

self before the people in a correct light cannot be set down at any market value, but may be regarded as infinite. This we know to be a fact, and it is proved beyond dispute by the example of all live, energetic business men of the day. The importance of adopting this measure cannot be over estimated. In fact it is almost synonymous with success, and in nearly every instance it will prove a forerunner thereof.

Our readers, if they never have tried the experiment, can do no better than to try it now; adopt this course at once and you never will regret the step thus taken. No matter what your business is—no matter what your calling. If you want to secure customers, patrons, patients, or clients, the quickest, surest, safest, and most satisfactory way is to advertise.



THE ART OF ADVERTISING.—An advertiser who knows his business expends his money freely but judiciously. He knows that he must catch the eye and secure the attention of purchasers if he would make the investment pay. To do this he must keep conspicuously and persistently before the public, and must make his advertisements fresh, attractive, and conveying information. The readers must be taught to look at the advertising columns for fresh and interesting matter. Then, again, the judicious advertiser knows his best time. When business is brisk he advertises steadily, but when it becomes dull he seeks, by conspicuous display of special inducements to purchasers, to stimulate it into activity. He reduces prices, and he enforces the fact upon the purchaser's attention by conspicuous announcements. When the timid advertiser withdraws he has the field to himself, and he diligently cultivates it. The most successful dry goods houses proceed on this system, and "dull times" only serve to make them set forth their inducements more distinctly. They have their reward, for to them "dull times" only means a little less activity, if anything.