

**SHOULD FARMERS ADVERTISE?**

**T**HIS is an interesting question. It was discussed lately by an Ohio farmer, Mr. J. M. Fluke, at a meeting of the Polk, Ohio, Farmers' Institute. He gave instances where the farmer finds that an ad. in the local paper is the best means of selling his products. A "cow for sale" attracts more buyers in this way. The sale of pure maple sugar and syrup are also put in the same category. Mr. Fluke then goes on to develop his argument in this way:

"Then there are the dairy products. This country has never had too much good butter and cheese. Try and get hold of some of those people who are paying 20 cents for the same identical thing we are selling for 10 cents.

"Have you thoroughbred cattle, sheep or hogs? Have you extra chickens, ducks, turkeys or geese? Let people know that you have them. Has your boy got pet rabbits, pigeons or ferrets? Let him do a little advertising on his own account.

"Have you extra nice wheat, corn, rye, barley, buckwheat or flax that is suitable for seed? Does anyone know about it? Did you ever tell your wife even?

"Have you nice clean oats that you can guarantee free from smut? Fifty thousand farmers are hunting for it. Have you any of the grass seeds that you can guarantee free from weed seed. Don't be afraid you will break that market. There will always be a demand.

"Now, the next important question is the medium. This must be determined by the person interested, and only general directions will apply. You know the class of people who ought to buy what you have. Place your advertisement in the paper that reaches the largest number of that class. But above all, don't forget your local papers. You could not advertise anything amiss in them. They are read by all trades and professions, and those who do not read them wouldn't buy gold dollars for 53 cents. Use your county papers when you have a sale. Not two or three lines that you can't find yourself without your spectacles, but a good, big chunk out of a corner of a page where everybody can see it. Don't sponge your advertising. That disgusts the newspaper man and makes your competitors mad.

"In conclusion, I want to ask how many of you farmers have printed letter-heads. They cost but little, and they add considerable to the tone and appearance of your letter. You know the most of us are not very expert penmen. Our fingers are jammed up by hard, heavy work, making smooth penmanship an impossibility. But I thank the Lord that it is readable if it isn't smooth. I have never yet received a letter from a farmer that I couldn't make something out of, and that's more than I can say for some professional men.

"When I get a letter from a farmer written under a neatly-printed head, I make up my mind that I am dealing with a man possessing some enterprise, and I naturally respect him more than I do the chap who writes on the fly leaf of some old book, or on a part of an old almanac that has been used as a fly roost for a couple of years. I always feel like answering that kind of a letter on a postal card. I'll never get anything out of it any way, and its cheaper than a 2-cent stamp.

"Don't be ashamed of your business. Let people know that you are a farmer and that you are proud of it. Advertise your

business as other business men do, and compel others to respect you because of your enterprise."

There is sense in much of this argument. While addressed to farmers, it provides the publisher with some hints which he may use to advantage. The suggestion regarding printed letter heads is good.

**HOW TO WRITE ADS.**

When I start to write an advertisement, I take into consideration the time of year, the seasonableness of the weather, and then collect from the various heads of departments the list of goods which will appeal strongest to the general public under these conditions. I prefer that each department manager write his own matter, for he will know more about his own goods, and know the points the people will want to know about. After collecting these stories, it is a case of polishing and smoothing and taking pains to dress up attractively for the public's perusal. In the matter of introduction, a few short, terse sentences, with a word or phrase to catch the eye and to lead the reader to look over the advertisement more carefully, with perhaps a reason or two for the prices we ask and the values we offer. If the goods are new, we mention the fact; and if they are old, the reason why they are being sold at a sacrifice, as they will be. At the bottom of all advertisements, and underlying all our advertising, we speak the truth, for a business firm, like an individual, has a character, and this character can be built up only by careful attention being paid to consumers getting exactly what we promise them as to value and quality in our advertisements. — *Minneapolis Journal*

**COUNTRY PRINTER'S BONANZA.**

It would seem that the Ideal hand cylinder has solved the problem of printing the country newspaper. It has made the much-abused hand press a "back number," and turned press day into a day of pleasure instead of a day of toil and perplexity. The Ideal runs so easily that a boy or girl can operate it without fatigue; and as for speed, the following letter tells what it will do in that line:

THE CHALLENGE MACHINERY CO., CHICAGO:

Gentlemen,—In our last week's run we made the good time of 540 papers an hour for straight running on an Ideal Hand Cylinder Press, and the entire run from beginning to end of our list of over a thousand copies was made at a rate of 500 per hour, including all stops. If there is any better time than this let us know of it. Yours very truly,

RILEY THOMSON, Wauzeka Wis.

If interested, send a postal card to The Challenge Machinery Co., Chicago, and they will mail you new descriptive circular.

**REDUCED PRICE FOR A HIGH GRADE.**

Buntin, Gillies & Co., Hamilton, have made a reduction of 10 per cent. in the price of their Japan Linen Bond. This paper is high grade in every respect and suitable for the best class of work. Printers would do well to have samples of this paper to show to customers who like a good thing. Good papers are only a little more expensive than cheap ones and it costs no more to print on them than on the poorest sheet. The finished job looks, and is, so much better that it seems a wonder that so much cheap paper should be used.