DOLLAR MAKERS

Cold Details Seldom Make Great Appeal

By GEORGE T. EAGER

FROM time to time government officials seek to impose restrictions on advertising and make advertisements cold, logical presentations of technical buying information. They believe that logical reasons for buying would be more productive than emotional appeals.

In appealing to the emotions of readers advertising men are merely taking advantage of facts that famous writers and philosophers have known for centuries. Roamez said, "Reasons come afterward, but at first a thing pleases or shocks me without my knowing the reason."

Wilkie Collins, the famous English novelist, when asked for his rules for writing successful novels, said "Make them laugh, make them cry, make them wait." The great French writer, De Maupassant, said, "The public in general is composed of numerous groups who cry, 'console me, amuse me, sadden me, fill me with tenderness, make me laugh, make me tremble, make me weep, make me think'."

"Some time ago two radio manufacturers published full page advertisements in farm papers. The first manufacturer devoted his entire advertisement to telling of the technical excellences of his product. The second manufacturer headed his advertisement, "Why Do Your Children Leave the Farm?", said a few words about keeping children at home through entertainment and finally told about the excellence of his product. The emotional appeal produced many times more sales than the logical reason-why appeal.

ADS COMBAT FIXED HABITS

THE American standard of living is the highest in the world. One of the most interesting things about it is the fact that the public seldom takes the initiative in demanding new and improved products. It has always been a man with a new idea—something to sell—who has made the improvements and offered them to the public through advertising. Gradually the public has accepted the new idea and a new standard has been established from which to start still further improvements.

Our mothers and fathers gladly accepted crackers scooped out of a barrel into a paper bag. Then someone conceived the idea of crackers boxed in moisture proof paper, trademarked and sold for five cents a package. The new idea was advertised, the public accepted it and a whole new industry was created.

This conception of advertising as the most economical means of offering a new and better idea to the public explains many so-called failures of advertising. Such failures are due to the fact that advertising is often used to offer an idea, product or service that is not interesting to the public or because the new idea is not kept before the public for a long enough period of time for consumers to thoroughly understand and appreciate it.

Twenty years ago a large insurance company spent a large sum of money offering a new type of policy. Results were not satisfactory and the officers of the company said, "Advertising of insurance is a failure, and we will never spend another penny in advertising." It was later learned that the policy offered in the advertising was not popular and five years later had completely disappeared from the insurance business.

(Bell Syndicate—WNU Service.)

Filtered Air Is Best For Operating Room

PULLMAN, WASH.—Because bacteria do not breathe but absorb materials only in solutions, effective disinfection for fumigation is difficult and rarely succeeds, according to Dr. Ernest C. McCulloch, research veterinarian of Washington State college.

For many years early bacteriologists did not know that disinfection must be carried out by means of solutions. They attempted to kill bacteria by fumigation, Dr. McCulloch said. Formaldehyde vapors or the fumes of burning sulphur were used.

Italy Uses Fiber Board

Italy, formerly an important outlet for American lumber, is now using fiber board extensively instead of wood for inside furnishings and doors and to some extent in the manufacture of furniture.

Fish Brain Like Man's

Fish of Mormyrid genus, natives of North and Central Africa, have large brains ranking next to those of human beings and anthropoid apes in proportion to the size of their bodies.

Fun for the Whole Family

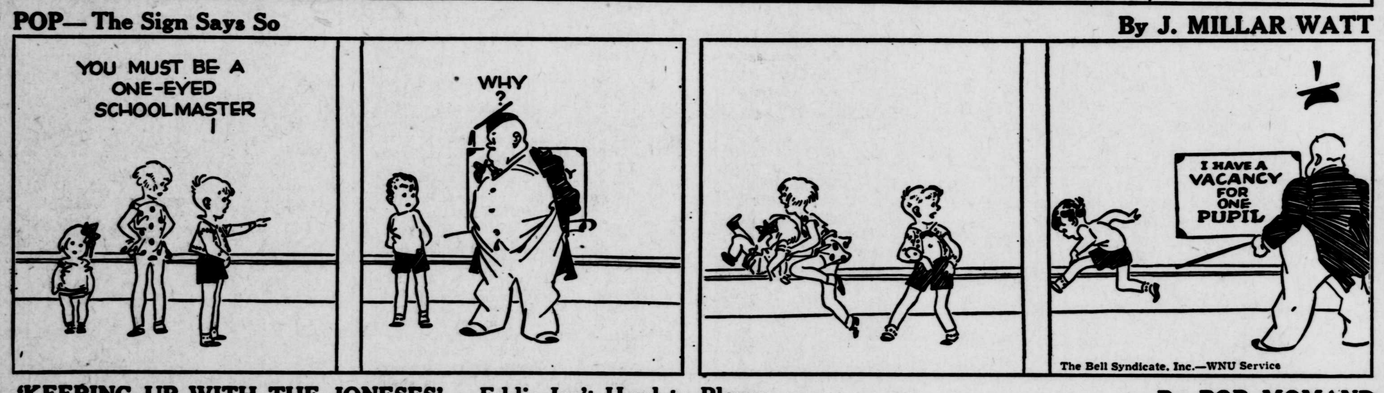
BIG TOP By ED WHEELAN

LALA PALOOZA —Folks Get Your Dictionaries By RUBE GOLDBERG

S'MATTER POP— Anyhow, It's the Way the Seam Seems By C. M. PAYNE

MESCAL IKE By S. L. HUNTLEY — **This Should Take Care of Things**

POP— The Sign Says So By J. MILLAR WATT



'KEEPING UP WITH THE JONESES' — Eddie Isn't Hard to Please By POP MOMAND

AISLE SEAT By GLUYAS WILLIAMS

AN APPLE A BARREL

"How much cider did you make this year?" inquired one farmer of another who had offered him a sample for trial.

"Fifteen bar'ls," was the answer.

The first man took another sip. "I reckon, Si," he drawled, "ef you'd had another apple you might ha' made another bar'l."

On His Guard

"I see you always wear a smiling countenance."

"Yes," answered Senator Sorghum, a little wearily. "I have to. There is no telling what moment the candid camera might turn up."

Children

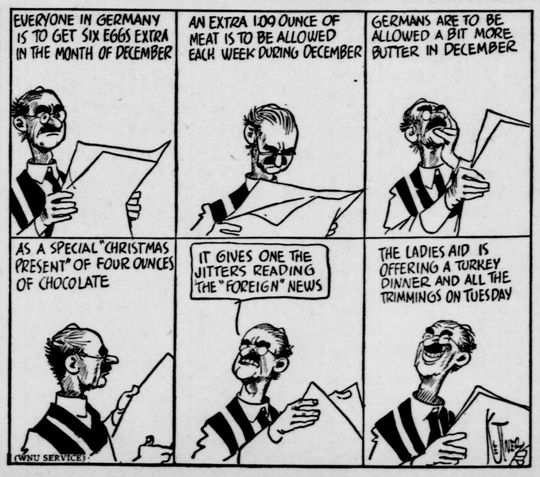
Children, says a psychologist, shouldn't perform on the radio. So many, it seems, grow up and become adults who shouldn't either.

Won't Power Best

Singleton—I suppose your wife has a lot of will power?

Wedderly—Yes, but it's nothing to her won't power.

Cheerful News



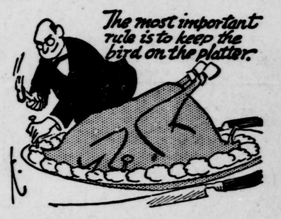
—Being Directions On How to Carve Christmas Turkey

Gather round ye masters of the Christmas dinner table. Uncle Sam will teach you a lesson:

The government has issued an official bulletin on the proper technique for carving the Christmas turkey.

The bulletin rules on such important problems as whether the father should stand or sit while doing the honors and the position of the turkey on the platter. All you have to do is read this, and carving the festive bird will be a lead-pipe cinch.

"The turkey rides on the platter back down," says the bureau of home economics. "The first problem is father's: Should he stand or sit while carving?"



There are two schools of thought on this subject, and the government grants father his constitutional rights to do as he pleases. But it is suggested, after deliberation, that a short person had best stand and a tall person should sit for the most effective work. Are you short or tall?

The next problem, says the bulletin, is the point of attack. It is here that many a head of a house, the bureau believes, has lost the Christmas spirit through ignorance or awkwardness—or just plain stubbornness.

Only a few simple rules need be followed. The most important, of course, is to keep the bird on the platter, because it's rather difficult to work on the floor. Also, the bureau estimates, a bird on the platter is worth two on the tablecloth.

"First," the bureau said, "remove the leg from the body by grasping it in your left hand (but what if you're left handed?) and cutting straight down to the hip joint. Remove the wings and the other leg.

"Then place the fork squarely across the breastbone toward the end of the keel, to anchor the bird while you carve the breast in slices; using a slightly sawing motion."

If you don't like the shape of your turkey, or the distribution of dark and white meat, well—why not have your wife carve in the first place?

Christmas Hymns Ring From Depths Of Michigan Mine

ISHPEMING, MICH. — "Silent Night, Holy Night" drifts mysteriously up the pitch-black Morris mine shafts here. Down below, 1,500 feet underground, 200 grimy-faced workmen pause for the world's most unique Christmas party, an annual event held at the Inland Steel company's iron mine here.

Finn and Austrian, Swede and Englishman, Italian and Irishman, these helmeted giants of the earth join lustily in Christmas hymns as elevators carry them to the 1,500-foot level where their party is held. "Genial Jim" Fowler, 225-pound timber boss, strides forth in a Santa Claus costume and takes his place at the brightly lighted tree. Like children around a tree at home, the miners stand eager and expectant.

Genial Jim Fowler, garbed as Santa Claus, gives Elmer Waara, one of the miners, a folding rule as remembrance of a six-inch error.

Gifts are rib-tickling reminders of errors during the year. Last year, for example, the mine carpenter was given a rule—inspired by a six-inch error made a few months earlier.

Christmas Tree's Origin Is Forgotten in Antiquity

Although the Druids regarded the mistletoe with veneration and ancient Britons endowed it with a mystic significance, the Christmas tree is generally believed to have originated in Germany, but it dates back far in antiquity. One ancient Scandinavian myth speaks of a tree which grew where two lovers were murdered. On certain nights in the Christmas season mysterious lights were seen in the branches.