

## THE DAILY NEWS

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DAILY EDITION

Monday, Dec. 2, 1912

## Editorial Notes and Clippings

## THE DEFEAT OF THE BYLAW.

The defeat of the sewer bylaw on Saturday by such an overwhelming majority was not the result of any personal spite a protest against the unbusinesslike methods employed by Mayor Newton and his council in presenting the measure to the citizens for their approval.

Technically the plans were excellent and the scheme no doubt was a good one and reflects great credit on City Engineer Mason, but the manner in which the affair was handled was lamentable.

Brought up in the council about a month ago it was discussed in that and the subsequent meetings an aggregate

of about one hour, and then without giving the public any information on the scheme whatever it was brought to a vote.

Finally two public meetings were held last week to discuss the scheme, but these, at the instigation of Mayor Newton, developed into political gatherings at which personal abuse was more of an issue than the bylaw. The meetings were valuable in that they revealed what an incomplete measure the council with the exception of Ald. Clayton, was trying to foist onto the electors.

Throughout the year the methods employed have been the same in the handling of the city business with the result that their money bylaws have met defeat.

## NEWSPAPER ADVERTISING IS THE BEST KIND SAYS EXPERT

NEWSPAPER ADVERTISING IS FAR AHEAD OF OTHER KINDS OF ADS. IS THE CONTENTION OF MAN WHO UNDERSTANDS THE BUSINESS AND GIVES THE REASONS

The following is a report of a lecture on "The Value of Daily Newspaper Advertising," delivered at the Department of Journalism, New York University, recently by Mr. J. W. Adams, manager of the Daily Newspaper Club:

"The big problem of the producer and seller of goods is one of merchandising, which includes advertising. The producer or merchandiser of today accepts advertising as a demonstrated business factor—an integral part of the business machinery—not merely as an outside aid or adjunct. He needs to be shown neither the desirability nor the necessity of advertising, but what medium of advertising is best suited to his purpose.

"It is, of course, manifestly impossible in every case to predicate exactly what one medium will be most productive, but generally there is one which is distinctly best for the achievement of the advertiser's specific objective.

"For the successful advertising of certain few commodities circularization is the best; for that of certain other commodities the trade or vocational publication is preferable; for advertising which depends for its efficiency upon high excellence of color work, or of quality of paper on which the imprint is carried, the magazine of general circulation is desirable. For that of a commodity which, from its very nature, only a relatively few members of the general public would have the desire, the need or the financial ability to be counted as potential purchasers—that is, for the advertising of a commodity designed for sale to a special class—to women alone, to people of sufficient wealth, for instance, to own country estates, or to those who would have a special desire or need for such particular commodities—a class publication is to be recommended—that is, a publication with a circulation practically restricted to just that class of readers who would be most likely to desire, or need, or to afford such a commodity.

In other words, a commodity whose potential buyers would be a very limited part of the whole general public—a relatively small class. "All advertising media are good for special purposes—no advertising medium is without value; but for the advertisement of commodities of widespread consumption—general consumer commodities—the daily newspaper is overwhelmingly the best media; and it is 'general consumer commodities' advertising that I wish in particular to consider on this occasion.

"There are eight (8) essential presuppositions which are the factors in the equation that will produce the maximum of merchandising success for the producer or merchandiser of any commodity—whether one for general consumption or for limited consumption. These presuppositions or factors are as follows:

1. Honesty, economy, efficiency in the organization.
2. Excellence in quality of goods.
3. Desirability of goods.
4. Adequate supply of goods.
5. Proper distribution of goods.
6. Excellence in style and method of advertising the goods.

7. Adequacy of advertising appropriation.

8. Right choice of advertising medium.

"There may be a measure of success even though some of these factors have not attained their full strength. If the third factor in this equation is fully assured—that is, if the goods are desirable—the remaining problem is to make them desired. The vital factor—the one that determines this—is the eighth: i. e., the right choice of advertising medium must be made.

"The first seven factors may properly be assumed as fixed, no matter what advertising medium be chosen. On this fair assumption, then, the advertiser should address himself to a proper determination of this eighth factor—namely, the 'right choice of his advertising medium.' Therefore, it is evident that this is the crux of his whole problem.

"In support of the assumption as to the superiority of the newspapers over any other medium for advertising 'general consumer commodities,' probative matter is readily adducible. The manufacturer wishes to induce the greatest possible number of consumers to use his commodity. If his goods are retailed in but few communities, his course is obvious. There will be no question in this case but that local advertising is demanded, and he would have to choose between such media as billboards, car cards and painted signs on one hand—passive influences which the reader must go out to find—and the daily newspapers on the other—active influences which go into the readers' hands and into their homes. If the advertiser has a truly national distribution he can, with a degree of profit, advertise in the general magazines. Assuming factor five of the equation to mean that the advertiser has complete distribution—in other words, that every community carries his goods—then, and then only, can he secure the maximum of the general magazine's advertising efficiency. Otherwise he would be paying for waste circulation, and the waste would be in proportion as the distribution was incomplete. And even under the conditions most favorable to the effective employment of the

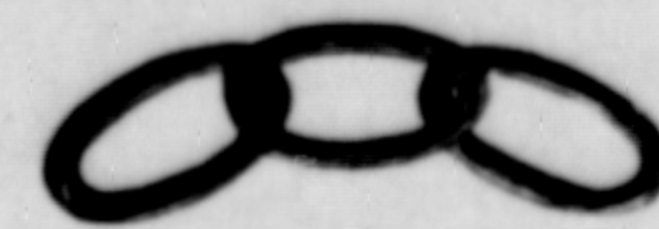
magazines for the advertising of a 'general consumer commodity,' magazine advertising will not reach as many prospective buyers as will the newspapers in communities where the advertised goods are on sale.

"The newspapers have as their audience all classes. They are daily and in general carefully read by business and professional men who have, in the main, little inclination and less time for magazine reading. Of the intelligent mechanic and artisan class the same is true, though perhaps to a somewhat smaller degree. The large army of the less intelligent workmen read little else than the daily newspaper.

"Here, then, we have an audience almost as varied and as inclusive as the population itself—a true national audience. There has been a long continued and widespread belief that to reach this national audience a publication with a so-called national circulation is the effective medium—in other words, the magazine."

Harry C. Evans, piano tuner, is in town. Leave orders at Hayner's. 2771f.

Warm, clean rooms at Savoy.



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Meets in the Helgerson Block Every Tuesday Evening All members of the order in the city are requested to visit the lodge.

A. H. ALLISON, N. G. W. G. BARRIE, Sec.

## SONS OF NORWAY

Meets every Thursday at 7 p. m., at 319 3rd Ave. All Norwegians are welcome.

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GRAND TRUNK PACIFIC S.S. PRINCE RUPERT leaves for Vancouver, Victoria and Seattle FRIDAYS, 9 A. M.

"PRINCE JOHN" For Port Simpson, Granby Bay, Stewart, Naas, 11 a. m., Nov. 6th, 20th, Dec. 4th and 18th. For Masset and Naden Harbor, 12 p. m., Nov. 8th, 22nd, Dec. 6th, 20th. For Skidegate, Alford Bay and other Queen Charlotte Island ports, 10 p. m., Nov. 10th, 24th, Dec. 8th, 22nd.

G. T. P. RAILWAY PASSENGER SERVICE No. 2 leaves Prince Rupert 10 a. m. Wednesday and Saturday

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