

WISE WORDS ON ADVERTISING.

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THIS is the time of the year when business men are talking a good deal about advertising and advertisements. It is a big subject; and a good many sensible things have been said on it by experts and specialist writers during the past year or two. Woodstock business men are good advertisers as a class. They understand their business. They know that there is not much sentiment about advertising.

Good advertisers don't advertise for sentiment, any more than a man works sixteen hours a day for his health. They advertise for business.

They advertise among those whom they are likely to do business with. They advertise in mediums that circulate among those whom they want to do business with. They don't advertise where there is no business to be done. When a man spends his money in advertising, he wants to get it back, and more, too, if he is sensible. A man is foolish to spend money in advertising if he is not likely to get it back. A sensible man may make a mistake, and not get his money back; but a sensible man won't keep on making mistakes. He will look for the right advertising medium, and stick to it if he finds it pays.

The basis of advertising, or of advertising rates, is circulation. Advertising rates and advertising profits depend on circulation. And there are both character and numbers in circulation. Good advertisers ask not only what the volume of a newspaper's circulation is, but its character; not only how many people, but what kind of people read a newspaper. They want to know how many people they can get at through a newspaper, what the newspaper is thought of by the people who read it, and whether the people who read it are the sort of people to do business with.

Some people who don't know much about advertising in a modern, up-to-date sense sometimes think that cheapness is the chief consideration in advertising. Good advertisers don't look for cheapness. They look away from it. They mistrust every advertising medium that is "cheap." With a good advertiser, to be cheap is to be worthless. They know that it costs money to build up a newspaper, it costs money to run a good one, it

costs money to get circulation and to hold it, and time, energy and money can't be sold cheap, much less be given away. Nine hundred and ninety-nine out of every thousand good advertisers in the world have found that high-priced advertising pays best, that so-called "cheap" advertising never pays at all. A fair and reasonable rate, though apparently high, in a good newspaper is very much cheaper—that is, it is more profitable—than so-called cheap advertising in inferior papers—that is, in papers of inferior standing and influence and circulation.

Some people who have not thought it out think that competition from a new paper

will make advertising cheap.

In 99 cases out of 100, in this and every other country, it has made advertising dearer and more difficult.

It has added a new burden to business men, to whom every newcomer professes to offer the blessing of competition and cheap advertising space. Competition between two shops might reduce the price of sugar, if it had been sold dear by a single shop before; but competition, so-called, by the multiplication of newspapers can never do such a thing. Quite the reverse. The obvious reason is that an old and largely-circulated newspaper has something to sell which another one hasn't got and can't get. It is its circulation. Its circulation is its own. It can't be got—that is, it can't be duplicated—by another paper. Another paper may get some circulation of its own, but it will be a different circulation; and a newly-got circulation is always inferior in character and advertising value



Gilbert Parker, the Canadian Novelist.

to an old. Advertising rates, as we have said, are based on circulation. They relate to the value of what is given for the money which the advertiser invests. A paper with a thousand of a circulation would, consequently, be a very dear advertising medium if it got one-half the rates of another paper with, say, five thousand of a circulation.

Nothing in the world is more tenacious than newspaper circulation. An old paper seldom loses its circulation through competition. If others get circulation, it is usually not at the expense of an old newspaper, but at the expense of the reading public. If they get business, it is not at the expense of old-established papers' rates, but at the expense of business men,