

Published by request

Hints on Advertising.

The Paper read at the D. P. A. Convention by GEO. W. STARNAMAN.

During the last fifty years the art of advertising has made great progress. Great writers have arisen to fame in this line of business and men now make excellent living by giving advertisers ideas in every line of business throughout the universe. The person who can write a good adv. to-day, is one who is looked upon from a commercial standpoint as a superior being.

Intelligence and originality are the chief requirements for the making of a good adv writer and any person who has these qualities can easily gain both prominence and popularity. Most of the ordinary dealers believe that anybody can write a good adv but there are greatly mistaken in this supposition.

A liberal advertiser has no sentiment whatever. He buys advertising space as he would buy wheat, and uses the most profits. He may receive a great many replies from certain advertisements but they may not be as profitable as those from which he receives only half as many replies.

The new dealer who has just launched into advertising is very apt to place his ads in a journal which has the cheapest advertising rates possible for a journal to have, but upon which the journal will not be a success. He does not consider which paper has the larger circulation but places his adv in the cheaper journal and it is indeed a joy if he receives one answer. If he has paid for more than one insertion he will probably lose his money.

There never has been a time when a new

dealer cannot write an adv from which he will receive good returns, but unless there is merit in your goods there will surely be none in your adv. The dealer who desires to retain good customers must keep the promises which he makes in his ads and unless he does so, his business will go down and he will soon be a "thing of the past."

A new customer is somewhat like a cat, it is always cautious about approaching, but, if it is fairly treated it will be friendly, but if it is not it will be sure to absent itself from your presence. This illustration explains the exact case of the new customer. Some advertisers have a sly way of getting out of their promises by telling the buyer they were out of the goods ordered, while at the same time he sends some which he claims are "equally as good" and if anything are worth more. This, however is not what the customer wanted and he is disgusted and will never answer that dealer's advertisement again. Some dealers, who find that they advertised an article not in stock, do not return the money nor send goods for its equivalent.

The stamp collecting fraternity are very much different from other sciences; they remember only those they are not allowed to forget. No matter how many customers the advertiser gains by extensive advertising, if he suddenly discontinues his advertisements the greater part of his customers will gradually be attracted by other dealer's advertisements, and the formerly popular dealer will soon be one of those who are very unpopular. The dealer should always remember that customers are very hard to get but very easy to lose.

The dealer who continually advertises is momentarily expecting answers and some of those may be new customers. In some