

GOOD
Advertising

&

where it is made

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My business is the necessary one of selling goods by the use of type, ink and paper. It requires, first, a definite plan made to fit the business under consideration. The plan varies according to conditions and the result desired just as the plans for a cottage and a skyscraper differ in design and detail.

The ability to make a successful plan, either in advertising or in architecture, must come from training, experience, and perhaps some natural aptitude.

A business man uses law, medicine, architecture and advertising.

The wise man buys what he needs of the training and ability of specialists in each line and so leaves his time and mind free for the practice of the things for

which he is fitted by his own aptitude and training.

A good working plan secured, the rest is detail—but it is important detail, the execution of which calls for a technical skill that is acquired only by long and studious experience.

No matter what natural ability a man may have, a knowledge of types and inks; of engraving, electrotypes and presses; of drawing and painting and writing; of newspaper rates, circulations and values, is not born with him and must be secured by either training or purchase.

The fact that no one man can possibly learn and know all of the details of all of these things is the force which has led me to gather around me the staff and equipment of which the pictures in this book 1 give evidence.

It is the only equipment of its kind in the world. 1 And there is no least part of it that is not necessary in the operation of a really efficient advertising agency.

I call it an advertising agency for want of a more satisfactory name. We do all the work of the old style advertising agent, but the work that we do that he does not do is the most important of all. His work represents twenty-five per cent of the whole.

Ours is one hundred per cent.

We start with the proposition that good advertising can be profitably used in any business. Any business can be increased by some form of advertising. And advertising means more things than are usually considered.

When we say advertising we mean anything which brings to possible customers a knowledge of the facts about the business. This may be done by word of mouth, by letter, by printed circulars, by newspaper space, bulletin boards, street car cards, signs, or otherwise.

The first thing to find out is the kind of advertising required by the business under consideration, and the quantity of such advertising that can be purchased for the amount of money available.

Our prospective customer knows the kind of business he wants, and the amount of cash he is willing to devote to its acquirement. On these facts we base our plan.

Our prospective customer comes to us with the facts about his goods, his methods and his advertising appropriation. We pump him for all the information we can get. When we feel that this information is reasonably complete we study the proposi-

tion and outline a definite plan completely, down to the smallest detail.

This plan, in writing, is submitted for our client's approval and is then subject to his criticism and we are open to any suggestions for its betterment.

For the work so far we make a reasonable charge, and at this point our client is free to take his plan and have it executed elsewhere, or not to have it executed at all.

If our plan, or a modification of it, is adopted, and we are given the order for its execution, the amount of the fee charged is credited on the first bill for work executed. After the plan is approved, the specifications and all the information available are transferred to our literary department.

In this department eight writers are available, and the necessary writing is done by the one whose training best fits him to handle the matter in hand. In this depart-

ment is a pretty comprehensive library of books, trade papers, catalogues and advertising matter of every description. It is hardly possible that a subject can be presented on which there is not on file considerable information. It is, in fact, rather unusual that a subject is presented on which we have not already done satisfactory work.

From the literary department the work passes to the art department for illustration, if illustrations are needed. In this department six artists, each with some particular and distinct ability, work under the direction of a competent head. As shown in the pages of the leading magazines and trade papers, their work speaks for itself.

The first work of the art department is to make preliminary pencil sketches which, with the literary matter, are sent to our client for approval or suggestion. Anything which at that time seems unsuitable or undesirable may be changed, or revised,

or may be rejected altogether, when an entirely new substitute is made.

When both matter and designs have been approved and our client's O. K. with his autograph appears on every piece, finished drawings and engravings are made. According to the nature of the work, the completed engravings and 1 t the copy go either to the magazine j and newspaper department or to the printing department.

The newspaper and magazine department is in charge oi a man who knows the rates for space so well that we are satisfied to write in our contracts for such work, a positive guarantee that our client, in no case, shall pay more for the space he uses than is paid by anyone else under like conditions, and that if at any time it can be shown that anyone else does pay less we will make good the difference in cash. I think there can be no stronger guarantee, and I think that this guarantee definitely disposes of

the question of " who gets the lowest rates ? "

If our client's work calls for newspaper and magazine space, the engravings and copy are handled from this department, and the client has no detail to look after except the detail of paying his bill promptly.

If the matter is to take the form of circulars, cards, letters, booklets, catalogues, or any of the many other forms of printing, the engravings and copy go to the printing department, which is fully equipped for the execution of such work as we do.

In this department the work is of sufficient volume to permit us to have made for our exclusive use, various qualities and colors of paper and cardboard which are not available to other printers, and which

give our 1 client's work a distinctiveness which adds materially to the force of the advertising. Of some varieties of paper and cardboard we are perhaps the largest consumers in the country, and we carry these particular things in stock in larger quantities than any jobbing paper house in America.

With the copy and engravings the printers receive instructions, either from the literary or art department, as to what is required in the way of type, ink and paper, and proofs are not sent to our client unless they are definitely requested.

From the printing department the finished work is sent either to our client or to our own addressing department. In this department we are prepared to furnish lists of names for all purposes, and here also we keep on file the lists supplied to us by our clients for the execution of their work. The lists of each client are kept separately, and the names on one list are not available for

use on another. The lists supplied to us are always the property of our clients, and the information contained in them is regarded as strictly confidential.

Mail matter for these lists is addressed at the required time and either mailed promptly at the New York post office or sent, by express or freight, so that our client may have the matter dropped into his own post office at the proper time.

The output of this department is measured by millions every year.

The point that we try to impress upon business men is that we are fully equipped in every way in every department for the execution of any and all kinds of advertising.

Everything in legitimate advertising is in our line, and we have the ability and equipment to handle it properly.

As the business has grown it has been found expedient to locate branch offices in some of the larger cities to facilitate our work with present clients and to enable us to get promptly in touch with new ones. L

No work is execute in any of these offices, but the man in charge of each one, being thoroughly acquainted with our methods of work, is able to explain them more satisfactorily than could be done by mail. He is able also to get from our clients the kind and quantity of information that we require before we can do the best son of work.

The location of these offices is such that there is no point east of St. Louis or north of Washington that is more than a dozen hours away from us. Within this terri-

tory we are ready to go to any place, at any time, to place our proposition before the man who means business.

The Charles Austin Bates Syndicate does business with thousands retail merchants. Although it is called a Syndicate, it offers a service which differs from that of any other advertising syndicate in the world. It offers real help to the average retailer in the smaller towns in preparing effective and business-bringing advertising, and this help is furnished at a comparatively small expense.

An initial fee of ten dollars secures the service, one of the greatest privileges of which is that of buying cuts at the cost price of sixteen cents each.

While this is an important part of the service, it is not the entire service as the ten

dollars alone, without the cut privileges, pays for help of an invaluable kind to every retail merchant in the way of advertising, good store keeping, window dressing, changing from credit to cash, and all the other problems which vex the average retail merchant.

In addition to this particular service the Syndicate also has a service for larger retailers who desire special cuts made for them, and who wish special ads written for them. This service costs more than the other plan, but less than such helpful work would cost by any other method.

The business done by The Charles Austin Bates Syndicate, while small in its individual items, is immense in the aggregate.

The retail merchant is the bone and sinew of this great country. Upon him the

manufacturer and jobber depend for the sale of their goods, and it is therefore of the greatest importance to these same manufacturers and jobbers that the retail merchant shall be supplied with that sort of advertising, which will help him sell the most goods at the best profit in the shortest time.

The Charles Austin Bates Building is in course of construction at Longacre Square, New York City.

It will be sixteen stories high, and when completed will represent an investment of \$250,000. It will contain 35,000 square feet of floor space, all of which will be utilized in the different branches of the business, described in the preceding pages. There will be plants for engraving, electrotyping, printing and binding. There will be floors for the exhibition of machines, inventions and manufactured articles of foreign and domestic concerns which seek a market in New York and surrounding States. The

exposition department will act also as selling agent, and will contract for the exploitation and actual sale of goods, by advertising and otherwise. There will be room in the building for about two hundred exhibits of varying size.

It will be the only important building in any city of the United States the entire space in which is devoted to the advertising business. Not only will it be devoted solely to advertising but to the business of a single concern.

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