

AMONG OURSELVES

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Vol I

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ST. PAUL CAMELUS LIBRARIES

THE AD THAT SELLS THINGS FOR THE LOCAL RETAILER

ALL my business life I have spent more money for advertising whenever a business slump came along than in normal times; and if I didn't get ahead in the race, I kept from slipping back and was in a condition to shoot ahead of my competitors the moment conditions changed.

Cyrus H. K. Curtis

A few simple, easily understood principles underlie the writing of effective advertising copy and its successful display in a newspaper. Yet these principles do not seem to be understood—do not, in fact, seem to be known—by a very great majority of retailers who advertise. Because of this fact, it is the purpose of this bulletin to set forth in simple terms a few rules which may serve to guide the writer of advertising copy in the preparation of "ads" with more selling power.

Of the principles involved in effective advertising writing, five are outstanding. Condensed into one formula, they may be presented thus:

The advertisement—
must be seen
must be read
must be believed
must meet desire already existing or create desire
must move to action.

The merchant who can write advertising which will be read and believed and which will meet or create desire and then move to action, and, in addition, which can be displayed by the printer's art in such a way that it cannot escape being seen by the newspaper reader is sure to reap rich results from his advertising effort. Merchants can write that kind of advertising because merchants do write that kind of advertising. After all, it is simply a matter of giving the subject a little careful study, a matter of examining typical advertisements of the kind experience has shown to be effective in large measure, and, then, of contrasting these with advertisements of a weaker sort.

An advertisement of the kind that "gets results" and gets large results is, therefore, presented herewith. It is true, this advertisement was taken from a large city daily paper, and is the output of a large city concern. That, however, need not be counted against it. It is the kind of an ad that sells goods; experience has demonstrated that fact over and over again. That is why it is the kind of advertising made use of so persistently by large advertisers, by business concerns

which regard the advertisement as a salesman and which employ good ads as they employ good salesmen. It is the kind of advertisement which builds success, and, being founded on basic

ally sound principles, it will sell goods and build success in the small town just as surely as it will build, and has built, success in the large city. Here it is:

The Minneapolis League of Teachers is sponsoring the performance of Marion Davis in "Adam and Eve" at the Blue Mouse Theatre, the week of April 15th to 19th to pay the expenses of convention delegates. Only tickets purchased from teachers will be reduced to the League. Attention will have a special ticket booth for the week.

E. E. Atherton & Co.

An Impressive Coat Event!

Women's, Misses' and Children's Coat Shops Join Forces in this Event
Which Will Establish New Value Records

If it were only a question of smartly styled coats you might retort and with justice that Atkinson's coats are insurmountably distinguished, but when the utmost in style is linked to the utmost in value-giving, you have an event unlimited in its appeal that tomorrow, while the selections are still complete, will at once suggest itself as the best possible day to purchase your new spring coat.

Women's Top Coats

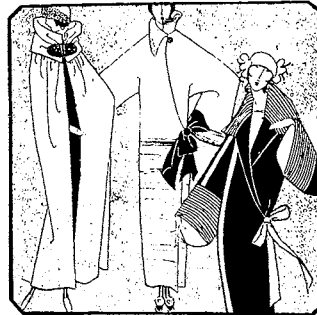


Lead a Swagger 'Air in the Coat Event

\$25

THIS RE-orchestrated became that is the newest edict of Spring and show such decidedly new top coat features, as tail at the shoulders, low plaited back and up-standing collars. In tan and gray with overplaid of blue, peach and brown.

Nothing values at this very moderate price.



Women's Wraps

Accede to the Vogue for Fur Collars

\$75

REAL, flattering collars of Viatic squared, beige or gray, camel, chinchilla, monkey and rabbit add those luxurious capes and wraps, which show such individual touches as slyer sleeves in wing effect, braided peccole, color huckle closings and tucked panels.

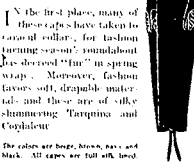
Also at this price a group of interesting wraps without fur collars. \$45.00. \$35.00 represent same value, giving!



Misses' Capes

Know Fashion's Every Whim

\$39.50



The collar are beige, brown, black and black. All capes are full with hood.

Misses' Cape \$39.50

Spring Wraps

Featuring One of the Season's Best Values

\$55

GRACEFUL blouse-back wraps with all-over stitched blouses, straightline capes of Lustrosa with checked effect at hem, Mervilla wraps with collar, cuffs and girdle trimmed in contrasting color, and Lustrosa straightline capes in slip shoulder effect are included in this captivating coat special.

In the season's smartest shades—Cinder, Moth, Hatching, Duetto, Rites, Rapids, Black and Navy.

Spring Wrap \$55.00

Misses' Top Coats

Leather Trimming for Novelty! Scarf Collars for Grace!

\$24.50



THESE are top coats which will have a special appeal to Misses and Girls because they're really novel in the design as well as being unusually moderate in price. A deep leather fringe edges the lining, scarf and established leather forms the smart belt.

All tan fabric cloth to hold overplaid of blue or brown.

Misses' Top Coat \$24.50

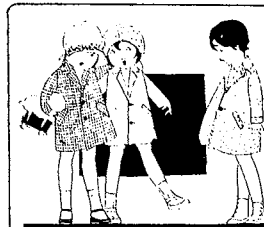
Very Special Prices in Fur Scarfs

Especially fortunate purchase enables us to place these popular fur scarfs at these very reasonable prices.

Golden brown and blue fox scarfs \$34.50

Platinum and blue dyed white fox \$59.50

NEVER were fur scarfs more outstanding of their place in the spring costume. They are the indispensable, final note of elegance, and these Atkinson's scarfs are justly famed for their splendid quality and moderate prices.



Tiny Tots Coats

Add Their Quota of Special Values

\$8.95

\$16.95

THESE wool-wool, Marcella, clover and blue, synthetic in blue, red, pink, black and green models for both little brother and sister in all the new spring shades.

COATS of wool, Marcella, clover and blue, in the new Black and blue color model, "Black" in green, blue, red, tan, gray and brown are an attractive feature.

"Black and White" So Fashion Inscribe Newest Hats

BLACK and white hats, in basic little shapes with down curving brims which are in color cut contrast to the crown or gaminette, have made their entry into the hat shop.

Black Taffeta Hats are faced with white.

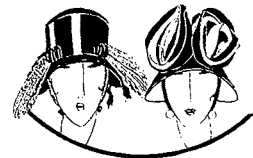
Hempsteds wear white ribbon bows.

A black topknot hat shows "the white feathers."

Water-lilies trail from a black, white, brown.

A hat the every type and to blend with every costume.

\$10 to \$32.50



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AMONG OURSELVES

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of the State of Minnesota

by
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Now is this advertisement one which embodies the principles which have been named? Will it be seen, read, and believed? Will it meet and create desire, and will it move to action? The answer to all of these questions is, yes.

Such an Ad Easily Seen

As it was printed, it could not escape being seen. It occupied six full columns on a newspaper page of seven columns. It was, therefore, on a page containing news, a page which a newspaper reader would at least look at in order that he, or she, might miss nothing of importance in the recorded day's events or happenings. Besides, it was so illustrated and arranged that the eye of an ordinarily curious newspaper reader could hardly overlook it even with intention to do so.

It met, again, the second of the principles laid down. It would be read, because it was newsy. An April advertisement, it announced an "event" at a time when events of the kind are always of concern to women. When April comes, women, laying aside their winter coats, are compelled to take thought of garments to take the place of those which are to be discarded or stored away with moth balls in the cedar chest or elsewhere. This advertisement was, therefore, newsy. Moreover it was interesting, because it contained information of moment to every feminine member of a family. It had, thus, an interest of large appeal. It would even engage the attention of the male head of a family, who—usually, at least—foots the bills. Still further, it gave enough detail of information to answer the questions it would prompt in the mind of the reader. In this respect, it was specific. It showed pictures, actual pictures, of the garments offered for sale, and with the pictures were brief descriptions of the kinds of goods the garments were made of. Then, too, it gave prices, and prices of wide enough range to check with varied incomes. In short, this ad came about as near as advertising can to laying the goods advertised before the reader for inspection, and in courteous, salesmanlike fashion.

It Creates Confidence

Would such an advertisement be believed? Why not? There is not a thing in it to awaken a shadow of suspicion. It contained no bombastic superlatives as to the quality of the articles offered, no extravagant assertions as to slashed prices. It appealed to the common sense and common knowledge of potential purchasers as to what constituted fair prices for goods of the kind described. It car-

ried an atmosphere of candor and sincerity. It was convincing, because, describing the garments and giving the prices, it showed that the advertiser was willing that the possible purchaser should make comparisons with the offerings of other merchants. That kind of thing carries conviction.

This advertisement, furthermore, was designed to meet and create desire. It would meet the desire of the woman confronted with the necessity of providing herself with a new coat or of providing some member of her family with a garment of the kind. It would stimulate desire on the part of a woman hesitating over the problem of making the previous year's spring coat "do" through another season. It would create desire on the part of a woman whose pocketbook made no protests against invasion at the call for new spring coats.

Such an advertisement, once more, would move to action, because it would help to hasten decision in case of doubt. Being specific, it gave such facts as would crystalize decision. It would help the hesitant to know definitely what she could get and for how

much. It would point out to the one already determined to buy where she might go to get what she would like to have. Decision which precedes action is seldom made except on the basis of information, and this advertisement gave information so authoritatively as to carry the conviction that it was based on solid facts; that it was fact.

Attractive Typography Necessary

Not only was this advertisement sound as to content, it was attractively presented typographically. As a piece of printing it was of a high order of merit. It is characterized throughout by simplicity, harmony, and balance, both in illustration, type, and arrangement. It is free from confusion. Each unit stands out almost as a separate ad. The effective use of white space produces that result. This also contributes to variety of a kind to hold the interest and attention once it has been engaged.

Now the same kind of an advertisement can be written for a men's clothing establishment, for a drygoods

SPLENDID VALUE**In the New Spring Styles**

You'll not have to wait until real spring weather to buy your new Spring Clothes. All the new styles are in now—Showing Suits and Top coats for men and boys, and Coats and Suits for misses and ladies. And if you are looking ahead not only to the Spring but to next year, you'll find these just the values you want—they are all-wool, well-tailored, and best of all they will wear. : : : : : :

NEW STYLES—BIG VALUES

That's the shortest description we can give you of our new Spring Showing. There's lots more to say and even more to see. : : : : : :

We are ready to show you the new Spring Clothes right now and you will find there is economy for you in these offerings. : : : : : :

Bratwisle & Entsberg

MICORDS BROS., Inc.

A Sale of Quality Foods

CANDY DEPARTMENT SPECIALS

Fresh Made Chocolate Molasses Chips, lb 59c
 Fancy Jellies, lb 49c | Fresh Made Chocolate, lb 49c

BAKERY DEPARTMENT SPECIALS

Fresh Made Jelly Rolls, each 25c | Sweet Doughnuts, dozen 25c
 Tutti Frutti Rolls, 2 for 15c | Fresh Made Toast, lb 30c
 Chocolate or Maple Eclairs, 6 for 30c | French or Vienna Bread, 2 for 17c

MEAT MARKET SPECIALS

CHOICE Sirloin Steak, lb 22c | **Picnic Hams** Fancy Smoked, lb **14c**
STEER Porterhouse, lb 30c | Fresh Veal Stew, lb 12½c
BEEF Rump Roast, lb 25c | Fresh Made Hamburger, lb 12½c
 Michaud's Pure Lard, No. 5 Pail 80c

FRESH FRUIT AND VEGETABLES

Fresh Mushrooms, lb . 53c | **Fresh Asparagus, Bunch 15c**
 Fancy Radishes, bunch 10c | Table Celery, bunch 25c
 Large Head Lettuce 10c | Large Navel Oranges, doz 59c
 Fancy Sun-kist Lemons, dozen 29c | Russet Grapefruit, 3 for 25c
 Fancy Bananas, dozen 40c, 50c | Winesap Apples, 10 lbs 75c

EXTRA SPECIALS

TEA GARDEN PRESERVES Blackberry } **Pound Jar 43c**
 Pineapple }
TEA GARDEN PRESERVES Strawberry } **Pound Jar 49c**
 Raspberry }

Lockey Club Pure Jams Cherry, Strawberry, Raspberry, Apricot, Pine-apple, Peach, Loganberry, lb 5 | and Blackberry 5 can **\$1.23**

FLOUR Komo, Gold Medal, 1 Sack **\$1.**, 1/2 Sack **\$1.95**, Sack **\$3.69**
 Cerezoa, Pillsbury, 4

Flour Michaud's, sack \$3.39 | **Baking Powder** Michaud's 35c lb can **29c**
 1/4 sack 90c; 1/2 sack \$1.75

Butter, Fresh Creamery, lb 49c | **TEA** Fancy Jap Oolong, **72c**
 Cut, lb 22c | English Breakfast, lb
Brick Cheese Whole, lb 20c | Gunpowder or Black
 Peekee, Full Cream, lb 28c | Pekoe, lb **47c**

Olive Oil Pure Crisp, regular 70c can for **54c** | **COFFEE** Royal Blend, 33c 3 lbs for **95c**
 A. Godillot, Fcy, French, gallon **\$4.38** | **COFFEE** Jockey Club, 45c 3 lbs for **\$1.25**

Pure Maple Syrup Welch, gallon **\$3.05** | **French Vinegar** Cresoa, 40c bottle **27c**
 1.25 quart

O' Cedar Oil can **89c** | **New Raisins** Seeded, pkg. 15c
 10 Bars 51c | Seedless, lb 14c
 Box \$5.35 | Small 19c
 Large 29c

P. & G. Soap Heinz's Catsup Large **12 Bars 79c**

Jergen's Royal Palm Pure Toilet Soap, \$1 Value . . 12 Bars 79c

FREE, 1 Bar Creme Oil Soap, with 1 Large Package Crystal White Soap Chips, all for 25c

Apricots All Gold, fancy, 45c can **39c** | **Asparagus** Tips, Fancy, 35c can for **27c**

Strawberries Class A, fancy, 40c can **34c** | **Cut String Beans** Regular 18c can **14c**

Black Raspberries, Fancy 29c | **Pork and Beans** Campbell's, can **10c**

Sour Cherries Pitted Red, can **27c** | **Cut Beets, Idol, 18c Can for 15c**

Sweet Corn Yellow Fancy Monsoon, 18c can for **14c**
 Bantam, can **20c** | **Sweet Potatoes** Owens, regular 25c can **20c**

Sweet Corn Minnesota Crosby, can **9c** | **Sweet Peas** Pepin, large can **14c**

Tomatoes Anderson Fancy, 25c can **19c** | **Sauerkraut** can **14c**

Tomatoes Groves Choice, No. 2 can **11c** | **Stringless Beans** Cannon, reg. 18c **15c**

SWEET PEAS, Our Fancy Sifted June, Regular 25c Can for 19c

tion whether it would be read through. In short, it fails to tell what every potential buyer wishes to know, and by so much falls short of effective advertising. It leaves the whole business of meeting or creating desire and of moving to action to the salesman who waits on a customer brought to the store by the ad, if the advertisement should have that effect even. It lays no samples of the firm's wares before the person who "shops" through the medium of the newspaper advertising columns; it is no more than a sign-board. It would serve as a guide for the person looking for a place to buy something whose need was already recognized, but it could scarcely serve as a reminder of needs, and certainly could do little to create desire or prompt to action. Such advertising is far too common. It is very easy to prepare, but it doesn't sell things as advertising should.

Mail Order Houses Use Same Kind

If the local retailer wishes to make a further study of effective ads, he can find them in abundance in the city papers, and he may rest assured that the same type of advertising will work as well in a weekly paper in his community as in a daily paper in a city. If he wishes to study the subject still further, he may go with profit to the catalogs of that institution which he regards as his arch enemy—the mail-order house. The catalog of the mail-order house is a compendium of effective advertising in all lines. And the advertising it contains is just of the kind which has been indicated here as being most effective. True, the advertising in the mail-order catalog is not so attractively printed as the first newspaper advertisement shown in this bulletin, but it gives the same kind of information—just the information a buyer asks a clerk in a store to give, which, not being given, leaves a sense of disappointment. The retailer, therefore, may with profit take hints from the mail-order-house catalog.

It could be said that six-column ads on seven-column pages are not, however, necessary to get good results. Much smaller space may be used with corresponding effects, though, of course, one cannot put as much in a small space as in a large space; and, again, a small ad is not so likely to attract attention quickly as a large one.

Here, for example, is a fair sample of a small but effective type of ad from a small town weekly, a type of ad all too infrequently found in local weeklies, though it is a kind of advertising used with amazing results in the cities. The specimen offered might have been much improved in typography and arrangement, and even in content.

This is advertising of a kind which brings results. It brings results because it is store news, because it conveys information of interest to the housewife who has to keep her larder stocked and is daily confronted with the problem of buying at reasonable prices and of providing variety for the family table. It not only tells her where she may get the things she knows she needs and at what prices, but it contains suggestions as to things she might like to have to provide

store, a grocery, a pharmacy, or any other kind of a store. With the cut services now available, with the dealer helps which may be had from wholesalers and manufacturers, and with the printshop of up-to-date equipment such as nearly every town possesses these days, merchants anywhere should have little difficulty in adapting to their own needs the principles embodied in this advertisement.

Compare such an advertisement with the second ad shown, taken from a small town newspaper, the output plain-

ly of merchants who do not give enough attention to their advertising.

This advertisement might have some "pulling power." It would serve as an announcement that the firm had received its spring consignments which it was ready to show. It might, therefore, attract those who knew they would have to buy. But it lacks the interest created by specific information. It is like a news story which fails to give the details. It might, in a measure, create interest, but offers nothing to hold that interest. It is, thus, a ques-

variety. It has the effect of flashing before her eyes the advertiser's stock to let her make a selection. It saves her the necessity of going to the store and looking over the stock on the shelves or on display in basket or carton. It not only meets desire, therefore, but it creates desire, and by so doing multiplies sales. Housewives soon get into the habit of using this kind of advertising as an aid in buying.

The gist of the matter, then, is that it is not so much the amount of space one uses, though a generous-sized ad is more likely to be seen and read than a small one, but it is the content of the ad and its effective display in type.

Good Ads a Permanent Asset

Another factor in effective advertising is repetition. The advertisement of the merchant, who each week has something newsy and timely and interesting to tell the community very soon comes to be looked for by newspaper readers. It is read as news is read, regularly. It comes to be regarded not only as an interesting but as a profitable feature of the paper. The advertisement of the persistent and careful advertiser, thus comes to have a cumulative value. It becomes a considerable asset in one's business, a permanent investment. The occasional advertisement has no such added value.

How Much to Spend in Advertising

This suggests the question of the amount of money a merchant ought to put into advertising. Successful merchants usually set aside from 2 to 3 per cent of returns from gross sales for advertising. Experience has taught them that to do so pays. A merchant opening up a new business, or entering a new field, however, may very profitably spend a larger percentage at the outset. According to reports, John Wanamaker, the great Philadelphia merchant, when he started in a small way in the Quaker City, took something like 75 per cent of his first day's gross sales—\$24—and with it purchased advertising space in the next day's daily papers. A merchant might very well exceed his allotment of 2 or 3 per cent, also, in putting on some special "drive." On the average, however, such a budget is safe and sound, if the advertising is of the kind that gets results—such advertising as that which has been considered with approval in this bulletin.

To get results, then, advertisements must be seen, read, and believed, and they must meet or create desire and move to action. They will be seen if they are large enough and are well presented typographically, and they will meet or create desire and move to action if they are packed with facts—facts—facts such as the potential purchaser always wishes to have, if they contain the answers to those questions which a customer asks when he, or she, comes into the store. Confidence will be created increasingly by the tone of a merchant's advertising—its candidness and straight-forwardness—and as the advertisements are found to square with fulfillment in practice. Superlatives and exaggerations do not count for so much in advertising as do frank, direct statements of the kind of goods offered, accurate descriptions

of the same, and fair prices. The newspaper reader seeks truth in advertising—facts and only facts—just as he, or she, seeks truth in news.

ADVERTISING LINES TO BE WORKED IN MAY

Every month has its special opportunities for the advertiser. Among Ourselves some time ago printed a year's calendar of advertising, arranged by months. Here is the May list somewhat enlarged. Attention to it ought to bring results:

- Dairy utensils.—Milk pails, cans, strainers and cooling tanks.
- Sprays for diseases of potatoes. Copper sulphate and lime, or prepared Bordeaux mixture.
- Sprays for potato bugs.
- Lumber for building self-feeders for pigs.
- Kerosene for fighting mites in poultry houses.
- Purebred bulls for sale.
- White wash supplies,—lime, brushes, etc.
- Shearing equipment for sheep and care of wool.
- Sprays for apple and plum trees.
- Fireless cookers.
- Paris green and white arsenic for cutworm and grasshopper control.

FATHER HERBERT'S SON IN GOOD WORK

H. H. Herbert, a son of "Father Herbert" who was one of the makers of the Minnesota Editorial Association and who died at University Farm only a few years ago while attending an annual meeting of the National Editorial Association, is following in the footsteps of his father, promoting and fostering the profession of journalism as director of the School of Journalism in the University of Oklahoma at Norman. The students of his school recently won laurels for themselves by getting out a "Home Prosperity Edition" of the El Reno American, El Reno, Okla. The edition was issued Sunday, March 4, and was the fruit of three days' work by advertising solicitors, editors, copy-readers, and reporters. It is a fine example of good newspaper making, showing that the students of Mr. Herbert's school are not only learning the theory but the practice of journalism.

Public Has Changed

"The American public has changed completely in the last ten years," says Leonard Dreyfuss, vice president of the United Advertising corporation, New York, in the Editor & Publisher, "especially since the advent of the automobile and the motion picture. We have become a nation of headline readers and the competition in the daily newspaper is terrific. Advertising is of two kinds—explanatory and exclamatory. The first is the kind we find in the daily newspaper, the magazine, etc., and the second is the outdoor advertising, streetcar advertising, etc. The newspaper is the medium for the day by day copy and a most vital thing which is not to be questioned."

Why One Man Failed

It is worth while now and then to take stock of the failure. To do so may give one warning as to policies or practices which may undermine one's own business. One of the failures in the printing business tells why he failed, in the Inland Printer for March. He gives four reasons:

The feeling that he was just about the best ever, because he had a newly equipped shop, and that business would just naturally flow his way without his going after it.

The assumption that he and his shop were always right and the customer wrong.

Failure to get out and hustle for business in person.

Wasting time trying to devise some scheme which would make a barrel of money for him—some specialty or advertising stunt.

The foregoing is just a taste of what this man has to say. It would be worth one's while to read the whole article.

A Policy That Won Success

Harvey J. and Harry G. Kable, twin sons of a Mount Morris, Illinois, carpet weaver, who a few years ago started a small print shop which has now grown to a plant doing a million dollars worth of business every year, attribute their success—

To a constant desire to give service at all times—to give a customer what he wants, when and where he wants it.

Have you ever followed up your printing jobs, to see whether they did the business for which the purchaser intended them? For example, your bank may have had you print some direct mail advertising—material to be sent through the mail to possible patrons. Did you ever make inquiry to see whether the bank felt satisfied with the results and whether your handling of the job composition was responsible for success or failure? Have you made a practice of following up all such work? A writer in the Inland Printer says he does that kind of thing and that it enables him to give better service to printing patrons. Certainly that is one way to find out more about the business of doing effective printing.

Paul Dutcher's column of facts about the city of Brookings, S. D., which has been running weekly in the Brookings Register for 25 years, has suggested similar features for other South Dakota papers and the idea is being used with good effect. It is a good idea and should be tried by Minnesota papers.