

THE EVENING TELEGRAPH.

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DOUBLE SHEET—THREE CENTS.

FIRST EDITION

PERILS OF THE SEA.

HOW TO ADVERTISE.

The following conversation occurred between the editor of this paper and H. T. Heimbold, druggist, No. 394 Broadway:—

Editor.—"Doctor, I understand that you advertise in more than two thousand newspapers."

Doctor.—"Yes, sir. Of the four thousand papers published in the United States I advertise in two thousand seven hundred."

Editor.—"It is really astonishing, doctor, how you can make it pay, and how you manage to keep the account of all of them, keeping your advertisements in the positions agreed upon, make the necessary changes, etc."

Doctor.—"Well, sir, I will explain the matter, and enter into a few details which may interest you. Some eighteen years ago I had a small drug store in the city of Philadelphia, and at that time manufactured my fluid extracts. They had but a limited sale, and it required considerable effort to bring them to the notice of physicians. I was tolerably successful ultimately, and they were very generally prescribed by medical practitioners. At this time extracts were sold in bulk, by the pound—*as paregoric*, *syrup of senna*, and other compounds are sold. My business increased in this way, but the protection afforded me was slight. A druggist, receiving a physician's prescription for my article, for instance, would, in many cases, substitute that of his own manufacture, thereby causing difficulty between the practitioner and myself. My interests became so completely jeopardized that I concluded either not to sell to dealers in bulk, notify physicians of my determination, and be satisfied to remain an obscure druggist in the upper part of a large city, or adopt some entirely different method. My mind was considerably exercised as to what plan was the best to adopt. I was aware of the singular prejudice existing in the minds of practitioners and high-toned druggists against advertised remedies; and, in truth, I then had but limited means at my command to experiment in 'printer's ink,' when, one bright morning, while I was sitting in my store waiting for customers, the Rev. Mr. Oninn, of Philadelphia, happened in, and said, 'Doctor, you have a nice little store, and seem to be doing fair business,' to which I replied in the affirmative. He then remarked, 'Doctor, this is a business I think would suit me. I presume I could employ a competent druggist, devise some of my spare time to looking after the business, and thus make it pay. What think you?' The idea at once dashed across my mind to sell out, and I said I did not suppose we would have any difficulty in carrying out his proposition. He then inquired the amount I would sell out for, whereupon I named a sum, and he accepted the offer. The negotiation was no sooner concluded than I began to look out for a new place, and, with a few hundred dollars at my cash capital, was not long in finding a small office, at No. 210 Chestnut street, Philadelphia, which I rented, opened, and made ready for business in a few days. Advertising to me was a new and untried field; but, with the small capital left, I determined to know—and that quickly—its merits and value; for even at that early date I was no habit to loiter, and I concluded to know in a month. I manufactured a small stock and expended all my surplus cash—amounting to about \$2000—in that short period. My experimental programme worked admirably, and from that time I continued to succeed, and increased my advertising in proportion to the progress of my business. I have managed to enlarge and expand my business, until it has assumed its present magnitude."

Editor.—"But, doctor, how do you manage to put the making of contracts, the payments to publicists?"

Doctor.—"Oh! that is a simple matter. When I have funds to spare I invest the money in extending my name and business, just as a man who purchases real estate or cultivates a farm; and I consider the investment equally good, in every respect. As a general rule, however, I have but little money to make payments; and more than a good farmer would think of cultivating his soil without the funds to pay for cultivation."

Editor.—"But, doctor, you are not yet exactly informed, I suppose, what I wish to know more particularly is, how to make your contracts, and how you know what profits are derived from those sources?"

Doctor.—"Well, these are questions frequently asked me in this country, and I am sorry to say that I have not been able to give a satisfactory answer. It happened about fifteen years ago, while I was working in the business. To commence—I chanced to be in the city of Washington, on my way South, and, as usual, was desirous of progressing on my journey as rapidly as possible. It was about 5 P.M. when I arrived, and did not find a hotel open. I enquired where to know the proprietor of the leading paper in the capital, and to make a contract for advertising; so to him I straightway proceeded. He was out riding, and would not return to his office again that day. I remained in the hotel, and, after some time, determined to see him that night, as I desired to leave early on the morning of the following day. Duller being over, I started out in search of Mr. Wallach. Now, Mr. Editor, I presume you are acquainted with the said Mr. Wallach, of the Washington Evening Star. If you are not, permit me to introduce him to you. He is a man of great acquaintance. But to the interview. Finding Mr. Wallach at home, I presented my card, and related my business. His reply was both prompt, and, moreover, I seldom open my daily correspondence with him two or three letters relative to the same subject, some going so far as to call it a few of the very best, and the most of all others, I patronize. These writers always receive civil replies. But, while we are on this theme, Mr. Editor, permit me to relate a little incident that occurred to me, and which I frequently relate to those with whom I am familiar, and the origin of the life-buoy should not be lowered. The life-preservers of which there were a great number were got up, and the passengers shown their use. I threw up some signal-rocks, when the people on shore lighted fires in a little bay on which the town of Kawatai is situated. I then ordered the ship about seven knots per hour against the strong wind. 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