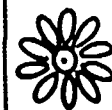




BOOKSELLERS' AND STATIONERS' ADVERTISING

—W. ARTHUR LYDIATT—



I WILL dispense with any theoretical talk on the value of advertising and confine the space at my disposal to the giving of a few practical hints on how booksellers and stationers can secure some profitable publicity. There are few businesses that offer the opportunities for good advertising which lie in the province of the stationer, so many different lines of goods are handled by the average stationer which are susceptible to effective and profitable advertising right through from January to December.

The ways and means are many. Good advertising begins with newspaper advertising, because it is the cheapest and best. No other kind will give so much continuous publicity for the price paid. All other advertising, while necessary, should be of a supplementary nature.

Take space in your local paper and advertise regularly. Never run the same ad. twice in the same paper. A position on the local news page, top or bottom of column, alongside or next to reading matter, or underneath "The Probabilities," is possibly best, though position is not of primary importance.

The best way to buy space is to contract for the approximate number of inches you could use in a year, and then use it as you see fit. Position of the ad. should determine what style to use. Contrast is the thing to be desired, and this can be secured by selecting a type arrangement which will appear in strong contrast to the surrounding matter.

Another good advertising medium is the bulletin board in front of the store. Here will be announced the new books as they appear, also the arrival of the magazines. It is essential that such a board should make a neat, attractive appearance, and should be kept alive with constant changes. It should be in constant use.

It is a good scheme to advertise the contents of the current month's magazine on your bulletin boards in much the same manner as the daily papers "bulletin" the principal news of each day's paper. This plan has been productive of splendid results in increasing the sales of the illustrated magazines, particularly those which appeal most to popular tastes.

The tables of contents, such as are sent out by a number of the magazines, are not always the best thing to use, either. Usually you can make up a bulletin of your own, selecting the most striking features from a number of that month's magazines, something after this manner:

THE STORY OF SIR THOMAS LIPTON.

A most interesting account of the life of England's merchant prince, who is trying to lift the America Cup—in August Munsey's—along with a number of other splendid features, for 10 cents.

"THE REIGN OF QUEEN ISYL."

is the title of a very interesting story in Everybody's Magazine for August. A number of other bright life portraits in the form of short stories are included. 10 cents a copy.

THE CORRUPTION OF ST. LOUIS.

A startling article on the municipal politics of the World's Fair city, by one who knows. See this month's McClure's Magazine—10 cents.

Try this next month for yourself. Perhaps you can improve on the idea.

Another good scheme is to have little slips of circulars printed quite frequently, advertising the arrival of new goods in any of the different departments of the business, or such, for instance, as would make special note of the fact that you receive subscriptions for all the magazines. These would be slipped in all the newspapers, magazines and books which are sold in your store, and, possibly in some cases, carefully distributed about town.

About the best scheme for advertising books which I know of is to get your local publishers to regularly review all the new books. Most of them do this, suitable extracts for publication as reviews being easily obtainable. Such matter is very interesting to a majority of newspaper readers and an enterprising publisher is only too glad to make extended reviews, more particularly in the Saturday issue, if a daily paper.

Given the opportunity, you would enter into an arrangement with the publisher to insert your name in each review of any book which you sell as an indication of where the book may be purchased. You would include your name in the announcement in place of the publisher's, something after this manner:

"The Pit," by Frank Norris, cloth, 652 pp.. \$1.50 net.
For sale in Hamilton at Bronson's bookshop, 25 King
street west.

You may have to pay for this privilege, but it would be worth a good deal; how much depends on the extent of your book trade.

In the Spring valentines are sometimes worth advertising, and wall paper makes a good leader, if you carry any kind of a stock. In the early Summer is a good time to talk sporting goods, and when the warmer days come round cameras, kodaks and supplies afford an opportunity for some particularly effective and profitable advertising. Local conditions will govern the extent to which advertising such goods can be made most profitable, particular attention being paid to those sporting goods, etc., which are most popular in your vicinity.

August is the time to push school supplies, and a good deal of your newspaper space and windows should be given up entirely to these goods. Don't let any of this business get away from you if you can help it. Some stationers sadly neglect most of their opportunities for getting business along this line. How many school boards are in the habit of getting in supplies by the wholesale from outside centres? This is a state of affairs which ought not to exist. Every community should patronize its own businesses whenever possible, and a school board should be among the leaders in this respect.

In this connection it might be well to remind you how desirable it is that some sort of souvenir be presented to the young folks as the time for the opening of the Fall term approaches. To be effective doesn't imply that it be expensive. On the contrary, even the cheapest of articles will be appreciated, if it peculiarly appeals to juvenile tastes.

Pencils with your name printed on are procurable at a very low price—rulers are popular—and scribbling pads are appreciated by the older pupils.

Society and business stationery should receive a good deal of attention. Toward the end of May would be a good time to tell about your facilities for turning out invitations and announcements in good style. If you are not in a position to do this work yourself arrange with someone in a nearby city to execute orders for you promptly, and then procure a goodly