

ADVERTISING AND HOW TO DO IT.

One of the most important things to businessmen is the getting of their wants and wishes properly before the public. But very few, compared with the great number who are engaged in trade and business, understand how much to their benefit is wise and judicious advertising, and how to advertise to their own advantage.

The following is so pertinent and so sensible, on this subject, that we recommend it to the careful perusal of business men:

The above was the subject of a lecture delivered before the Eastman National College in Chicago by H. G. Eastman, L. L. D., of Poughkeepsie, N. Y. The lecturer began by saying there were but four men in the country who thoroughly understand advertising, and they are Bonner, Barnum, Jay Cook—the other he would not mention. All the large business houses in this country advertise largely, and spend immense amounts of money for that purpose. The proper method of advertising could be given in four words. The principle contained in these four words was that which made men rich by its practice. There were thousands at that moment who were endeavoring to write a proper advertisement for the morning papers. The four words referred to were: "Excite, but not satisfy." The public must not be satisfied until they have bought your articles; and then, if their articles were good, (as they always ought to be,) customers would come again. Be sure and please them, and their patronage is yours. Whatever was advertised must be of the best quality. This was the case with the Paris pencil man; this was the case with Mr. Barnum's Museum. Mr. B. paid three hundred dollars for his Museum, with a debt of nearly eighty thousand dollars upon it. Government bonds would be on the market now had it not been for Jay Cooke and his pamphlet.

The proper way to advertise was to advertise one thing at a time. As, for instance, sugar, SUGAR, SUGAR. People would have their attention arrested by that one word, and they would buy sugar. The result would be that a large sugar business would be established. But if the people advertised all they had to sell they would not succeed, because their advertisements would not be read. This was so with everything. If you are a dry goods merchant, silks or some other article must be advertised, and that alone. An excitement must be made and business would follow.

We all advertise: churches, hotels, and all kinds of business are advertised. Churches advertise their work by their ministers preaching on 'Reconstruction,' 'Black Cook,' 'Washbasins,' etc. The Metropolitan Hotel was advertised by its puddings. Every man who went to New York must go at least and take dinner at the hotel. The pudding was put on the table, and it attracted the attention of guests, and was worth a hundred thousand dollars to that establishment.

Mr. Bonner once went to Mr. Bennett, of the New York Herald, and asked if he could have three pages in tomorrow's paper for his advertisement of the Ledger. The answer was, yes; if he would pay a double price he could have all he wanted. Upon which Mr. Bonner said that he would take the whole paper. The consequence was that the Herald, the next day, had nothing but Mr. Bonner's advertisement of the Ledger. On one page in large letters it was stated that an article written by Henry Ward Beecher would be in the Ledger, and so on through the whole eight pages. Mr. Bonner did not advertise all he had to sell, but only attracted attention to the Ledger.

Never have a poor job of advertising done. Poor work never paid; get the best job you can. Use the best material that can be had, and have no half way work about it. Young men, if they wish to succeed, must advertise and continue to do so until success crowned their efforts.

A man arrested for shop-lifting in Buffalo, swallowed a jewel to dispose of the evidence against him. The result of this proceeding was the discharge of the prisoner.

TAR! TAR!

CONSTANTLY ON HAND, and for Sale in quantities to suit Purchasers, Wholesale or Retail, by the undersigned, at his place at Gunnison, Sanpete County. Send on your orders. C. A. MADSEN.

JOY TO THE AFFLICTED!

LAUGHING GAS!

FOR the Million! I take pleasure in informing my numerous friends and the Public, that I have been to great expense and trouble in buying the Patent Right for Salt Lake City for the best Nitrous Oxide Gas Apparatus that is in existence, as is proved by its being used by the Royal Families of England, France and Belgium, also by Dr. Colton, in the Dental Institute, New York.

The Gas made by this Apparatus only is absolutely pure, and no unpleasant choking or straining sensation is experienced, or any disgusting bag used in taking it, but you can breathe perfectly natural every way, and you would not suspect that you were breathing anything but the purest air. It is, in fact, the ne plus ultra of all methods for the painless extraction of Teeth.

I have a large supply of the same Teeth which took the First Premium in Paris last summer. Also five different kinds of Rubber for Inserting Teeth, including the kinds used in England and France.

Particular attention given to preserving the natural Teeth. Terms moderate. Call and see. Dr. Wm. H. GROVES, 2d South St., at 6-1m Snow's corner.

20 PER CENT

Discount

ON ALL

CASH SALES,

AMOUNTING to One Dollar or over

WILL BE ALLOWED

For thirty days from this date.

Bassett & Roberts

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LIME! LIME!!

GOOD QUALITY and CHEAP as the CHEAPEST FRESH DAILY at the PIONEER PERPETUAL LIME KILN, North of Bath House, and at the Office South of Eldredge & Clawson's, Main Street.

PASCOE'S CELEBRATED

Hydraulic Brick,

(OR CONCRETE BLOCKS)

MANUFACTURED in any quantities, on short notice, and VERY CHEAP.

Size of brick 9 inches x 11-4 x 23-4. Blocks any size to order.

Call and examine Samples at the Office.

A LIMITED Quantity of COLORS yet on hand TO BE SOLD CHEAP.

SHACK COALS, STONE COALS and WOOD WANTED. All kinds of useful pay received. Greenbacks by no means refused.

Wagons and Stock received in exchange

F. J. P. PASCOE

d53&sl7lf

MARSHAL'S SALE.

WHEREAS, judgment was rendered in the District Court of the 3d Judicial District of the Territory of Utah, on the 18th day of January, 1888, in favor of McCallister & Co., and against Wm. H. Miles and others, I have levied upon and will offer for sale on the premises, the undivided half interest in the Lime Kiln, situated a little north of Hot Springs, Salt Lake City, at 11 a. m. of the 14th day of March, 1888.

J. D. T. McALLISTER, Territorial Marshal.

d70-39

COMMISSION

FOR

1888.

I AM PREPARED TO RECEIVE

ORDERS

FOR

GENERAL MERCHANDISE,

TO BE DELIVERED THE COMING SEASON.

SEND YOUR ORDERS OR CALL AT THE GLOBE WAREHOUSE

H. W. NAISBITT.

NAISBITT & HINDLEY

d52&slv5lf

IF ANY ONE DOUBTS THE SUCCESS OF

THE GRAND

COMMERCIAL ENTERPRISE

Let them go to

GODBE & MITCHELL'S

AND witness the immense throng who crowd their Establishments daily, eagerly securing Tickets for the

GRAND DISTRIBUTION

OF

\$5,000,

And at the same time

PURCHASING SUCH GOODS AS THEY MAY DESIRE.

AT

THE LOWEST RETAIL RATES!

Such as:

SHEETING, BOOTS & SHOES, CROCKERY, GLASS WARE, CANDIES, FLANNELS, NAILS, GLASS, PUTTY, COTTONADES, TEA, SATINETT, COFFEE, CASSIMERE, SUGAR, HATS, &c., TOBACCO, &c.

CUTLERY OF ALL KINDS,

Hardware of every description,

AS WELL AS

A COMPLETE ASSORTMENT

OF

COOKING & HEATING STOVES,

TIN AND TINKER,

Of every variety,

IT is to the interest of all to go and see them at the

EXCHANGE BUILDINGS,

And at their

Stove and Tinware Establishment, west side of East Temple Street.

d52&slv5lf

Wells, Fargo & Co.,

General Express Forwarders

AND

CARRIERS OF THE OVERLAND MAIL

DAILY STAGES to and from the Terminus of the UNION PACIFIC RAILROAD of OMAHA, and the CENTRAL PACIFIC RAILROAD of CALIFORNIA. Passengers ticketed from OMAHA to DENVER, SALT LAKE CITY, AUSTIN, VIRGINIA, Nevada, SACRAMENTO, Cal., and intermediate points. Stages leave SALT LAKE CITY daily for above points, and on alternate days for VIRGINIA CITY, and HELENA, Montana, BOISE CITY, Idaho, and other points in those Territories.

THE COMPANY RUN AN

OVERLAND EXPRESS!

In connection with their Stage Line, and are prepared to carry PARCELS, BANK NOTES, BULLION, GOLD and SILVER COIN and EXPRESS FREIGHT, to all parts of the world, at greatly reduced rates. COLLECTIONS and COMMISSIONS promptly attended to. Particular attention paid to the delivery of EXPRESS LETTERS at all points on our routes. For particulars apply at office, East Temple Street, Salt Lake City.

THEO. F. TRACY, Agent.

d57-1f

Just Received from Philadelphia,

(OF SAMUEL WHITE.)

A FULL ASSORTMENT OF

ARTIFICIAL TEETH,

For Rubber Work,

OF ALL SIZES, SHAPE & SHADE,

ARTIFICIAL TEETH

INSERTED in the most improved and substantial way, from \$50.00 to \$100.00 per Set.

Cash, Produce and Store Pay TAKEN IN EXCHANGE.

Office at the Old Stand, next door to the DESERET EVENING NEWS Office.

W. H. H. SHARP,

Surgeon and Dentist.

d25-1f

TO THE MUSICALLY INCLINED,

And to those desirous of Learning Music!

Mrs. WHITE, of Rochester,

TEACHES Robbins' American Method for the Pianoforte, which is so far superior to the old method of teaching the Pianoforte, Melodeon or Organ that its full importance can scarcely be estimated. It is a century ahead of all other methods for the Piano—Pupils acquiring a knowledge of Music in an almost incredibly short time.

References to and letters of recommendations from the most eminent Professors of Music in the East.

Mrs. WHITE is stopping at the TOWNSEND HOUSE for a limited time, where she can be found, and full particulars learned. Private tuition given.

COMMISSION PURCHASING 1868.

GEO. CRONYN & Co.

ANNOUNCE to the Public that Mr. FRED T. PERRIS, of the firm, will again start East, early this Spring, to renew our Stock of Goods and Purchase on Commission.

Machinery of every description,

WAGONS,

Agricultural Implements, Stoves, and General Family Supplies.

Information and Circulars given on application or mailed to any address. Special attention given to procuring Labor Saving Machinery adapted to the uses of the people.

Sole Agents in Utah Territory for

Blandy's Steam Saw Mills and Engines, John T. Noyes' Improved Turbine Wheels, Portable Grist Mills, French Burrs, Wood's Prize Medal Mowers and Reapers, Far & Co.'s Wood Working Machinery, Mendonhall Looms, Blackwood & Wilson's Hand Spinning Machine, patented September 24, 1867, spins ordinary Rolls six times faster than the common Wheel, etc., etc.

Our present Stock of Dry Goods, Groceries, Hardware, &c., will be closed out for Cash and Produce, on an ADVANTAGEOUS TERMS AS ANY ADVERTISED. Call and enquire. GEO. CRONYN & Co.

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