

Advertising Won the War

ADVERTISING TO VICTORY HAS BEEN THE SLOGAN OF THE BUREAU OF PUBLIC INFORMATION DURING THE LAST TWELVE MONTHS. DEFINITE RESULTS OF SUCH ADVERTISING CAME QUICKER THAN ANY OF US THOUGHT, BECAUSE THE ADVERTISING OF PATRIOTIC BUSINESS MEN WAS SUPPLEMENTED BY SEVERAL SPLENDIDLY WORDED NOTES (ADVERTISEMENTS THAT FORCED THE ABDICATION OF THE KAISER AND TOLD THE GERMAN PEOPLE THAT THEY SHOULD GIVE UP THE FIGHT AND HELP MAKE THE WORLD SAFE FOR DEMOCRACY). OUR 2,000,000 SOLDIERS UNDER GENERAL PERSHING ARE BY FAR THE BEST ADVERTISEMENT EVER SENT OUT BY UNCLE SAM, AND OUR CANNED MEATS, FOODS, CLOTHING, AND SUPPLIES HAVE BEEN SOLD OUR ALLIES ON THE QUALITY OF GOODS MADE IN THE UNITED STATES OF AMERICA.

PRESIDENT WILSON HAS SHOWN THE WORLD HOW TO ADVERTISE AND OBTAIN BIG RESULTS. BUSINESS MEN WILL DO WELL TO TAKE TIME BY THE FORELOCK AND COMMENCE BUILDING GOOD-WILL AND CONSUMER PREFERENCE NOW WITHOUT REGARD TO IMMEDIATE RESULTS.

ADVERTISING DOES NOT JERK; IT PULLS SLOWLY, BUT SURELY AT FIRST, THEN IT GAINS MOMENTUM, AND AT THE END OF TWO OR THREE YEARS IT BECOMES AN IRRESISTIBLE FORCE. IT HAS HELPED TO BUILD HUNDREDS OF COMMERCIAL INSTITUTIONS.

THEY WERE NOT BUILT UP BY ONE, TWO, OR THREE YEARS OF PERSISTENT ADVERTISING, BUT MOST OF THEM BY MORE THAN FIFTEEN YEARS. SO, ADVERTISING SHOULD START TO BUILD TODAY, HAVING THE FUTURE, ONE YEAR, FIVE YEARS, OR FIFTEEN YEARS AHEAD IN MIND. NOW IS THE TIME TO START VICTORY ADVERTISING, TO BUILD GOOD-WILL REPUTATION, AND CONSUMER-PREFERENCE, WHICH WILL PLACE YOUR NAMES IN THE ILLUSTRIOUS LIST.

Wholesalers and retailers in acquainting with their wares the 12,000 consumers in Idaho county can use no better medium than the

Idaho County Free Press

A newspaper which is read and reread in more than 1000 homes in Central Idaho

The FREE PRESS has met with unusual difficulties in complying with the government's war-time restrictions, requiring curtailment of newspaper circulation.

Fifteen new and unsolicited subscribers in Idaho county were added to our list last week, slightly exceeding the average increase, and they all said in substance:

'Because it's a Better Paper'

We Want and Acquire Our Advertising on the Merit of Our Paper, and Not on Brag and Bluster.

LET'S TALK IT OVER

IDAHO COUNTY FREE PRESS

Central Idaho's Greatest Newspaper