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The Power of the Condensed Advertisement And a Special Offer

One of the remarkable developments in the field of advertising that the last few years has witnessed, is the increased use which is being made of the condensed advertisement. To look at an ordinary daily issue of such mediums as the Montreal Star or the Toronto Telegram or the Winnipeg Free Press, with their solid pages of condensed advertising, fills one with amazement. Column after column of situations vacant, of help wanted, of properties for sale, of articles lost and articles found, record a history of the day's doings that interests not only those immediately concerned, but even the great outside public as well.

The secret of the success of this form of advertising seems to lie in the combination of two factors—one, the cheapness of the method, and the other, the extent of the publicity. The usual charge of two cents a word for a first insertion places within the reach of the man of small means the use of this form of publicity. By writing his ads. in compact form and omitting all superfluous words, he is usually able to convey his meaning in a satisfactory manner and at a remarkably small cost. He knows that his ad. will be placed under the proper heading and that it will be read by those interested in what he has to say, just as much almost as if it were displayed in a full page. And after all, that is precisely what he wants.

On the other hand, the extent of the publicity assures him that his advertisement will fall into the hands of approximately every one who is likely to want or be able to supply what it refers to. The man who advertises for help in any one of the mediums referred to can be reasonably sure that practically everybody seeking a position such as he offers will read the ad., for he knows that the paper is the common meeting ground of the two complementary forces that make up the supply and the demand of the day.

But there is a specialization in the realm of condensed advertising, just as there is in the realm of general advertising. A newspaper circulating in a single locality cannot be expected to serve the ends of an advertiser who wishes to reach a certain class of people, scattered here and there over the whole country. Different media suited to different needs have sprung up—notably the trade press, which provide immediate access from the wholesale seller to the retail buyer at a minimum of cost.

In the same way a specialization is springing up in the department of condensed advertising. Retailers are beginning to understand that there are advantages for them in using condensed advertising space in the par-

ticular trade newspaper that caters to them. The fact that their trade paper circulates among others of their own class means that possibilities for the exchange of surplus stock, the securing of extra help, the disposal of unsalable goods, etc., are always at hand.

In the case of The Bookseller and Stationer, more almost than in that of any other tradesman, the condensed ad. should prove useful. For instance, a book is wanted that is out of print. Some other bookseller hundreds of miles away may chance to have a copy. The question is how to reach him. The best solution to this problem is to try a condensed ad. in a medium that reaches all booksellers.

Or, again, suppose you have on your shelves a number of books that have been proved unsalable and that are merely dust-collectors, deteriorating every day. Possibly there is some other dealer who could take these off your hands and dispose of them, but he doesn't know about them. How is he to be informed? Again the answer is, through a condensed advertisement.

You require help in your store. What better means than an advertisement in a specialized medium, read by people interested in your particular line of business, to bring this help to you? Indeed, there arise a hundred and one different ways in which condensed advertising will prove your friend and helper. It has proved efficacious in the past and its development will make it more and more powerful in the future.

The publishers of Bookseller and Stationer are anxious to develop the condensed advertising department of this paper. At present the department is small and limited in scope and in consequence it is not referred to, except in a few odd cases. But, were it extended and did readers get into the habit of looking over it regularly, it would become of undoubted value. In order to extend it and give it a wider scope, a special offer of free insertions is being made to all subscribers of Bookseller and Stationer.

Every subscriber is entitled to three free insertions of any condensed ad. (limited to thirty words). It is hoped that there will be a good response to this offer, which is a most generous one. When one pauses to consider what it means, it will indeed be surprising if every subscriber does not forward an ad. for insertion. After the free insertions, should an advertiser wish to continue his ad., the publishers will reinsert the same at a charge of one cent per word per insertion.

Non-subscribers to Bookseller and Stationer should enroll themselves on the subscription list at once, in order to be eligible for this special offer.