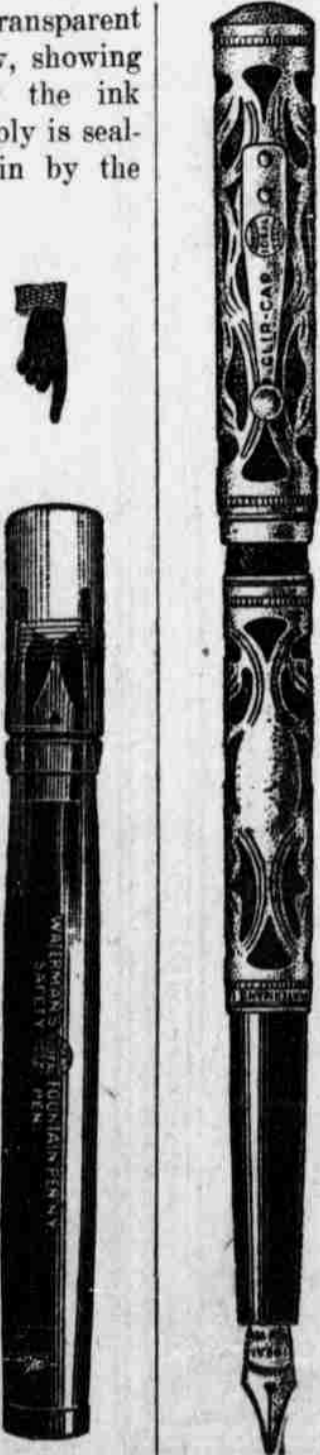


ALWAYS USEFUL AND HANDY

Transparent view, showing how the ink supply is sealed in by the cap.



No. 12 VS Safety Type, \$3.00 and upward.
Sterling Silver Clip-on-Cap 50 cents additional.

No. 412 Sterling Silver Filigree, \$5 and upward

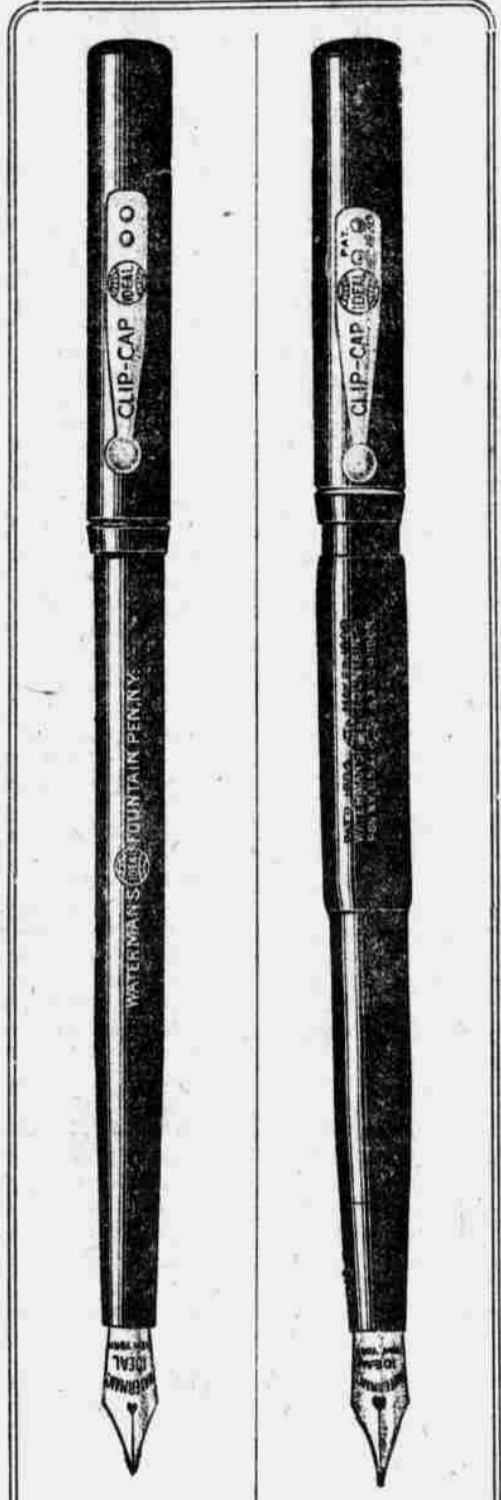
Waterman's Ideal Fountain Pen

Although writing is a practice that one cultivates all his life, there had never been a notable step in improving the means for doing it until the invention of Waterman's Ideal Fountain pen. This pen effectively combines nib, ink and holder into one implement, which is convenient and secure to carry in the pocket. Since its perfection, twenty-eight years ago, it has become the universally adopted writing equipment. It is used in schools and colleges as a part in educational work and is adopted in commercial and social life as an absolute necessity. One Waterman's Ideal Fountain Pen will last for years. The longer it is used the better it is liked.

The history of Waterman's Ideal is one of continuous success, and the large industry back of it is ready and willing to cope with the fountain pen requirements of the most exacting writers of the world. Perfection is the only standard and satisfaction the result. Gold pens to suit every hand.

Avoid substitutes.

Booklet on Request. From the Best Dealers Everywhere.
Made in Regular, Safety and Self-Filling Types.



No. 12 Plain, \$2.50 and upward.
German Silver Clip-on-Cap 25 cents additional.

No. 12 SF Self Filling Type, \$2.50 and upward.

L. E. Waterman Co.

173 Broadway

New York

ADVERTISING NOT A GAMBLE

Charles H. Marshall Tells How to Exploit Retail Business.

IS MATTER REQUIRING STUDY

No Legitimate Business Can Be Successful Without the Constant Accumulation of Satisfied Customers.

"Advertising a Retail Trade," especially as it relates to stationery and office outfitting lines, was the subject of an address written by Charles H. Marshall of Philadelphia and read before the stationers' convention Wednesday. In part he said:

"We all know that no legitimate business can be successful without the constant accumulation of satisfied customers, and in my opinion, all the effort of money spent in advertising is nullified unless backed up by the closest attention to any complaint, be it fancied or otherwise.

"To secure results from any effort, a plan must be mapped out. Advertising is no exception to this rule, therefore, you must have a plan of campaign. You would not think of trying to trade in any merchandise unless you had location, stock properly arranged, harmonious organization and good service. It would be folly to invest money unless you had determined to give all these items your attention, and you must not expect to receive rewards for advertising if everything else is not in sympathy with it. While it is quite possible to do some business without any paid announcements or general publicity work, depending entirely upon personal impression and good business principles, it is just as true that judicious advertising will act as a lubricant and help build up that business more rapidly.

A Necessary Study.

"Advertising is just as necessary a study as any other branch of your business. Not a thing a part, but part of the whole. The mere fact of spending money in newspapers, periodicals or other means of circulation or by circulars, booklets, mail cards, etc., will never get you results unless backed up by the best kind of store management. Whatever publicity you advertise for, be sure it is good, because those things are only lasting which are good. This is a natural law, and as we know, a natural law cannot be evaded without penalty.

Therefore, good advertising for the merchant with an established business means spending a certain amount of his earnings for faithful publicity work, depending upon the growth and financial condition of his business, the money so expended to be regarded in the same light as any other fixed charge, such as rent, salaries, insurance, depreciation and other operating expenses, and its direction must necessarily come under the executive head of your business.

If you were to ask my advice about the method of doing it, I would say first take advantage of the opportunities at your door, then use newspapers for quick introduction, and suggestions, printed matter and salesmen for your arguments, letters for persuasion, windows for invitation and clerks for consumption, and, above all, watch the silent salesman, that

modest little fellow who does not appear on the weekly pay roll, whose actions speak louder than words, and can do you more harm or good than any other force of which I know.

Co-operative Advertising.
Co-operative advertising on the part of the local dealers with manufacturers who do national advertising is excellent work. Many large manufacturing concerns are using newspaper advertising as a medium to exploit their line or lines. By keeping in touch with them, it is possible to find out when they advertise locally. By supplementing their newspaper advertising with small copy of your own, you not only reap the benefit of their advertising, but you establish a reputation for down-to-dateness and ally yourself with the "progressives," not necessarily political.

"Good advertising will help establish your credit. Good advertising will not stoop to share practice or misrepresentations, because sooner or later the deception will be found out. No business that cannot be exploited honestly can ever hope to be permanently successful. Good advertising, then, will help build up your own character as well as your business.

"After all, advertising is only reputation, and cannot show results in a day any more than an individual can show his true character in the same period. It is purely accumulative, and can only prove fruitful as we become acquainted with the proposition.

"In conclusion, I would say, do not look

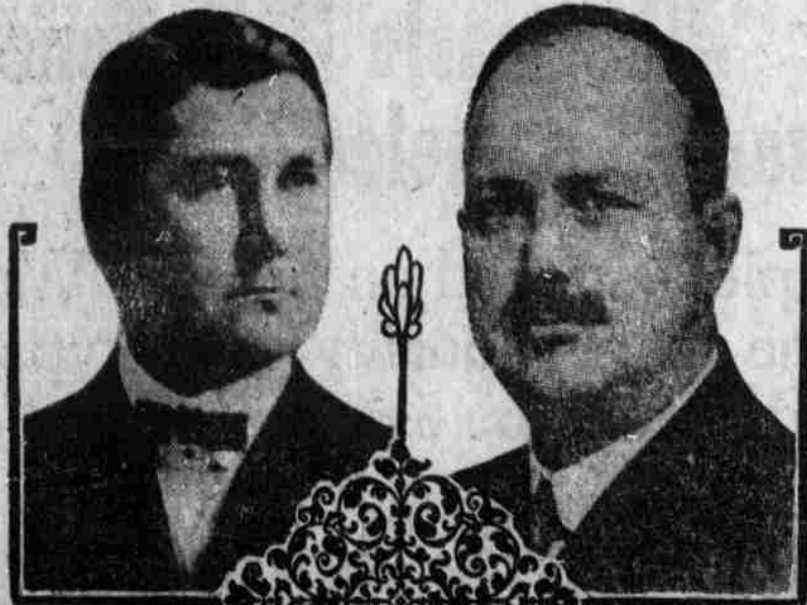
upon the money spent on advertising as a gamble. In the majority of advertisements, it is true that immediate results cannot be observed; but when you plant seed of any kind, you certainly do not expect to see the fruits immediately spring up; it is necessary to wait a season, and in the meantime water and constantly guard the planting. When we see the amount spent by advertisers of known success, both national and local, in the exploitation of their wares, it seems hardly necessary to add that consistent and persistent advertising will pay in the long run if the merchandise has merit.

The question of advertising is an inexhaustible one. In our line of business, with the countless number of articles for sale, we can always have a message for the buying public. How and when to say it depends entirely, therefore, upon conditions and seasons and the judgment of those in command of the business. You can rest assured of one thing, however, the study of the subject will amply repay your investigation.

Economizing.
Willis—Did you know that the mine we thought was no good has yielded nine millions in the last two months?
Gillis—Who says so? Our company?
Willis—No; the prospectus of the company that is promoting the mine next to ours.—Puck.

A Mystery.
"Your little boy seems to be getting along nicely in school."
"Yes, I can't understand it, either. Everybody thinks he takes after his father."—Chicago Record-Herald.

TWO LOCAL LIVE WIRES



C. E. COREY

GUY H. KENZIE

Clarence E. Corey and Guy C. McKenzie, two prominent local stationers who are helping to show the visiting delegates to the National Association of Stationers and Manufacturers' convention a good time, have been in the stationery and printing business in Omaha for only three and one-half years, during which time they have made a most rapid growth.

Starting in business early in 1909 in a little third floor room, the firm has gradually expanded until now it occupies three floors in a good location at 1407 Haney street. They moved to their present location one year ago. In addition to their extensive commercial stationery department they have extensive business in book and job printing, filing devices and office supplies.

Rubber Bands

We have manufactured bands of pure Upriver

Fine Para Rubber

For upward of ten years with absolute satisfaction to our customers and ourselves.

Strongest, Most Durable, Most Economical, No Complaints, No Dissatisfaction

Tested and approved by the United States Bureau of Standards and United States Bureau of Chemistry. Adopted for use by the United States Government in all departments and offices.

FIVE-YEAR GUARANTEE.

Easthampton Rubber Thread Co.

Easthampton, Mass.