THE DAILY NEWS



Better than Ringing Door-bells

PIANO manufacturer recently made a house-A to-house canvass. He's one of those men with an absurd fear of the "waste-circulation" bugaboo -cannot get away from the haunting thought that only 10 out of every 100 readers of a newspaper may be possible buyers of his goods.

So he refused to advertise, and went a-canvassing -inviting people to come to his piano recitals. Then he wondered why they didn't come.

This is why:

He wasn't reaching the people.

but also to his wife, his grown-up sons and daughters, his mother-even his motherin-law. Their coaxing will help to convince the head of the house-and pretty soon there'll be a piano in that home.

began to beat himself over the Season's Work. The up-to-date House Decorahead. Neighbors, attracted by tors of Prince Rupert the woman's screams, found her The Dominion government lying on the floor in a dying con-...Sign Writing.. steamer Leebro, Captain James dition, and the husband with the Hunter, arrived in port this mornblood pouring over his face, rav-Paper-Hanging PRINCE RUPERT INN ing after a season's work spent ing and shouting unintelligible in the north. Receent work accries. complished by the government Our Specialties boat was the erection of a light AND PRINCE ALBERT TO on Herbert Rock. The Leebro HAVE STEEL PLANT will leave for the south this "We always deliver the goods." ANNEX Phone 156 Green Prince Albert, Sask., March 12. evening, touching at several 2nd Street -A number of Chicago financiers points in connection with the esand Pittsburg steel magnates tablishment of buoys and light-LOTS have formed a structural steel houses. This will include the company to be known as the Im- erection of a new day beacon on Owned and operated by the perial Iron and Steel Company, Serpentine Rock. During the trip which will locate in Prince Albert. south the Leebro will determine 19 - 20 - 21 - 22 - 23 They have secured a thirty acre several points on which to erect Grand Trunk Pacific Railway on the American and European plan. They have secured a thirty acre several points on which to erect Excellently furnished, with tract in the west end of the city, beacons and lights. Block 45, Section 8 steam heat, electric light, and all gratis on the understanding that modern conveniences, being absothey are in operation by next Oc-ON 2,000 MILE DOG RACE lutely first-class in every respect. tober, and employing 400 men at a monthly pay roll of over \$25,- Michael Samuels Hopes to Estab- \$2,100.00 Cash The appointments and service 000. The men have had engineers are equal to any hotel on the lish Record Against Time. through this country, and it is FOR ALL coast. understood beds of iron ore have Nome, Alaska, March 12 .--been located. They will first Michael Samuels, driving the fast manufacture bar iron, horse Hegness dog team, left here at 2 o'clock this afternoon in an effort Harrison, Gamble & Company Rates: \$1 to \$3.50 per day. shoes and structural steel. to establish a record for the 2,000 FINANCIAL AGENTS St. Andrew's Society mile trip over the snow trail to An important meeting of the Valdez. Prince Rupert Third Ave. St. Andrew's Society will be held G. A. Sweet, Manager. Samuels expects to make the in the Society rooms, Second Av- journey, which usually requires enue, to-morrow night at 8 p.m. thirty-five days, in twenty-five PRINCE RUPERT FEED CO. s requested. Much interest is already being taken in the famous 412 mile all-

His canvassers rang every door-bell in town. They talked to some one in every house.

But one in every household isn't enough -particularly if it doesn't happen to be the right person. And, as a rule, it wasn't the right person-it was a servant, or a child. The woman of the house was seldom seen; the man of the house, never.

Now, if the piano maker had placed an ad. in the newspaper, it would have reached thousands, where the canvassers could reach only hundreds.

And even though only 10 per cent. of the readers are actual piano buyers, this does not mean that the advertising read by the other 90 per cent. is wasted. Advertising talks, not only to the prospective buyer.

This and dozens of similar cases which might be cited to show that "waste circulation" is an empty bugaboo, and should deter no one.

Take the motor truck. It can be sold only to large firms Yet a motor truck manufacturer is successfully Advertising in daily papers. He realizes that he must reach, not alone the managers of the concerns that require trucks, but also their directors, their foremen, their head machinists, etc. It is found in actual practice that this Advertising radiates in a thousand directions, and again converges most astonishingly to influence the house that has made up its mind that horse-trucking is too costly and inefficient.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Bldg., Toronto. Enquiry involves no obligation on your part—so write if interested.

