The Canadian Horticulturist

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TALKS ON ADVERTISING

By the Advertising Manager

No. 8

THE SILENT SALESMAN

Sixteen months ago a nursery firm placed a one inch advertisement in the columns of The Canadian Horticulturist, the first advertising in its columns they had done. This small advertisement was continued for a few months, then increased in size to a half column. Six months ago these people commenced using a quarter page, and have found this advertising sufficiently profitable to recently reserve this space for a year. In a recent letter to The Canadian Horticulturist they say: "We did no canvassing, and had only this one advertisement running, yet succeeded in doing four times the business of 1910. The old customers and their friends, together with new customers, secured through the advertisement, took it all."

Steady persistent advertising in a medium which reaches the particular class of people who buy the class of goods advertised, when backed up by quality in the goods themselves, is bound to bring results. The printed advertisement is a silent salesman who is able to talk to every reader of the publication in which the advertisement appears, and at a time when the reader is most apt to be interested in what he has to say. This silent salesman not only delivers his message, but repeats it every time the paper is read. When he is given an opportunity to talk to the readers of a particular paper or magazine every month in the year, and has some live, interesting news about his goods to tell each month, he makes himself invaluable to his employer, the advertiser. In other words, the advertiser gets good results.

Now is a splendid time for nurserymen to put their silent salesmen to work to sell next year's nursery stock. Are you sold right out of this year's crop? What better proof can buyers need that your stock is satisfactory? Is the new stock in your nursery doing well? Tell your prospective customers about it, and show them illustrations of the growing stock. Have you a number of satisfied customers in one section? Tell prospective customers in other sections about it. There are many interesting things about your growing nursery stock that will interest the people who intend buying such stock in the near future. Why not let your silent salesman tell some of these interesting things through the columns of The Canadian Horticulturist.

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