

Meeting the French-Canadian Half - Way

Sentiment enters very little into the make-up of an ad-man. He is and must be above all an accomplished and persistent opportunist. He must be alert-minded, liberal, open-hearted and companionable. The more an advertising man knows, the better advertising man he is.

There is no branch of knowledge, no detail of culture, that is not profitable for him to possess. He must keep in touch with the affairs of the world, the affairs of the country and of the locality where he lives.

Now the topic of today's address is precisely one on which the average English-speaking ad-man's knowledge is superficial, though the "subject matter" is quite close to us, since the two great races, English and French, have lived together on Canadian soil for nearly two centuries. Yet, there exists a misunderstanding between the English and French of Canada and it is that misunderstanding which I will endeavor to dispel.

I am fully aware that the race question is one that is very difficult to handle at the present time and if I were not addressing ad-men, men who are real, genuine, big, broad and keen—men who are above petty prejudices—men whose ambition is to increase their usefulness to the community in which they live, I would not dare speak upon this burning question.

But here are gathered men whose motto is "Truth"; whose aim is to develop business in Canada.— a double reason why I have no hesitancy in plunging right into my subject without any further preamble.

Our Unjustified Animosity Against French-Speaking Canadians

One of the essentials of salesmanship, whether it be in person or on paper, is to know your prospect — to know how to approach him.