

CONCERNING ADVERTISING.

(From Page 10)

exception that the leader in his particular line invests a large amount of money in advertising, and has been doing so for many years. I will just mention one instance. That of a company which manufactures a soft drink. About two years ago this company sold its interests to a syndicate for \$25,000,000. The tangible assets were but \$5,000,000. The syndicate paid \$20,000,000 for the consumer goodwill which advertising created. It is significant that this syndicate was made up entirely of large banking interests.

In closing, I want to go on record with the statement that I believe that the campaign conducted by the B. C. Products Bureau during the past year was the most successful campaign in British Columbia. This in spite of a very limited appropriation. The men in charge of this campaign are to be congratulated. Each and every B. C. manufacturer who contributed, should congratulate himself, because I believe he received \$10 in return for every dollar he invested. I have records at my office—the result of an investigation which absolutely prove these statements to be true. For the year 1923 I would recommend that you support this campaign in a more liberal manner. But, that in itself is not enough. You must also quit "pushing" and start some "pulling" for your product yourself, if you are to reach the desired sales volume in the year 1923.

(By James Lightbody, B. C. E. R.)

We might as well be frank with ourselves, at the start, and probe our reactions to the made-in-B. C. idea. I take it we are all thoroughly agreed on the advantage buying made-in-B. C. goods is to our province. But when we go to buy anything, does that sentiment alone make us choose a B. C. made product? Very seldom. Very likely we take whatever is handed to us. If we ask for a particular brand, we do so because the name of that particular brand has been repeatedly kept before our minds by advertising. But the chances are that of two brands, one nationally known and the other made locally but not so well known, we will choose the nationally known brand for another reason—namely because the widespread advertising gives us confidence in the manufacturer. In this respect the nationally advertised product has a tremendous advantage over the local product, and only advertising that is as good as your competitor's will offset it.

First of all, see that your advertising is done by someone who knows how. This does not mean that you cannot do it yourself. All the better if you can do it. But give as much study to it as you do to the other branches of your business.

Having gained some knowledge of advertising, take time to plan and write your advertising. There are more advertisements spoiled because they are dashed off in a hurry than because the men writing them haven't the brains.

Adopt a trade name or a trade signature, and use this in all your advertising.

If possible, use a cut or illustration in ALL advertising. Don't waste your money on wild-cat publications.

(By Harry Duker, of Duker & Shaw.)

From the standpoint of the sales department, poster advertising is especially useful, because it can be so accurately controlled. The old-fashioned advertising campaign was often laid out with little or no regard to distribution—the actual placing of the product in the consumer's hands after his desire for it had been aroused.

It was easy to wind up an advertisement with the grand claim, "For Sale Everywhere." But, as a matter of fact, few products enjoyed really universal distribution then, nor do they now. The average article is subject to conditions which determine the localities where it is, or ought to be most thoroughly distributed.

Simplicity is the distinguishing feature of almost every great advertising success you can name. Take any of the famous products which have survived and flourished over any considerable period of time, and you will find that their story as told to the public is surprisingly simple.

Scores of giant advertisers hold to the same policy of expressing the essence of their idea in tabloid form.

There must be some sound basis for this policy or it wouldn't work. The basis is the fundamental law that people don't reason at all, or only in very simple terms.

Now the poster takes advantage of this underlying trait, which in varying degree is present in us all, to take a suggestion and respond to a command. Stevenson once made the profound observation that people are governed by catchwords. The poster is the exponent of the short, sharp, hard-hitting, easily remembered and oft-quoted phrase, or slogan.

Theoretically, people ought not to be swayed by an appeal so simple and summary. They ought to weigh evidence, compare claims, and finally make their purchase deliberately on the basis of a judicial decision. Practically, however, people don't do any such thing. I don't suppose they ever will.

So we may summarize the second salient point of posters by noting that they lend themselves to that brevity which is the soul both of wit and successful advertising.

The third big feature of poster advertising is its characteristic pictorial treatment. If there is one thing which people absorb more easily than a catch phrase, it is a picture.

The universal and deep-rooted appeal of pictures is confirmed by the enormous growth of the moving picture industry. The person who doesn't respond to a picture more instinctively than to cold type, is abnormal. Success in advertising depends on reaching the normal man or woman.

Normal people are interested in posters because primarily posters are pictures. They are peculiarly compelling pictures because printed in colors.

The fourth basis of the poster's power is that it requires little, if any, voluntary attention. The eye cannot escape it. Its message is flashed at a glance. The eye cannot avoid a poster—even should it be so disposed. A single look, and the story is told. Tomorrow, perhaps, a new picture engages its fleeting attention, almost unconsciously—and the same story is repeated, with sufficient variety to compel renewed attention and interest.

CONTENTS

	Page
ORIGINAL VERSE BY CANADIAN WRITERS.....	3
THE BANFF-WINDERMERE ROAD:	
By S. G.	4
SHOULD EX-PREMIER BOWSER HAVE A "SECOND CHANCE"?	
By an independent	5
A SHORTER CATECHISM CONCERNING THE BUY-B. C. PRODUCTS CAMPAIGN:	
By W. B. Forster	6
THE CANADIAN MEMORIAL CHURCH 'N VANCOUVER	7
NOTES AND QUESTIONS	8
CONCERNING ADVERTISING:	
By Morgan Eastman, James Lightbody, and Harry Duker	10
VANCOUVER LITTLE THEATRE ASSOCIATION: EIGHTH PRODUCTION:	
By L. A.	11
THE SALESMAN'S LAMENT:	
By W. F. Steedman	12
THE LIBRARY TABLE (BOOK REVIEWS)	13
M'NING PROSPECTS, 1923:	
By Val. Quinn	14
JUST BETWEEN OURSELVES: A CORNER FOR MOTHER AND THE GIRLS:	
By Winnogene	15