## MERCHANTS LOSE SIGHT OF ADVERTISING VALUE

A few weeks before my fortieth birthday, which was several years ago, my wife handed me a good-sized bunch of letters one morning the letters addressed and stamped, suggested that I drop them in the mail box on my way to the office. I wore my raincoat that morning, as it happened to be raining, so I slipped the letters in the pocket of the coat, and, upon arriving at the office, I placed the coat in my locker, and forgot all about the letters. I did not wear that same coat for several weeks, and that's where my trouble started.

These letters happened to be invitations to my fortieth birthday party. The evening of the party came, the stage was all set. The dinner was supposed to be at 6:00 P. M., but nobody showed up. We waited until seven, but my friends failed to arrive, then lo and behold, my wife said to me, "Do you recall a morning some few weeks ago when I gave you those letters to mail? They were the invitations to your party." Immediatly the thought struck me, "By golly, those letters are in the pocket of my raincoat at the office."

That incident reminds me of an old friend of mine who was in to see me the other day. He told me about a motor trip he had taken, driving from Minneapolis up North for a few hundred miles. It happened to be on a Saturday. He visited several towns on his trip, calling at many stores, and he remarked to me, "Do you know there were about two china stores in each one of the towns I went through, and they were the ouly stores that were busy—the other stores didn't appear to be doing much of anything." That caused him to investigate, just as a matter of curiosity, so I asked him the names of the towns he visited. I then wrote to the newspapers in each of the towns and requested that they send me their papers of Tursday and Friday, two days before the Saturday when my friend called at these stores. Upon receipt of these newspapers I found that in four out of five papers, all the store advertising that had been done was by the chain stores. That solved the problem.

The retail merchants in the towns where my friend visited had failed to advertise in the newspapers, inviting the public to their store that Saturday, and the public not receiving an invitation, did not come, but the chain stores had invited them with a neat, effective ad, attractive in style and chuck full of common sense, and, naturally, that is where they went.

So the stores that failed to receive their friends were like my birthday party—the crowd didn't come.

I venture to say in all failures of retail merchants the last three years not twenty per cent of these same merchants advertised religiously in newsparers, whereas, if they had, their investment in newspaper advertising would have brought sufficient trade to prevent a great amount of their losses.

The total newspaper advertising of 122 daily newspapers in 28 principal cities of the United States in the year 1923 was 1,333,954,971 agate lines—a gain of 92,651,690 lines over the previous year.

We are not handicapped today in unfolding our business the same as our forefathers were who were compelled to depend chiefly upon personal exploitation of the individual, for the circulation in those days was very small.

First of all the newspaper has the circulation. A single newspaper will often cover from 60 to 80 per cent of the homes in its territory. Advertising space in that paper will give a much greater return per dollar spent than will any other form of advertising on which postage is spent.

Second, people are accustomed to reading the newspaper. I is not difficult to get their attention, as in the case of the circular letter, the booklet and other forms of direct mail advertising.

Third, and the best of all, it is timely. The advertiser is able to appeal to his audience by frequent advertisements.

So we are led to believe that even criticisms about us in the columns of newspapers is good advertising, and so with the retail merchant, the minute he starts figuring on selling merchandise, he has got to start figuring on the advertising that is going to do it.

Advertising certainly has many sides. It can scream, talk, or whisper it can attract the eye or befuddle it. It can be an interesting story, or uninteresting piffle. Therearejust as many kinds of advertising as there are things to advertinse. There is the sincere kind that breathes honesty and truthfulness, and which carries the reader right through to the end, and then again—there is the kiind of advertising that says, "Beware, I am just trying to attract attention; I I don't mean what I say, and I don't intend to make good on the extravagant claims I am talking about."

Newspapers, however, are not in the habit of publishing milleading advertising, and for that reason the public has unlimited confidence in newspaper advertising.

The retail merchant who will figure on spending two per cent of his gross receipts for newspaper advertisiing and one-half of one per cent for direct mail advertising, such as letters, post cards, etc., and prepare this advertising the same as if he were talking to his customers when they come in his store, there would be no need to complain about quiet trade.

You may say, "How can I educate myself to write advertising?" I know many sucessful merchants who have gained their advertising education through reading good trade publications and publish splendid articles in every [illegible] No one can prepare advertising for the goods you own and offer for sale as good as yourself. The merchant who is open yourself. The merchant who is openminded and visualizes his opportunity, getting his subsconscious mind in working order, is not going to experience dull trade.

Like the bathing suit manufacturer a short time ago who originated a picture of a beautiful young lady wearing a bathing suit. He had an actual photograph done in colors and it was so unique and attractive that I have noticed thousands of these ads pasted on automobile windshields.

One of the most successful small town merchants who has been in business for forty years has the happy faculty of getting a lot of free advertising in his local newspapers. Upon his visit to New York markets twice yearly he writes letters to the two newspapers of his town, telling about New York. He explains about the various improvements there that have taken place since his last visit—he tells about the merchandise market; he even goes as far as to give a brief history of the extravagent, as well as as the economic side of New York life.

Hundreds of families in his territory look forward to reading his letters. You must capitalize upon everything pertaining to your business in ordeer to get the public excited about pour store.

Department stores in the large cities today never neglect to have their buyers, who go to foreign countries, send thousands of letters to their customers and prospective customers, telling about the huge purchases they have made of foreign goods. I have received many letters from represtatives of large Minneapolis stores mailed from Paris, London and other European points. They tell what time their goods will arrive in this country, they explain about the new unique styles, fabrics and values.

I am a great believer in taking my newspaper as a partner in my business. Every newspaper has hundreds of ideas that are workable and profitable that they are only too glad to pass on to retail merchants—a newspaper is a clearing house of ideas especially pertaining to retail business and I wonder sometimes if we try to get as close to our newspaper as we ought to, as they would like to be with us. If you are interested in your newspaper they will be interested in you, and if you follow up your advertising with attractive window displays, combining that with training your clerks and keeping up your direct mail advertising, such as sending out a letter or post card monthly, you will find that your newspaper ads have greater pulling power than if you depend on it alone to sell your merchandise.

Take, for instance, the manufacturer, wholesaler or jobber who backs up his salesman with newspaper advertising and direct mail advertising. Practically 75 per cent. of the salesman's work is already done, when he goes to call upon a prospective customer, through the advertising that has already preceeded him, the prospective customer already having a very good idea of the merchandise through advertising.

The crying need today is more advertising. No beter illustration can I cite of the effectiveness of advertising than the case of Baker Bros., retail furniture dealeers in Los Angles. A few years ago they sold $700,000 worth of furniture in their store and, through expanding their advertising investment, Baker Bros. last year sold 16 million dollars worth of furniture.

I should think we would all take inventory of ourselves when confronted with actual instances like the above and note what Henry Ford has done the past year through advertising. Up to this year Henry Ford has done very little advertising, but being farsighted he sold himself the idea that in 1924, and perhaps he had in mind not only 1924, but every year afterwards, he was going to invest a substantial amount of his gross receipts for advertising, and his appropriation for 1924 was seven million dollars. Within the past six months I have visited the Ford factories half a dozen times through business dealings I had with the big firm, and I can assure you, Ladies and Gentlemen, that there has been no unemployment in the two Ford factories in Detroit—they have been running full capacity, three eight hour shifts, steadily employing over 160,000 people besides the thousands they are employing in their other large plants all over the country.

Henry Ford has experienced a situation which makes it highly desirable to advertise. Perhaps he forsaw the present slump, which has appeared to hit the motor concerns with special velocity. Perhaps he judged the time ripe solely because of the present restless attitude of the people and the fact that our Federal Government has declared an open season for swatting big business.

At any rate, for some six months now the Ford Motor Company has been displaying itself in the publications of the country, in newspapers large and small, in class periodicals, in farm papers, in general magazines, in street cares, in outdoor positions; and in many other forms of advertising.

With my brokerage business, we appropriated a million dollars for advertising this year, and we like the National Cash Register Company who claim that they had the biggest business in all their career during May of this year and you know how difficult it is to sell cash registers. In an article I read the other day I noticed also that 400,000 Ford cars were sold during the months of May and June of this year and only a short time ago he started on his second ten million cars.

What is the Standard Oil Company doing? Their advertising appears religiously in about every newspaper in the United States. They bring home right to our very door the fact that it does not necessarily take money to do business—using your brains and thinking is what counts.

## FOLKS IN OUR TOWN

No Brains

By Edward McCullough

AUTOCASTER

## YOU NEED NOT FAIL

By Whit Hadley

Success does not always rest upon the shoulders of a man. And so today, for a change, I am going to tell you about a woman who won out when everything seemed hopeless. John Carter's wife, Helen, was an invalid. Nothing immediately dangerous; just weak heart valves and aenemic. She couldn't get about easily and lived on milk and its by-products. In 1914, when she was fifty-four years old, her husband, a $50 a week chemist's assistant in Waltham, Mass., was run over by a Waltham trolley car and killed. A jury said it was careless negligence on his part and refused the wife a penny as damages. Her son, Baldwin, thirty years old, was drowned that same year at Nantasket Beach where he was employed as a hotel clerk. An accident insurance company paid Mrs. Carter $500. Summer guests at the beach hotel collected $175 more for the mother and widow. About $300 of the total $675 was used by her to meet the expenses of the two funerals. Helpless and alone, broken in spirit and feeble, the great question of what next to do confronted her. At that time she was living in an old fashioned frame house just off Massachusetts avenue, in Lexington, Mass. Her reputation for cooky making was well known. It was generally said that Mrs. Carter could bake the thinnest and finest cookies ever produced and neighbors asked her why she didn't try to build up a market for them.

Sensitive and high strung it was a humiliation to try and commercialize a talent that she had employed only for her husband and son's sake, but it was all that she was fitted to do.

A traveling salesman neighbor agreed to try and sell her cookies, however, and three months later three of the better restaurants in Boston and two in Providence were making a specialty of them, together with "wafer thin ginger snaps" and what came to be known as "Carter's Gingerbread Cake." That year Mrs. Carter's net profits amounted to $1,185.

## This Week

By Arthur Brisbane

### BULL MARKETS. FUTURE TRANSPORTATION. THE DAWES PLAN. OF WHAT WOULD YOU THINK?

"Wheat prices jump in wild bull market."

That headline was predicted in this column a long time ago. You read it yesterday and you will read more like it.

"May wheat" sells above $1.40 in Chicago. One dollar and fifty cent wheat isn't far off. And that is not bad news for Calvin Coolidge.

As for corn, its high price means wealth for farmers lucky enough to raise any, and high cost for the meat that is fed on it.

Steel common above 110, corn worth more than $1 a bushel on the farm, twenty cents more than that in Chicago; wheat for delivery nex May selling at $1.40, stocks crawling up so that brokers, afraid to buy, rub their eyes saying to themselves "It can't be real." SOMEBODY thinks were is a boom coming.

Lieutenant Donald Phillips flew 1,800 miles from Texas to Ohio. You may say, "That's nothing, everybody does it." But notice the size of his flying machine, called "Alouette," spread of wings 18 feet, total weight including motor, 480 pounds.

That machine does 20 miles on a gallon of gas, goes 105 miles an hour, and could take a traveling man from New York to Chicago in 9 hours across the continent in 30 hours. "Alouette" could be stored on an "upper shelf" of a garage, the earth car below, flying car above.

Next width will be cut from the wings, weight taken from the engine, speed more than doubled. And the individual transportation problem will be solved.

The Dawes plan will have its trial and the world will see what happens.

Germany gets four years to prepare big reparation payments expected to amount to $650,000,000 annually.

We thought it pretty big when we built the Panama Canal in several years. Germany will pay those that conquered her enough to build three Panama Canals every year, if this plan goes through.

What books would you take to a desert island?

What would you do if you knew you had only one more year to live?

What would you do if you had twenty million dollars? Helen Stein, intelligent young secretary of Nathan Straus, replied to that last question, "I'd go crazy."

Those are old questions. Here is a new one, based on the experience of three Italian mountain climbers, that, held by a rope, hung for five hours over a mountain precipice, waiting to be saved.

What would you THINK about hanging for five hours below the edge of a precipice? Would you review your sins and mistakes, vowing better conduct, if spared, or would you just HANG OVER THE PRECIPICE?

We are all hanging over the edge of one steep precipice, called death. A great majority of us "just hang" and think about it very little.

What story of loneliness, despair and, perhaps, jealousy, lies back of a dreadful murder and attempted suicide reported from Lindsey, Ontario? A mother twenty-eight years old, in her husband's absence, erected an improvised gallows, on which she hanged her two children aged seven and eight. She then cut her throat, and was found bleeding to death by her own husband when he returned to their lonely, isolated farm from "a visit to the city."

Afer she had hanged the children, the mother dressed them in their best clothes and laid them out. Then she cut her throat. She may get well. The woman said nothing but "they are dead," when her husband questioned her.

Reading about that may by comparison comfort some who think they have serious troubles.

## Poem

Uncle John

My little neice has learnt to sing,—at least she reckons so. . . . She thinks she's ketched the proper swing in that—air tremmolo,—she's spent a fortune on the thing . . . but . . . really, I dunno!

Most every night when I tune in, I listen at her squall,—the wiggle, wabble, trill an' screech—I suffer through 'em all, but I'd sooner face a firin' squad—my back against the wall!

It's turrible—how fur they've led the human voice astray—an' twisted an' distorted, in their diabolic way . . . My idea is, they've murdered it—an' done the job fer pay!

But,—we might as well be hopeful, as to try to raise a fuss; I wouldn't want my sistern-law to listen at me cuss . . . And, Teeny's finished "trainin'" so, her voice can't get much wuss!

## the Judge's Josh

FOR OVER 40 YEARS

HALL'S CATARRH MEDICINE has been used successfully in the treatment of Catarrh.

HALL'S CATARRH MEDICINE consists of an Ointment which Quickly Relieves by local application, and the Internal Medicine, a Tonic, which acts through the Blood on the Mucous Surfaces, thus reducing the inflammation.

Sold by all druggists.

F. J. Cheney & Co., Toledo, Ohio.



M. K. NEWNAM
FUNERAL DIRECTOR
Denton, Maryland


## TELEPHONES A LARGE FACTOR AT CONVENTION

More telephone and telegraphic equipment than has ever before been put in any one building in New York for temporary use was installed in Madison Square Garden for the Democratic National Convention. Over 1,000,000 feet of telephone wire was added to the normal telephone facilities, a special system being provided to serve almost 600 telephone lines of various classifications. The Bell System Public Address apparatus was also established in the Garden.

Two instruments on the desk of the Chairman of the Convention enabled him to communicate at once with strategic points in the Garden. To maintain these added telephone facilities, which included eleven switchboard positions, ninety-two telephone booths and seventy-one coin box telephones, a special force of operators and telephone men was required.

Many local radio fans had an opportunity of hearing the convention proceedings broadcasted by the Chesapeake & Potomac Telephone Company's station W C A P.

## SIMPLE ENOUGH

In calling telephone numbers in Germany, instead of giving the number by single digits, they have a habit of giving it in blocks of two. Thus 2578 would be "twenty-five, seventy-eight." That seems simple enough in English, but try it out in German and it becomes "funf-und-zwanzig, acht-und-sieb-zig."

## NOMINEE'S NAMESAKES WORK ON SWITCHBOARDS

While the public is reading about the Democratic nominee for President, John W. Davis calmly goes on with his work at the Kearny Works of the Western Electric Company.

Davis is an instructor in the inspection section of the Waverly Shops and the work done by him and his fellow workmen in the factory cabling department is an important factor in the manufacture of telephone switchboards.

In the general service department of the Kearny Works there is another J. W. Davis and he too is employed in the manufacture of telephone communication equipment.

## JAP OPERATORS DON SPECIAL GARB FOR WORK

Telephone operators in Japan are called "moshi moshi" girls, the term moshi moshi being the Japanese equivalent for hello.

All Japanese telephone operators in the city of Tokyo are required to wear a uniform costume consisting of a sort of skirt called a "hakama," which is worn over a working kimona of coarse, white cloth. The sleeves of this kimona are not as full as those of an ordinary kimona and are tied with a cord just below the elbow in order to prevent them from interfering with the movements of the operator's hands. The hakama has a sash tied in front.

The attire of the Japanese operators is completed by a pair of white cloth foot-covers and straw sandals. They wear no stockings, which is a custom peculiar to all Japanese women except those who adopt foreign styles.


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