

Selling Themselves

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Russell Johnston

It was the advertising agents who emerged as the reader's key intermediaries. Agents sought out retailers and manufacturers who were not advertising, and attempted to bring them into the fold. Many such businessmen believed that advertising was money poorly invested. Their returns were difficult to know. Agents eager to turn reluctant prospects into satisfied clients were compelled to justify the expense, and in so doing they began to change the practice of advertising itself . . . Effective advertising had to report the news about the product for sale. Certainly, this had been the traditional role of advertising. As late as 1900 ads still appeared which merely reported that a certain retailer had new goods in stock, or that a manufacturer had created a new product which the reader might find useful . . .

[However] advertising was [also] "salesmanship in print." A copywriter had to do more than simply describe the goods for sale or make claims about their value. The copywriter had to re-create in solid type the sense of friendly persuasion that a salesman might use in a personal encounter.



Selling Themselves The Emergence Of Canadian Advertising

TD Snyder



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