

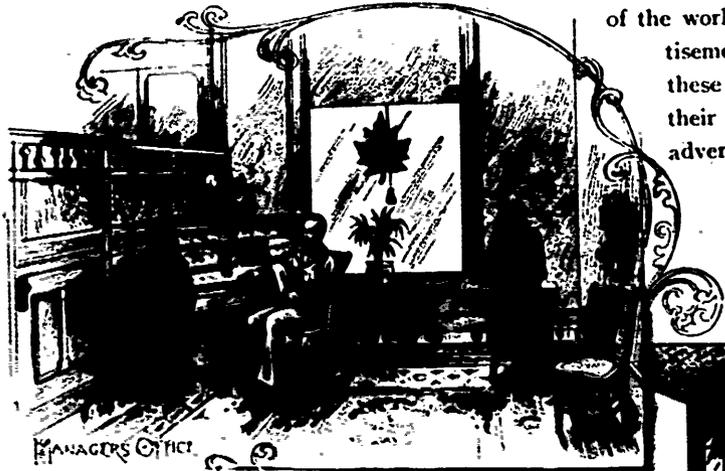
WHY IT PAYS TO ADVERTISE IN TRADE JOURNALS

"Successful men are always safe Guides"

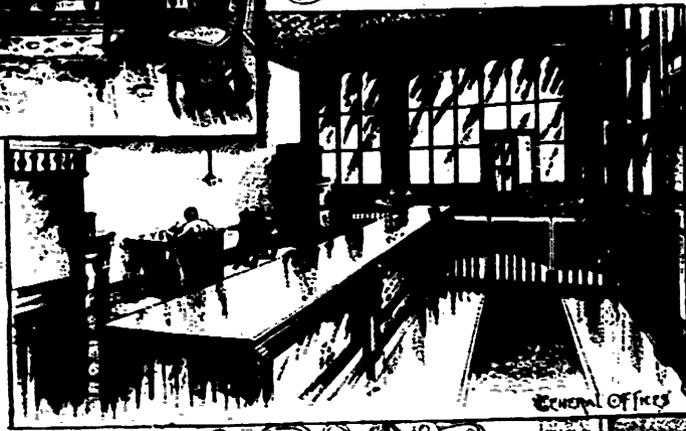
There is not a man in the manufacturing or wholesale business to day, of any experience, who will deny that advertising pays. We all agree on that point; except perhaps those who go on the principle that because they are an old house that everybody when they read their firm name knows all about them. When, in fact, there are lots of people who never heard about them or what they make and have to sell. Take the leading hardware, grocery, dry goods and printing trade papers

of the world, and in their pages will be found the advertisements of millionaire concerns. Who thinks that these advertisers want to "create a demand" for their products? The question is "how and where to advertise?" There is no doubt about it that the trade journal is the only true medium, because every reader is a probable buyer and you can talk direct with the trade. There is no lost circulation, every copy issued carries its message

direct to those who buy your goods; with daily and general commercial papers not



one-quarter of their circulation is useful to you, the other three-quarters reach a class who are not at all interested in your goods. Another point is that the thousands who subscribe for their trade papers look there and there only for announcements of new goods, changes in prices and other matters relating to their trade.



The trouble with a great many advertisers in trade journals is that they expect too much from that source. They expect the advertisement to do more work than their best travellers, whose expenses are as much in one week as the yearly cost of the advertisement. As a rule no attention is given to the advertisement except perhaps a change of wording once in six months. Imagine the big (?) orders your travellers would receive if they simply handed their card to a customer and said they would sit down and wait for an order. This is how the advertisement in the trade paper is treated. Why not change your advertisement every week or month? Speak to your customers through it the same as your traveller would talk to them, and you will soon discover that the trade paper is THE ONLY medium. The publisher of the best journal in existence can only sell you space and guarantee circulation among your probable buyers. He cannot guarantee that the advertisement will pay you. That rests with yourself. You must use the space to your best advantage and last but not least do not give your travellers all the credit for the year's business. Another mistake advertisers make is that they look too much for cheap advertising. When you are sick do you look around for the cheapest doctor? Or if you want to engage a lawyer do you look for the low priced and most obscure? Certainly not. The best evidence of the value of a paper as an advertising medium is its ability to secure and hold the best paying class of advertisements. Take a look through any of the Trade Journals published by the J. B. McLean Co. and see the class of advertisements that appear week after week and year after year. It is not what you pay for an advertisement, but what it pays you.

