

Says President Wilson Has Shown the Whole World How to Advertise

By William H. Rankin
(Chairman Newspaper Division,
American Association of Advertising Agencies.)

Advertising to victory has been the slogan of the Bureau of Public Information of the United States government during the past twelve months. Definite results of such advertising came quicker than any of us thought because the advertising of patriotic business men was supplemented by several splendidly worded notes (advertisements that forced the abdication of the kaiser and told the German people that they should give up the fight and help make the world safe for democracy.)

Our two million soldiers under General Pershing are by far the best advertisements ever sent out by Uncle Sam and our canned meats, foods, clothing and supplies have told our allies of the quality of goods made in U. S. A. President Wilson has shown the world how to advertise and obtain big results. Manufacturers who expect to keep their factories going full speed after war contracts have terminated will do well to take time by the forelock and consumer preference now without regard to immediate results.

Advertising does not jerk, it pulls slowly but surely at first, then it gains momentum, and at the end of two or three years it becomes an irresistible force. It has helped to

build institutions like Marshall Field and company, B. F. Goodrich company, Wilson & company, Carnation Milk, Haynes automobile, Kellogg's Toasted Corn flakes, Hart Schaffner & Marx, American Tobacco company, William Wrigley, Jr., company, National Biscuit company, N. K. Fairbank company and hundreds of others.

Such institutions were not built up because of one, two or three years of persistent advertising, but most of them more than fifteen years of making highest quality goods, good management, good salesmanship and persistent advertising. So advertisers should start to build today having the future five or ten years ahead in mind and all advertising men should lend every energy to prove that now is the time to start victory advertising to build good will reputation and consumer preference which will place their names alongside of the illustrious list I have mentioned in this article.

The success of every Liberty loan, Food, Fuel, Red Cross, United War Work, U. S. Labor Bureau, the Selective Service Draft drive; in fact, all government promotion plans are monuments to the power and effectiveness of advertising and patriotic business men have donated millions of dollars' worth of space in order to insure the success of these campaigns.

TO DEMOBILIZE 153,000 YANKS

Within a few days 153,000 Yanks in this country will be demobilized and on their way home. Fifty-five thousand of these are from the Chicago district, according to P. S. Eustis, traffic manager of the Burlington, who has received orders for their transportation. It is planned to release at least a thousand enlisted men at Camp Grant by Thanksgiving. As soon as demobilization is well under way Camp Grant will discharge about a thousand men a day.

All sick and convalescent men overseas will be home within two months. There are already 100,000 vacant beds in the army hospitals abroad.

Men overseas have the option when discharged of entering college or returning home. Fifty thousand Yanks have already enrolled in universities abroad at the expense of the government.

The very worst heresy is to teach men that the past contains more of good than the present. Preachers have a good chance to observe the partly muffled sigh and the partially concealed yawn.

Bell System



TELEPHONING has been made simple and easy, yet it is necessary for a person to follow set rules when he makes or answers a call.

There is a right way and a wrong way to use the telephone.

The right way is given in the form of suggestions which are printed in the telephone directory. If carefully followed, these suggestions will be found a distinct aid to the telephone user.

CHICAGO TELEPHONE COMPANY

A Proclamation

BUY W. S. S.

Springfield, Ill.,
November 21, 1918.

Citizens of Illinois:—

I wish again to call your attention to the War Savings Stamps. A drive for meeting the quota of Illinois began on November 28 and will continue to the end of the year. As an investment, the War Savings Stamps are superior to the Liberty bonds. They are issued in such amounts as to bring them within the reach of all. Through their purchase, there isn't a man, or woman, or child, in Illinois, who may not become a participant in the great war. So long as we shall live, our finest memory will be that we have done what we could toward the winning of this war. The little child of today will be happy in his old age, if he can recall that he spent his childish savings for War Savings Stamps.

Our conquering soldiers will soon be coming home. How can we welcome them fittingly if we have not done our utmost to help support them in the field? How can we feel a sense of comradeship with them if we, safe at home, have not met gladly every war call made upon us?

Now is an opportunity for forming habits of thrift, which will better our condition all our lives. Thousands of our people a few years hence will have a competency which they can trace to the War Savings Stamps they purchase now. Will you be among this number?

Illinois has met uncomplainingly so far every draft made upon her, whether for money or men. Surely now, while we are rejoicing over the victories won on the battle fronts, we shall not fail to "go over the top" at this late day and over-subscribe our quota of the War Savings Stamps.

Frank O. Lowden.

Discovery Saves Live Stock

Losses of hundreds of sheep and cattle by stock raisers in San Juan County, New Mexico, were explained when the county agent discovered the whirled milk weed and its poisonous properties. The agent pointed out the plant to farmers and stockmen, several meetings were held to plan how to meet the danger, and committees were appointed to inspect every part of La Plata district, which includes 20,000 acres. By helping the stockmen to locate and avoid the weed, the agent hopes that serious loss will be avoided.

U. of I. Gave \$309,350 to 4th Liberty Loan

Recently compiled figures of subscriptions to the Fourth Liberty loan credited to the University of Illinois show a total investment of \$309,350. The faculty bought bonds aggregating \$136,550, the military organizations supplied \$54,000, the undergraduate women \$46,000, University employees, \$9,200, the Chicago departments of the University \$63,600.

Show Way to Cheaper Pork

Pennsylvania farm bureaus, working with a number of hog raisers, have used feeding experiments conducted by the Pennsylvania State College to demonstrate that at least one-half of the grain feed bill in raising hogs can be saved by providing green feed throughout the growing season.

SEND SOMETHING TO EACH U. S. SOLDIER

Time Extended Ten Days for Mailing Christmas Packages, and Relatives Who Fail to Receive Labels Will Be Supplied by Red Cross

Relatives of the men in France who have not yet received Christmas parcel labels should nevertheless plan their nine by four by three inch boxes and get their shopping done immediately. Under a new ruling of the war department, if the Christmas parcel label comes late, or even if it does not come at all, the box may go just the same in time for Christmas.

The time for mailing Christmas packages to the A. E. F. has been extended ten days, to November 30. This has been done because many units of the army in France did not receive their labels in time to get them home before November 20. This does not mean, however, that persons who now have labels should leave their packages until the last moment. Boxes should be mailed as soon as possible, to prevent last minute congestion which might delay the whole Christmas cargo.

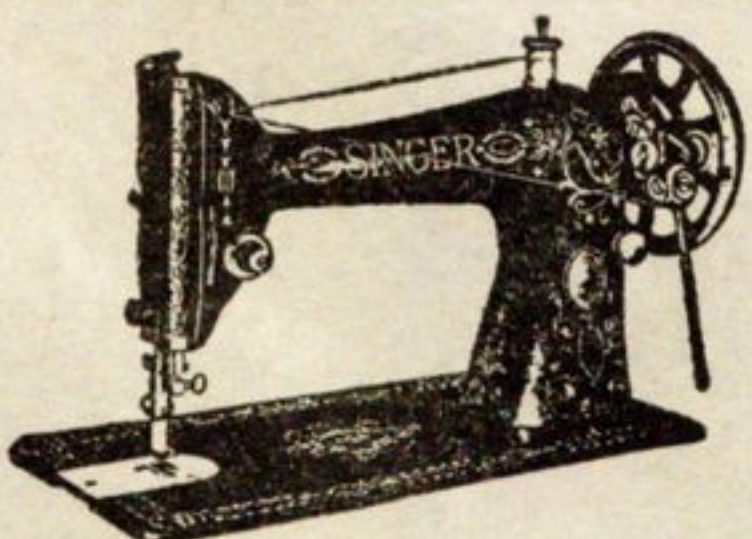
In case the nearest relative of a soldier does not receive the Christmas label before the final mailing date, application may be made to the Red Cross for authority to send the regulation package without it. Proof must be offered that the person making the application is the nearest relative, and a pledge must be signed that no other package has been or will be sent.

To come close to some we know is to recharge the batteries of courage and feel the peace of the unfathomable sky.

NEED A SEWING MACHINE?

Get one during our
NOVEMBER SALE

Over 500 New and Used Sewing Machines



Singer, White and other makes, from \$5.00 up. Guaranteed 1 to 5 years.

Easy Payments

See our New Singer and Singer Electrics.

Open Tues., Thurs. and Sat. Evenings
Telephone Wilmette 526

Patterson Bros
EVANSTON CHICAGO
1522 Sherman Ave. 1950 Irving Park Blvd.

OLDSMOBILE

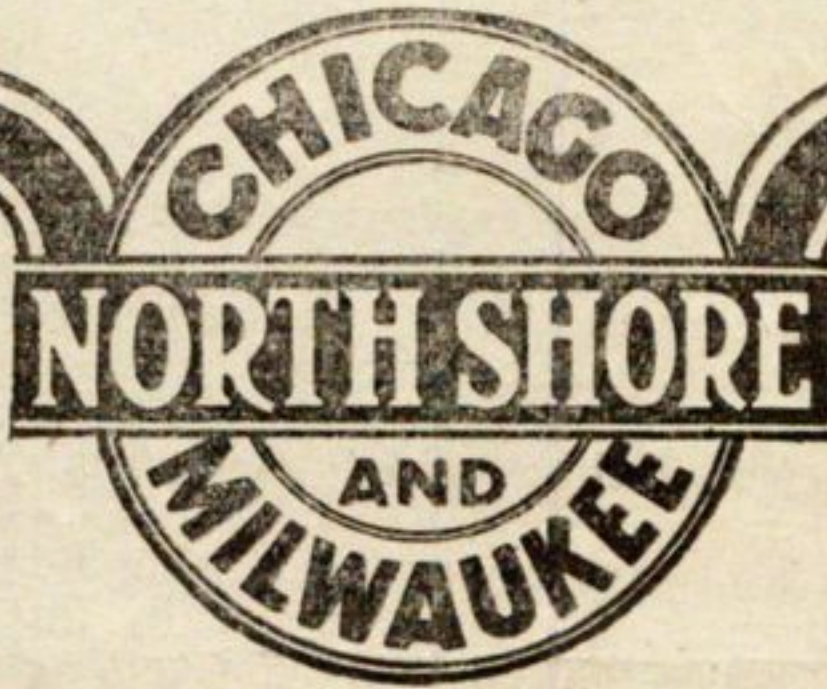
Expert ALL CARS
Repairing

STORAGE
PARTS

R. D. Cunningham

810 Church Street, Evanston
Phone 4884

FORD SERVICE



Quick Merchandise Delivery

via the

NORTH SHORE PARCEL DISPATCH

Send it by the North Shore Parcel Dispatch, if it is to be delivered to points north of Winnetka. This efficient, careful fast merchandise carrying service, with its "express service at less than express rates", saves valuable hours—sometimes days.

For quick, certain delivery, combined with careful handling of shipments insist on merchandise arriving via the North Shore Parcel Dispatch. Merchants, as well as residents, find this service valuable as regards economy and convenience.

Shipments from Winnetka to Waukegan, Kenosha, Racine and Milwaukee accepted for delivery direct to consignee. If merchandise is turned over to us early in the day you are assured of

Delivery in 24 Hours

For further information apply to the nearest Parcel Dispatch Office of the

NORTH SHORE LINE

Chicago Office:
66 West Adams Street
Phone Central 8280

Milwaukee Office:
Sixth & Clybourn Streets
Phone Grand 945