

Advertising.

Practical Hints on Advertising.

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If advertising be confined to a specified territory, it ought to be a simple matter of arithmetic to tell whether or not it was profitable. Certainly the manufacturer knows what quantity of his goods are sold in a certain territory. If he tries advertising for six months or a year, and the sale isn't increased, he certainly knows that the advertising was not of the right sort.

If the business is increased, he can measure by the additional profits against the cost of the advertising, and by the simple operation of subtraction find out just how profitable the advertising had been.

Of course, where the advertising has been general all over the country for a long time, it is hard to tell just exactly what it accomplishes. This is more particularly the case when general as well as local circulating mediums are used.

The man who is using local papers and also the great monthly magazines cannot tell whether the magazine advertising pays or not. He cannot tell absolutely about the local advertising, but he can get near it if he tries.

Of course, if he sells to jobbers, and they in turn sell to retailers, the problem is more difficult, and, in fact, is almost unsolvable. When he is first going into any given territory, however, he can tell exactly what its advertising is doing. It will require attention to do this, and it will require some figuring.

To be sure, a Cincinnati jobbing house may buy the goods that are sold by a Kentucky retailer, and so apparently results might come from Ohio when the advertising was being done in Kentucky. It is comparatively easy, however, to find out where the actual sales are made if an effort is made to do so.

A certain wise man, who has now been dead some years, said: "Of the making of many books there is no end." He must have foreseen the booklet era in the history of advertising. There are more booklets used now than were ever used before in the world. It seems that no business of any kind can get along without a booklet, and booklets are good things. There's no question about that.

A booklet enables a man to tell a longer story than he can tell in an advertisement, unless he has a great deal of money and a great deal of nerve. Sometimes I am inclined to think that an advertisement covering the entire ground might be published in the right sort of papers and get a great deal wider circulation for the same amount of money than can be obtained by the publication of a booklet. The booklet is a sort of stock advertisement, however, and may be used effectively in the regular daily correspond-

ence, or in the daily out-go of packages and boxes.

The booklet is necessary. Many makers of booklets make the mistake of talking too much before they begin to tell their story. I like the booklet that jumps right into the middle of the story on the first page, and talks business from the first letter to the last period. I do not like the booklet, or the advertisement, for that matter, that begins in some such way as this:

"That interesting work, Webster's Unabridged, defines a hinge as a joint on which a door, lid, etc., hangs or turns."

This sort of thing is generally the opening to two or three pages of unnecessary introductory literary matter.

Business men do not have time to read stories during business hours, no matter how interesting and well written the stories may be. If a man who is interested in hinges gets a booklet about hinges, he wants to get the meat out of it as quickly as he can. He doesn't care anything about what Webster says about hinges. He knows what a hinge is, and his opinion and Webster's may possibly differ. He cares more about the quality and prices of the commercial hinge than he does to know the dictionary definition of the word.

I believe in a booklet that tells quickly whatever it was written to tell. I do not mean that I would sacrifice clearness for the sake of brevity, but I would start immediately to tell my story whether it was long or short.

Newspaper publishers will get more benefit from progress in advertising than any other class of men, and yet they are the ones of all others who throw obstacles in the path of the progressive advertiser. I have recently had it brought forcibly to my attention that many publishers fine their advertisers when they endeavor to make their advertising profitable. They apparently do not want the advertising made profitable, at least profitable to the advertiser. Publishers refuse to change the ads of local advertising unless exorbitant extra charges are paid. In doing this they are certainly standing in their own light. They are doing what they can to make the advertising unprofitable, and, if it is made unprofitable, how in the world can they expect it to be continued or increased?

If they are not getting enough money for their space to afford to change the ads frequently, then they ought to advance their rates. I believe, however, that it is generally true that they are getting enough money to permit the frequent changes of the advertisements.

Several years ago, when I was making some contracts with a number of local papers, I proposed to furnish electrotypes, provided I could get a concession in rates by so doing. I was told that it didn't make any difference whether electrotypes were sent or whether the composition was

done in the office, because the printers were there, and were employed by the week, so that it cost no more when they were busy than when they were not busy.

This is, undoubtedly, the case in most local newspaper offices. It must of necessity be in only the larger cities, where composition is paid for by the piece, that the changes of ads make any appreciable difference in the expense of getting out a paper.

It doesn't cost much to set an entire paper in an ordinary weekly office. There are comparatively few papers that are all set in the office of issue. Plate matter is now so good that the average local editor cannot possibly improve upon it, even if he gives his entire time to the subject. An ordinarily good printer will set several columns of advertisements in a day. I mean the ordinary run of ads that go into weekly papers.

Of course, if he has any fancy work to do on the ads, or if a good many of them have borders, he won't set so much, but I should think a reasonably fast printer ought to set six or eight columns of ads in a day. I suppose that the average price paid for this kind of work in newspaper offices all over the country is not more than two dollars a day. In the general run of country offices, I doubt if it is more than a dollar and a half a day.

At this rate, it would cost something like twenty-five cents to change a column of ads. Of course, the making-up would take some time, but the increased business that would surely come from this kind of work would more than pay for the time and trouble involved.

Tobacco soap (Nicotiana soap) has been introduced in Germany for treating parasitic diseases of all kinds, particularly itch. The originator, P. Tauzer (*Pharm. Centralk.*) prepares an extract from tobacco refuse, containing about 8 per cent. of nicotine, of which he incorporates 10 per cent. in the soap, scenting slightly with oil of bergamot. This soap has proven excellent in allaying itching, and hence is expected to prove valuable to hives and pruritus. It must not be used on moist eczemas and pustulous affections, while on children it must be employed with great care.

BLAUD'S PILLS.—A good method, according to Rava (*Pharm. Zeit.*), is the following: Prepare ferrous carbonate by precipitation from 270 grams of ferrous sulphate with 168 grams of sodium bicarbonate. Mix the fresh precipitate with 50 grams of honey, 25 grams of acacia, and 20 grams of glycerin. Complete the mass by the aid of any suitable constituent, and make into pills weighing 0.25 gram each.

IODOFORM DEODORIZER.—Iodoform forms an odorless combination with hexamethylenetetramin, and so the latter is recommended (*Phar. Centralk.*) for removing the odor of iodoform from hands and utensils.