

Practical Hints on Advertising.

By CHARLES AUSTIN BATES, New York.

The sooner everybody learns that advertising is purely and simply telling people the real facts about goods and business, the sooner all advertising will begin to pay. It is not necessary to be smart, or cute, or original. I doubt if anybody could be original if they tried. About the time that one evolves a very brilliant idea, which he believes to be entirely original, he bumps his head against the same thing written by somebody else a hundred years ago, more or less. In the name of good advertising, let us stop trying to be cute. Let us talk business from start to finish. Let us have an A B C of advertising which will say, A is for advertising, B is for business, and C is for common sense, and then let's stop. That's enough of the alphabet.

You cannot make your advertisements too plain. It is a great deal better to have them too plain than not plain enough. If you make the ad. so plain that even a fool can understand it, you are sure to be understood by the smart people.

Of course you will say any one of ordinary intelligence will know what it means at once, but just think over the list of people you know and see how many of them possess ordinary intelligence. You remember the old Quaker's remark to his wife—"All the world are fools but me and thee, and sometimes I think thou art a little queer."

There are a great many people in the world who do not know enough to go in out of the rain, and the money of these people is just as good as that of anybody else.

Advertising is, or ought to be, *news*, and a news item that remains standing for three or six months gets just a trifle stale and uninteresting.

If you will tell people something new and interesting every day or every week, they will soon read the ad. regularly. Sooner or later you'll get their trade.

There are facts about every business that people generally would be glad to know. There is nothing in the world so close to every man as the needs of his to daily life. It is more important for him to know that you "have a nice lot of goods at certain given prices" than it is for him to know that "Mike Cassidy killed an Italian named Macaroni in New York yesterday."

It is useless to advertise outside of the store and not inside. The first requisite in a system of advertising is cleanliness and order—the general appearance of the store. After that comes courtesy and the quality of the goods, and it is hard to tell which is more important.

No matter how insignificant the transaction, it doesn't take any longer to be amiable than to be crusty. There is such a thing as being too pleasant—familiar—that isn't good. It leads to a lack of respect. A merchant should keep up his dignity.

There is no use advertising in a half hearted way. Somebody, I don't remember just who, said: "He who asks timidly courts denial." This is as true in advertising as in anything else. One of the best things an advertisement can do is to convince readers that the advertiser is in dead earnest about his business; that he means what he says and expects to be believed.

People are like sheep. They go where they are led or driven. They like to be told exactly what to do and when to do it. Positive, forceful advertising is the kind that pays. The ad. that makes a clear, straight, definite proposition or statement about something in particular is the one that makes the best and deepest impression.

It is undoubtedly wise to send out a circular of some sort to those who have previously been customers. I do not think personal letters, or circulars in imitation of letters, are so good as the printed circular or a little booklet. These may be as elaborate as you choose or it may be merely a simple postal card. I do not believe that circular advertising for a new business is very likely to be profitable. The newspaper is the best developer of new business. The circular should be used only as an auxiliary.

One of the best things that an advertiser can do is to make his ads. sound, fair, and reasonable. It is well to admit that the other fellow's goods may be pretty good. Then you can go on and say wherein yours have the advantage, and people will believe you are truthful because you are just. "If you can once get the public to believe that you are more careful in your statements, and more honorable in your dealings than your competitors, a great deal has been accomplished."

It has been said that an advertisement "works twenty-four hours a day." Do not, therefore, belittle its importance. Don't put off writing it till the last minute. There is nothing so susceptible to care, or the want of care, as your space in the newspapers. Without care in preparing and changing the matter, half of the cost is wasted. There is no single expenditure that a merchant makes which will net so big a profit, or so great a proportionate loss, as that for advertising. I believe that persistent and intelligent advertising always pays.

It is better not to attract attention at all than to attract unfavorable attention. An advertisement should be clear cut and distinct, with a clean display—not crowded—and with a concise, logical, reasonable talk in it—no slang and no levity. That doesn't exclude a little humor, or a pleasantry occasionally. It only applies to the flippant and undignified style which is frequently used.

The price of space is just the same whether the advertisement that is put into it is a good advertisement or a bad one. An advertisement that costs twenty dollars, and pays, is a good deal better than

an advertisement that costs two dollars and does not pay. As a general thing I believe that the twenty dollar advertisement is more likely to bring really profitable results than the two dollar advertisement is. That is to say, if the two dollar advertisement will result in a ten dollar sale, the twenty dollar advertisement will bring more than ten times as much.

Business Notices.

As the design of the CANADIAN DRUGGIST is to benefit mutually all interested in the business, we would request all parties ordering goods or making purchases of any description from houses advertising with us to mention in their letter that such advertisement was noticed in the CANADIAN DRUGGIST.

The attention of Druggists and others who may be interested in the articles advertised in this journal is called to the special consideration of the Business Notices.

List of Graduates of the Optical Institute of Canada.

The following are among the past students of this Institute, and any or all of them serve as references, both as to the advisability of taking instruction in Optics, and the practicability of this course in particular:

T. W. Welch (with W. J. Dyas), Strathroy.
J. A. McFee (of Angus McFee), Belleville.
G. P. Bonewell, Thorold.
J. W. Armstrong, Lucknow.
W. M. Kirkland, Galt.
J. A. Austin, Toronto.
J. Thompson, Bracebridge.
W. A. Fenwick, Guelph.
H. Knell, Berlin.
J. S. Smith, St. Catharines.
H. C. Brittain, Strathroy.
J. T. Scales, Mt. Forest.
Miss B. Thompson, Bradford.
Miss F. Ansell, Toronto.
A. Lazarus, Toronto.
I. E. Jaques, Toronto.
S. W. Hobart, Kingston.
E. D. Wilcox, Uxbridge.
W. Barr, Hamilton.
F. A. Ellis (of The J. E. Ellis Co., Ltd.), Toronto.
W. G. Kinsman, Toronto.
J. E. Davis, Goderich.
G. A. Deadman, Brussels.
A. L. Wheatley (with G. D. Pringle), Guelph.
W. W. Munn, Toronto.
S. Rosenthal (with A. Rosenthal), Ottawa.
S. C. Lamb (with J. P. Lamb), Athens.
E. C. Kinkaid, Antigua, West Indies.
W. G. Maybee, St. Catharines.
C. H. Ward, London.
H. R. Knowlton, Athens.
W. A. Purvis, Kenfrew.
J. A. Stewart (of McCarroll & Stewart), Meaford.
W. W. Forte, Brighton.
J. Findlay, Pembroke.
B. Grosse, Montreal.
O. Fallerbaum, Montreal.
T. Stevenson, Orangeville.
C. Vanzant, Markham.
E. A. Brown, Cornwall.
H. Michael, Toronto.
S. Michael, Toronto.
J. P. Lamb, Athens.
E. C. Mitchell, Kingston.
C. A. Olmstead (of Hurdman & Olmstead), Ottawa.
J. Higginbottom, Milton.
S. Scott, Newmarket.
J. W. Browett, Ingersoll.
H. Howell, Iacombe, N.W.T.
R. T. Kyle (with W. J. Dyas), Strathroy.
A. J. Mills, Toronto.
J. S. Leo, Montreal.
R. Hensley, Sr., Montreal.
R. Hensley, Jr., Montreal.
J. L. Gurd, Montreal.
N. Beaudry, Montreal.
A. G. Gaucher, Montreal.