

The ABC and XYZ of ADVERTISING

A SERIES OF TEN TALKS ON ADVERTISING
No. 8

Most department store advertising may be divided into three classes: bad, very bad, and damned bad.

Bargain advertising is in the first class. It does sell goods; but if well done it could easily make three blades of grass grow where one grows now. The "worth-\$20-now-\$12.50" bargain offer has been done to death. The people buy the \$12.50 article because \$12.50 is as much as they want to pay; because they have seen the goods; because they have intelligence enough to know that they are getting good value for the price; but for every one who buys there are two others shooed off by the roll-up, tumble-up, throw-up-your-money hurrah.

An honest bargain properly announced is always good advertising. If I controlled a newspaper page I should use one-third of it, down the side, for legitimate bargains. I should put the word "Bargains" or "Today's Bargains" at the top and with the descriptions of the articles I should give selling prices only; say nothing in figures about values or cost prices; use that space for describing the goods. I should make the descriptions as brief as possible, leave everything to the imagination of the customer except the selling price; and now and then I should omit that; let the customer come to the store to find out. Then I should make these bargains look like charity by very contrast; by using the remainder of the page to advertise my regular-priced, always-in-stock clothing and dress goods and carpets and furniture and all that sort of thing; and I should make this department so full of life and spirit and enthusiasm for the goods as to make my counters irresistible.

The store that preaches in the second class. Preaching isn't advertising. It may be entertaining and instructive; it may analyze to a nicety the ethical policy of the store; it may impress the weak-minded with the fact that this store is a great public benefactor, a powerful influence for good in the community, a sort of merchandise university which ought to be endowed by the State. But preaching doesn't sell goods; it doesn't even draw a crowd.

The formal, refrigerator, my-brass-plate-is-sufficient advertising is in the third class. It has all the dignity and drawing power of a corpse. Mark you, I am not criticising the idea. The idea is fine. To be a chosen people clothed in purple and fine linen; to bask in the sunshine of wealth, or of aristocracy, or of fame; to eat where it eats, to drink what it drinks, to wear what it wears, to buy where it buys, to talk what it talks, to dress your poodle dog with what it dresses its poodle dog; to be somebody exclusive, even one or two removed or second hand; that is greatness; and people pay big money for greatness, even for the varnish or veneer. It is the advertising that is bad. It might easily quadruple the trade and yet keep within the boundaries of the elect. Exclusive people don't think. You don't need to put salt on their tails. They follow a leader like a lot of sheep. Your business as an advertiser is to capture the leader; the bellwether of the set. The rest is easy. The others will follow for the privilege of standing in line.

Emball and bury the brass-plate advertising. Use the space to talk to your customers. Some of them read advertisements. If a poor plebeian should happen to read about your goods and wander into your shop by mistake let him do the worrying.

Seymour Eaton
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NEW BOOKS RECEIVED.

The following new books were placed on the shelves of the public library today. They contain a large list of religious subjects. The list is subjoined:

- Religion.**
History of the Reformation in Scotland—Knox.
The Bible as Literature—Moulton.
The Foundation of Relief—Balfour.
The Story of the Churches; six volumes—Balfour.
The Apology of Tertullian—Tertullian.
Assyria, its Princes, Priests and People—Sayce.
Fresh Light from the Ancients' Monuments—Sayce.
Three Hundred Years of the Episcopal Church in America—Hodges.
Roman Catholics' Claims—Gore.
Lives of the Fathers; two volumes—Farrar.
Lectures to Young Men—Beecher.
How to Obtain Fullness of Power—Torrey.
Anecdotes and Illustrations—Torrey.
Who Wrote the Bible—Gladden.
The Body of Christ—Gore.
Catholicism, Roman and Anglican—Fairbairn.
Ten Epochs of Church History; ten volumes.
Miscellaneous.
Washington's Farewell Address—Clark.
Carlyle's Essay on Burns—MacMechan.
Burke's Speech for Conciliation—Clark.
Heroes of Missionary Enterprise—Field.
Life and Art of Edwin Booth—Wintner.
One the Stage and Off—Jerome.
Orations and Addresses; three volumes—Curtis.
The Mountains—White.
Juvenile.
Indian History for Young Folks—Drake.
The Story of Amulet—Nesbit.
Wonderbook of Old Roumania—Dargen.
Real Electric Toy Making—St. John.
The Three Boys on an Electric Boat—Trowbridge.
The Next Dood Morelands—Lewis.
Roughing It; three volumes—Castlemann.
The Steel Horse—Castlemann.
J. E. Wraying at Home—Castlemann.
Shagred and Sunk—Castlemann.
The Jeweled Toad—Johnson.

JURIES ARE CALLED

Talesmen Summoned For Opening of Lake Superior Court

(Special to The Times.)
Crown Point, Ind., Sept. 3.—The following Lake Superior men have been drawn for jury duty by the jury commissioners to serve at the September term of the Lake Superior Court which is to begin next week:

- Grand Jury.**
August Batterman—Hanover.
John Grimmer—St. John.
Fred Ebert—Hammond.
Nelson Coplin—Eagle Creek.
Bank Westway—Winfield.
Conor Bryant—Eagle Creek.
 Petit Jurors.
Louie Patten—Cedar Creek.
Frank Underwood—Ross.
D. P. Scott—Whiting.
Asa J. Strong—Winfield.
Frank Berg—West Creek.
Jacob Rimbach—Hammond.
William Randolph—Center.
Tom Fisher—Eagle Creek.
William Claus—Hanover.
John Trimmer—St. John.
Thomas Adler—Calumet.
Mose Spector—East Chicago.
Called for Sept. 9, 1908.

IN THE SUPERIOR COURT

- NEW CASES.**
4946. Walter Bauer, administrator, Mike Hegedus vs. Universal Portland Cement Company, Civil.
4947. Charles W. Fredericks and Harry H. Friedericks vs. Lewis Friederich.
4948. Ca. A. Murphy vs. Louis A. Bryan, Appeal.
4949. Julius A. Heineman vs. Moll Gordon et al., Civil.
4950. Julius A. Heineman vs. Mike Tamaejewski, Foreclosure of mechanic's lien.
4951. State of Indiana vs. Charles Allen, Assault with intent to kill.
4952. Axelandra Kouenda vs. Joe Christman, Appeal.
4953. Milan Wajkorki vs. Wolf Marovich, Appeal.
4954. Julia Johannesen vs. Bartse Johannesen, Divorce.
4955. Alfred Gale vs. Inland Steel Company, Damage.
4956. Sam Bradski, administrator, Nick Bradski, Personal injury.
4957. Paul Katchman vs. Nathan Migots, Civil.
4958. Paul Katchman vs. John Westfall, Civil.
4959. Worthington A. Croxton vs. D. H. Judah, Civil.

NEW ATTRACTIONS ANNOUNCED

The attraction announced for the Towle opera house for four nights beginning Sunday matinee Sept. 6, is "Kitty and Britton's production as Lem B. Parker's melodramatic masterpiece "Sure Shot Sam".
"Sure Shot Sam" is described as a play by an author with a story to tell and the skill to make it alive, a swiftly moving drama of real men and women, told with a swing and a vigor of expression which go to the making of a powerful and stirring play.
It is said that this play has hit the bullseye of success in the melodramatic field, and is attracting capacity audience every where. Special holiday matinee Labor Day, Monday, Sept. 7, at 2:30.

Stocks, Grain and PROVISIONS

Latest Events in the Markets

Special Wire to THE TIMES

NEW YORK STOCK MARKET

Atchafalpa	Open	High	Low	Close
Am Sugar	133	133	132	133
Am Car	40	40	40	40
Am Cop	79	79	77	78
Am Smeit	94	95	91	92
Anacosta	48	47	46	46
Am O	131	131	129	130
Brook R T	53	53	52	52
Ches & O	42	42	41	41
C P & Pac	122	122	121	121
Canal Pac	122	122	121	121
Erle com	137	137	136	136
Grt North	137	137	136	136
Ill Central	141	142	140	141
L & N	108	108	107	107
M & T	31	31	30	30
Nat Lead	83	84	82	83
N Y Cent	105	105	104	104
Pac	122	122	121	121
Ont & W	143	143	141	142
Pennsyl	124	124	123	124
Reading	129	129	127	127
R I & E	122	122	121	121
Rock Isl	174	174	173	173
So. Pac	107	107	106	106
St. Paul	144	145	142	143
Un. Pac	144	145	142	143
U S Steel	48	48	47	47
Do pld	110	110	109	109
Money closed	1 1/2			
Total sales	717,000			

GRAIN AND PROVISION MARKET

Month	Open	High	Low	Close
Wheat				
Sept.	97 1/2	98 1/2	97	98 1/4
Oct.	96 5/8	98 1/2	96 1/2	98 1/2 ax
Nov.	190 1/4	98 1/2	100	101 1/2
Corn				
Sept.	79 1/4	79 3/4	79	79 3/4 ax
Oct.	78 1/2	79 3/4	87 1/2	78 1/2
Nov.	85 1/2	86 1/2	85 1/2	86 1/2 ax
Oats				
Sept.	50 1/2	50 1/2	50 1/2	50 1/2 b
Oct.	50 1/2	50 1/2	50 1/2	50 1/2 1/2 s
Nov.	52 1/2	52 1/2	52 1/2	52 1/2 1/2 s
Pork				
Sept.	1495	1495	1480	1480
Oct.	1500	1500	1465	1465
Nov.	1450	1450	1480	1450
Lard				
Sept.	965	970	965	967
Oct.	952	950	950	952
Nov.	970	975	970	972
Ribs				
Sept.	815	820	815	815-17
Oct.	855	855	855	855
Nov.	822	827	822	822 1/2