

make a living, you shall make a fortune—by advertising! In all New York there is only one hatter. In Philadelphia there are imposing piles of brown stone owned by Dr. Jayne. They are built out of advertising. In New York there is a huge pile on Broadway, worth its weight in gold, and an acre of ground of fabulous costliness, the property of Dr. Brandreth. All of it goes to the credit of advertising. Brandreth's pills are household words—because Brandreth was an adept in advertising—only this and nothing more. There is proof on every hand, then, that there is money in advertising. But it can only be got out by "pegging away." The first and chief, and almost the only, qualification for a successful advertiser is pertinacity. To be the only hatter in town you have only to say you are, somewhere where people see you say it. To have the only hair tonic, or pill, or bitters that the people need, you have only to poke their eyes with the assertion that you have.

There is only here and there one in any branch of money-making that looms up and fills the public eye, and monopolizes the public purse. These are they who understand the art of advertising, and appreciate the indisputable fact that the way to make money out of advertising is to stick to it.

To make advertising pay, it must be stuck to with all the pertinacity that is indispensable to success in the prosecution of every other art. There are some men in this country who spend fifty thousand, and others who spend one hundred and fifty thousand dollars per annum for advertising. And every one of them is getting rich out of it.

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To obtain the full value of printer's ink, advertise. Do it in your own language, or if you cannot do that to suit you get some one better versed in the matter to help you, or come to the office with your ideas written down and it will be easy to put them into shape. But by all means advertise. Change often, and when your business admits of it make different features of it prominent in their turn; to-day one thing, to-morrow or next week another, and then something else. Let your advertisements have something of the dash in them, without great exaggeration. Hundreds of fortunes have been made by advertising, and yet as an art it is but imperfectly understood.

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THERE is no instance on record of a well-sustained system of judicious advertising failing of success.