

PHOTO SUPPLY DEPARTMENT

ADVERTISING SUPPLIES.

The best kind of advertising for photo supplies, as well as for almost everything else, is newspaper advertising. Consider for a moment the condition under which a newspaper advertisement reaches the man for whom it is intended. The reader of a small town daily or weekly usually reserves the perusal of his paper until such time as he can do so without being interrupted by something else. Most newspaper reading is done in the evenings, after supper, when the cares of daily toil have been for a short space set aside. It is read, as a rule, under the most comfortable circumstances; by the fireside in the winter and on the lawn or veranda in the summer.

Being comfortable and free from interruptions, the reader's mind is also receptive. And for this reason, items of news or advertisements which would receive but scant courtesy in a hasty perusal, under such circumstances as have been above alluded to, receive a fair amount of attention. The newspaper advertiser, therefore, reaches the man he is after—the buyer—under the most favorable of conditions. It is even better than a personal interview for this reason. All persons—or pretty nearly all—are prone to argument, and if you apply personally to a man whose mind is neutral upon the subject of your interview, even though he has any amount of leisure at his disposal, he will argue the point and will take a mighty lot of convincing. Particularly is this the case when an attempt is being made to make a sale of an article in which the person canvassed is not interested already. If he is already interested the case assumes a different aspect, and a personal interview, properly conducted, is by no means without its effect.

In the matter of photo supplies, it is comparatively easy to interest those who are amateur photographers in your photo supply department. A well-worded announcement will, in most cases, do the trick. This much is evident from the fact that the amateur needing the goods only wants to find out where they may be had with the least amount of trouble and expense. But in getting after new devotees to the art of photography, and inculcating in them a desire to make photographs, a deal of thought must be given to advertising. The advertising must be of the kind known as "educative." For that kind of advertising nothing can surpass the newspaper. A man must be receptive if he is to be educated to anything, and the newspaper, in the majority of cases, is read at a time and under circumstances which render the readers peculiarly receptive.

It is to be hoped that every reader of Bookseller and Stationer has got out of the stick-in-the-mud state of mind where he is content to sell what is asked for without troubling himself to reach out after the people who don't ask for anything, but who would if only persuaded to do so. This paper has at all times encouraged the use of good advertising, and careful readers of its columns should by now have had considerable advertising experience. They will know what is meant by educative advertising.

Take a generous amount of space, and carry on a general plan of campaign. If it is possible, illustrate your copy with good cuts. Perhaps some of these may be obtained from the jobbers on loan, at the cost of postage or express. It may be possible to get an article written by some local enthusiast, telling of a holiday trip,

the chief feature of which was snap-shooting. If no dealers' names are mentioned, and no allusion is made to the commercial side of the business, it would not be out of the way for the editor of your advertising medium to run this as a piece of legitimate and interesting reading matter. Contemporaneously with such an article, strong persuasive copy should be run in your regular advertising space. The effect of such a combined attack would be very strong indeed.

To make newspaper advertising really effective and well worth the money invested in it, there is nothing like having for a motto "keep hammering." By this means, and frequent changes of copy, your name can become familiar to every reader, and yet every announcement read with interest. Introduce yourself to the newspaper reading public as a dealer in photo supplies, and—keep introduced!

SELLING SUGGESTIONS.

Now that many readers of Bookseller and Stationer have acted upon the suggestions contained in former numbers and are now in touch with the supplies, it will not be out of place to reiterate some suggestions for reaching the consumer.

First of all there is the store window. This can be made most attractive by the judicious display of stock and more especially by the artistic arrangement of the display cards, supplied by the manufacturers of the various goods. Many of these cards are more or less works of art and undoubtedly attract attention. There is no necessity to devote the whole of the window space to photo supplies. A portion of same will be quite sufficient, if proper taste is used. It is undoubtedly a good thing to give a large portion of window space to this line, for, say, a week or so, in order to draw the attention of the public to the fact that you are in a first-class position to meet their requirements. Then cut the display down to what space can be set aside permanently.

It might also be just as well to place a card hanging up inside the store in a prominent position, where those waiting to be served with other goods will be likely to be attracted. They may not be "snippish" themselves, but will probably have friends who are, and the news that Jones keeps films, etc., will be spread. The customer who has a moment to spare is as a rule inquisitive, and a few photo price lists, as supplied by the wholesale houses, placed on the show case or counter will be sure to be picked up and examined. This most probably goes into the pocket, and having the storekeeper's name and address upon it (applied by a rubber stamp), it is a useful advertisement at once. A permanent one, too, as the list will undoubtedly be taken home and used for reference at some time when required.

The circulation of the small pamphlets and lists supplied by the wholesale houses costs, practically speaking, nothing; therefore, why not place one in each package of photo supplies sold to a customer. In fact, in any parcel where the list is likely to be looked at. There are many customers who have cameras, unknown perhaps to yourself, and the free list always calls forth such a remark: "Oh, I did not know I could get photo supplies here." This has probably obtained for the store one new customer, who has been accustomed to go elsewhere.