



There is a man who makes shoes for childrenand sells them to stores all over Canada But he is only just learning how people buy.

It was this way: His wife - let us call her Mrs. Brown-'phoned to him and asked him to buy some

Picture Brown now among the throng of mothers at the "Children's Underwear" counter. He asks for Underwear for a child of six. He looks it over helplessly. What on earth does he know about Children's Underwear? For lack of anything better to say he asks: "Is this good quality?" The answer is short and quite conclusive: "It's Blank's"-naming a welladvertised line. That short word says everything. Brown pays his money and goes home, quite satisfied

Now what bothers Brown -a manufacturer of shoes, is this: How would it affect the purchase of a child's shoes if the salesman said "They're Brown's"?

Nobody knows Brown's shoes. Brown doesn't advertise.

The name Brown signifies nothing when used in connection with children's shoes. The salesman must use all his persuasive wiles to induce people to buy them.

The point is - If the name Brown was as synonomous with Children's Shoes as "Blank's" is with Underwear, wouldn't Brown sell more shoes

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper. If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation, by the Secretary of Canadian Press Association, Room 503, Lumsden Building, Toronto,

