

How to Carry Fire in Paper

An EDITOR'S Answer to the ADVERTISING RIDDLE

Like the man who invented the Chinese lantern, the advertiser faces, day after day, the riddle, "How to carry fire in paper?"

How to so use words that in cold type they will set a flame to men's imaginations, and fill them with such warm desires as lead them on to action.

Here on FARM & FIRESIDE we have an editor who seems to have this knack.

With him, to entertain, to instruct, is not enough. He, too, is a salesman-in-print, and in his editing is that "itch for orders" which is always urging, persuading, his reader to translate ideas into action.

His simple methods

How he does it you may readily see in the current issue of FARM & FIRESIDE.

He uses, first, the stirring power of Example instead of Precept. FARM & FIRESIDE articles tell not what *ought to be* done but what *is being* done by other successful farmers.

He gets the warmth of man to man with pictures of his writers—homely pictures, often—and with many "I's" and "You's."

He sees the human side of every farming problem, and knows that optimism, encouragement and good humor are great fertilizers of dry facts.

He knows the quickening power that lies in headlines built of such words as How—Won—Success—Profits—Happiness.

His dynamic personality

So far his methods are communicable, imitable.

What cannot be so well described is the dynamic spirit of the man—his power to make every page fill you with a noble discontent, to warm again the ashes of forgotten good intentions, to fire you with new impulses toward what you, your home, your family may become.

A power to carry fire in paper that you will *feel*, as increasing evidence shows it is being felt in the 800,000 homes to which FARM & FIRESIDE is selling new ideas every month.

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Farm & Fireside

Woman's Home Companion

The American Magazine

Collier's, The National Weekly

The Mentor



FARM & FIRESIDE

The National Farm Magazine

