

MONEY-WASTING ADVERTISING.

BY NATHANIEL C. FOWLER, JR.

THE man who says that all advertising pays is a liar. Half the advertising mediums are worth half charged for them. Half the methods of publicity are worth little more than nothing.

Half the advertising is placed because the man who asked for it knows his business.

Half the printed matter suits the compositor better than the man who sends it out.

Half the printed matter is ten times too long.

Half the advertisements attract nobody.

Half the descriptive catalogues are understood principally by their publishers.

Advertising will pay if not too much and not too little money is expended for it.

Economy is to be practised in advertising.

Too much economy in advertising is just as unprofitable as too little of it.

The newspaper or regularly issued periodical is the fundamental back, sides and bottom of all successful advertising, and all else, to be profitable, must be used in conjunction with it.

The circular has its place; so has the flyer, the handbill, the sign on the fence, the painting on the rock, the novelty, and everything else which tends to bring people to the store or to keep regular customers.

In every town of any size there are one or two directories. The majority of directories are issued by concerns who grind them out by the yard and paste on new covers, getting their names from the other directories. The directory publisher depends upon the advertisements and not upon the sale of the directory for profit, because it has no sale. The majority of local dealers advertise in every directory.

It may pay to advertise in the regular standard directory of the town, but it never pays to advertise in directories not thoroughly standard.

If the advertiser thinks his advertisement in the back pages of the directory, surrounded by 100 or 1,000 more advertisements, is of any particular use to him, let him put a \$5 bill among these advertising pages, place the directory in the most conspicuous place in his store, and he will find that his money is about as safe in that directory as it would be in his safe.

The charitable programme, and programmes issued by other local entertainment committees, come under the classification of legitimate blackmail; that is, they are honestly issued, their publishers are leading men and women, and it generally does not pay the advertiser to refuse to place a small announcement in them, because by not doing so he is liable to get the ill-will of regular or prospective customers. He must take this advertising space, although it is practically worthless in itself, and charge it either to charity or to profit and loss.

The advertiser issues a pamphlet describing his goods. He spoils it because he plasters his name all over it. He gives information of interest to himself and not of interest to the public. He is too technical. He does not present his goods so that the public can understand what he intends to tell them. He makes a directory of his catalogue when he should make of it an interesting book of reading. More good money has been lost in catalogue and descriptive pamphlet advertising than in

almost any other method of publicity. The catalogue is indispensable, but its value is practically annihilated by over-writing it and presenting it to the public, typographically and otherwise, in a way which makes the public immediately throw it into the waste-basket without even a glance of recognition.

The flyer is illegitimate in that it is a cheap way of advertising—cheap in cost and cheap in every way.

The flyer can be made to be of benefit if it contains the briefest matter, and only makes one point at a time.

The flyer should never be used to dispose of regular stock, but it can be used for the announcement of bargains, shop-worn articles, or anything else out of the usual line.

The newspaper announcement of bargains is worth much more than the flyer, but both can be used to advantage.

Never let a boy distribute flyers, unless the boy is guaranteed by some surety company.

If he is like the average boy, or like you as you were when a boy, he will leave from one to one hundred at each house, and give to each passer-by as many as he will take.

The circular left at the door seldom gets beyond the front steps, because the wind blows it away.

If the bell is rung, the servant girl takes the flyer into the kitchen and there it remains.

About one out of a hundred circulars left at houses is seen by the inmates.

About one out of every twenty-five handed to passers-by is read by the receiver.

A circular to be delivered at the houses, to be of any value, must be handsomely printed, and sent in a sealed envelope properly addressed.

The circular given out upon the street must contain little matter and be in large type, that when the pedestrian drops it, and it happens to fall face up upon the sidewalk, it may then do a little good as a transient advertisement.

Signs on fences have been proven to be profitable. Do not have the signs so near the street that the occupants of carriages cannot easily read them. A large sign at a distance is much better than a small one near to.

Do not use the expression: "Go to Smith's," or "Smith's is the cheapest."

Say something broad and out of the conventional ruts.

"Go to Smith's" means nothing.

"Smith's is the cheapest" is a hackneyed expression passed by everybody.

Of course the sign cannot be changed often, and therefore it must be of permanent character, but that does not interfere with its being bright.

If you know how to be funny, be funny in your signs.

Dry prose is bad enough, but cheap wit is an abomination.

The mile board is not bad, although conventional.

If you put up mile-boards be sure that your distances are correct. It doesn't make a prospective customer feel very well to read while on the way that it is five miles to Jones', and then, after traveling a mile further, discover that he is five miles and a half away.

Be sure that your signs along the railroad are a considerable distance from the track, because passengers on a moving train cannot read letters close by the road-bed.

Advertisements on hotel blotters and depot clocks are worth comparatively little, because users of hotel blotters are tran-