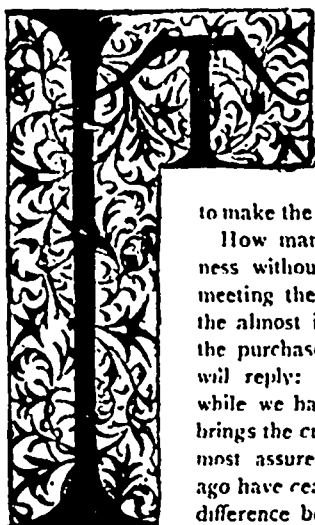


ADVERTISING BY MANUFACTURERS AND WHOLESALERS.



IS from the class of manufacturers or wholesalers selling but a few customers that one frequently hears the remark that "Advertising will not sell goods; my salesman must see the customer

to make the sale, even if I do advertise."

How many first sales are made in any business without the dealer or his representative meeting the customer? In the retail trade it is the almost invariable rule that the seller meets the purchaser. "Yes, but that is different," he will reply: "the customer comes to the store, while we have to go to the customer. What brings the customer to the store? Advertising, most assuredly, or prosperous firms would long ago have ceased to employ it. And what is the difference between advertising to people whom you cannot sell unless they come to you, and

advertising to people whom you choose to subsequently visit? There is none, except your one great advantage that the retailer cannot make the sale unless the prospective customer calls of his own volition, while you follow up your man and adjust yourself to his convenience. Advertise in neither case and your traveling salesman is in the same position as the clerk behind the retail counter; and in either instance you lose the decided advantage of the previous knowledge, on the part of the prospective purchaser, of your firm, business, goods and prices. For it must not be presumed that the average manufacturer is more thoroughly known to the trade throughout the country than the average store to the residents of any city. And even then inadaptability in the salesman, goods or prices can defeat either sale.

Carry it further. Are not polite treatment, honest goods and fair prices as much of a hold upon a retail customer's regular trade as the same qualities in your traveling salesman and goods? And if those qualities can be made to hold business in the wholesale trade, why not in the retail trade? Is a green salesman any more efficient in one trade than the other? Is an experienced salesman less efficient? Does the dealer buy stock of the first salesman who comes along any oftener than the retail purchaser takes the goods at the first store visited? Is it not a fact that the last store visited is the one where the sale is made, and that the dealer is often "not ready to buy," but really waiting to see several of "the boys'" samples before he does buy? Why does the retail customer inquire for particular goods at a particular store? There are other stores, just as well known, that keep the same kind of goods. Why does the dealer wait to see a particular line of samples from a particular house? He has already been shown the same kind of samples from just as good a house. Possibly it is advertising that incites the inquiry of the retail purchaser; it is just as liable to be advertising that causes the dealer's action. You admit that it is advertising that makes the retailer's business; what logic have you upon which to deny that it will make the wholesaler's business?

And actually does the manufacturer who is desirous of selling only jobbers employ advertising at a disadvantage in comparison with the manufacturer catering to the retailers? Take the shoe business. There is no manufacturer who makes so complete a line of goods that he can stock any retail store in the country, and many manufacturers could not even supply a single want of every retailer. If his price is right, the material, quality, style of workmanship of any of his lines may not just fit the retailer's want; or everything may be right except the price, which, satisfactory in one section of the country, is too high for another. He may be able to sell all around a particular retailer, and yet not meet his

requirements. Yet that retailer, and many others, is a regular reader of his advertisement. Neither can this manufacturer for the retail trade reap direct benefit from the copies of the publication that go to other manufacturers, or to the jobbing and certain other branches of the shoe trade. Like all advertising manufacturers, the man who wishes to sell only jobbers, or a certain class of trade, must use a publication a considerable part of the circulation of which has not full value for him. But in view of the fact that his average sale is equivalent to several sales to a retailer, the fact that but a small per cent of the paper's readers are his possible customers still leaves him on a par, as regards business results, with the manufacturer who sells to retailers, and whose business connections are more numerous. He has as good an opportunity of securing the trade of certain per cent of the jobbers as the other manufacturer has of securing the trade or the same per cent of retailers. And that is all he wants.

It is only by such arguments that a class of possible advertisers can be made to understand that they are not paying an undue price for advertising. It is sometimes necessary to establish an individual kindergarten for each hoped-for advertiser, and to so grade the children in classes that the lessons may not be too difficult. Some men will accept electricity, theology and a lot of other things upon the say-so of anybody, but will stand around and watch the advertising success of others, and emit nothing but a great big "Why?" as an answer to every argument. If they had not accepted the use of electricity and the theories of theology upon the knowledge and experience of others they would now be going to bed when it becomes dark under the table and wallowing in uncertainty as to their future disposition. But when it comes to advertising—"Oh, I had a card in the paper once. Run it three months and it cost me forty dollars. Didn't do no good."

Probably if he had advertised mosquito hides or steel steamships given away to children he might have received some replies and have sold some of his regular goods. But he had a card, and it cost forty dollars.

Bah!

All of which is upon the supposition that the manufacturer wants customers. If he does not, by all means he should not advertise.—A. C. Ladd, in *Printers Ink*

TO PREVENT DECAY OF FABRICS.

A method has been brought forward by a Belgian chemist for rendering fabrics, of the textile class, no matter how delicate they may be in texture or color, proof against the ravages of decay for an indefinite period. It is known that the wonderful state of preservation exhibited by the head bands of Egyptian mummies is due to their having been impregnated with a kind of resin, and, acting upon that fact, the inventor in this case made certain experiments with the substances extracted from birch bark, to which the peculiar aroma of Russia leather is due. It was ascertained by these investigations that the green tar, which is left over after the oil used in tanning has been extracted from the white bark of the birch tree, yields neither acid nor alkaloid, and that in solution with alcohol it forms a liquid of remarkable fluidity, with the power of resisting when once becoming dry, even the action of alcohol itself. This substance, it is claimed, possesses the property of uniting with the most delicate and brilliant colors, and rendering them apparently imperishable.

WINDOW DRESSING and STORE DECORATING.

Three hundred ways to dress show windows. A book that every retailer should have: 288 pages, 296 suggestions, 150 illustrations. Description given of the latest devices for displaying goods and many other desirable features. Price, cloth bound, \$1.50. To every purchaser of 300 Ways, will be sent free a pamphlet giving hints in window dressing, and illustrated Brooklyn Bridge. Number is limited. Harry Harman, decorator and window draper, P. O. Box 113, Louisville, Kentucky.