

ADVERTISING INCREASES SALES AND CUTS COSTS TO PUBLIC

"Truth-in-Advertising" Pays Best In Getting Permanent Results

Falsification of Printed Message Forfeits For Businessman Confidence of Consuming Public, Who Remember Deception Long Afterwards, Even When Advertiser Has Right Goods To Deliver.

Advertising written without regard for the truth may lose its pulling power, but advertising telling the truth, whole truth and nothing but the truth does not.

The man who falsifies his advertising will in time lose the confidence of the public, and perhaps some day when he does back up his message with the goods, the consumers will not patronize him, believing that he is still falsifying.

London, thanks to merchants living up to what leading advertising men hold as their motto "truth in advertising"—is practically free of advertisements that do not tell the truth.

Then again advertising will not get the maximum in results if the advertising is not followed by good salesmanship. Advertisers, sometimes, when the articles they have advertised do not sell as readily as they expected, approach the advertising manager of the medium in which they have placed their advertisements and complain that the results were not all they might have been. However, it has been found time and again that the fault lies with the selling end of the campaign.

trouble in placing his advertising. Doing this eliminates much cause for worry. Another point to remember is "early copy." Putting an edition of a newspaper out is a race with time. Therefore the earlier the copy is in the better. Every advertiser should plan advance copy.

Message To Public.
And it is well to remember that the space purchased is an investment. The material put in it should be carefully prepared. It is the message to the public. When the merchant buys advertising space in a newspaper he has obtained the full value of his money—if the newspaper is reputable and enjoys the confidence of a large number of subscribers.

Possession of advertising space in a newspaper gives to the merchant a wonderful opportunity of reaching

Good Salesmen Must Judge Human Nature.

To be a good salesman one must possess ability to judge human nature.

The salesman who once said to a customer in a shoe store, "Madam, one of your feet is larger than the other," is probably a rolling stone today. But the competitor who said, "Madam, one of your feet is smaller than the other," is doubtless a sales manager of some large concern.

And he often has a difficult task for men as a rule have their doubts with them at all times, especially when an opportunity is offered them.

The explanations are in order when the type used in the advertisement is not quite right. And it is his duty to tell the advertiser that space at the top of the page next to reading matter is not always available.

Has Much To Explain.

When rates are boosted because circulation has taken a big jump the advertiser does not always understand that he is reaching more consumers and fails to take kindly to the increased cost. Then, again, must the advertising head step in and explain.

After the prospective advertiser has been won over from a prospect and has acknowledged that advertising is the motor that keeps the wheels of his business going, he must remember many things.

Furnishing his copy in such a state of perfection that it will not need changing when he sees it in the proof, is one important matter for him to remember in order that he may experience the minimum of

thousands of people who buy, and within a shorter time than he could by any other means.

Advertising reduces the cost of selling and because it can be used from day to day or periodically according to the desire of the advertiser, it gives him the advantage of being able to launch a selling campaign at the moment when it is most needed.

Daily newspaper advertising has an advantage over other advertising inasmuch that it achieves its object, which is to deliver an appeal to the buyer, in much less time than any other kind. And it costs less too!

Daily newspaper advertising has kept the business machinery of many institutions running throughout the period of depression just left behind. Then what will it do at this time when the wheels of industry are gathering momentum each day, gradually developing the speed that will be required when the spirit of better times which has already made itself felt in many lines, becomes general.

Expects Coming Year To Be Best in History

ROBERT M. BURNS, manager of the Catholic Record, and a member of the executive of the Advertising and Sales Club of London, has had much to do with the growth of the publication which he controls.

When he joined the staff of the paper 21 years ago, its circulation was 9,000. Since that time it has increased by 25,000.

The Catholic Record is the leading Roman Catholic publication in Canada. Its circulation is national.

During the past few years, owing to the period of depression, now safely a relic of the past, circulation did not increase as rapidly as in previous years, but all the old subscribers were held, while many other papers of a similar class had their mails cut considerably.

Mr. Burns who, by the way, did not achieve success over night, but rather by hard and consistent effort, expects the coming year to be the best in the history of the paper, and in the history of all other business activities in Canada.

He believes that The Advertising and Sales Club is an asset to the community, and believes that every



ROBERT M. BURNS.

firm should have at least one representative on the membership roll, for that firm's own benefit, if for nothing else.

Was Pioneer in Outdoor Advertising in Canada.

PETER GLEN, of Glen Bros., sign painters, and a member of the executive of the Advertising and Sales Club of London, was the pioneer in outdoor advertising in Canada.

Forty-five years ago he opened a sign painting shop on Dundas street, west of Talbot street, moving from there to Wellington street, just north

Shortly after Mr. Glen opened his business in London he began writing special advertising signs of his own invention.

During a trip to New York he obtained the idea of a bulletin board, and on his return introduced it here. His first bulletin board, on which there were ten large signs, was located on the east side of Richmond street, between Piccadilly street and the C. P. R. tracks.

His two brothers, Arthur and Norman, have associated themselves with him in business and a staff of eight is now employed.

Glen Bros. introduced outdoor advertising in Winnipeg, and covered all the principal cities and towns of the northwest five times.

Owing to the high cost of materials signboard advertising became almost prohibitive during the war. Since peace has returned, however, business in this line has increased with renewed vigor.

The Advertising and Sales Club, Mr. Glen believes is one of the best things ever inaugurated, because it educates the local buyer and restores confidence to big business men. The suggestions obtained at the meetings are good, he states. He feels that the advertising club is a permanent fixture.

Business prospects in his line were never better, he declares. Last year was a poor one, but it was only the lull before the storm of better times, he feels confident.



PETER GLEN.

of Dundas street, then to the Spencer Block, corner of Wellington and Dundas street, and finally to his present establishment at 420 Talbot street. Each move meant an increase in floor space.

FIND PROBLEMS IN ADVERTISING

Merchants Recognize Need of Thought in Planning Printed Messages.

PUBLICITY POTENT FORCE

Brings Best Results From Carefully Prepared Copy, Properly Placed.

Advertising, like all big commercial forces, presents its problems. Scribbling any kind of copy for an advertisement and handing it to the first medium that claims the advertiser's attention does not pay. The subject requires study.

When a merchant is planning a show in his windows he does not dump his stock in any old way. He arranges each article in such a way that the entire display attracts the prospective buyer and leaves a good impression with him.

The same applies to writing advertising. The man who outlines his argument in a convincing way will get far better results than the man who does not exercise care in preparing his copy.

Conditions today are diametrically opposite to those a few decades ago. Then it was a question of supplying the demand. Now, since the introduction of modern machinery, it is a question of getting the demand for the supply. However, the problem is solved by advertising, not just advertising, but convincing, truthful advertising. Advertising, especially newspaper advertising, is valuable because by repetition it keeps the name of the article advertised before the eyes of the public and creates a desire for the goods.

Must Bring Results.

In order to be valuable an advertising medium must carry the message the advertiser had prepared to a certain number of prospective buyers. Not only that but it must bring results, and for a reasonable outlay. In proportion to the faith that its readers place in it, does the medium increase in value.

There are various kinds of media and they are placed in two categories called active and passive. The former launches the attack creating the desire of the reader to buy what it is boosting, while the latter finds the buyer in an active mood, the buyer ordering the article, because the advertisement tells him how he can obtain it, and at a time when he most wants it.

Active advertising is also known as creative advertising, and passive advertising as reference advertising.

Active advertising includes that in newspapers, magazines, trade papers

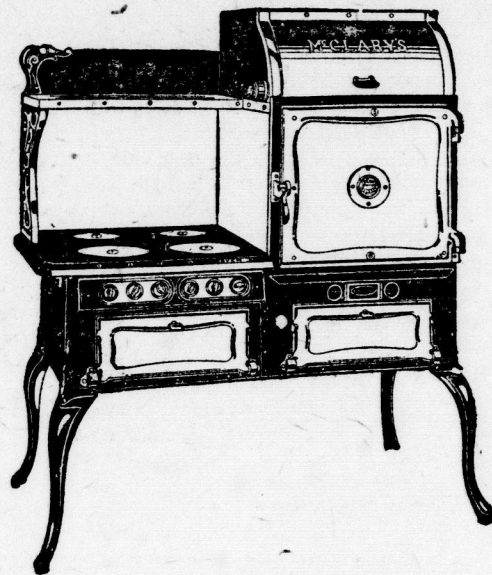
and technical papers, street cars and sign boards, and passive advertising, that in directories, catalogues, commercial registers and encyclopaedias. Both classes have their place in securing a market for a product.

Reaches Great Numbers.
Newspaper advertising is valuable because it reaches such great numbers of persons who desire the daily

news. The fact that it publishes daily or twice or more times daily is important, because the advertiser is enabled to deliver his argument to the public while interest is at a high pitch. Then it confines its appeal to certain territory and covers that territory thoroughly.

Most important of all, however, no matter what the medium used, is the preparation of copy. The advertiser

may lose all instead of gaining if he rushes blindly into the advertising field with his message. There is one point in connection with preparing the advertisement and that is a knowledge of the class of people one wishes to reach. The space purchased for the advertisement is an investment, and it must be developed to get results.

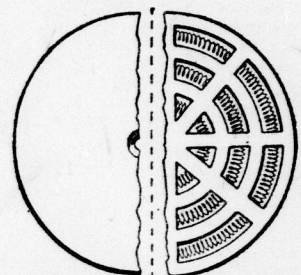


The Element--- The Oven

TEST POINTS IN AN ELECTRIC RANGE

Two things you get in McClary's Electric Range—but in no other—have made cooking by electricity the easiest, cleanest, safest method of cooking in the world.

McClary's Protected Element removes the worry, expense and delay caused by short-circuiting, burning out and other damage when the ordinary exposed element is touched with a fork or kettle or when syrups or greases boil over on it.



McClary's Protected Element Ordinary Exposed Element

McClary's seamless, round-cornered, porcelain, enameled, washable oven is as easily cleaned as any other enameled cooking utensil.

McClary's Seamless Oven operates like a fireless cooker—once it is heated it remains heated until the baking or roasting is done—thus economizing on electric current.

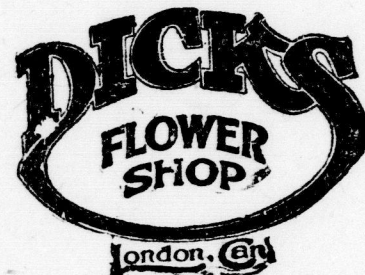
See McClary's Electric Range at

The Hydro Shop

DUNDAS STREET

Phone 1297.

235 Dundas Street



"SAY IT WITH FLOWERS."

"SAY IT WITH FLOWERS."

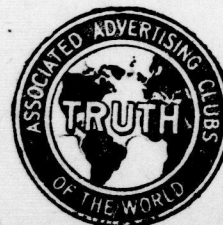
Keeping Everlastingly At It Wins Success

SUCCESSFUL business houses are those that have always been the "Everlasting Advertisers," never letting up, but year in and year out have always kept their place of business, and their wares before the eyes of the public through the medium of the printed word. In so doing, they have built up a large volume of business, enabling them to buy quality merchandise in large quantities at lower prices (than the man with a smaller turnover and who does not advertise), which they can in turn sell to the customer for a reasonable figure, giving the benefit of their large purchases. The constant advertiser, by drawing people to his place of business, is the big helper in keeping the wheels of commerce moving. To sell he must buy, and for him to buy, something must be manufactured or produced. When you read an advertisement, remember that behind the ad and the merchandise it is featuring are the means by which many are gaining their living. The first law of mankind is being maintained, that of "work and replenish the earth," and the more goods sold means more work for all.

Yours in Truth in Advertising.



The constant drop of water wears away the hardest stone.
The sharp-edged tooth of Rover cuts the toughest bone.
The ever persistent wooer is the man who wins the maid.
The "Everlasting Advertiser" is the chap who gets the trade.



DICK'S Flower Shop

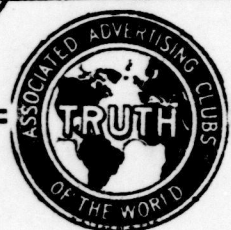
235 Dundas Street, London.

Advertisements Prove Fount of Knowledge For Buying Public

EVERY person does or should read the daily newspaper! News, however, is not carried in the news columns alone, for in the advertisements can be found information that is valuable to the householder; in fact, to any consumer.

Advertisements not only tell the world where bargains may be found, but offer real sound advice for the buyer.

He is educated to ask for his particular need when he makes a buying excursion instead of wandering aimlessly about, taking a chance on all his purchases. Advertising tells him the truth, for only the truthful advertiser can survive long in the business world today.



THE ONLY RULE FOLLOWED BY

ART WILKES

IN ADVERTISING IS TRUTH AND QUALITY.

We never waste our customer's money on unworthy tires or tubes.

Our quality standard of new goods is unequalled.

Twelve years of truthful service to the public proves this.

Time is money—when your car is running on a wounded tire the longer you delay having that wound dressed the more it is going to cost you in tire depreciation. Have our experts vulcanize it at once.

You get "Quality Vulcanizing"—not the average at

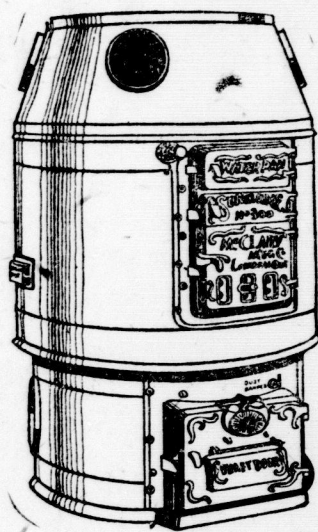
London Tire Repair Depot

354 WELLINGTON STREET.

Phone 2334.

Opposite McClary's.

The Best for Your Home



McClary's Sunshine Furnace

PIPE OR ONE REGISTER (PIPELESS)

One of these McClary's Furnaces—the pipe, or the one register (pipeless)—is especially suited for your type of house.

Not only is there a Sunshine model for every type of home and kind of fuel, but McClary's see to it that the Sunshine Furnace is properly installed to heat every room in the house.

Every dealer who sells McClary's Sunshine Furnace is thoroughly equipped to advise you on your heating problem. Consult a McClary's dealer today.

McCLARY'S

London, Toronto, Montreal, Winnipeg, Vancouver, St. John, N.B., Hamilton, Calgary, Saskatoon, Edmonton.