

HINTS FOR THE ADVERTISING DEPARTMENT.

By Fred. Abraham, Advertising Manager St. Thomas Journal.

WHILE a successful advertising man may not necessarily be a practical printer, I consider such experience one of the essentials to success. One rarely finds a successful canvasser who has not graduated from the ranks. This experience gives

one a great advantage in the preparation of advertisements for prospective advertisers. And I might say, while I have that thought in mind, that this will be found a powerful lever in the cultivation of advertisements. I believe good advertising will pay in any medium, no matter what its circulation. Of course, the same advertisement will pay better in a paper having a larger circulation, covering equally as good territory. Consequently, the greatest difficulty is sur-

mounted when you are able to get a contract from a merchant. It then rests with the advertising manager to see that the advertising is good. The returns will certainly come, and with them the renewal of future contracts. If I think a merchant is about ripe to do business I get out a number of the best advertisements I can think of and submit them to him. After he decides to go into advertising I see that his advertisements are frequently changed, give the merchant all the assistance and advice I can, until, as he sees results, he will gradually commence to give the subject closer attention, and frequently becomes a permanent source of revenue to the publisher.

HAVE WRITTEN CONTRACTS.

No matter what the amount is, invariably have a written contract drawn up and signed. When a merchant has been brought to the point of advertising he will not hesitate to sign a contract. He may think better of it in a day or two and then the missionary work has again to be done all over. And, while you are talking a contract to a man it is just as easy to make it for a year as for three months. When I find an advertiser who wants to advertise, but probably not to the extent of a year, I always draw up a contract for a year, with the privilege of discontinuing at the end of any quarter or six months at a graduated scale of rates. I have drawn up a good many contracts this way, and I do not recall any who ever took advantage of the privilege of cancelling. On the other hand, if you allow a contract to lapse at the end of three months, you may not get your man so easily. In any event you are relieved of the necessity of looking after him every three or four months, the onus being on him to look after you.

HONEST ADVERTISING.

Fortunately for the advertising manager, the tendency to be perfectly honest with the public is becoming more and more observed amongst merchants until the red flag kind is each day becoming the exception rather than the rule. I was talking the other day to a Chatham merchant who never advertised. He knew all about the principle of advertising. It is this class of merchants who have to be handled carefully by the shrewd advertising man. Nothing pleases me so much as to get close to such a man. If he wants to increase his prosperity, I am

pretty sure of seeing his name at the end of an advertisement in The Journal. "If a man wants to delude the public," said this Chatham merchant, "and attract a large trade by mis-statements, I grant you that newspaper space would be valuable to him." Now this merchant merely represents a class who day by day are gradually disappearing from the active arena of commercial life. He was an honest man and, from his point of view, I charitably suppose that he could not advertise because he could not do so successfully and yet honestly. The merchant who advertises something he has not got, advertises an article for less money than he can sell it for, trusting to some scheme by which he hopes to sell the customer a higher priced article after he has attracted him to his store by a false statement, will do great harm to himself, and he usually does to such an extent that he either fails or gives up advertising. Such advertising is ruinous to any business. It is better not to advertise at all, for the merchant who does will often drive away old customers whom he has deceived.

A FALSE DOCTRINE.

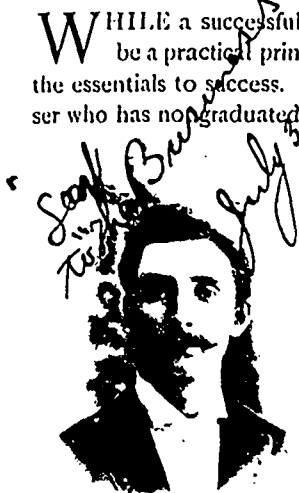
I find in the May number of a monthly devoted to the art of advertising (an obscure periodical by the way) an article on "Modern Advertising," in which the merchant is told to "adopt a head line which does not directly apply to your business." I fancy the fallacy of such a statement will be apparent to almost every advertising man. If he undertook to prepare advertisements for a merchant that did not directly apply to his business he would have a lot of sore advertisers on his hands. Fancy a merchant talking one thing to his customer over a counter while he was endeavoring to sell her something else. The newspaper is simply a vehicle through which he talks to a great many customers. I have spent the best part of my life in educating merchants to advertise exactly what they have to sell. A merchant can't be too plain in his advertisements. If a man wants insurance he will be thinking of insurance, and those companies who keep their names most prominently before the public will naturally suggest themselves to him when he is ready to do business. And so it is with every branch of trade. Encourage merchants to be perfectly frank and plain in their announcements. They will get better returns, and you will have less difficulty in keeping their names on your advertising book.

SOLICITING ADVERTISING BY CORRESPONDENCE.

Soliciting advertisements by means of a printed circular is never, or seldom, effective. It is frequently a waste of postage, and while you are spending the three cents, you might better give the matter another moment and write the advertiser a letter—one that will leave the impression that you were in earnest and were really anxious to do business with him. At the same time aim to make your letter distinctive, so that he will recall your paper to mind when you follow your correspondence up by a personal call as you are making your yearly rounds in those outside towns where advertising may be picked up. I frequently call on an advertiser who will recall The Journal by glancing up at one of our large calendars, which is so striking that most of those who received it preserved it. Often I have had an advertiser say, "Oh, yours is the paper that has the bicycle routes into the country."

ADVERTISING SCHEMES.

I have no confidence in advertising schemes outside of the columns of a newspaper. You cannot conscientiously combine the two. Any kind of a Christmas or similar edition will



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