

CONTINUOUS PUBLICITY.

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EVERY man thinks he has a hard time of it. Most every man does. Every man thinks his trade is the worst trade there is. But it isn't.

Hard times and good times are pretty evenly mixed, and will be.

Every man thinks that his business can't be run like anybody else's business.

He fools himself.

While every man has his own method, every successful man succeeds by following the methods of other people, slightly changed and adapted to his own method of business-doing.

There are fundamental principles which are always found in success, and without which success is never possible.

Occasionally a man sails against the tide, in a boat of his own construction, steered by his own peculiar rudder, and manages to get ahead sufficiently to justify him in believing that he understands navigation.

Such men are exceptions, and their methods of success mean failure to almost everybody else.

Better walk, or run, if you can, in the beaten road of success than to make tracks across unknown land, which may lead to a desert on the other side of the horizon.

Originality is to be fostered, but over-originality is as bad as under-originality.

Because one man succeeds without advertising does not prove that the ninety and nine men can do without it.

Because one man makes \$100,000 a year without advertising is not proof conclusive that he wouldn't make \$200,000 if he advertised.

Ninety-nine per cent. of all business men do more or less advertising.

The man who succeeds, and advertises, is not generally foolish enough to make the experiment of attempting to succeed without advertising.

He lets well enough alone.

His business with advertising has paid, and he continues to advertise, and his business continues to pay.

Every failure-of-a-man may and may not advertise, but few progressive advertisers are failures.

Advertising in its broadest sense does not refer exclusively to announcements in the local or national paper, but covers the entire ground of trade-reaching, with the exception of personal solicitation.

The letter-head, the envelope, the circular, the price-list, the catalogue are all a part of advertising, and should be added to the advertising appropriation.

Nobody moves from one block to another unless for better accommodations, or because the old block is going to be pulled down, or because the town centre has moved away from him.

The longer a man has been in a place the better off he is.

Age is one of the fundamental conditions of success, and the oldest store or place of business, all things being equal, ought to do the most business.

The successful man never discharges a clerk for the sake of discharging him

The longer a clerk has been with him the better clerk he is, and the more money he can bring into the store.

Continuity and success are one and the same thing.

The firm name is never changed unless it has to be.

The style of the firm letter-head remains the same unless a new design is necessary.

The same line of goods is carried year in and year out, unless the line has worn out its usefulness.

Don't think that I advocate old-fashioned methods.

Far from it.

Use all the new things that have been proven to be good, or seem to be worth the experiment, but don't give up the old things.

Keep your feet in the road of old-fashioned success, no matter what you may do with your hands in grasping new ideas.

If advertising is worth anything, and 5,000,000 advertisers say it is—5,000,000 honest, money-making witnesses, who don't advertise for the fun of it—then advertising should be continuous.

There is no more sense in stopping advertising than there is in discharging clerks because the times happen to be dull.

The man with a big store during the holidays doesn't go into a smaller store in January or February because trade is not quite so brisk.

He expects to lose money during certain seasons of the year, and the wise business man doesn't make a heavy cut in expenses.

His customers are about him, even though they are not buying.

He must keep up the appearance of good business, though he may be doing, for the time being, poor business.

People buy all the year around.

They may buy more during December, and in certain lines may buy more during other months of the year.

Every business must have its good time and its dull time, but the buyers are there, the buyers must not be forgotten, and the buyers must not be allowed to forget the store or office.

Outside of necessities, fully three-fourths of the articles purchased are purchased in the minds of the buyers from one week to six months before the trade is consummated.

Dull-time advertising is the trade-bringing accomplice before the sale.

It not only makes it impossible for the coming buyers to forget the advertiser, but it assists them in making up their minds to buy certain things when the buying season arrives, and they are liable to go to the store of the concern whose name has been always before them rather than to that of the concern which only advertises when the buying season is fully on.

Better advertise extensively before the good times than during the latter part of the good times.

If the advertiser has a column advertisement just preceding the buying season and during that season, I would not say that it is necessary for him to use so large a space during the dull times.

Let him cut his space, but let him never leave out his advertisement.

If the advertiser proposes to advertise to any extent, let him keep his advertisement in the paper continuously throughout the