ADVERTISING FOR PROFIT IN COUNTRY WEEKLIES

By C. L. Brethour, Merlin, Ont.

"Advertising is the Education of the Public as to who you are, where you are and what you have to offer in the way of skill, talent or commodity." — Elbert Hubbard.

Having in mind the dearth of good advertising and more chiefly the absolutely slovenly methods of 75 per cent. of the space users in country weeklies, I am constrained to deal with my subject in, not on, a suggestive sense, but, also a critical, together with a much negative, instruction.

Elbert Hubbard has told you what advertising is—what it stands for. Let me begin by saying the man who should not advertise is the man who has no skill, talent, service or commodity to offer the public. That is one way of saying that practically all men in any kind of business should advertise.

Over 50 per cent. of the business failures in the United States during the last year were due directly or indirectly to the lack of advertising and to poor advertising.

Assuming the above statements to be correct, and they are correct, we arrive at two very reasonable conclusions: (a) You should advertise your business; (b) You should advertise well. If the reader chances to be a business man, a user of space, these conclusions become vital facts.

From these two facts we arrive at a third: Unless you advertise well you cannot profit by it.

This brings us to the meat in the nut, for it is concerning this last fact that I wish to write, and principally upon how the advertiser may receive the maximum amount of profit from his ads.

There are systems, methods and mediums of advertising by the score, and many advertisers come to grief through using some of them. For no one method, if followed closely, can be adopted to all branches of the commercial world in all localities.

So the advertiser must use his own judgment, which quality is the predominant one in all good advertising. He must take into consideration the locality and the class of people from where and whom he derives his business.

It is not my intention to define any particular policy to pursue, but to give advice and suggestions which can be adopted by any advertiser in our country weeklies. It is for these advertisers that my article is intended.

(a) Let us suppose for instance that your only medium is your local weekly, published on Wednesday or Thursday of each week. You must get in a whole week's talk. At first thought that seems rather a hard problem.

b) Your space. That can only be determined by, primarily, your ambition; secondarily, by the amount of stock you carry and the nature of your business. Too many believe the space is determined by what they imagine they can afford to pay. This belief is the prime cause of failures due to poor advertising.

If it is your ambition to double your business over last year's, why then, you should double your advertising.

Use enough space. Printing ink never lost any man money when used with sound judgment.

Make your space pay its keep. To this I offer a number of points to be observed in order of merit.

Let us consider your ad. in its true light, as a salesman.

It is your best paid salesman.

It is the only salesman you have in your power to make or to break.

It is not a silent salesman. It talks, talks to many, where the poor individual talks to bpt a few. Make it talk as you would expect a first-class salesman in your store to talk.

Dress it as you would like to see an individual salesman in your store dressed. Don't keep it choked up and dowdy in appearance.

Change its dress regularly.

Keep up its personality.

Let it be of service to the people. That's what a good salesman is for really.

It is your best public servant—your best message bearer, and as I said before, your best salesman. And if you treat it as such it will not fail you.

Faults in Copy.

I will not enumerate many everyday faults with copy sent to the publisher and suggestions to remedy them:

1. Too much copy, or to use the trade phrase, "Copy too heavy for the space."
2. Too much descriptive talk.
3. Too much matter irrelevant to the message.
4. Obscuring your message.
5. Too brief in your descriptive matter.
6. Too light copy. Too brief copy—a fairly good fault, but one that can be overdone if practiced consistently.
7. Copy that does not lend itself to attractive display. (A few faults prevalent among layout men (those who design the form the ad shall take).
8. Too much effort at originality by using complex layouts.
9. Bad ideas of proportion.
10. Improper display.
11. Disorderly arrangement.

With regard to No. 1—a very common fault. If you, when writing your ad., would take the trouble to look at some of the well set, well written ads. in your trade journals (You can pick them out easily—the ones that appeal to you first), you could correct this fault yourself. However, write your ad. as you would have it appear, on a sheet slightly larger than the space your ad. occupies. Allow plenty of white margin between the body of your ad and the border, the same margin top, bottom and sides. Plenty of white space between paragraphs, lines or panels. In other words, keep the white space uniform and word your copy in brief, understandable, forceful language, right to the point and carrying conviction. And you will have a copy that will not choke or overcrowd your space.

No. 2 is covered pretty much by the latter part of my comment on No. 1.

Nos. 3 and 4. I picked up a weekly paper some time ago and in glancing over the ads came across one of a shoe merchant. His message was simply that he had received a shipment of ladies' and gents' boots and was now showing them at the right price. He got at it by telling the people how long he had been in business; how his business how grown; his square methods of dealing and a lot of tommy-rot—in this case. Then he came to his message. How many shoes would his ad sell? Not many. If he had said, "New shipment of ladies' and gents' boots now showing at right prices," he would have had a far more profitable ad. A history of business is all right in its place, but keep it separate from general advertising, and you will show far better taste. The above is a fair example of the faults. Nos. 3 and 4. Keep to your point. Describe plainly and concisely.

No. 5.—To correct this, I offer an example: A hardware merchant advertising a line of stores dwelt at length on the metal durability and then branched off on the merits of the firm who manufactured them; wound up by giving a few details as to fire box. Whether they burned coal, wood or gas; then quoted a few prices. This is a good example of an ad lacking in descriptive matter—too much irrelevant matter, poor arrangement and sequence, and speaks for itself. Do not ramble around the subject. Cover each necessary point as briefly and plainly as you consistently can. You can talk an individual out of buying just as easy as you can talk him into buying. Your ad will sell an article on its merits or interest your patrons in the article.

No. 7. This fault presents a subject in itself and space will not permit me to deal with it, only in a, perhaps, superficial way. Books of many pages have been written on the subject of display and it is impossible to condense in one short paragraph the entire contents of a large textbook. What is display? Really the outstanding features. The immediate appealing points of attraction or the distinctive features are known as display or effect. Arrangement of head lines, sub headings, white space body, margin, pannelling, rules and cut-off rules and border make display.

One Important Factor.

The one important factor is arrangement. And one thing that is being recognized to-day as having the greatest influence on display is white space. One small paragraph of six or eight point body type can be as effectively, and more artistically, displayed by proper use of white space as if it were set in 36 point Cheltenham bold. One method of displaying an ad. which I believe can be applied with good results is as follows: Treat your ad as one big sentence, and chose the subject from the predicate. In other words, pick out your message and work that into your first display headline. For example: If we advertise our annual sale of ladies' dresses. This, of all the ad, should have the display heading. In using the best friend of display—white space—we should treat the words, "ladies' dresses," more boldly than the words, "annual sale of," as "annual sale of ladies' dresses." By using it in this manner:

Annual Sale
—of—
LADIES' DRESSES,

we have a more tasty and better display than by treating it thus:

ANNUAL SALE
OF
LADIES' DRESSES.

For we show a better effect by a modification of the secondary matter in the intention of our ad.

Now, we should chose a brief line of forceful selling talk. In this case more refined talk than you would use in selling hardware, for you are selling a more refined article. Do not use too much talk or you will lose the interest of your reader. Allow for a good margin of white space to bring it up.

If you are quoting prices on specials here is the place to do it. Your headings and price lines should be of the same value and use the same judgment in the matter of white space as you have done in your opening.

If you use columns or panels equalize your copy and your margins so that you obtain a good balance. Avoid, when possible, the use of cut-off rules in narrow panelling. Plenty of space between items give a more-to-be-desired effect. The same applies between your signature and the ad matter.

Correct Balance.

Now to be sure your balance is correct. A good plan is to imagine our finished ad as balanced upon the point of a lead pencil, placed under its exact center. Imagine if you can the copy you have used as weights. The heavier the type, the heavier the weight. Have you so arranged your copy that the sheet would balance on the point of a pencil. If you have, and have followed the suggestions given above, your result will be a well arranged, well displayed, and well balanced ad.

In the foregoing I have covered the faults of layout men, except Nos. 8 and 9. While many pleasing effects can be obtained by complex lay-outs, in most cases the message is hard to read, and in others very much obscured. It looks pleasing to the eye, but it does not get any farther. So attempts at effects are better left in the hands of experts.

Of No. 9. Many layout men in panelling are prone to give unequal copy and utterly spoiling a balance. Overcrowding in one space, too light in others, show very bad proportionizing of copy. If you attempt any panel work or columning, always endeavor to make your copy balance.

I would again like to impress upon you these points:

Use plenty of white space.
Use good English.
Use understandable words.
Use just enough of them.
Use good arrangement.
Use good display.
Use plenty of space.
And above all, use good judgment.

MR. GEORGE E. BUNTING.

Newly Appointed Australasian Manager of the Canadian Government Merchant Marine Limited.

Mr. Bunting began in the transportation business with the Grand Trunk when nineteen years of age. Later he was with the Lehigh Valley at Buffalo and afterwards with the Canada Atlantic Railway at Ottawa. He became traveling freight agent for the Allen Steamship Company when the Canada Atlantic Railway was absorbed into the Grand Trunk system, and in 1913 was promoted to the general agency of the Allan steamship Lines in Chicago, where he remained until 1917.

When the "National" Merchant Marine was organized, Mr. Bunting was made general agent for Ontario. Last December he was sent to Australia and New Zealand to organize agencies for the Canadian Government Merchant Marine, his appointment as Australasian manager following his work in that connection.

For the Motorist

IT DOESN'T PAY TO SPARE CARE FOR SPARE TIRE.

"It doesn't pay to be sparing in attention to that spare tire on the rear of your car," says H A. Githens, general sales manager of the Federal Tire company.

"If the average motorist would remember that air leaks out of that spare tire in almost the same proportion as it does out of the tire on the wheel, he would save himself a world of trouble. It is mighty aggravating to get out in the country and find that spare tire in a squashy condition and your air pump missing or out of repair.

"Air stations are numerous enough so that there is no excuse for such an experience. Keep that spare tire inflated. It represents a very considerable investment and you don't collect on that investment unless the spare is given the same attention as the tire that is in actual use.

"It is important, also, that the spare tire be securely fastened in its holder. Tires loosely held have been known to be practically ruined through undue wear at one point or another. Proper inflation will have a tendency to overcome this evil. Remember, also, that tires deteriorate with age and exposure to the elements. Protracted service as a spare cuts down the mileage of that tire. Give the spare some service. Don't let it 'deadhead' on the back of your car until it has lost much of its mileage. Also cover the tire and protect it, insofar as possible, from the weather."

SAFETY DON'TS FOR MOTORISTS.

Don't forget to slow down at street or road intersections. It may save a human life.

Don't forget to look to the right and the left before passing a railroad crossing.

Don't forget, when signalled by a vehicle in your rear, to turn slightly to the right and allow such vehicle to pass you on your left.

Don't forget the pedestrians. They, too, have rights on the streets and highways.

Don't forget that every motor vehicle must be registered in the name of the owner, effective February 1 of each year.

Don't forget to use extra precautions when you see a child crossing a highway.

Don't forget that in case of accident you must stop immediately and give your name, address and license number to the injured party or a police officer. If no police officer is in the vicinity of the place of injury or accident, report the same to the nearest police station or judicial officer.

TIRE DON'TS.

Don't run your car with the wheels out of alignment. Wheels that "don't track" are gluttons for rubber.

Don't let your inflation get below the point recommended by the tire dealer. Underinflation is keeping thousands of tire builders working overtime.

Don't overinflate. If you like the sensation of solid tires, buy a wagon.

Don't ignore small cuts. A patch in time saves dollars.

Don't buy tires smaller than recommended by the manufacturer for a car of the weight of the one you own. It isn't economy.

Don't insist upon having Gates Half-Sole Tires applied over carcasses the dealer says are not worth half-soling.

Don't forget to remove and reverse your inner tubes every three months. They appreciate a change and will pay for it.

Don't buy a nameless tube or casing. The manufacturer who is afraid to put his name on his product is ashamed of the goods.

Don't blame the tire if it "blows" after standing idle in a warm garage all winter. Tires don't thrive on a hibernation diet of heat, oil and grease.

AUTO DO'S.

Always keep your car under perfect control.

Become thoroughly familiar with your local traffic regulations and follow them to the letter.

Drive using the lower gears. Shifting of the gears really shows a good driver and at the same time often prevents stalling the engine in a dangerous place.

Drive slowly at turns in the road in order to have sufficient time to avoid a vehicle that is coming toward you.

In passing a car from the rear always sound your horn, as the driver of the car may unintentionally cut in ahead of you.

Drive slowly at crossroads, for another car may be coming, attempting to cross at the same time.

On bridges, embankments and narrow roads take a slow pace, keeping the car under instant control.

On approaching the brow of a hill be sure you are on the right side of the road. Some one may be approaching from the opposite direction.

Stop when there is an accident, whether it is your fault or not, and render all the assistance possible.

Sound the horn when approaching a turn in the road or the brow of a hill, for another car may be coming toward you.

FORDING A STREAM.

Now and then in the course of an automobile trip a car has to pass through a stream, and the question is sometimes discussed whether the action of the water is harmful to the tires. The same question arises when a car is out in a heavy rain.

A large tire company answers the question by stating that the effect of such a wetting is practically nothing at all, either for damage or improvement. At any rate the effect on the tire is not harmful. The two chief constituents of a tire are rubber and cotton, both vegetable substances, and as a rule water does not injure vegetable matter.

If running through a brook resulted in cooling a tire, the effect would be decidedly beneficial, but a quick dash through the water has little effect on the heated air within the tire and consequently the temperature change in the tire after its bath is negligible.

Water itself apparently does no harm to tires, but the combination of air and moisture commonly known as humidity is very destructive, especially on the cotton in ordinary fabric tires. The moist air works in between the layers of fabric and rots them out, sometimes even before the tires leave the dealer's storeroom.

The harmful effect of moist air is the chief reason why, when tires are stored, they should be kept in a dry atmosphere. As sunlight is harmful, the storage place should be dark.

OIL AND RUBBER.

A word of caution may be necessary regarding excess pump lubrication. Oil or grease is one of the greatest enemies of rubber. If it is necessary to lubricate the interior of the pump, first remove the hose and after lubrication give the pump twenty or thirty vigorous strokes to eject any excess lubricant, which would otherwise remain in the pump or the hose connection, and would be forced into the inner tube.

DRIVE RIGHT.

Don't hog the road.

Obey all traffic signals.

Don't stop on car tracks to wait for signal. Keep near the curb.

Don't go ahead of the officer's signal and then say you did not see him.

Don't turn in the middle of the block in narrow side streets.

Don't fail to report accidents to the police department.

Try not to delay traffic by killing your engine.

THE OLDEST THING ALIVE.

In the churchyard of the village of Santa Maria del Tule, in Southern Mexico, stands a cypress tree which is estimated to be between 5,000 and 6,000 years old, and probably the oldest living thing in the world. It was first discovered by Humboldt, 100 years ago, who nailed a wooden tablet to the trunk.

In the English language there are more surnames with "W" than any other letter.

Thackeray used to lift his hat whenever he passed the house in which he wrote "Vanity Fair."

"The officer says you used bad language."

"When he stopped me I was in a tantrum."

"Never mind the make of the car."

ADVICE TO GIRLS

By Rosalind

Registered According to the Copyright Act

Dear Rosalind:—

I am a girl of eignteen and was going with a boy three years my senior this summer. A short time ago I was away on my holidays. While away he wrote to me steadily. The night I was coming home there was to be a dance in the town where I was visiting. This boy was motoring for me in the evening. That evening I heard something I did not like, so ignored him and went home with someone else. Since then he has gone to the city and I have not heard of him since. I did not realize till now that I cared so much for him. Should I write and apalogize and ask him to let things be as they used to be?

HEARTBROKEN.

You do not say what it was you heard of your friend, or whether the story was true or not, so I am not in a position to offer any advice. I think, however, that it was rather rude on your part to ignore the young man when he had motored from another town for the express purpose of seeing you, unless, of course, you were very sure of your information, and it was something detrimental to his character. If you have found since that it was just idle gossip you certainly ome hiw an apology. I doubt very much whether you will ever be able to resume your friendship on the same footing.

ROSALIND.

Dear Rosalind:—

I am a young lady of 19, and have been secretly, but with the consent of my parents, engaged to a man four years my senior. We are waiting to announce the engagement next month, as the father of my finance will arrive home from Europe then. He, however, has been informed of our engagement and approves of it.

Now, I am in an unusual predicament. About two months ago I spent an evening with one J. I have known J. all my life, and although we have always been friends and I have seen him rather often during the last few years, we never were intimate. Well, on that evening I spent with him, although my fiance was with us, of course, I became madly infatuated with J. I have seen him only twice since then, but think of him constantly and cannot get him out of my thoughts.

J. is much better esteemed publicly than my fiance; in fact, although he is only 26 years old, he holds a responsible position in a bank here and has a wide range of friends among the older as well as the younger men. He has always been "kidded" about his genuine indifference towards girls and is known to be a woman hater. Our friendship has always been platonic, and therefore I have no reason to believe that, should I break my engagement, he would pay any more attention to me than he ever has. However, I cannot marry the man I am engaged to now. That would be unfair to him, to myself.

How should I go about breaking it? Should I tell him the real reason? J., by the way, has been informed of our engagement and might shun me after I break it, as he is also a good friend of my fiance's.

Please help me out. I will watch your column and pray that you will answer me soon. I have managed to show no symptoms to my family or my fiance, but the day is near when I simply will not be able to longer endure his caresses, as I do not love him the way I thought I did.

MARIE.

If you're willing to be an uncomplaining loser in the gamble for the second man's heart, in case the fates decide that way for you, all right and good. I can imagine your situation being a perfectly honest problem from your heart's point of view. On the other hand, it might be an indication of fickleness. In any event, if your fiance's caresses and attentions are unbearable, you would be playing the game most unfairly with him to go on. All things considered, including your age, it would be better to break the engagement and ask for six months or a year's time to decide.

ROSALIND.

Soundings have been obtained over all parts of the ocean, even in the two Polar seas.

The Russian eats on an average once every two hours.

More fish is eaten by the Japanese than by any other nation.

In the Amazon there are known to exist at least 2,000 species of fish.