

To You Who Advertise in Any Shape or Manner!

IN perusing a copy of the Daily Oklahoman, of Oklahoma City, Oklahoma, we run across a very interesting article on advertising by Ben Gordon Whitehead, editor of "Yankee Doodle," and very well known in and about Bismarck.

Coming as it does, right now, when merchants and men who advertise are planning on their 1916 campaigns, we print parts of Mr. Whitehead's address for we know that every business man will be interested in getting these views of the situation.

"The phrase 'It Pays to Advertise,' says Mr. Whitehead, "has been ringing around the world for a long time, and if there was ever a false phrase, that is it. For he who only tells half the truth is worse than an ordinary liar. And when we say 'It Pays to Advertise,' we only tell half the truth, and we know it.

But we all know it certainly pays to advertise well. We walk into the hotel and we see on the register the butcher's card, telling the weary traveling man who has come for rest and refreshment where he can get a nice piece of liver at right prices. The State law, supported by many advertisements, greets the guest in the hotel room, and there you can see that X Y Z coal is a 2,000-pound bunch of goodness, and the sleepy man looks at it and wonders that he never saw that name of coal before.

"The race track score card hasn't a batting average of 1 percent in selling goods, in getting home. But you will find men advertising there who never pay five cents for newspaper space, men who are always falling for the guttersnipe program which rarely reaches the buyer.

"Ninety percent of the money spent for ordinary scheme advertising is wasted.

"Taking it all in all, however, it has seemed to me that the newspaper or magazine which goes into the home is the one best bet of all in an advertising way. Don't advertise, however, with the idea that by doing so you are 'helping the paper.'

"Understand first of all, that when you advertise the paper is helping YOU.

"We are all advertisers, in one way and another. The man who leaves his horse hitched through long and trying hours without attention adver-

tises that he is mean to his family. The cast-down business man lets the world know of his worries, and the people pass on to the place where there is less gloom. For men and women love happiness and hopefulness.

"One time I was selected to get rid of a newspaper property without loss to the man who had spent a great deal. It was to be 'my' paper, and I was to sell it. The worse business became the more clothes I bought. I think it was the only real four-flush I ever put over in my life. I won business and confidence by playing prosperous. And I really doubled the circulation of that newspaper in a few months. I would have advertised in the other papers if they had permitted. But I had to put the money in 'front,' and that won the circulation and the circulation won the advertising. But I want to say that I never worked harder in my life.

"We advertise in every movement of life—we show the goods of which we are made. Courtesy or discourtesy brands us in the community. The passerby can see what we are. We are guilty of no sin, commission or omission, but it bears its effect, and it advertises us sooner or later.

"It isn't our talk that advertises us. It is our characters, our purposes. For the talk is sometimes hushed, while the bad or good influence of character lives on and on, gathering force, sometimes, as the years pass, for good or for evil.

"When you occupy a prominent place in the community it is good for you to realize that the little boy will look upon you when you do not realize it, will listen to you when you do not know—and that your life will bear an influence upon his, though you may not know the boy who admires you. You are an advertiser, no matter where you go, no matter what you do."

THROUGH AN AGREEMENT BETWEEN ALL THE MERCHANTS OF THE CITY, ADVERTISING "SCHEMES" MUST BE PASSED UPON BY A COMMITTEE COMPOSED OF MEMBERS OF THE COMMERCIAL CLUB, AND THIS ARRANGEMENT HAS SAVED THE MERCHANTS MANY A WASTED HOUR. EACH DAY SOME ADVERTISING MAN CALLS AT THE COMMERCIAL CLUB, FOR AN O. K. ON HIS PROPOSITION, AND THE MERCHANTS ARE REQUESTED TO COOPERATE WITH THIS PROTECTION, BY REFERRING ALL TRAVELING ADVERTISING SOLICITORS TO THE COMMERCIAL CLUB. THIS WILL ELIMINATE THE "SCHEMERS" AND SAVE THE MERCHANT MUCH TIME.

THINK IT OVER!