

Advertising Talks

WHO PAYS FOR ADVERTISING?

Manufacturer Who Believes in Publicity Able to Turn Out Better and Cheaper Article.

The following exchange of ideas, or the sense of them, occurred on a car running out from a Connecticut city not long ago:

"Say," remarked a passenger to his companion, reverting to a topic they had dropped for an interval, "I don't believe I'll buy that E— piano, after all."

"Why not?"

"Well, the makers are big advertisers, aren't they? They advertise in pretty nearly all the magazines, don't they?"

"Sure they do. But what of it?"

"Well, when I pay \$400 for that piano, I figure about \$50 is going into their advertising expenses. And I don't see why I can't get as good a piano of a make not advertised so much, and save the difference."

On the first hearing, the argument sounded reasonable. But was it?

The two friends had spent several hours in the city, going the round of the piano dealers, looking for an ordinarily good instrument, to be bought by the first speaker. He himself, while a smart man of business in his own line, was without technical knowledge of piano values, and had therefore taken along his friend, a pianist and musical man, to help him make a selection. Together they had seen and heard many instruments of various makes, and after comparing price, appearance and tone, the final choice was favorable to the much-advertised E—, although the circumstance of its being so widely advertised had not occurred to them, nor influenced their choice.

"Well, now," went on the musical adviser, "which one of the other makes came nearest your idea of a fair price, knocking off what you suppose the people have to put on for advertising?"

"Why, there was that B— make, at \$350. It seemed pretty good to me. Didn't it to you?"

"Yes, it did; just as good as the E—; but it has the name of not standing up so well with use. As a matter of fact, most pianos of the grade we have been looking at sound much the same when new. The test comes with use; and that \$50 you think you would be paying the E— people for advertising more likely represents that much more value in ultimate wearing qualities."

"Oh, I don't know about that. Somebody's got to pay for all that advertising, and it seems to me it's the buyer. Before we decide we'll go into S— and see what we can do there."

S— is another city in the neighborhood, and thither, a few days later, the two friends journeyed, to spend more time in piano hunting. The result was practically the same as before. But for slight variations of dealers' discount, within the price limit set by the prospective purchaser the E— piano still held first favorite, and was ultimately bought.

Had the buyer, then, as he imagined, really paid out \$50 as a sort of advertising tax, for which he received no actual value? Not at all.

Manufacturers of any largely advertised article, whether piano, crackers, or chewing gum, making and selling hundreds as against units of non-advertised brands, so distribute and absorb their advertising expenses as to make the quota of the individual buyer very small. And such trifling tribute as he does pay is more than returned to him; for the manufacturer, by reason of immense sales and continual revenues, is all the better able to put into his product the very best of material and skill, thus assuring the purchaser not a learner, but in the end a money-saving article.

It is rather the maker of the non-advertised, or only spasmodically advertised article, who must put on a big profit over and above its intrinsic value, in order to bring paying returns on his limited sales.

So, then, instead of "paying for" big advertising, the man who thinks he is "on to the game" and will not patronize those who play it, is really paying for not advertising. In the one case (would he buy from the advertiser) he would become a purchasing partner and profit sharer in a concern having a turnover of millions. By the "saving" method, whereby he thinks it foxy to dodge the advertising tax, he is cheerfully contributing to the profits of the non-advertiser.

To those on the inside, the foregoing may seem to be the veriest commonplace of advertising economics; but to the sort of man represented by the piano purchaser, it simply has not occurred to analyze the effect of a publicity campaign of which he himself could not help but take note.

The basis of present-day salesmanship is not "Let the buyer beware"—but "Give the buyer his money's worth." It is no longer one sale and away but one sale and come again.

GOOD ADVERTISING NOT A DIRECTORY

By GEORGE S. BANTA.

Here's a banker who says, "We have been in business in this town for forty years right on this same corner and they all know where we are—we don't need to advertise."

What the banker says is true, that is the part about everyone knowing where his institution is located. Banks quite generally do a business of receiving deposits and of loaning money and we may grant also that "they all know" this fact about this particular bank.

But is that all that advertising can do, simply give the name and location and a brief statement of what the business is? You can get all of that on a 2x3 sign in big letters and too many people beside the bankers think that is all they have a right to give in an advertisement. The public needs to know these things, of course, but how long would a manufacturer of automobiles last if he merely told the public in plain type his name and business.

Absurd isn't it?

Advertising begins at this point. Good advertising does not deal with generalities common to all businesses of the same class but it takes out and emphasizes those features which are peculiar to the particular business advertised. It sets forth what the customer or patron will find of value in bringing to the advertiser the former's custom or patronage. In other words, advertising has a mission more pretentious than that of being a mere directory for the information of the public.

The man who enters business nowadays with the conception that all he needs to do to prosper is to tell his friends where he is located, should continue his studies along the advertising line. In the beginning he may need to convey in his advertisements such simple information as this but he can put it down as a safe bet that advertising will not cease to be useful and valuable to him so long as he continues to offer to his customers anything of merit or any service of particular and special interest.

Tell your advertising story in full, and tell it right. Use enough words to make every point clear. Don't fall into the error that advertising must be "boiled down" until there's nothing worth while left in it. People will read an advertisement that occupies a dozen pages if it is interesting enough, and there's nothing in all the world so interesting as business. When asked how long a man's legs ought to be, Abraham Lincoln replied that they ought to be long enough to reach the ground. Same way with an advertisement.

TO SECURE BETTER ROADS

Pennsylvania Township Official Got the Co-operation of Others by Advertising in Home Paper.

If your community needs good roads, advertise for them in your home newspapers!

Dr. Donald McCaskey is president of the supervisors' board of Lampeter township, Lancaster county, Pa. He wanted better roads for his community, but found it hard to get the co-operation of his brother officials.

He is a great believer in advertising, so he bought 1,000 inches of advertising space in the local weekly newspaper, called The Home, to tell the people why good roads were needed and how they could get them.

Dr. McCaskey got up a series of advertisements which he called "Road Bulletins," heading them "Road Diseases Unmasked," in which he gave facts and figures.

The bulletins were read thoroughly by the country folks around—so thoroughly, in fact, that while a few months ago the doctor's efforts for road improvement were met with arrogant refusal, since the appearance of these educational "Road Bulletins" the road officials are now inclined to co-operate and assist in fixing the roads.

The newspaper advertising columns saved the day! and the township has become one of the most notable in the state in the matter of road improvement.

This is a new departure in newspaper advertising, and, as it has proved so effective in this case, there is no reason why a public official in any branch of the service, who finds himself confronted with indifference or animosity, should not buy a certain amount of advertising space and tell his story to the public.

If the story is true—if he is an honest, efficient workman—the people will soon find it out and will support him in every way in their power.

Opportunity to Order.

The man with a message to the people or a man with an invitation for the people, needn't care much about this thing called "Opportunity." It's only a mystic term used by the members of the "Do-Little Club."

Resign from the "Do-Littles" and get into mental, moral and spiritual action—but resign right now, today.

Headed the Wrong Way.

The reason some men meet hard luck so often is because they meet hard work so seldom.—L. & M. Magazine

Closing Out Winter Clothing



In order to close out all heavy clothing, overcoats and pants we will make a sweeping reduction of

25 Per Cent for Cash

for the next fifteen days.

Now is the time to buy a new suit for yourself or for your boy, even if you do not need it until next winter. Besides getting our money out of the goods, we must make room for Spring goods which are already arriving.

All 15 " "	11.25	All \$20 suits now	\$15.00
All 12 " "	9.00	All 18 " "	13.50
All 10 " "	7.50	All 16 " "	12.00

All \$8 suits now \$6

No Goods Charged at These Prices

The same sweeping reduction will be made in in overcoats and pants. Tell your neighbors and friends of the great bargains we are offering in winter clothing.

Dorn & Mims