## The ABC and X Y Z of ADVERTISING


Don't let newspaper circulation fool you. The newspaper which has the least power to sell good

Don't skip around from one newspaper to another at the same crowd.

Pick out the newspaper which has the kind o readers you want for customers and hen stick. Whe you get things going keep your head. A lineup of
canvassers from competitive newspapers will call on you immediately and show you by a process of arith metic, or it may be of geography, that they can give you
twice the circulation at half the price; that whoever twice the circulation at half the price; that whoever advised you didn't know what he was talking about that if the paper your advertisement is in actually
pays you their newspapers will certainly make you a pays you th
millionaire

They are all nice fellows and put up good lunche and you like to meet them. Each will tell you that
your advertisement is the prettiest thing he ever saw your advertisement is the prettiest thing he ever saw
and that your store is a perfect gem. But don't. You can't afford it; at least not unless you have sufficient advertising appropriatio

An eight-inch advertisement in one newspaper
will bring much bigger results than a two-inch advertisement in four newspapers.
fifty thousand you adise your store to a hundred and that in due time everybody will hear about you. People have a way of passing along good news.

The fact that your advertisement appears con
uously in a reputable newspaper stimulates publi inuously in a reputable newspaper stimulates public
confidence. Your shop advances step by step in the estimation of tens of thousands of people who may be months getting around to make their first purchase. You can tallt to a hundred and fifty thousand
people any day of the week through a metropolitan people any day of the week through a metropolitan
newspaper and make your talk as personal as you wish. You need not employ an interpreter or use a
megaphone. Simply talk. That's all. Be sincere about it. Let your words ring true. The people will listen. They like it
Spend thousands a year on rent and electric ligh
and experienced salesmen and then squeeze out niggardly hundred or two on advertising-on telling the people that you have the store and the goods and
the salesmen, all hanging around waiting. A retail shop that spends $\$ 5,000$ a year on rent ought at the very
tising.
Your advertising is not a thing apart from your
enterprise. It is your enterprise ; a contagion which enterprise. It is your enterprise; a contagion whic
you yourself create and which, if thoroughly spread you yourself create and which, if tho
is as enduring as the everlasting.hills.



