

## YOU SHOULD KNOW

that the morning paper circulates from 4 a. m. to 8 p. m., while the evening paper circulates from 5 to 7 p. m. That the evening paper for that reason is but scantily read, while the morning paper is more thoroughly read and digested.

# REASONS WHY THE MORNING PAPER LEADS

## YOU SHOULD KNOW

that the great majority of people are pleasure bent in the evening and take but little time to read the evening paper, while the morning paper may be read any time between 4 a. m. and 8 p. m.—sixteen hours. Had you thought of that?

If you are a progressive business man you are spending money for advertising, and know why you are spending it, and doubtless you know what you get in return. But there are **SOME VERY IMPORTANT POINTS** relating to advertising that may not have been called to your attention. Let us enumerate some of these points.

1. These are the large cities in the United States: New York, Philadelphia, Boston, Baltimore, Washington, Pittsburg, Indianapolis, Cincinnati, St. Louis, Chicago, New Orleans, Memphis, Detroit, Minneapolis, St. Paul, Kansas City, Denver, Los Angeles, Seattle, Tacoma, Buffalo.

2. It is a notable fact that in all these great cities, the leading cities of the representative states, **THE MORNING NEWSPAPER LEADS IN ADVERTISING**—advertising of every kind, especially in dry goods and department store advertising. You will know this to be a fact when you think of it.

Take New York—the great papers, the Journal and American, the World, the Herald, the Times—these are the big morning papers carrying many times more advertising than the evening papers, which are little known.

Take Philadelphia—the great papers, the Press, the Inquirer, the Public Ledger, the North American, the Record—these are the big morning papers carrying many times more advertising than the evening papers. How many evening papers do you know much about in Philadelphia?

Take Pittsburg—the great papers, the Dispatch, the Times-Gazette, the Post—these are the big morning papers carrying many times more advertising than the evening papers.

Take Chicago—the great papers, the Tribune, the Record-Herald, the Inter-Ocean—these are the big morning papers carrying many times more advertising than the evening journals.

Take Memphis—the great morning paper, The Commercial-Appeal, is the only one that the outside world knows anything about and it carries the great bulk of both local and foreign advertising there. How many evening papers do you know anything about in Memphis?

Take New Orleans—The Times-Democrat and the Picayune



Dining in the evening—no time for evening paper.

are the great papers of that city, and they not only carry the most advertising but they get the highest price for it. How many evening papers have you ever heard of in New Orleans. And it is the same story in all the other large as well as small cities—the morning newspaper rules.

## WHY?

We want you to know why. You should know why. Let us tell you.

**THE EVENING NEWSPAPER IS NOT THOROUGHLY READ.** It is only hastily glanced at.

Why?

**THE BUSINESS MAN**—He casually glances over the evening newspaper, then throws it aside to close his books and store for the day. Then he hurries home. He eats his dinner. After dinner—where? To a lodge meeting, to prayer meeting, to the theatre, to the club, to the cigar store, or to the hotel cafe.

**THE CLERK**—He or she gets but a hurried glance at the evening newspaper; must help close the books and the store; goes home to supper. If a young man, dresses for the evening call on his sweetheart, to visit the theatre or the club, the dance room, the billiard and pool room, the hotel cafe, or promenade the streets. If a young lady, to receive company or go to the theatre, or church society meeting, or party, or dance.

**THE LABORING MAN**—He is tired after a hard day's work in the mine, mill, factory, carpenter shop or brick plant. He glances over the evening paper casually while awaiting supper. After eating, if he has no business down town, he may read all the news in the evening paper—**BUT HE DOES NOT READ THE ADVERTISEMENTS**—every wise advertiser knows that it is the **LABORING MAN'S WIFE** who reads the advertisements. The laboring man goes to bed early, for he is tired and has a hard day's work before him again on the morrow.

Thus you can clearly see for yourself that the evening newspaper never at the very best gets full attention. It appears at an hour when practically the entire population—men, women and



Preparing supper—no time for the evening paper.

children—are preparing for an evening of sociability, for several hours among neighbors, at parties, at the theatre, at festivals, at church services, at the dance halls, riding and driving, promenading.



Going to the Theatre—no time for the evening paper.

It is the **MORNING PAPER** that is digested, that is thoroughly read, and this explains why in all the large cities the morning papers are far in the lead. You know yourself that the morning newspapers in the large cities everywhere are in the lead when you come to think it over.

## WHY?

**TAKE THE BUSINESS MAN**—He arises punctually every morning. He glances over the morning paper while at his breakfast. After breakfast he has from an hour to an hour and a half to read. If he does not, he has all morning to look over the paper at his office or store.

**THE PROFESSIONAL MAN**—Same as the business man.

**THE CLERK**—Has time to look over the paper at home and more time and a long time at the office or store.

**THE LABORING MAN**—He has from a half hour to an hour to read the morning paper at home. At the mill or shop he gets opportunity to read between times, many hundreds of them taking the morning newspaper to their working places.

**THE WOMEN AT HOME**—They have full opportunity to digest the morning paper. The mother has no time to read the evening paper. She must prepare her husband's evening meal, or see that it is prepared for him. She must later see that the dishes are washed and put away. If she is not going out for the evening on social call, she must put the children to bed. By that time she is herself tired and ready to retire. The next morning she must see to the preparation of the breakfast. That over and her husband gone, she must dress the children for the day, comb



Putting the Children to bed—No time for the evening paper.

their hair, and get them off to school. Then she drops into her easy chair and

**READS THE ADVERTISEMENTS FIRST.**

**WHY?** Because she is a good wife and wants her husband's money to go as far as she can make it go. She reads all the department store news. She reads all the bargain sales. She catches every offer that promises a penny saved. She hurries to the store and makes her daily purchase.

Her grown-up daughter has more leisure. She does not go to school. Her school days are over. She reads all the social news all the gossip, the thrilling news, the fashions, the stories, the features, the poetry. And **SHE ALSO READS THE ADVERTISEMENTS**—looking for bargains—for she knows her father and mother are endeavoring to save money and that if she would secure the things she needs she must find where she can get a bargain in a hat, or a corset, or a dress, or a suit, or a fur, or a pair of shoes. And finding the store offering the best inducements she succeeds in persuading father and mother to advance the price.

## HAVEN'T YOU NOTICED

that it is the young ladies who throng the store in the afternoons and the mothers who do the shopping in the morning hours?

## NOW—WHY?

Now why is the **MORNING NEWSPAPER** the one that is read the most thoroughly.

1. Because there is some one in the home where the paper goes the whole day—either the mother or the daughter. If the mother goes shopping the daughter remains to care for the little ones; if the daughter goes shopping the mother remains. Some one in the house has from early morning until late evening to scan the paper. That is a **VITAL AND IMPORTANT POINT** the advertiser should remember.

2. Because in the store, the shop, the mill, the hotel, the barber shop, the pool room, the billiard parlor, the club room, the cafe, the paper **CIRCULATES ALL DAY**. People have opportunity to consult it often, from early morning until late in the day.

## A GOOD INVESTMENT

A dollar spent for advertising in a morning newspaper is worth more than \$3 spent in an evening newspaper, for the very simple reason that many more people have more opportunity to read the morning than the evening paper.

## NOW HOW?

How can men—all men, business, professional laboring men, and young men—carefully examine the evening newspaper when the great mass of them do as follows after supper:

- Go to the church meetings?
- Go to the Y. M. C. A.?
- Go to the committee meetings?
- Go to lodge meetings?
- Go to the club, the billiard room, the pool room?
- Go to the hotels?
- Go to the theatre?
- Go riding or driving?
- Go automobiling?
- Go to the dance?
- Go to stockholders' and directors' meetings?
- Go to the barber shop?
- Go to the parks or public grounds?

## NOW HOW?

Now how can the housewife give attention to the evening paper when she does as follows:

- Look after the preparation of the evening meal?
- Look after the putting away of the dishes?
- Look after the care of the children and getting them to bed?
- And, through with these duties, how can she give attention to the evening paper when she spends the evening in either
- Calling on the neighbors?
- Attending a church meeting?
- Attending a sewing circle meeting?
- Attending a party.
- Out promenading?
- Cut automobiling?
- Riding or driving?

## NOW HOW?

Now how can the young lady—the grown-up daughter—pay attention to the evening newspaper when her time is thus occupied:

- Entertaining her best friend?
- Calling on her girl friend?
- Attending the party?
- Attending the theatre?
- Out driving with her sweetheart?
- Out promenading?



Preparing for the evening party—no time for evening paper.

## HOW TO WRITE ADVERTISEMENTS

## GETTING STARTED.

1. If you are going to use only one newspaper select the one that has the largest bona-fide local circulation, and contract for space. If you intend using all newspapers in your city, it is better to give the paper with the local circulation the biggest contract.
2. Don't be afraid to contract for a liberal amount of space. Money spent in newspaper advertising is well invested, and the bigger the investment the bigger the returns.
3. Then write down names of articles to be advertised or that can be advertised.
4. It pays to advertise cheap goods, but it pays better to sell good goods. Get the people in with low prices and then sell them the best goods you can.
5. Decide what space ad is to occupy.

## WRITING THE AD.

1. Having decided on space ad is to occupy, write accordingly to fill space.
2. Write a complete story of the article, fitting the selling points in as arranged.
3. Never mind how much you write—you can weed it out afterwards.
4. Have your ads talk sensibly—be concise, be sincere—talk to the reading public the same as you would talk to those over your counter.
5. Give an accurate, detailed and enthusiastic description.
6. Then, after writing ad, commence a vigorous pruning process, cutting out all bad, weak and useless matter, and build in and strengthen the weaker parts.
7. Tell the story in short, concise sentences without weakening the advertisement.
8. Don't try to be funny. It's all right to be funny in your advertisement if you prefer mirth to money.
9. Make your advertising appear reasonable—the man who advertised Gold Dollars at 50 cents was doubted.

## HEADLINES.

1. Every ad should begin with some strong and generally descriptive heading, either advertising the article or attracting attention to the descriptive matter.
2. But don't stop with a good headline to your ad. The headline may attract attention, but it is the ad itself that sells the goods. Write ads that will be read clear through.
3. A big ad (one page for instance) should be arranged in sec-

tions if more than one department is to be represented, and each section should have a headline of its own. Then the whole ad should have a general headline followed by a good general talk.

## DISPLAY, ETC.

1. Write and set advertisement so as to catch the eye.
2. Don't fill your ad space so full of type that you could not stick a pin in it without spilling a letter. White space alone will not sell goods, but white space will help to get your ad read, and a judicious amount of it is the making of many an ad.
3. Don't use fancy type—use plain readable type.
4. Don't use too many styles of type; better not use over three.
5. Study the advertising of your competitors, but don't try to copy; have a style of your own.
6. Use good cuts or illustrations in your ad, but don't use a cut unless it illustrates the article advertised.

## INSTRUCTIONS TO PRINTER.

1. To instruct the printer, draw an exact outline of space ad is to occupy on plain piece of paper; above top of space write down size, such as 10 inches single column, or 20 inches three columns etc. In this space give the printer an idea of display, and, if



The evening promenade—no time for evening paper.

possible, state style and size of type desired. Leave the rest to the printer—he will know about what you want.

2. Then attach to this diagram the copy of the advertisement and send to newspaper office.

## PERTINENT PARAGRAPHS WELL WORTH THE READING

If you don't advertise perhaps the sheriff will.

Be honest, so you can talk convincingly.

Remember a stale advertisement is much like offering a friend a poor cigar—your intentions might be right, but the cigar (or the ad) will not be appreciated, and will hurt more than if nothing had been offered at all.

Advertising ought to describe your goods in such a way as will most nearly take the place with the prospective buyer of a sight of the goods themselves.

You have to add fuel to the fire to keep the pot boiling—advertising is business fire.

Good advertising means continued advertising as well as good copy.

Did you know that a little tact and a little talk would sell any customer something more than he came in to buy? But, if you want your store to be popular, don't bore your customers by insisting upon their buying things which they obviously do not want. See that your clerks know what the publicity end of your store is doing. A clerk will make bad breaks with customers if not posted on the advertising of the day.

The secret of good ads, and it ought not to be any secret by this time, is just common sense. Talk common sense about common sense articles at common sense prices, and use a lot of common sense in placing your ads.

If some one else can write your advertising better than you can you ought to be willing to have him do it. It's results you are after. If your advertising doesn't bring results, there's something wrong, and you lose money. If it does bring results, your profits are increased, and that is what you are after.

Some advertisers howl because one newspaper charges a higher advertising rate than another. Yet these same advertisers ask a better price for goods of high quality than for goods of low grade. Remember that it is publicity you seek, and that the newspaper which brings you into closest touch with the people you want to reach is the newspaper you should use.

High-sounding phrases and impossible promises do not satisfy customers.

The only business so far discovered that is not helped by printers' ink is that of the bank robber.

Correct advertising creates the quality of prestige which causes consumers to accept without question or without the exercise of their own reasoning faculties the judgment of dealers who assume to speak with authority.

The progressive business man realizes that advertising places within his hands the ability to unconsciously form the habits and arouse and focus the desires of his customers for the things that he is best equipped to supply. The man who does this always uses the tremendous force which the psychologists call "suggestion." He may not understand it by that name, but, nevertheless, he has the faculty of presenting to the minds of his possible customers a picture of the satisfaction they are going to feel when possessed of things that he is ready and willing to sell them.



Evening in the Billiard Parlor—no time for evening paper.