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CANADIAN MUSIC TRADES JOURNAL

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NO. 11
CANADIAN
MUSIC TRADES JOURNAL
APRIL 1916

PERSISTENCE

THERE are two reasons for the necessity of persistence in advertising —one of them is the ease with which the human mind forgets, and the other is the necessity of teaching the good points of your products a little at a time. It is a general experience, not only in advertising but in all the different phases of business, that the concern which does not constantly remind its customers of its existence soon has no existence of which to remind them.