEAN TYPE.**— Thin type.
- LETTER PRESS.**— Printing from movable types.
- LIVE COPY.**— Manuscript waiting to be set in type.
- LOWER CASE.**— Type case containing small letters, figures, etc. Also applied to small letters in general.
- MATRIX.**— The mould of a type.
- MATTER.**— *Live matter*, type set to be printed. *Standing matter*, type held to be used again. *Dead matter*, type to be distributed.
- MODERN ROMAN.**— Reading matter type generally of slightly heavier face than Old Style Roman.
- MS.**— Manuscript.
- OCTAVO.**— Half sheet of book paper (19x25 inches), folded in eight leaves

(sixteen pages), makes a book called *Octavo*.

**OLD STYLE ROMAN.**— Reading matter type of generally light or open face.

**OPEN MATTER.**— Matter with many paragraphs and wide spaces between the lines.

**PATENT INSIDES OR OUTSIDES.**— Applied to that portion of some country newspapers which is printed at a central office.

**PI.**— Mixed up type.

**PLATES.**— Electrotypes or stereotypes.

**PRESS WORK.**— Printing.

**QUAD** [Quadrat].— An en space or longer, used to fill out lines, and sometimes placed between words.

**QUARTO.**— Half sheet of book paper (19x 25 inches), folded into four leaves (eight pages), makes a book called *Quarto*.

**REPRINT COPY.**— Copy made up of printed matter.

**REVISE.**— Proof after corrections have been made.

**ROMAN TYPE.**— Type used for reading matter.

**SLUG.**— A thick lead.

**SMALL CAPS.**— Small capital letters.

**SOLID.**— Type set without leads.

**SPACES.**— Blanks used between words.

**STEREOTYPES.**— Duplicates of type matter cast in a solid body. Stereotypes are cast from inferior type metal, and are not near as durable as electrotypes.

**STET.**— When written opposite an erroneous correction in proof signifies that no attention is to be paid to that marked correction.

**STICK.**— Composing stick. Also applies to about two inches depth of set-up type.

**TR.**— Transpose.

**UPPER CASE.**— Type case containing capital and small capital letters, etc. Also applied to capital letters in general.

One line drawn beneath words in copy signifies to be set in *Italics*; two lines, **SMALL CAPITALS**; three lines, **CAPITALS**.

A circle drawn around numerals in newspaper copy signifies to be spelled out in letters.

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