

The Canadian Horticulturist

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TALKS ON ADVERTISING

By the Advertising Manager

No. 7

KEEPING EVERLASTINGLY AT IT

"Repetition," says Luther Burbank, "is the best means of impressing any one point on the human understanding. By repetition we fix any tendency, and the more times an impression is repeated, the more indelibly will the resultant tendencies be fixed, until, if repeated often enough, the impression becomes so fixed that it will require many repetitions of an opposite nature to efface it."

What has this to do with advertising? Let us see. Suppose someone mentions soap, tea, safety razors, or breakfast food, to you. Instantly you think of some particular brand or variety in connection with the article mentioned. Why? You have seen advertising of these articles so frequently that your mind instantly connects the name of the article with some particular make or brand. The constant repetition of the advertising of this article which you have seen from time to time has made such an impression on your mind that you cannot think of one without the other. When buying an article you are influenced perhaps almost unconsciously, to purchase something which has been well advertised rather than another article which may be every bit as good but about which you may know nothing. You are so familiar with the name of the advertised article that you somehow feel it must be good.

And here is the real secret of the remarkable success that usually attends steady persistent, straight-forward advertising. It is possible to sell goods of poor quality through the aid of advertising, but it is not possible to continue selling these goods to people who have once tried them, and found them unsatisfactory, no matter how hard they are advertised. When people see the same line of goods advertised steadily in the same publication, month after month, they know these goods must have quality. The advertising has created confidence in the reliability of the advertiser and in the quality of the goods he offers that would be difficult to obtain in any other way.

Then, too, people like to buy from the man with whom they feel acquainted. If they see his advertising appearing regularly in their favorite paper or magazine, they get to feel that they know him. When they want anything in his line they will buy from him in preference to buying from a man whom they do not know. Steady, persistent advertising is of value to the advertiser not only in helping to sell the goods advertised from month to month, but also serves to build up a reputation for reliability and fair dealing that will of itself attract many customers.

The Canadian Horticulturist numbers among its advertisers many who find it pays to advertise in every issue of the year. There are others whose business would be benefited by such advertising. Let us talk the matter over with you.

We do not admit Advertisers to our Columns except such as we believe are thoroughly reliable.