

Advertising Talks

RETAIL ADVERTISING

From the Viewpoint of the Country Merchant.

The following is a portion of an address delivered by David Oransky, a well-known merchant and advertiser of Atlantic, Iowa, before the meeting of the Western Iowa Editorial Association at Council Bluffs:

It is a sad but too true fact that the country merchants as a rule are not extensive advertisers. I am convinced that they should advertise regularly and persistently. I believe so, not only because some people who are supposed to know say so, not only because my actual experience in connection with retail advertising in a small town has demonstrated to me the far-reaching benefits, both direct and indirect, to be derived from persistent advertising.

In this great period of advancement and progress, mere storekeepers can no longer succeed. It takes live, wide-awake, aggressive merchants to succeed today. The successful merchant of today, whether in the large city or the small town, must deal with modern conditions. One of the most important of these is the fact that this is a great age of publicity. Printer's ink is today selling more goods than ever before in the world's history and from present indications, its usefulness in this respect is only beginning.

People depend upon their newspapers and magazines for information on what to buy and where to buy. If we would be successful we must tell the public what we have to offer. We must, through the judicious use of printer's ink, convince the people that our wares are desirable and that our values are consistent with the prices asked. The ultimate end of the non-advertising retailer is very prophetically depicted in a little incident credited to Mark Twain. During Mark Twain's newspaper days, one of his readers found a spider in his copy of the paper and wrote Mark asking what it meant. The reply was that the spider was looking over the columns of the paper to ascertain who were the non-advertisers, so that he could weave his web over their doors.

So if the small town merchant does not advertise the people of his community are not advised of the fact that he has reliable and desirable goods, or that he offers excellent values. They read the announcements of the large city merchants; they are attracted to the cities or, in too many instances, they fall victim to the alluring literature of the mail order houses. Trade which rightfully belongs to them is leaving solely because of lack of publicity. For this reason it is obvious that extensive advertising is one of the strongest weapons that the country merchant possesses against the giant mail order houses.

But, if it is true that it pays the small town merchant to advertise extensively, if it is true that advertising is one of the merchant's most extensive means of combating the mighty mail order establishments, then, you ask, why is it that he advertises so little.

There appears to be two reasons. The first applies to, I hope, but a very small per cent. of the existing dealers. They are not progressive; they believe what was true ten or twenty years ago is true today; they forget that this is an age of publicity; they do not understand the mighty power of advertising; in short they are what we would term "old fogies." But, gentlemen, do not class all merchants who are not liberal users of printer's ink as back numbers.

Advertising is a difficult proposition and it is especially difficult for the small town merchant. I say, advertising pays, but that doesn't mean that if I buy large quantities of space and fill it full of type that I get results. The very fact that this is an age of publicity makes it all the more difficult to prepare winning advertisements. Hundreds of advertisements are being printed daily. The country merchant's printed announcements must compete with those of the city merchants' and mail order houses, which, by the way, are carefully prepared by advertising specialists. The advertiser must therefore make his advertisements attractive. He must study first of all the layout, he must carefully plan an arrangement so that he may obtain an effective appearance.

But although the arrangement and layout should be the first consideration of the advertiser, it is evident from the appearance of most country merchants' ads that their first consideration is the text. Here again the merchant has some difficult work mapped out for him. He must first determine what to advertise, and then comes the description and argument. Assuming that he has gained the attention of the reader, the success of the announcement now depends upon the ability of the advertiser to create a strong desire for his offering.

The most profitable and most difficult method of advertising, and which method is seldom used by the small town merchant, is to exploit the quality, style, newness, worth and desirability of his merchandise with consistent price as a minor consideration. But can you imagine the country merchant with so many different lines of goods on his shelves attempting to determine the logical items to advertise, attempting to describe the features of his merchandise which will appeal to the public, attempting to choose or rather find the words, phrases and expressions which will suggest the desirability of his wares? Does not this suggest to your mind some of the problems of the country advertiser?

Or, if he chooses the less difficult but more frequently used method of appeal, he will talk price in his announcements. He will continually be holding "special sales," selling goods for cost and less. And if he gives values even half as great as his advertisements tell about, he will find himself conducting business at a loss or if, after leading his customers to expect wonderful bargains, he attempts to obtain regular prices, he will soon discover that his ads have lost all effectiveness.

But in this age of publicity, the public looks to the merchants' announcements, not always for the story of a wonderful bargain event, but they are expecting to find information on what is good and what is bad, information to help them decide what they want, information concerning the most advantageous place to secure what they desire.

So the successful advertiser in city or village must choose for his subjects goods in which the public is interested; he must describe the goods in an interesting, truthful and forceful manner; he must advertise frequently and regularly, but most important and difficult of all, he must make his ads attractive, appealing and easily read.

It is my opinion that the newspaper can increase the pulling power of the ads 25 to 50 per cent. by a little effort along the lines of effective display.

So, gentlemen, I say again that advertising is a most difficult proposition for the country merchant. We merchants need your co-operation and help. You publishers need our support. Let us get closer together on this problem of publicity. It must be solved by both merchant and publisher alike before either of us can succeed in the fullest measure in our undertakings.

Waiting for business to get better doesn't help improve it to any noticeable extent.

ADVERTISING GETS RETURNS

No Other Legitimate Method Equal to Publicity, Intelligently Directed, for Selling Goods.

Effort intelligently directed through publicity brings larger returns than any other legitimate method. This is often demonstrated in business of many sorts and nowhere does it show up with such continuous activity as in newspaper advertising. Rightly placed an advertisement is an invitation to a possible customer that has a vital weight. The advertisement of a reputable business, in the pages of a reputable newspaper, is illustrating the word of honor of the man behind the publicity. A merchant tells through an advertisement what he wants the public to know. He states a fact. That fact, if he is the reputable man he should be, can be depended upon, day after day and issue after issue of the paper in which his publicity is gained. It is the trade mark of his calling, the guarantee of honest merchandising and the advertisements of these reputable dealers are readable.

And advertising brings in larger returns. It is impossible to find a method that will make more dollars, for the investment, as can be brought out in trade directed by intelligent advertising of honest merchandise or honest needs or wants. The money spent in this way reaches directly more people than could possibly be found by any other square method.

And there are countless illustrations where it has been shown that advertising pays. There is a recent case where a local man applied for the fulfillment of a desire through the classified columns of this paper. The cost, entirely, was less than a dollar, for four insertions. The first day's paper brought him thirty-eight replies and during the running of the advertisement there were fifty responses. It would have been impossible to have gained what was thus gained, in any other manner, than by the expenditure of a great many times this much money.

Advertising and Religion.

Advertising in some aspects is a good deal like religion. Those who "get religion" from an evangelistic burst of oratory are often disappointed in its effect upon their lives. Spasmodic advertisers are frequently the converts of an advertising enthusiast who predicts great and immediate results in the business.

There are backsliders in advertising as well as religion. The percentage is probably just as high and they all blame "the religion" instead of their understanding. Real advertising must be as much a part of the business itself as true religion is of right living.—Paul W. Minnick.

STORIES of CAMP and WAR

STRANGE CIVIL WAR INCIDENT

Negro With Piece of Spent Ball in Head Is Restored to Consciousness by Surgical Operation.

After the battle of Bull Run, when the whole country was holding up its hands in dismay and breathing hard in the realization that the war was not, after all, to be a picnic for the northern troops, I, together with many other doctors and surgeons, rushed into Washington from distant cities, writes G. Guffing Wilcox in the New Orleans Times-Democrat.

I was taken, one dark, rainy night, by an affable old negro woman to her cabin, in the outskirts of the city.

She came to me in tears: "Doc-tah, I des wisht yoh come an' see my Samson. He 'pears mon'sous cur'ous, an' he acts des like he 'stracted."

At her cabin I found her son, a tremendous fellow, as black as a coal and evidently an athlete, with no evidence of a wound upon his body, but with a tendency to bear off to one side as he walked, an apparent inability to talk, and possessed of a persistent effort to march and keep time to martial music, which he could not do.

Aunt Hannah told me that her son had always been strong and healthy, and that when he left Washington with the army he was perfectly sound and "des like de res' of de folks; but dey fotch him back to his po' ole mammy des like yoh se him, doctah, an' I des skeered plumb outer my senses, dat I is."

I examined Samson carefully and could find not the slightest thing the matter with him, and half believed that he was shamming.

The room was whitewashed and I noticed a streak entirely around it that was so evenly drawn that it attracted my attention, but in the stirring events of those days I really paid scant heed to so trifling a case as Samson's, and so apparently trivial an indication as was that level streak on the wall.

I spent several years in Paris and in Germany after the war, and it was not until 1886 that I was back in Washington.

We had an international convention there at the time, and were taken to various public institutions, among



With a Tendency to Bear Off to One Side.

which was a little asylum for poor and insane negroes.

In one room, as we were passing the door, I happened to observe on the whitewashed wall a well-worn streak drawn so level and circling the room so perfectly that it called to my mind a vision which I had wholly forgotten.

Before noon the next day we had Samson's small room looking like a hospital operating room, and the great black frame lay on the table under the influence of ether.

I cut open the right side of the thick skull, and sure enough, a splintered piece of bone from an old depressed fracture pressed into the brain.

I lifted it, dressed it with aseptics, and replaced skull and scalp and placed him in bed.

Then we set about reviving him. Presently Samson opened his eyes and stared about him.

Then he asked—and it was the first articulate word he had uttered for over twenty long years—"Whar did de army move to yisterday?"

I was too excited to reply, and no one else seemed to grasp the full meaning of the question.

Presently I said: "Forward—Richard, Samson, but you were hurt a little and had to stay behind, and we have been doctoring you. You are all right now. How do you feel?"

"First rate, thankes, sir; first rate. Which side licked yisterday? Ourn?"

The war and his experience up to that time when he was struck on the head, most likely by a piece of spent shell, are as if they were yesterday in his memory, and his mind is as clear and as good as the average of his race and condition, but where that mind was, and how it was occupied during those years, is a never-failing query to me, all the more, perhaps, because it does not trouble or puzzle Samson in the least.

TOWN VOTES FOR \$40,000 LOAN

Collingdale Decides for Sewers and Better Streets.

A SPECIAL ELECTION HELD

Will Issue Thirty-Year Bonds Bearing 5 Per Cent. Interest—Debt of Borough Is Only \$17,500—Little Opposition to Plan.

Collingdale.—With only little opposition, the \$40,000 loan bill was passed by the voters of Collingdale at a special election. Now that the loan has become a law no time will be lost by the borough officials in beginning the borough improvements for which the bill was passed. The money will be used for general improvements, the installation and construction of a sewage system, macadamizing the streets and other necessary work. In order to negotiate the loan the borough will float 30-year bonds in denomination of not less than \$100 at a rate not to exceed 5 per cent. per annum. The actual debt of the borough at present is only \$17,500. The percentage of the actual net increase in the indebtedness by the passing of the loan bill is only 0.381 of the assessed valuation of taxable borough property.

Shot Fleeing Wife-Beater.

Chester.—Albert Cletterback was shot twice by Policeman Cosgrove while eluding arrest. One of the bullets entered his back and the other penetrated his leg. Word was received at the police headquarters that Cletterback was beating his wife, who was shouting "murder." Policemen Cosgrove and Van Horn hastened to the house and placed Cletterback under arrest. They stood in front of the house with Cletterback, waiting for the patrol wagon, when their prisoner made a dash for liberty. The fugitive was pursued down an alley by Cosgrove, who fired at the fleeing man several times for the purpose of frightening him. Suddenly Cletterback fell to the ground and was moaning with pain when Cosgrove reached him. The injured man was taken to the Chester Hospital.

To Fight River Pre-emption.

Easton.—The Riverside Canoe Club, an organization of young residents of Easton, had adopted a resolution refusing to pay the fee of \$5 demanded by the Lehigh Coal & Navigation Company on each canoe that plies the water of the Lehigh River. Instead of paying the "graff," as the club terms the fee, it was decided to assess a small amount on each member of the club and test the question in the courts. It is probable that the rights of the Navigation Company will be tested with respect to other matters relating to the ownership of the Lehigh River, and if necessary, the canoe club will carry the question to the Supreme Court.

Stoning Car, Hits Woman.

Lancaster.—Henry Bender, aged 22, of Port Deposit, was ejected from a Lancaster & Millersville trolley car near Lancaster, for using foul language. In his anger he threw a large stone at Conductor George Moore, who escaped it by ducking. It went through a car window, striking and seriously injuring Miss Millie Neff, of Millersville. The assailant escaped in the darkness, but was arrested in Lancaster later.

Driver Recovers Lake Victim.

Ambler.—A driver recovered the body of Giovanni de Liberto, drowned while taking a swim in Asbestos Lake. The driver, Herman Walter, made two attempts before he was successful in recovering the body. De Liberto was a foreigner, who had been in this country but three months and was 18 years of age. The expense of the driver and funeral will be paid by fellow-countrymen, who have taken up a collection. About 2000 persons witnessed the driver at work.

Car Beheads Trackman.

Allentown.—Joseph Paradise, a track layer employed by the Lehigh Valley Transit Company, made his way to the side of the high South Allentown viaduct as a car came along, just as did the rest of the gang. As the car neared him he shouted, fearing he would be thrown to the depths below or squeezed to death, and jumped for the fender, missed his footing, and as he fell to the track the top of his head was taken off by the car step. His death was instantaneous.

Whole Family Perished.

Jacobs Creek.—While searching for John Raymond, the rest of the Raymond family, consisting of nine persons, were drowned by a wall of water in a ravine.

Stood Like Statue in Death.

Shamokin.—"Get your wagons out of the way!" yelled miners to Joseph Bucks, a driver boy at Gimlet Colliery. He stood motionless in a gangway between two wagons, with a miner's lamp shining brightly from his cap, his team of mules likely wondering why he did not start them in motion. One of the miners ran to Bucks and had started addressing him when he discovered he was talking to a dead man. Bucks having been crushed to death while his body retained an upright position.

SNAPSHOTS AT STATE NEWS

All Pennsylvania Gleaned for Items of Interest.

REPORTS ABOUT CROPS GOOD

Farmers Busy in Every Locality—Churches Raising Funds for Many Worthy Objects—Items of Business and Pleasure that Interest.

Drilling to fire quickly, Peter Metzner, Shamokin, forgot his revolver was loaded and shot himself through a hand, the bullet then breaking a leg.

Edward William Matthews, of Dal-lastown, York county, has an orchard containing 4500 trees, 2000 of which are bearing.

A vicious dog near Belfast attacked T. F. Hawke, of Easton, and tore one of his legs in a half-dozen places before being beaten off.

William Maury, one of Allentown's best ball players, is suffering with a broken arm, the result of a friendly wrestling match in a camp along the Perkiomen.

Two girls who recently graduated from the Carlisle High School have taken the examination for letter carriers and will seek positions in that town.

Thomas B. Beaver, of Bellefonte, who has been appointed battalion adjutant of the Tenth Regiment, National Guard, is a son of Judge James A. Beaver, former Governor.

Catching by the neck a rattlesnake that struck at her three times, near Hazleton, Emma Pasco, 12 years old, killed the reptile and carried it home in triumph.

Climbing after a nest of young pigeons, Herman Walters, a Dover township, York county boy, fell 20 feet, breaking his left arm and sustaining serious internal injuries.

In the seven anthracite counties of Carbon, Columbia, Dauphin, Lackawanna, Luzerne, Northumberland and Schuylkill there are 91 silk mills, employing 15,255 operatives.

By granting an increase of two cents an hour to 800 laborers, the Pennsylvania Steel Company, Steelton, has ended dissatisfaction which caused several strikes in departments.

A little daughter of Barney Sheeler, of near Sanatoga, was severely burned during a storm when lightning struck the brass top of a parasol she was carrying.

Crawling through a picket fence in the back yard, William Adams Huff, 51-year-old son of Clarence Huff, who resides along the canal at Riegelsville, fell into that stream and was drowned.

William F. Buck, of Hollidaysburg, killed a "champion" weight calf a few days ago. The animal was 34 days old and weighed 171 pounds avoirdupois. It was raised by a Frankstown township farmer.

Found dead in Yellow Breeches Creek, near Lehigh Station, Adam Stein, of Chambersburg, a Cumberland Valley brakeman, is believed to have been killed by falling from a train.

Because a five-year-old daughter was awakened and gave the alarm when a coal oil lamp exploded, and set fire to the home of Mrs. Minnie Barger, at Carlisle, the family was probably saved from burning to death.

A Gettysburg foundry has shipped to the Daughters of the American Revolution of New York city two British cannons captured at Yorktown in 1781. Carriages were made for them at the foundry.

H. Fuller Smith, of Fernwood, was sent to Media jail, in default of \$500 bail, on the charge of stealing three watches from Township Commissioner William Shepley, of Upper Darby township.

John Joliat, a Frenchman who lives in West Mead township, Crawford county, always a hard-working and thrifty man, has purchased the Henry Lippert farm in that township. When he came to pay the real estate agent who made the sale, Mr. Joliat had half of the purchase price, \$1100, in silver dollars and half-dollars. The shining coins filled a tin bucket, and the weight was considerable.

Ex-District Attorney John M. Rhey, of Carlisle, who has been elected president of the Oratorio Society, was journal clerk of the Senate when the old Capitol burned in 1897 and while the firebrands from the ceiling were dropping about him, he coolly made a record of the motion to adjourn, telling what caused the adjournment.

A bill for a Federal building at Lock Haven, introduced by Congressman V. B. Wilson, has been approved and will be included in a favorable report of Congress in December.

NEW HOME FOR PUBLIC LIBRARY

Cornerstone Laid at Front and Walnut Streets.

IT DATES BACK 118 YEARS

Was Debating Organization When First Formed as Mechanical Society in 1794—Present Library Grew from City Movement.

(Special Harrisburg Correspondence.) Harrisburg.—The Public Library, the cornerstone of whose new home at Front and Walnut streets was informally laid, is the successor of libraries organized as long ago as 1794, nine years after the founding of Harrisburg. The present library corporation, however, dates its official existence only from 1889. The first of the old library enterprises, that dating back 118 years, held weekly meetings and was known as the Mechanical society, the belief being that it was more of a debating society than a library, although it kept books for its members. The members included Jacob Bucher, Stacy Potts, Henry Baeder, Jacob Reitzell and others prominent in town affairs. The next year the first library corporation was formed under the name of the Harrisburg Library Company, the directors being John Kean, the Rev. Henry Moeller, John A. Hanna, William Graydon, Adam Boyd, John Dentzell, the Rev. Nathaniel Snowden and Stacy Potts. Mr. Potts being the treasurer and Henry Fulton secretary. The library lasted a number of years but like some succeeding enterprises gave it up. The present library grew out of a city movement for a library which was backed by prominent men.

Needed Larger Quarters. The library was formed at a meeting held November 29, 1889, the date of its charter, the charter trustees being Charles L. Bailey, president; James McCormick, vice-president; L. O. Poose, secretary; W. K. Alricks, treasurer; State Librarian W. H. Egle, Maurice C. Eby, Judge John W. Simonton, A. Boyd Hamilton, Ehrman B. Mitchell, Oscar S. Houtz, Congressman M. E. Olmsted and Editor M. W. McAlarney. The library was opened on the second floor of the Kelker property at the southeast corner of Market Square, now occupied by the Johnston building, and remained there until 1895 when, through the practical generosity of James McCormick it was able to move into its own home at 123 Locust street. This building sufficed for several years, but the library needed larger quarters and the bequest of Mrs. Sara J. Haldeman-Haly made possible the erection of the present building.

Private Enterprise. In addition to these public libraries there have been circulating libraries, private enterprises, maintained in the city for years. Before the Civil War there were several societies which conducted such libraries and a number of individuals had libraries which circulated the best sellers and the fiction of the day. One of the best known was in the old Exchange building, now the site of the Federal building. Several were conducted by churches and debating societies, which flourished sixty years ago and even later had fine collections of books which were loaned to members and some times opened to the public.

Some Funny Letters. Jim Sweeney, who standardizes weights and measures for Father Penn's cities and counties, has some funny letters from people who fail to comprehend why he can not look after their measures as well. The law only provides that the chief shall standardize official weights and measures. His mail, nevertheless, contains letters like this:

"I am going to send you a new set of weights I bought for my store. I want to be sure the company sold me the right ones. Will you please put your stamp on them."

"Please see if the weights I bought are O. K. I don't want to get pinched."

Mr. Sweeney has to tell them that the law does not permit the weights or measures of individuals to be gone over. But they never seem to like that kind of a letter.

Traction Company Directors. Directors for the next three years were elected at the annual meeting of the Harrisburg Traction Company, a subsidiary company of the Central Pennsylvania Traction Company, at the offices of the Central Company, Market Square. The directors are as follows: J. M. Cameron, E. C. Felton, James Russ, W. H. Selbert and F. E. Watz. The annual business meeting of the Central Pennsylvania Traction Company will be held here.

Gasoline Price Increased. The advance in the price of gasoline, which went into effect a short time ago, is causing not only lamentations from owners of automobiles, but is likewise having an effect in experiments with other fluids to run cars. A couple of local geniuses have been working lately on an engine which they hope will bring results from the use of denatured alcohol. However, the bulk of motor enthusiasts are firmly using gasoline even at the increased price and hoping that the complaints may cause a reduction in price.