

THE BRITISH TRADE MUST STUDY COUNTRY'S WAYS

International Expert Says that Snappy Style of Advertising Successful in Canada and United States Does Not Necessarily Draw Trade Abroad where Retailers Do Not Make Proper Displays

London, Eng., June 10.—If American business men hope to compete successfully in the English market with English firms, they must first take the trouble to learn something about the English point of view, or else hire a man who can do it for them, according to George Henry Scragg, the young American who has established himself here as an expert on international trade relations.

"The British public is not so quickly stirred to like any new or strange goods as the Americans," said Mr. Scragg. "If asked to take to what he does not yet know, he takes time to make up his mind. He wants to know whether the goods will suit him and to care whether you gain or lose, and he wants to know that what you say about your goods is true. He is suspicious of everything except patent medicines and bargain sales. That's why 'reason why' copy is good in British advertising, and why an ounce of sample is worth a ton of talk."

"Another point: You can attack Great Britain as a whole, endeavoring to conquer all the country straight away, or you can start from a center and spread out. Which plan is wisest and which is foolish depends entirely upon your goods, and if you want to come to a wise and therefore profitable decision, ask a man who knows and the only man who knows is the man on the spot, who has been on the spot some considerable time with his eyes and ears open and his mouth shut."

"The prime condition to understand and when understood to act upon, is that the American public is an advertisement reading public, and that the British is only beginning to be so. It does not matter what is the reason for this fact, but it is partly to be found, I think, in the quality of the advertisements. On the whole, those in American newspapers and magazines are superior in attractiveness and compelling power to those in British. But it does not by any means follow that these many American advertisers have found out in the very costly method of advertising that advertising will pull profitably in England."

"Make General Claims. The snappy, catchy style that so often catches on here, often does not miss a fire in England. On the other hand, the English advertisement writer is too ready to make general claims on behalf of his goods, and make unsupported statements; he overlooks too often the 'best-selling points' of his goods, and even when he does deal with them, frequently fails to drive them home to the prospective purchaser. Good salesmanship here is always adapted for the British market, but it must be adapted and not used as it stands."

"Another point to bear in mind is that the British are not so quickly responsive to advertising as the Americans. A startling success has now and again been made straight away, but it is wise, therefore, not to bank on your first promotion being a success. With a small advertising appropriation either in England or in the United States, use it cautiously and carefully, not trying to cover the country quickly, but in experimenting in a well-chosen, limited area."

"Influence More Widespread. The influence of English newspapers is considerably more widespread, comparatively, than that of our American journals. You can cover Chicago by using New York prints. You can cover most of Great Britain by using most of the big London dailies and Sunday papers. This fact makes it essential to plan a newspaper campaign in Great Britain with full knowledge of local conditions and also, with very full knowledge of the difficulty of getting new lines of goods stocked in the stores, and to know how to overcome these difficulties. The British advertiser as he is usually ready to here. The American advertiser has a shorter row to hoe in England than at home."

"The British retailer is as a rule quite content to sit down and wait for customers; he does not often go out after trade, except in the case of the really big stores, and upon new goods, however excellent and however largely advertised, he looks with fear. Indeed, it is difficult to induce the retailer to make preparations for filling the demand. On the other hand, once your goods are established in the stores, they are there pretty well for ever and ever."

"SITUATION ABROAD LEAVES SOMETHING TO BE DESIRED. Spencer, Trask & Co., of New York, say that the situation abroad leaves something to be desired, although the only spot where positive tension may be said still to exist is France."

"That they might be equally well supplied by a definite improvement in our own markets, for the amount of American securities still held abroad is so large that general movements here would quickly reflect itself on the foreign exchanges."

"BRITISH TRACTION. New York, June 10.—A cable from London says: The British Electric Traction Tramway Trust here have submitted a big capital reduction statement. The reduction of its assets has been enormous."

"NEW YORK'S BIG WATER BILL. New York City's revenue from the sale of water during the year 1913, was \$12,535,000. The total operating expenses of the water supply system, including taxes, was \$4,602,128. This left an income of \$7,932,872. Interest and amortization charges upon outstanding water bonds amounted to \$4,304,616, leaving the city with a net income of \$3,628,256. The largest item in the expense of obtaining the supply was \$1,723,768, for the purchase of the smallest item was \$43,629, for purification."

Quotations on Montreal Real Estate

Table with columns for property names, bid/ask prices, and other real estate details.

WALL ST. GOES UNSHORN

Journeymen Barbers Desert the Financial District in a Body

New York, June 10.—The shops of the tenorial artists in and around Wall Street were the first to be hit by the progressive strike of the journeymen barbers' "syndicate."

The men are demanding a new time schedule. A committee of the "syndicate" went through the financial district calling the "face-fixers" out of the Italian barber shops. Later members of the committee went to the lower west side, south of Wall Street, and called their brothers of the razor and scissors out. The strike, it was decided, is to be declared in one section of the city at a time, according to Dominick Debonis, secretary of the "syndicate." He said that by tomorrow the strike will have extended as far as Borough Hall, Brooklyn.

"This is a good season for a strike," said Debonis, "it may not be known to you, but it is a fact that the beard grows much faster in winter than in any other time. Most people get shaved often in summer months in winter, though not many know the reason why."

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BANK BUILDINGS IN CANADA

Unique Condition Caused When C. W. Post Made Cabinet Executors

TRIBUTE TO DECEASED Common Belief That Carrol L. Post Will Succeed His Brother, but Treasurer Howe and Secretary Hawk May Become Active Managers of Big Battle Creek General Business.

New York, June 10.—Ever since the death of Charles W. Post, the Battle Creek food manufacturer and industrial reformer, the grocery trade has been guessing what effect his passing will have on the great mercantile establishment he built up, and which touches every part of the country with its sales.

According to the Post will, the common stock of the Postum Cereal Company at Battle Creek was left equally divided between Mrs. Marjorie Chase, his only daughter, Mrs. Marjorie Chase wife of E. B. Chase, of Greenwich, Conn.

"The May statement of the British Board of Trade shows a decrease of value in imports and of \$9,037,000 in exports. A party of 53 farmers left Cape Town, South Africa, for a tour of the United States to study American farming methods. Four persons were killed in an anarchist riot in Rome which was raised in an attempt to prevent the celebration of a national festival. The American naval tugboat Potomac, which was abandoned off Newfoundland during the winter, was towed to Louisa, Nova Scotia. The givers which are at work of the scene of the Equinox disaster were forced to discontinue their efforts by a violent gale which blew all day yesterday. A Cornish man who was fishing from a bridge with a piece of dynamite was killed by the dynamite when he expected. An artificial leg containing \$8,000 of the property of Henry C. Witt, who died in Denver, is in the possession of the public administrator awaiting a claimant. Thirteenth Day, a Hindu post-graduate student in the University of California, was admitted to citizenship in the United States. He is the fourth Hindu to become an American citizen. All Saturday work and the night shift were temporarily abolished at the plant of the Ford Motor Co. The work was to be in for 30 days. 'Diamond Jim' Brady, who gave \$200,000 to the relief of the Irish famine, died of an operation that gave him a new stomach, is it again. An amendment to the Postal Bill was presented to the Canadian Senate last night. This amendment would fix the maximum rate on newspapers and periodicals at a cent and a half a pound. Following a recent investigation into the practicability of establishing an efficient motor bus system, the Toronto city council is to be asked to issue \$2,000,000 for the establishment of such a service. A serious strike is now in progress at the East Pittsburgh plants of the Carnegie Steel Company. As a result of the strike is carried over the wires to other countries, hundreds of Western house employees in different parts of the world are being kept in continuous work until the trouble is settled. Robert Fleming of London, author of the American railroad proposals, is to make a \$500,000 share assessment on Missouri Pacific, in return for which 6 per cent preferred would be given. Mr. Fleming says most common cause of financial troubles of American railroads is the disproportion between stock and bonds. Canada imported 7,300 motor cars from the U. S. in 1913 the value of which was \$23,253,119. In 1908 Canada bought only 382 cars worth \$790,500 from American makers. There are to be 10,000 to 50,000 cars in the Dominion with an average price of between \$1,500 to \$1,600. An elaborate scheme has been worked out by German government in conjunction with leading industrial, shipping and financial authorities, to export German commerce in foreign parts of the world. 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