

Mr. Advertiser:

(Ottawa Journal.)

There have been those who thought that the dignity of the press was lowered by its advertising columns. There have been expressions of regret that newspapers should be compelled, in order to meet their heavy expenses, to sell so much of their space for advertising purposes. It has been urged that greater confidence could be placed in the press if the commercial feature of its management and operation could be reduced or eliminated altogether. Regardless of fact, there have not been wanting those who asserted that editorial policy was governed by advertisers and that it would be far better if newspapers carried no advertising and depended solely on circulation returns. The war has, perhaps, worked no greater revolution than in upsetting such theories. A letter recently circulated among advertisers in the United States is enlightening. It does not come from a publication soliciting advertising, but from one of the most studious and carefully-managed branches of the United States government—the Department of Labor. It is dated February 13, 1919, and in part is as follows:

"It is the desire of the department of labor to stimulate business by suggesting to present advertisers that they increase their space and to prospective advertisers that they bring their plans to a head and start advertising immediately.

"The surest and quickest way to bring business to its pre-war basis is to overcome the general apathy to buying which exists in the minds of many people at present. Advertising will do this.

"We would like to see more retail advertising and more national advertising and we believe that the press of the country and yourselves will appreciate the fostering of such a movement by the department of labor.

"May we ask you to prepare one or more advertisements for the department of labor carrying the message outlined. Your co-operation in this matter is earnestly desired."

In the months immediately prior to August, 1914, the Canadian government had made some experiments in the use of the advertising columns of the newspapers that had opened the eyes of the ministers to possibilities and opportunities not hitherto availed of. The lessons then learned were taken advantage of in the four years following, and as a result the Canadian government has become one of the biggest and most persistent national advertisers using newspaper space—because it found advertising properly written and properly displayed paid and paid well. The facilities provided by the newspapers for advertising became a valued national asset.

But observe the new angle from which the United States Department of Labor views advertising. It urges commercial houses to "start advertising immediately," indirectly for their own good but directly for the good of the people of the United States. The welfare of all is bound up in a resumption of business on normal lines following the war, and advertising will help to bring that about. The newspaper's function as an advertising medium is recognized as of the greatest importance; its advertising columns are no longer a deplorable accessory but a vital necessity.

Early in the war the slogan was used: "Business as usual." The newspapers gave it the widest publicity. To many it seemed in bad taste; yet it achieved a very necessary and commendable purpose. The commercial world had been smitten a tremendous blow. It tried to look into the future and failed. Blind, it began to move warily, to retrench, to economize, to stop plans for development. Such a condition continued meant commercial stagnation and industrial calamity. The slogan "Business as usual" was needed as a stimulant to prevent disaster, and those who used it were performing a patriotic duty however tinged with selfishness it may have appeared. Those who study the situation now must be convinced that a similar attitude on the part of business men is required if trouble beyond measure is not to be precipitated. The men in charge of our business houses great and small, in control of undertakings great and small, have a tremendous individual responsibility. Pessimism as to the future must give way to optimism, for success and failure are largely psychological. The tired mind sees only trouble, trouble ahead; it has a habit of creating its own troubles. The world is tired as the result of four years of war; and it sees only trouble in front of it. As in the individual life more than half the trouble feared never materializes, so in the national and international life. Let us all try to be optimists, confidently and hopefully doing our part to make that optimism justified.

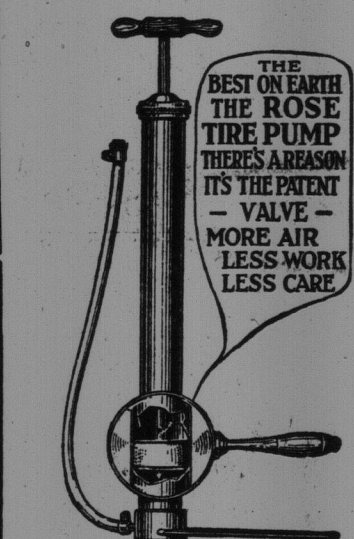
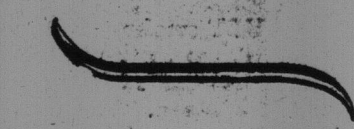
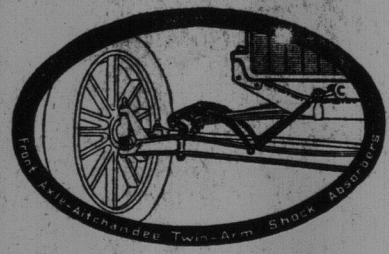
The press takes on a new dignity through the official endorsement of its advertising columns, and the advertiser is awarded a new and honored place in the scheme of things.

Old Fashioned.

Mother—Yes, I shall certainly put Dorothy into some profession, so that she can be of some use in the world. Dorothy—Oh, mama, must I? Can't I be just an ordinary woman like you?

Has With That.

"I don't have no trouble with taxes." "You evidently have with syntax."

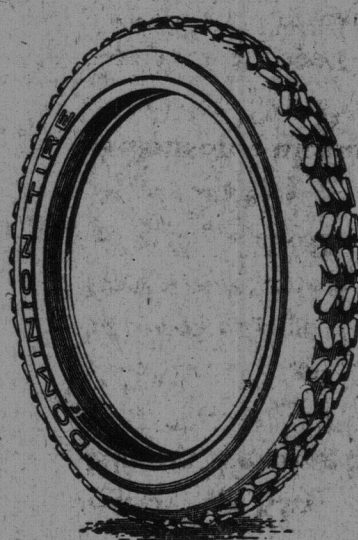


# Automobile Accessories

## DOMINION AND MAPLE LEAF TIRES

### Are Good Tires

### Other Tires May Be



We Can Supply Them in

"Nobby Tread" "Dominion Tread"

"Dominion Cord" "Grooved Tread"

"Chain Tread" "Plain Tread"

Any of Which Will Give You Complete Satisfaction

Let us show you these famous Made-in-Canada Tires, and permit us to say that we are in a position to give you prompt and efficient service and can meet your requirements in Auto Repairs and Sundry Supplies of all kinds at reasonable prices. Our line includes:

Weed Tire Chains.  
Rid-o-Skid Chains.  
Auto Wrenches, all kinds.  
Socket Sets.  
Auto Tool Kits.  
Klaxon Warning Signals, hand and electric.  
Rex, Mosler and A. C. Spark Plugs.  
Puncture Plugs.  
Self-cementing Patches.  
Outlook Windshield Cleaner.  
Anti-Door Rattlers.  
Auto Goggles.  
Adamson Vulcanizers.  
Schrader Tire Pressure Gauges.  
Gasoline Funnels.  
Graphite Lubricant.  
Cup Grease.  
Rose Grease Guns.  
Valve Grinders.  
Carborundum Valve Grinding Paste.  
Valve Spring Lifters.  
Rose Ford Fan Belts.  
Mobiloil.

Carbonvoid.  
Johnson's Carbon Remover.  
Johnson's Auto Wax Paste.  
Johnson's Auto Cleaner.  
Excelo Auto Soap (paste).  
Effecto Auto Finishes.  
Auto Varnishes, English and Domestic.  
Tire Paint, Gas Engine Enamel.  
Tire Pumps.  
Auto Tire Pry Bars.  
"Reliable" Auto Jacks.  
Storage Jacks or Tire Savers.  
Dry Batteries, Battery Testers.  
Magneto Files.  
Triple Lever Screw Drivers.  
Bolts and Nuts, A. L. M. Thread.  
Finished Hex. Blank Nuts.  
Machine Screws.  
Auto Split Washers.  
Drills and Reamers.  
Cotter Pins. Cotter Pin Lifters.  
Oilers, Waste and Oil.

Let Us Serve You Now

# McAVITY

ST. JOHN, N. B.

