

Advertising Talks

SHOULD ADVERTISE IN THE HOME FIELD

Publicity Expert Says Local Papers Are Best Mediums for Factories.

By THOMAS G. TROY.
Just what might be considered the home field is a question that might be debated at great length with but little chance for successful settlement of it. Nearly every manufacturer will concede that the immediate vicinity surrounding the location of his factory is home territory, whether or not also a home field. We will choose for the time being to designate as territory the home locality which is unproductive and as field that home locality which is productive.

There are two reasons for a manufacturer locating his factory at any particular place—that is, when the bonus is not the sole object in view. One is to get as close as possible to the field of raw material and thereby reduce the cost of its transportation and the other is to get as near as possible to the field or demand for the manufactured product. The former is a rather antiquated idea, and the latter the more modern. If a factory located itself in a territory to be close to the raw material, and there is not nor cannot be created any demand for his manufactured product, then his home surrounding cannot be considered a field for him, and it will not pay to advertise in his home territory. It would be just as sensible to try to coax the old town pump to yield up rich Jersey milk as to expect advertising to produce results in a territory where your goods cannot be used.

But the manufacturer who locates his factory in the heart of the field where the demand is great, should advertise in the home field. It is just as sensible that he do so as it is reasonable for the manufacturer to not advertise in the territory where there is no demand for his goods. In short, this principle becomes pertinently apparent, advertise where it is possible to get results, and don't advertise where no results can possibly be gotten. This principle has become a fixed law.

Advertising is the creator of sales. The field never seeks the goods. The goods always seek the field. It is the advertising that brings to the attention of the prospective buyer the usefulness of the manufactured article and inspires within him the desire to own and use the article in question. It is the fact as to whether or not the article manufactured can become of use that determines the value or valuelessness of the field and where to advertise. The manufacturer who leaves the field of raw material and moves to Iowa with a product that will sell only in Kansas, Missouri or Arkansas, or all three states, and is not salable in Iowa, is lacking in judgment.

There is a firing line of competition in the manufacturing game and it is where the goods are sold and not where they are made. If you would pitch your camp close to the firing line and be ready for the conflict, you should build your factory right in the heart of the field which will use your goods. If your goods are salable in Iowa as well as in other states, you should advertise them in Iowa just as strongly as you do in any other state.

But who in your home field will know of the usefulness of your product if you do not tell them of it? The fact that they see smoke come from the stack of your factory six days a week, or hear the shrill blasts of your steam whistle four times daily, or know Sam Jones, one of your factory workers, does not impress on the purchasing public the service your goods represent. The public at home, right around your factory door, must be told in unmistakable terms, the great service your goods will be to them if you would win their patronage. It matters not what your line is, the goods you sell become servants. No person desires to hire, even a servant, unless they know something about them. The greater the merits of your goods, the more essential it becomes for you to impress on your home folks the virtues of them, in order that the home folks may know what your goods are and the service they give. Many times they too will carry your message for you when they know the worth. Even though your goods may lack perfection, it will pay you to bid for your business in the home field. Your neighbors will be more charitable with you than strangers. Your friends will bear with you till you get your goods perfected, if need be.

The purpose of advertising is to create a demand for goods and to help the local dealer to sell them. The elimination of excess baggage in circulation is impossible. It can be reduced to a minimum, but not eliminated. Since the demand for every generally marketed product is directed to the local market, why is it not more practical to use the local paper? Could not the patronage of a community be directed to the local dealer more ef-

fectively through the columns of the local paper with its local influence, than through a paper of general circulation and general influence? Most of the reasonable manufacturers will concede the greater influence of the local paper in any community than that of any paper, periodical or magazine of general circulation.

When you buy advertising space you want the maximum amount of circulation that your money will buy, but more than that you want the greatest amount of influence you can get. It is the influence of your ad that pulls business. The blame of the average manufacturer of today who forsakes the home paper as an advertising medium may be laid to the door of the modern advertising agency. They have, perhaps unknowingly, turned their attention to putting the dollars in their own cash till whether any go to the advertisers or not.

The time is not far distant when the local paper will come into its own and the manufacturer will use the local paper where he wants local influence to create local trade for the local dealer who handles his product.

ADVERTISING WISDOM.

Advertising men say: "Your money back if you are not satisfied." Did you ever get a refund of your penny rent if you didn't like the sermons?—Herbert N. Casson.

"Some one has said that the kind of service a man receives is second to the kind of treatment his pride receives."—E. R. Kelsey.

When a duck lays an egg she just waddles off as if nothing happened.

When a hen lays an egg there's a whole of a noise.

The hen advertises. Hence the demand for hen's eggs instead of ducks'.—Kellogg's Square Dealer.

Some follow-up systems are like the little dog running after the train—they couldn't do anything with it if they caught it.—John Lee Mahin.

"The man who does not want to find out the facts does not want the facts found out."—Ex-Senator Beveridge.

Does a corporation get rentals out of its office building while it is erecting it?—Richard A. Foley.

"The time when 'everybody will know about you' will never come. The audience of the business man is a constantly changing one. You have got to tell people who and where you are and what you are offering. And you have got to keep on telling.—Jerome P. Fleishman.

Do not worry; eat three square meals a day; say your prayers; be courteous to your creditors; keep your digestion good; steer clear of biliousness; take exercise; go slow and go easy. Maybe there are other things that your special case requires to make you happy; but, my friend, these I reckon will give you a good lift.—Abraham Lincoln.

If the men who are going to the devil would go more promptly, and make less trouble on the way, people would be better satisfied.—E. W. Howe.

A man is known as a genius or a dullard, a grouch or a sunshine, a philanthropist, a miser, a driver, a dodger—anything you please, all things you please, and it is all because of the life advertisement he has been building for himself.—Manly Gillam.

"Right now is the time to 'get busy' and steal a march on your competitor who is going to 'wait until after election.' Procrastination is a prolific breeder of 'lost opportunities.' 'All things come to him who waits'—you've heard that before, but don't you believe it! All things come to him who hustles while he waits."—Robert Brown.

"THE MAN WHO STOOD STILL"

Aurora, Ill., Merchant Refused to Believe He Could Not Do Business Without Advertising.

Death the other day claimed a man who for years has been among the best known residents of northern Illinois because of one unusual trait of his character—the fact that he was a business man who tried to carry on a mercantile enterprise without advertising.

It reads like a publicist's joke, but it is really sober truth that D. W. Stockwell, who passed away after half a century's business career in Aurora, Ill., was known to most people in that section solely because of the fact that he refused to believe he could not operate his store year in and year out as he had begun to conduct it during the civil war.

Unwilling to adjust himself to the rapidly changing conditions which resulted from the cessation of that great conflict and the coincident wonderful expansion of business, he found himself gradually losing his patrons—who for years had given him a rich trade—until his store became known far and near as one in which no business was done. It is said that much of the stock on the shelves of the store closed out in settling up the estate, was purchased shortly after the war. Stockwell had waited for forty years for customers to come and buy his wares, but few persons ever darkened his doors.

"The Man Who Stood Still," he was called, for the reason that he had not kept pace with the progress of his times. Perhaps it would have been even better to say that he tried to turn progress backward.

What success he had is best shown in the fact that when his death was announced, those who knew him smiled.

Health & Beauty Hints

By Katherine Morton

Freckles must be treated in the same way as tan, with hot water packs, massage, cold cream and a freckle or bleaching lotion. Steaming the face at once when coming in from a sea bath, or from a boating or yachting trip, and a gentle and systematic course of massage will be very helpful in warding off any serious hurt to the skin.

Buttermilk and cucumber juice—mixed together—make a simple bleacher anybody can afford, and if nothing else is handy rubbing the skin with the cut side of a fresh cucumber will undoubtedly be beneficial.

An excellent cucumber milk, which is said to be a specific with sensitive skins for sunburn or freckles, and which is most useful for the roughness following skin injuries at the seashore or in the country, is made in this way:

Oil of sweet almonds..... 4 ounces
Fresh cucumber juice..... 10 ounces
Essence of cucumbers..... 3 ounces
Powdered castile soap, (white)..... 1/4 ounce
Tincture of benzoin..... 2-3 dram

The cucumber juice is obtained by boiling the vegetables in a very little water. Slice these, skin and all, and let them cook in a double boiler until mushy; strain through a fine sieve and then through a cheesecloth. Make the essence by putting an ounce and a half of the cucumber juice into the same quantity of high-proof alcohol. Put the essence and the soap in a large preserve jar with tight top, and shake the mixture a good deal. After some hours the soap will be dissolved, when it is time to put in the cucumber juice. Shake the jar until the two mixtures thoroughly blend, then pour out into a crockery bowl and add the oil and benzoin, beating with a silver fork until the liquid is creamy. The cucumber juice must be strong, for it is the arsenic in the vegetable which gives it a bleaching power.

Put the milk in small bottles, corking them tightly and keeping them in the dark. Shake always before using. This mixture is immediately absorbed by the skin and so it is very grateful after new sunburn.

To Make Bust Firm.—At night bathe the bust with warm water, then massage gently with the cream given below. In the morning bathe the bust with very cold water and a few drops of tincture of benzoin. Practice deep breathing before an open window for ten minutes every morning.

MASSAGE CREAM.
Lanoline..... 30 grammes
Almond oil..... 20 grammes
Benzoin..... 10 drops
Oil of rose..... 5 drops

Chicken Pox Pittings.—Chicken pox pittings can be removed only by one who thoroughly understands that work. The face should have been kept greased from the time the pustules first appeared and they would not likely have left any scars.



Cucumber cream will whiten the skin.

To tone the skin add a little alcohol to the wash water.

If the skin is red and oily, avoid greasy and rich foods.

Elder flower water is a pleasant lotion to apply to the skin.

Sage tea made moderately strong is a good tonic for the hair.

Never use very hot water to wash the face; it will dry and wrinkle the skin.

Scars which are not deep may be removed by the daily rubbing with cocoa butter.

Never scrape the finger nails; it will thicken and make them uneven and full of ridges.

To keep the finger nails clean when polishing the stove put lard underneath the edges and around the nails, and the blacking will not disfigure them.

A good lotion to contract enlarged pores and one that will also whiten the skin is made by shaking together one ounce of tincture of camphor, one-half ounce of tincture of benzoin and three ounces of rosewater.

Ribbon Favorites.
Moire ribbons in great variety continue in an excellent position, says the Dry Goods Economist. Changeable moire in narrow widths, with fancy black cable or cord edges, are particularly prominent. Narrow cord-edged taffetas are also meeting with marked favor. In millinery these ribbons are chiefly employed as box pleatings to encircle crowns or outline brims. Taffeta ribbons with handsome wide moire stripes extending down the center are being featured with decided success. These are shown principally in pastel shades, suitable for use as sashes and girdles for summer gowns.

Social Forms and Entertainments



To Make Money.

Your department has often helped me, so I come to you again. Our Sunday school class of about twenty girls, from fifteen to eighteen years of age, has pledged \$35, to be paid by Christmas, for the hospital which is to be built soon. Only two or three of the girls are rich, our teacher is in poor health, the scholars are not very enthusiastic and things seem to be in a deplorable condition. Please suggest some idea to make money. We have tried markets, but I think they are better for fall. Lawn parties have been suggested, but do not seem suitable. What do you think of a play? C. H. S.

My dear, only \$35 and between now and the holidays to make it—I am surprised that you girls even think of being discouraged—and for such a worthy object as a hospital. A play would be good if you have talent to make it a success. I know a bunch of youngsters, none over thirteen, that in a week's time got up a vaudeville which they gave in a private house and made \$23. Now, you get right to work, have a lawn fete with a "circus," your play, and sell light refreshments. The details you must work out yourselves, but watch the department. I put every idea I can beg, borrow or steal right into it, and before the winter comes I hope you will have made far more than the stated sum.

A Farewell Lawn Party.

Having been interested in your paper I thought I would ask you a few questions.

My cousin, who has lived in this town many years, is going to move away. I like her very much and want to give a farewell party for her. Would it be all right to have both boys and girls? What should I serve? Would it be all right to give a lawn party? What games should we play (being girls of 16 years)? Would it be all right to have tables on the lawn and have Japanese lanterns hung around the lawn? D. E.

By all means have a lawn party, they are just the right thing for this season. Make the grounds gay with lanterns, they give such an air of festivity. Yes, ask both boys and girls, and can't you possibly have a platform for dancing? All you need serve is ice cream and small cakes, with a bowl of fruit lemonade or punch conveniently placed where all may help themselves during the evening. You can arrange guessing contests and—if well lighted—you could have croquet.

From Marie.

I read your part of the paper every Sunday and enjoy it very much, and think if we would abide by your kind advice we would always be on the safe side.

A young lady chanced to meet a young man on the street with whom she had worked in a store and he asked her to go in the drug store and get some cold drinks with him. After they had finished he did not leave the store with her, but made some careless remark to her about his having to go to work. Should he have gone out with her, or was it perfectly right for him to act as he did? MARIE.

Under ordinary circumstances the young man would have been more polite had he gone out with the young woman, but if he was on his way to his work and just meeting her accidentally and asking her to have some refreshments, I do not think he should be blamed for his conduct.

Puzzling Questions.

I enjoy your department so much. It is very helpful to me. Now I want you to please give me a little advice. Is it wrong for a girl to allow her escort to hold her hand while in a confidential conversation? Is it wrong for a girl to kiss the man she is engaged to? ANXIOUS GIRL.

I do not see that either of the things you ask me are wrong. I only want my young girl readers to do a little thinking beforehand and not so much afterward. One cannot be too careful and the right sort of a man thinks a lot more of the girl who holds herself a bit in reserve.

Reply to "X. Y. Z."

The prongs of the fork are left turned up resting beside the knife crossways on the plate when one has finished. Food may be removed to the dinner plate with a fork or spoon, but vegetables served with liquid or gravy may be eaten directly from the side dish. The sign you wrote is something like the one that is used as the abbreviation for "In care of," but not quite right. MADAME MERRI.

IDEAS FOR HOME BUILDERS

BY W. M. A. RADFORD.

Mr. William A. Radford will answer questions and give advice FREE OF COST on all subjects pertaining to the subject of building, for the readers of this paper. On account of his wide experience as Editor, Author and Manufacturer, he is, without doubt, the highest authority on all these subjects. Address all inquiries to William A. Radford, No. 178 West Jackson Boulevard, Chicago, Ill., and only enclose two-cent stamp for reply.

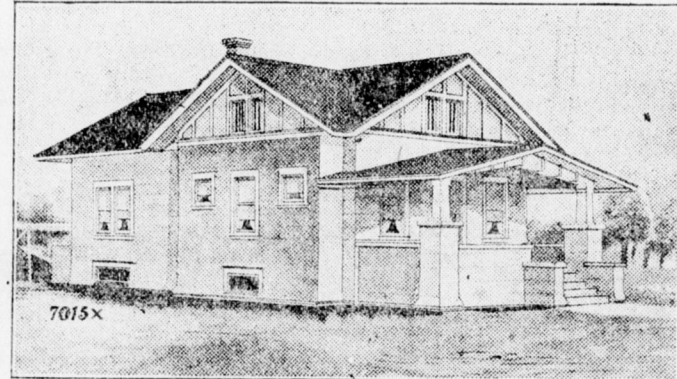
Many practical builders have said that the bungalow is a fad, no doubt good enough, it is true, for southern California, or southern states, such as Florida and Louisiana, but in the main not suitable for practical building throughout the country at large. It has been affirmed that the cost of the bungalow style dwelling is far in excess of that for the ordinary type two-story house, providing the same accommodations.

The criticisms against the bungalow have been due, not so much to the real characteristics of the style itself, as to the over-enthusiasm of its devotees who have advocated it for buildings for which it was never intended.

Designed originally for summer cottage work and for spacious building sites, preferably of a hilly nature, there have been too many instances where this type of dwelling has been squeezed into narrow city lots and put in between high two or three-story dwellings—much to the detriment of the typical bungalow style.

Much very peculiar art has been perpetrated in the name of the bungalow and it has to account for many freakish dwellings for which it is not in any way to blame.

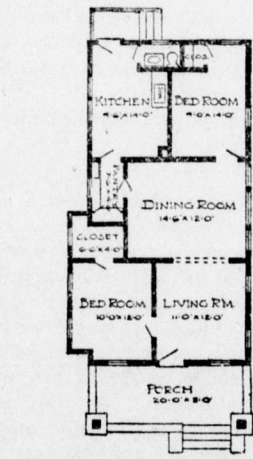
We have never happened to see a bungalow style office building nor do we remember of having heard of one;



still, what is almost as bad, the bungalow style church is quite a common thing in many of our cities and suburbs. These are uses never contemplated by the originators of the bungalow in this country and should not be charged up against the style. The bungalow, rightly understood, is an artistically designed cottage, and within that sphere has some exceedingly creditable features of work to show.

The perspective and floor plan shown herewith illustrate a very artistic cottage designed in the western bungalow style. Five good sized rooms are provided, each one very well lighted. The arrangement provides for that convenience which has become typical of the western bungalow style of houses.

Simplicity and directness are the keynotes of this style as illustrated in the accompanying design. At a cost no greater than for the plain, unornamented cottage with the same ac-



Floor Plan.

commodations, a real home-like, cozy and attractive dwelling is secured. The cost is estimated at \$2,000, and without doubt in a good many localities it would not run as much as that.

In any typical bungalow design the porch is sure to have a prominent place. This one is eight by twenty feet in size, forming not only the main decorative feature of the front of the building, but serving the extremely practical end of being the outdoor living room for the family in summer weather. Entering the house, we find a living room, 11 by 12 feet in size, connecting with a broad cased opening into the dining room which is 14

feet 6 inches by 12 feet. Both of these rooms are nicely lighted and provide the accommodations for the necessary furniture for convenient housekeeping. The broad space in the dining room near the kitchen door is just the location which a built-in sideboard or buffet should have to be most convenient and ornamentally located. There are numerous stock designs for built-in sideboards, as well as for other pieces of built-in furniture which can be had at very small cost. Ask your building supply dealer or building contractor to show you the designs that can be furnished along this line at moderate cost.

The kitchen connects with the dining room through the pantry, well supplied with built-in cases. This is an arrangement that has been tested out in a great many houses and has been found to be very convenient and satisfactory. It serves to separate the kitchen from the balance of the house and so keeps out all the cooking odors, and at the same time the service between the kitchen and dining room is just as short as possible.

The bedrooms in this cottage are very well placed. The front bedroom opens off the living room and is 10 by 12 feet in size. The large closet opening from this, lighted and ventilated by a good sized window, is a feature that will be much appreciated by the housewife. The second bedroom is in the rear of the house, opening off the dining room. It is 9 by 14 feet in size, and has a good sized clothes closet.

The exterior material for this bungalow cottage is rough boards stained with creosote oil, which is a very appropriate, economical and substantial material for this type of

house. An artistic touch is given the gable end by means of cement plaster with board paneling. The attic space is large and is well lighted and ventilated by means of four good sized windows.

Prospective builders will gain many good ideas by a careful study of this perspective and floor plan.

KNEW ONLY THE ONE METHOD

Aunt Mandy Had Her Own Scheme for Boiling Eggs and Didn't Intend to Change It.

Down at Miss Lucy's in Virginia everybody ate their eggs—boiled three minutes. But when Mr. Jones came visiting from north of the Mason and Dixon line he allowed he liked his eggs boiled four minutes.

Miss Lucy told Ophelia, the waitress, to tell Aunt Mandy, the cook, about it, and the next morning Mr. Jones' eggs were served hard boiled. Miss Lucy went down into the kitchen herself to expostulate with Aunt Mandy.

She found Aunt Mandy arrayed in a yellow bandanna and a turkey red apron and waving a large wooden spoon to point her remarks.

"For de Lord sakes!" she cried, when Miss Lucy had explained about the eggs. "For de Lord sakes! I reckon dat Yankee calculated I ain't got nothin' to do but set with my eyes startin' out of my head at de clock on the wall, huh!"

"How long do you boll your eggs, Aunt Mandy?" persisted Miss Lucy. "Just leave Mr. Jones' in the saucepan a minute longer."

"Miss Lucy, I doan' know nothin' about how long I biles your eggs. I jest leaves 'em in de water till dey's done." "Aunt Mandy, you must know when to take the eggs out."

"Sure I knows when to take 'em out," replied Aunt Mandy proudly. "I sings one verse of 'Nearer, My God, to Thee' when I wants 'em soft. When de verse is done de eggs is done. When I wants 'em hard I sings two verses. Dat's all dere is to it, Miss Lucy, an' dere ain't no half way."

Hands Up!

"You say you were held up this morning by a footpad with a revolver. At what time?"

"Five minutes to one."

"How can you fix the time so precisely?"

"Because I could see the church clock, and I noticed that its hands were exactly in the same position as my own."—Boston Transcript.