

Indianola combined. The result of our advice, together with the honesty, integrity, and go-aheadativeness of this firm, has given them a competency and foothold among the people of Warren that will tell 'big' in after years."

A Western cotemporary says: "Advertising is to the trader what ploughing is to the farmer. There would be some natural production if the sod of the earth was never broken, and it would hold about the same relation to the production of a cultivated garden that the profits of unadvertised trade do to the advertised."

Another declares that, "Now-a-days nobody but the slowest dried-up old fossils ever question the advantage of advertising. One might with as much propriety doubt the evidence of his own eyes and ears. The style and extent of a business man's advertising is a sure test of his energy and capacity, the quantity and quality of his stock, and the amount of business he transacts."

Prentice, of the *Louisville Journal*, tenders his advice to the public, "Never buy goods of those who don't advertise. They sell so little that they have to sell dear."

The *Brandon (Wis.) Times*, grows facetious on the subject and vents itself as follows: "Does it pay to advertise? Our experience teaches us that it does. A week ago we advertised for a boy to learn the printer's trade. Imagine our surprise (!) on Monday morning on finding at our domicile an applicant weighing just eight pounds and a half. We would not guarantee to all such returns by patronizing the printer, but this is one instance where it was a success."

Says the *Delaware Republican*: "We believe it is a rule, with scarcely an exception, that in every community the merchants who advertise are most successful, and deservedly so. They are the men who keep the best stocks of goods and sell cheapest."

The following comes from a New York paper: "The changes going on in society make it necessary for a business man to keep before the people. If he expects to succeed in trade, a fair statement of what he is doing, and will do, is necessary for himself and those dealing with him. He must make this statement, and does do it in some way if he sells anything.

"People are quite apt to go where their attention is called, and if they find things as represented they will purchase there in preference to spending their time seeking elsewhere. Those whose patronage and influence are of the greatest value never spend too much time in looking up a thing. They have learned that time is money, and that without time in this world money is worthless. It is conclusive that there is merit as well as profit in advertising honestly and fairly, in telling people what and how you will do, and then doing it. Those who are willing to trade strictly upon principle can circulate an advertisement throughout an entire community, and it will have just as much force as though they spoke to each individual by word, or each visited their establishment and examined for himself. This advertising only amounts to the same as telling your patron when he calls on you how you will sell to him.

"It is just to all concerned to advertise conscientiously, and those who do it will find advertising of the utmost importance."