

ADVERTISING DURING EXHIBITION.

SPEAKING of exhibitions, 'Toronto Saturday Night' has this to say:

"Hotels, restaurants, saloons, the street railway and a few kindred enterprises, reap a very large and instantaneous profit, but the average tradesman misses not only his regular customers, but finds very few new ones. The people who come to the Fair almost as a rule come to be amused or to see the articles displayed, and go home the day of their arrival. The circulation of the daily newspapers, I think, could be proven to be smaller during the continuance of the Exhibition than on ordinary days. I am quite positive that fewer people read the newspapers during the Fair weeks than at any other time of the year, yet advertisers are eager to make their announcements at the period when they are certain to have fewest readers. On the Fair grounds printed matter and lithographed cards, and all that sort of thing, are distributed by the bushel, and every observant business man will notice that the whole area of the Industrial Fair is fairly papered with cards and circulars and testimonials that have been thrown away, because the people have neither the inclination nor conveniences for carrying away the vast amount of printed matter which is thrust into their hands. I hate to see this waste of advertising space and this misuse of advertising methods, because it brings into disrepute and disuse the material which publishers offer to those who desire to make known their goods to the general public.

"During the time of the Industrial Exhibition is not favorable for either advertising of a display sort or the distribution of cards and circulars, and is without doubt the very worst time of the year for merchants to indulge in those long and fulsome 'write-ups,' into which they are juggled by advertising canvassers. Tens of thousands of dollars are wasted during Fair week in useless advertising and in throwing away cards, chromos and circulars. Nobody reads the newspapers, owing to the fact that nobody has time to do more than attend to his visitors, or, if he be a stranger, to his visit.

"The average Torontonian is prouder of the Industrial Fair than of anything else in Toronto. Nothing angers him so much as any depreciation of the great enterprise which brings so many people to see us, yet the personal effort of the individual to make his business an attractive part of the show is very small; he is willing to put a big ad. in the newspapers, where it will not be read, but any suggestion that the same money be spent in decorating his premises or improvising a unique and attractive something in his windows would be scouted. I say again that the direct advantage accruing to the Toronto business man by reason of the Fair is very small; in many cases it inflicts a temporary loss. The real advantage is obtained by influencing people to make this city the centre of their amusements and business. If we can get them to come here to the Fair we can get them to come at other periods of the year, and to make the city attractive and the amusements vastly superior to those afforded by any other Canadian city should be our chief aim."

Here is truth for you. Toronto daily and evening papers during Exhibition were full of half and full-page advertisements of wholesale and manufacturing concerns. Every dollar spent in this way was practically thrown away. Advertisers, think it out for yourselves. When you visited the World's Fair did you read Chicago's morning and evening papers? If you did look at them, we bet it was to see the attractions at the theatres or to take a careful look at the amusement column. Visitors to large cities have their minds made up before they arrive as to what and who they will see, so that from the moment they arrive till the moment they depart they are on the jump. What time have they to look at newspapers? None! Manufacturers and wholesalers should use the trade press exclusively for their announcements, and those catering for the general public should advertise extensively in their local papers for two or three weeks

previous to the opening of an exhibition, and if they have still some money left, spend it on attractive window display, bunting or some such attraction.

WHAT TO DO ABOUT ADVERTISING FAKES.

THE legitimate advertising medium has to meet all sorts of fake competitions, which are not only in themselves useless, but depreciate the whole value of the advertising business. The Toronto Evening Telegram has had some very pointed and true remarks about this kind of thing, and recently declared:

"Showers of coins are wasted yearly in Toronto by inexperienced advertisers. Poorly printed programmes and booklets, that look very well when the 'dummy' is in the hands of the canvasser, are circulating about the city from day to day, and not the least are these of the channels where money is wasted.

"An advertisement that does not create comment or excite interest amongst those for whom it is intended, is not a good investment in an advertising sense. How many give a second thought to the preparation of an ad. for the itinerant canvasser? Business men excuse themselves with 'I had to buy him off.' A poor excuse, surely. The modern advertising man is one who can so interest his hearer that his words will be listened to and heeded.

"'Only \$2 for this space,' and 'only,' 'only,' 'only,' is the argument of the canvasser for what is generally termed 'fake advertising.' In the history of advertising there has never yet been found a man who got results from indiscriminate, disconnected advertising of this sort.

"Examine the next proposition of the 'fake' order, and see if there is on it the advertisement of a single successful advertiser—one who admittedly makes money out of his advertising.

"Compare a five-dollar advertisement on a programme or booklet with an ad. in a newspaper. They occupy about the same space. One is printed on three thousand copies, the other on over twenty thousand. One is glanced at, and possesses not enough originality or care in its construction to excite interest. The newspaper ad. is carefully built and filled with the best store news that the advertiser can think of.

"Under the guise of 'advertisement,' many fakes are made to travel to a successful issue—for the canvasser and collector."

Now all this is perfectly indisputable, but does anyone suppose it is confined to Toronto? Not by any means. The Montreal Star exposed the other day what was still more serious than useless, though bona fide mediums, nothing less, in fact, than an advertising swindle which had been successfully practised on the merchants of that city. A man had been going about soliciting ads. for a programme of sports, etc., to be given at a picnic under the auspices of some society or organization. A dummy programme was shown to the merchant, who was asked to allow his ad. to go into one of the vacant spaces "for the small sum of \$2." Many consented; a few programmes would be printed and the money collected. The excursion would never take place, but how could the duped advertiser know that? The fraud was only discovered by a dispute which occurred with the job printer over the price of the programmes to be printed. The printer got suspicious, inquired of the society whose name had been used in connection with the mythical picnic, and found the whole thing a fraud!

The evil of this kind of swindle is that it disgusts business men with genuine advertising. They are angry at being taken in, and are apt to turn a deaf ear to the representative of a good paying medium. Newspaper solicitors should fight these fakes persistently, expose them publicly as frequently as possible, and take care, as The Telegram has done, to address a few sensible words to advertisers as often as circumstances warrant.