

Both banks are paying for space and doubtless, expecting results. A bank advertisement is the bank speaking to its customers or prospective customers. Its object is, through sympathy, confidence, ability and service, to retain, induce or create business. It is just as though the bank manager was conversing with a client in the manager's office, and to a great extent, in accordance with the measure of the elements above mentioned in the bank manager's conversation—to which should be added courtesy—will the bank be successful in holding its customers and building up a larger clientele. The copies are shown herewith; judge for yourself.

While it is true that the advertisements did not occupy the same amount of space, or make equal expenditure, it does not take any great advertising knowledge to decide which is most likely to bring return for money invested. You may think that it is not quite fair to compare two advertisements of such diverse conditions, but both represent space paid for

IN THE DAYS OF THE STRONG BOX

In the 16th Century, gold and silver were almost the sole medium of commercial exchange. Unemployed capital earned nothing. The merchant kept his idle money in a strong box at home, or, for greater security, at the goldsmith's. It took nearly three hundred years to develop deposit banking, the cheque and clearing-house system, and the many other facilities and services offered by modern financial institutions.

MODERN DEPOSIT BANKING

Important as is the function of the modern bank in making possible the transfer of money through the use of credit instruments, it is only one phase of the service which it offers to the public.

The wealth entrusted to the bank does not remain idle like gold in coffers, but is constantly employed as a basis of credit for the legitimate enterprises of industry and commerce, and thus is in continuous service of the community.

The Company invites deposits. It pays interest on daily balances of checking accounts and on time deposits. It extends credit, and makes loans on collateral. It seeks to employ its resources in the development of industry along broad, conservative lines to meet the needs of American business of to-day and to-morrow.

and both advertisers are investing money unsentimentally. Is it better to make larger expenditure with every prospect of results or smaller expenditure with negligible expectations? The question answers itself? And I'm not arguing for larger rather than smaller space. That depends on funds available and character of product advertised; there is no doubt, however, that much money is injudiciously expended through poorly written copy, which otherwise would in all probability bring satisfactory returns.

Awakening of Interest

It is apparent, nevertheless, that Canadian banks are awake to this fact, for their advertisements are more and more laying stress on personal service and featuring foreign trade connections. In a competition and general exhibit of financial advertising displayed at the last annual convention of the Associated Advertising Clubs of the World, advertising copy from banks in all sections of the United States was submitted and analysed. Nine prizes were offered, the competition being under the auspices of the Financial Advertisers' Association, one of the largest "departmentals" included in the Associated Advertising Clubs.

The premier award went to a New York trust company who displayed five panels on which were attached samples of the bank's publicity—advertising, booklets and pamphlets expressing clearly details of art, topography, printing, illustrations, etc. Nowhere, it was declared, has bank publicity gone further in excellence of topography, copy and arrangement. Part of the body matter of one of these winning advertisements is shown herewith. It is headed by a pen-and-ink reproduction of a 16th century merchant sitting quill in hand in a candle-lighted cellar surrounded by brass-bound chests and ancient, musty tomes.

It is, of course, purely a matter of opinion as to whether the foregoing copy or the first Canadian bank advertisement quoted has the strongest word values, and indeed, a fair comparison is difficult since one occupied but a 4 x 6-inch space, and the other a space three times the size. It was, however, the choice of the experienced advertising committee of the Advertising Clubs of the World, and as such is quoted for what it is worth.

Supplementing the Papers

Many Canadian banks now publish monthly magazines, house organs or folders, which, in addition to matters of current interest to members of the banks' staffs, contain valuable articles of particular interest to the public in general. Some of them go further and publish handsome illustrated booklets which are distributed broadcast.

Bank advertisements to be effective should be local, suitable in character, language and taste to those to whom the appeal is made. What appeals to the financial man is ineffective with the farmer; what interests the small shopkeeper fails to attract the wholesaler and vice-versa. There is material in modern banking for the production of excellent advertising copy, known in the phraseology of the profession as "pull."

Advertising is a never-failing power when employed intelligently, whether it be by banks, manufacturers or departmental stores. As much care and consideration should be devoted by the banks to the wording and display of their advertisements as they give to organization and operation. Copy writing is an art attained by constant study and practical experience. To only such men should be given the writing of advertisements if Canadian banks wish to place their advertisements on a par with manufacturers and commercial organizations and institutions.

FIFTY YEARS OF FIRE INSURANCE

"The Past, Present and Future of Fire Insurance" was the subject of an address given by G. D. Finlayson, Superintendent of Insurance for the Dominion of Canada, at a meeting of the members of the Montreal Fire Insurance Brokers' Association on December 16. The period covered by the address extended from 1869 until 1919. At the beginning of this period there were only five Canadian-controlled firms in operation out of nineteen insurance firms which were in operation throughout the country. In 1919 there were thirty-nine Canadian-controlled firms out of a total of 134 insurance firms carrying on business in the Dominion. In the time that has elapsed many of the companies which existed in the old days have disappeared. In the case of many of these companies a small amount of capital would have saved them, but their appeals seem to have been unheeded by capital.

The speaker also spoke of the duties of insurance agents, and said that he was of the opinion that the time was coming when agents would not be needed, and that all business outside of the cities would be carried on by the managers at their head offices. He also suggested the formation of a Dominion Fire Insurance Association that could meet once a year to compare and discuss business in the past and their arrangements for the future.