

ADVERTISING IN SMALLER PROVINCIAL DAILIES.

Mr. C. A. Abraham in Business for November.

THE development of advertising in the smaller provincial dailies is marked in various ways. The patronage is growing after many years of hard and persistent work. The merchants in the smaller towns and cities have awakened to the benefits to be derived from using liberal space in the local dailies. The more prosperous have succeeded in making money in spite of the adverse times, and this fact has encouraged others, now that the sunshine of prosperity is everywhere visible, to become

even more aggressive than their neighbors in earning trade through the medium of the daily newspaper.

I believe that with the advent of better times business men everywhere will be more lavish in their use of printer's ink. Those who have closely observed the methods of space users in the past—in other words, those who have made a study of advertising, and feel that they "know what they know" will make more money the next five years cultivating and fostering trade through advertising in the daily newspapers



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than scores of those who have gone to seek their fortunes in the Klondyke or who neglect their legitimate business—the business about which they doubtless know a great deal—and invest their capital in enterprises about which they know little or nothing.

A merchant, if he is wise to-day, will not weaken his business in this manner. He will push trade along legitimate lines, and if he is not capable of taking charge of the advertising department will employ someone who is. But right here is the stumbling-block—the dangerous pitfall that wise men avoid. A merchant may be familiar with every detail of his business, he may be a shrewd cash buyer, an all around clever business man, yet deficient in the knowledge of scientific newspaper advertising. This class of merchants have not been asleep, however, and of late years have made a study of the question, in many cases adopting the ideas of the large space users in the metropolitan dailies. Thus the departmental stores have been a blessing in disguise to the publishers of the smaller dailies. While many of these newspapers have been loyal to their merchants at home and refused to accept advertisements from the big city chaps, the country storekeeper has been taught a practical lesson in the value of advertising. And many of these have now become liberal space users in their local newspapers. I believe it pays in this way to cultivate the business of the local rather than that of the outside merchant. The first-mentioned has a stronger claim on the local publisher, and where the newspaper and the merchants marshal their forces in this way, there is a healthy growth of business all around. The local newspaper educates its readers to trade at home; thus the merchants in the towns and smaller cities become in time converts to the principle that newspaper advertising is wise business management.

The Sentinel-Review has made some progress along these lines. While it has persistently refused advertising from the big city departmental stores, it has endeavored to furnish a

medium through which the local merchants might retain the home trade. In a great measure this policy has been a benefit to the community as a whole. The leading merchants have become liberal space users, and while they have found big sales from advertising in newspapers they also feel at the same time that they are patronizing a daily paper that has protected them from the onslaught of the merchants in the large centres. Thus The Sentinel-Review is one of the strongest, as it is one of the best, of the smaller provincial dailies. It has character and influence in the community in which it circulates. It carries more advertising than any other daily of its class in Canada.

But I must not encroach on my space with a further reference to the merits of Woodstock's popular daily. In this short sermon on publicity I want to impress on the readers of Business not only the necessity of advertising but of advertising well. Your public announcements must have character. They must appeal to the reader's reason. They should not only be well written but should be truthful. No honest merchant should attempt to gain trade through publishing misleading or inaccurate statements. No merchant ever gained by so doing. The leading advertisers of Woodstock furnish an example of how to advertise well and make money. Their store news is fresh, reliable and readable. What they have done others may do. They don't entrust the preparation of their advertisements to boys or inexperienced clerks and they are never guilty of advertising what they are not prepared to back up at the counter. This is the sort of advertising that pays. The other kind leads to failure, and very often to an official acquaintance with the sheriff.

In conclusion let me quote briefly from an article by Mr. Charles Paddock on "Wasted Efforts."

"There is very little use in advertising unless it be done intelligently. Hard work counts for nothing unless brains direct the labor. In advertising want of thought is often worse than physical laziness. Better not to advertise at all than to do so without care or judgment. The mere act of putting an announcement in a newspaper is not wisdom. It may, on the contrary, be arrant folly. There are a thousand conditions to be considered before publicity be decided upon, and these conditions surround the advertiser right through his campaign. Although misfortune may attend the shrewdest seeker after publicity, failure often indicates want of knowledge and efforts wasted in the wrong direction. Some advertisers are above taking advice from their most experienced friends. Their own knowledge of advertising may be little or nothing, but they assume that they know what they are doing, and results frequently show their mistake. There is little use starting out without a definite purpose and a definite plan of how to accomplish it. Don't make any effort at it unless it is fairly certain to help towards success. There is an old saying that a particularly torrid locality is paved with good intentions, and it might be added with equal truth that 'failures in advertising are caused by persistent but wasted efforts.'"

SPECIAL SIZE IN ENVELOPES.

The extra size of envelope made by the Morgan Envelope Co., (their No. 7 being large enough to enclose the ordinary line), has greatly helped the sale of these goods. Buntin, Gillres & Co., Hamilton, are Canadian agents for these goods.