

MAGAZINE VS. NEWSPAPER ADVERTISING

By WITT K. COCHRANE, NEW YORK.

Why do I like a newspaper better than a magazine, as an advertising medium? Principally because I can't wait 30 days to make my announcements to the public. Life is too rapid and too short to wait on the periodical. A good advertising campaign must be well established by the newspaper before the magazine is issued.

The newspaper reaches you every morning or every evening of the year. It is full of things of current interest, no one of them sufficient in itself to absorb more than passing interest, hence your advertisement stands an excellent chance of being seen. The magazines contain short and serial stories and articles of such romantic and sentimental interest, that the mind is not in fit shape to receive and analyze anything so practical as an advertisement.

The newspaper is a daily bulletin of events and nearly every day is an event. It is a creator of opinions and impressions and its reading and advertising columns are all news. When reading a newspaper you are in a news-receiving mood. You are after current information. You want definite knowledge of what is going on downtown. The bulletin is the place to look for it and the bulletin is your newspaper.

If there is any merit in accumulative effect—and we all know there is—how can the magazine compare with the daily paper? How can there be such a thing as consecutive thought in publications whose numbers are thirty days apart?

Suppose, for instance, I want to make Quaker Oats known generally in a certain community in a short period of time. Suppose I have thirty days in which to accomplish it—would I take the magazine and expect to do all the work in one issue or say 175,000 circulation?

I would select the newspapers, get more circulation than any other day of the thirty and have my product almost a household word by the time the magazine appears. If in Chicago, for instance, I wanted to sell two papers, get their combined daily circulation of 500,000, so that at the end of the month I would have had a circulation of 6,000,000 and appeared before the people every consecutive day. It seems to me there isn't much of an argument here.

Will you tell me in all sincerity that any magazine you name is dearer to your heart than your favorite daily newspaper? I don't think you'll pretend such a thing even for the sake of argument. You wouldn't miss your magazine much if it failed to come on time, but you would miss your daily paper, and you like the cold north wind if it was not delivered.

Magazine men will tell you that a newspaper is cast aside in an hour or so. So it is, but in there again on the following day repeating in its advertising columns precisely what it had the day before. You can't get away from the newspaper and you never forget it, but if magazines fall of publication or appearance it doesn't matter.

Magazine men will tell you that newspapers are thrown out after being read and magazines are retained, thus doubling their circulation, because of being repeatedly picked up and perused. In this day of rapid modern thought, periodicals are retained little longer than newspapers. They are not so voluminous but that they can be read thoroughly in an evening or so, and then they go to the literary dump, under the book heap, on the floor of the newspaper. How many well-regulated households allow magazines to accumulate from day to day? Not many. They don't keep them for visitors because visitors don't come to read. It stands to reason, then, that their usefulness is gone after first or second perusal. Many a man and woman will allow evening after evening to slip by without even thinking of a magazine, but they come home with a newspaper under their arm and they will read it first and foremost of all.

Thousands of men have no time to read the airy nothings, the impossible fiction, silly conceptions and absurd "dolly dialogues" characteristic of the average magazine, but the newspaper is a bulletin of the stern, serious, amusing and entertaining actualities in the world with which we are all daily in touch. It is a bulletin of the world of finance, investment, speculation and trade. A bulletin of crime, sensation, scandal and accident. A bulletin of the people of Emporia and recreation. A bulletin of politics, statesmanship, war and national calamities and intrigues; statehood and municipal occurrences. There isn't a man or a woman on the face of the earth who will not read of some of these if they have a cent in their pocket to pay for a paper.

Magazine men will not give up their daily paper, but if they miss their magazine, what difference does it make? Magazine men will say to you that their periodical is of general circulation and goes where the newspaper does not. Not the newspaper goes everywhere. There is a newspaper for every civilized community on the face of the globe. If the Chicago Tribune, the reach Emporia, Kan., there is a newspaper at Emporia, Kan., that will, and it is nearer and dearer to the hearts of the people of Emporia than any magazine that was ever published.

In my opinion I can start a general product on the road to hearty consumption during the time occupied by the magazine in collecting its subscribers and getting ready for publication. Heavy bodies move slowly. The magazine is a ponderous medium—it is laborious and slow. It says what it has to say the first of the month—then thirty days of silence, absolute and profound. It is a long sentence in the workhouse. Fortunes are made and dissipated in that time. The newspaper on the contrary is light, breezy, sparkling—ever present—man's constant companion—in the home every evening as regularly as the supper hour arrives—on the street and in your hands when day breaks, the bulletin of the very hour, the town crier for news and merchandise. Magazine men will tell you that the waste circulation of the newspaper is enormous. So it is, but no greater than the waste circulation of the magazine. This is an exploded argument. Countless thousands lie unsold in news stands, stationery stores and elsewhere. Hundreds of thousands will not handle many magazines because they refuse to allow the return of unsold copies. The news dealer knows he can't dispose of them and the unsold copies often destroy his profit on those that have been sold. As a consequence in many sections the magazine cannot be had and does not circulate.

zines are not good advertising mediums. These comments are given solely in aid of a comparison with the newspaper.

I should use the magazine as an "accessory after the fact."

Suppose, for instance, I am about to advertise breakfast bacon. It is an article of daily and general consumption. Would I begin my campaign in the magazines?

Never! That's wiser always. It reaches the housekeeper and domestic and the steward, and thousands of these cannot afford, and never even think of the magazine. Thousands of them buy the papers and thousands of them read the family paper before the family has arisen, and hours after, when the family has read and abandoned the newspaper.

By constant repetition, day after day I'd burn this bacon into their memory, and in thirty days I'd be master of the market. My publicity would be good. If I waited for the magazine to come out, each ad. would be a new one, and at the beginning of every month my ad. would begin all over again. The effect of the first ad. would be forgotten, and where is your cumulative effect—your consecutive thought, your connecting argument?

By keeping everlastingly at it, you win success in advertising. You can't keep everlastingly at it in the magazine.

Everlastingly, in an advertising sense, means the newspapers. It has been proved to the satisfaction of scores of successful merchants and I believe the so-called "death rate of publicity" is due in large measure to agents who tout the magazine above everything else—who can't and will not see the merit in the newspaper because of selfish motives—and who have disregarded the much-to-be-desired "consecutive and accumulative effect" by investing their client's money in mediums which speak once a month.

What business men need is a few more broad agents—men who are able to sacrifice personal motive or patron's success—men who look at the situation and the prospective campaign with the calm, clear, cold eye of reason, who are able to overcome silly prejudice and know how to analyze facts and differentiate between these and fancy.

In making this statement I am aware that I am treading on many toes, but I was never known to cater to any one, and I revel in facts and plain statements. In conclusion allow me to say that all the foregoing is my opinion. It is what I believe. Any one has the right to differ. I have the right to the opinion.

Have You Got Rheumatism? You Can Be Cured; FREE, A Scientific Discovery.

It is now possible to be cured of any form of rheumatism without having your stomach turned upside down or being half choked to death and made to vomit, and every sufferer from rheumatism should welcome this new and marvelous discovery with open arms and give it an honest trial. This new remedy was discovered by John A. Smith, Milwaukee, Wis., who is generous enough to send it free to every sufferer who writes at once. It is a home treatment and will not keep you from your work.

Deformity of the hands in general Chronic Arterial Rheumatism. As you know, if you've tried them, every so-called rheumatic remedy on the market to-day, except this genuine cure, will cause you violent stomach pains and vomiting, and some of them are so dangerous they will cause heart trouble. And the worst of it is they never cure. When a person has rheumatism the constitution is so run down that he should be very careful what he puts into his stomach. If therefore gives me pleasure to present a remedy that will cure every form and variety of rheumatism without one single unpleasant feeling. That remedy is "GLORIA TONIC."

Before I decided to tell the world about the discovery of "Gloria Tonic" I had it tried on hospital patients, also on old and crippled persons, with perfect success. But some people never will believe anything until they know it from experience, the best and quickest way is for you to write that you want to be cured, and I will send you a box of "Gloria Tonic" free of cost. No matter what your form of rheumatism is—acute, chronic, muscular, inflammatory, deformant, relapsing, gouty, lumbago, etc., "Gloria Tonic" will surely cure you. Do not mind if other remedies have failed you, for you will find that you are incurable. Mind no one, but write me to-day, sure, "Gloria Tonic" will stop those aches and pains, those inflammation and deformities, and cure you so that life will again be worth living. This is not for curiosity seekers, but is made to rheumatics only. To them I will send a trial box of "Gloria Tonic" free.

Before has a remedy been so highly indorsed as "Gloria Tonic." It has been indorsed by some of the most eminent physicians of the United States of America, Dr. Quintors of the University of Venezuela, Hon. H. Plummer, United States Consul, Maracabo; Professor Macdonald of Surgeons' Hall, Edinburgh; the famous magazine "Health," London, and a column of others.

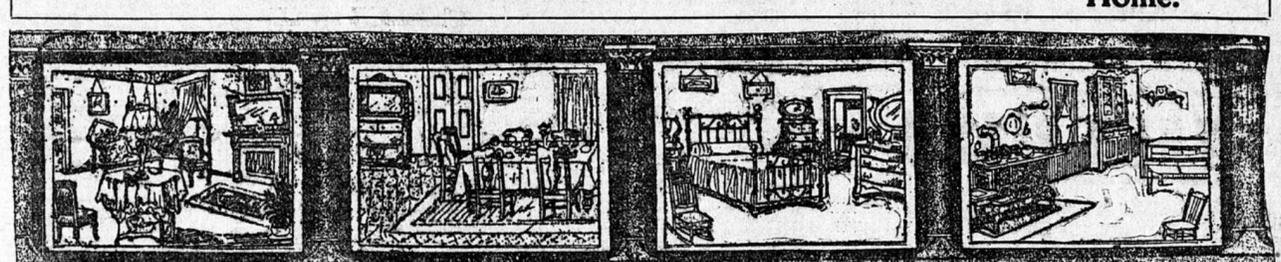
If you are a sufferer, send your name to-day and by return mail you will receive "Gloria Tonic," and also the most elaborate book ever written on the subject of rheumatism, absolutely free. This book contains many drawings from the microscope, and will tell you all about your cure. You get "Gloria Tonic" and this wonderful book at the same time, both free, so let me hear from you at once. Address JOHN A. SMITH, 378 Gloria Bldg., Milwaukee, Wis., U. S. A.

Every Bride

them and she has an account with Boutell Bros. they will be lenient with her, that Boutell Bros. will help tide over her adversity. That is why Boutell Bros. is the Bride's Paradise. This month, June, Boutell Bros. is giving special attention to married people. Every person in need of housefurnishings is benefited this month, as on July 15 we commence taking stock and must move the odds and ends. Come right in. Pick them out. We want room. You can have the goods. We'll wait on you for the money.

S. & H. Green Trading Stamps Given with All Spot Cash Purchases.

Our Great Free Offer



A \$250 outfit with \$25 down and \$3 per week. Parlor furnished, Bedroom furnished, Diningroom furnished. Kitchen furnished—four complete rooms. You to make your own selection from our half-million dollar stock. Equally good terms on cheaper outfits.

The Store That Saves You Money Boutell Bros. Corner First Av. S. and Fifth St.

HE rain comes down, obedient to The law of gravitation; The common cracker soaks it up, And causes aggravation.

—which is one of the very best reasons why everybody should buy Uneda Biscuit in the air tight, moisture, dust and odor proof package.

NATIONAL BISCUIT COMPANY

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DEFORMITY OF THE HANDS IN GENERAL CHRONIC ARTERIAL RHEUMATISM. As you know, if you've tried them, every so-called rheumatic remedy on the market to-day, except this genuine cure, will cause you violent stomach pains and vomiting, and some of them are so dangerous they will cause heart trouble. And the worst of it is they never cure. When a person has rheumatism the constitution is so run down that he should be very careful what he puts into his stomach. If therefore gives me pleasure to present a remedy that will cure every form and variety of rheumatism without one single unpleasant feeling. That remedy is "GLORIA TONIC."

Table for NORTH COAST LIMITED with columns for routes, departure times, and arrival times.

Table for THE GREAT NORTHERN UNION STATION with columns for routes, departure times, and arrival times.

Table for OCEAN STEAMSHIPS COMPAGNIE GENERALE with columns for routes, departure times, and arrival times.

Table for Minneapolis & St. Louis R.R. with columns for routes, departure times, and arrival times.

Table for CHICAGO GREAT WESTERN RY. with columns for routes, departure times, and arrival times.

Table for WISCONSIN CENTRAL RY. with columns for routes, departure times, and arrival times.

knows if her home is furnished by Boutell Bros. that happiness awaits her. She knows that, if short of change; if her husband is thrown out of work; if sickness overtakes them and she has an account with Boutell Bros. they will be lenient with her, that Boutell Bros. will help tide over her adversity. That is why Boutell Bros. is the Bride's Paradise. This month, June, Boutell Bros. is giving special attention to married people. Every person in need of housefurnishings is benefited this month, as on July 15 we commence taking stock and must move the odds and ends. Come right in. Pick them out. We want room. You can have the goods. We'll wait on you for the money.

To People About to Furnish a Home. Anybody can be a Boraxologist—just buy a package of BORAX. And it's a significant fact that there are no backsliders among the Borax converts. Once a Boraxologist, always a Boraxologist. A person who has taken a Borax bath doesn't need any further preaching; the housekeeper who has once used Borax in the laundry or kitchen doesn't have to be told again about its value as a cleanser. Add a little BORAX to the water—you'll be astonished to see how much easier and cleaner you can wash things. But be sure you get pure Borax. 20-MULE-TEAM BRAND. At every drug and grocery store in 1/4, 1/2 and 1-lb. packages.



DR. WYATT. SUITE 3, 4 AND 5, 230 Hennepin Av. Minneapolis. The Oldest and Most Reliable Specialist in the Northwest for the cure of CHRONIC, NERVOUS AND KIDNEY DISEASES. MY success as a physician is due entirely to my curative system, which is in accord with Nature's own method, and is exclusively my own system, evolved from years of experience in curing special diseases. As I have cured hundreds of chronic and incurable patients who had thought their cases hopeless, why not call or write and let me cure you? LADIES suffering from any form of Female Weakness, Painful or Irregular Periods, are permanently restored to health. Dr. Wyatt has had 20 years' experience and been located in present office 19 years, proving himself an honorable, reliable and skillful physician. FREE consultation. Call or write for list of questions. Home treatment safe and sure. No expense. No delay from business. OFFICE HOURS—9 a. m. to 8 p. m. Sunday, 10 a. m. to 12.

The Hotel La Moine At Cottagewood. Is the prettiest place on the Lake to spend Sunday. Our Sunday Dinners are the best at Minnetonka.

CONEY ISLAND HOTEL. Rates, \$2 per day, \$8 and \$10 per week. A strictly first class family resort. Take M. & St. L. Ry. \$1.00 round trip. P. O. Wagonia, Minn. LAKE MINNETONKA CASINO. OPEN DAY AND EVENING. Informal Dance Every Saturday Night. Steamers, Row Boats and Bait.

ST. PAUL, MINN., JUNE 15, 1904. STALED proposals in triplicate, will be received at this office until 11 a. m. July 15, 1904, for furnishing such coal, oak, hickory, hay and straw, as may be required during the fiscal year commencing July 1, 1904, at Fort Assiniboine, Hardisty, Keogh and Minnesota, Montana; Fort Lincoln, S. D.; Fort Yellowstone, Wyo.; and Fort Snelling and St. Paul, Minn. Information furnished on application here or to quartermaster at the points named. U. S. reserves right to accept or reject any or all proposals or to accept thereof. J. MCK. HULL, C. Q. M.

Wishing went out of fashion when Journal "Want Ads" came in. Only one cent a word.