

Advertising*

Sid H. Crager '95.

Go forth in haste
 With bills and paste;
 Proclaim to all creation
 That men are wise,
 Who advertise,
 In this our generation.

In the world of business, if there is one thing more potent than another to prosper and to ruin men, it is advertising. The almighty dollar may move the earth, but advertising move the dollar. We can not escape it if we would. If we hurt ourselves we will only fall victims to other men's advertising. A thing so powerful which we can not escape, we may well study that we may know how to manipulate it in our favor.

The world is too large, if not otherwise incapable, to find out many of its own wants and advertising is a perpetual reminder, indispensable under modern conditions. Anything that will excite the mind and keep the thought of a thing before it will create a want for that thing. A history of advertising would be interesting. Going back to the ruins of

Pompeii we find that signs were used by tradesmen and public entertainers. They were in the form of a drawn or carved representation of the thing, a portion of the thing, or something inseparable from it. The school was advertised by the sign of a boy enduring a penitential thrashing. The dairy had the sign of a goat. The baker exhibited a millstone or sheaf, the physician a cupping glass, the poultryman a coop of fowls, the surveyor a measure and the tavern keeper a bush.

When newspapers were invented between 1650 and 1700, a new and much more convenient way than had been before discovered for the conveying of notices and advertisements, created a new spirit of business. At first they assumed the form of notices, and many queer insertions are recorded as having been published. For example, a farmer "warns people against harboring his wife who has left him at the beginning of the season's work although he has been to the expense of wintering her." Another paragraph reads: The barber

and perrywig maker, over against the Grayhound Tavern, gives notice that any one having long flaxen hayre to sell may repaire to him, and shall have ten shillings the ounce." Then comes the patent medicine advertisement as follows:

"Small baggies to hang about children's necks, which are excellent both for the prevention and cure of rickets, are prepared by Mrs. Edmund Blackmoith." We now reach the nucleus of the want column and a "loun dress is wanted who will be willing to take her pay in lessons on the guitar and board on week days."

This was the beginning of what is now a science and an art. The modern newspaper, no small part of which is given to advertising, is a wonder. A new feature, though it cannot be called a new idea, is found in the illustrations. The past few years have developed the art and the practice of illustrating with wonderful strides. With the increase in quantity of verbal compositions, the eye of the reader is fatigued, and much of it would go unperused were it not for the illustrations and novelty of ar-

rangement. Solid columns of printed mat-
 ter are repulsive to the eye at sight, but
 a novelty of form and composition ac-
 companied by illustrations not only
 pleases the eye, but sends it seeking
 after similar matter, even in preference
 to the more substantial reading matter
 contained in the periodical. The in-
 calculable result is evident. A writer says
 of the "newspapers of 20 pages, twelve of them
 advertisements, that are so various in an-
 tique and so comprehensive of all current af-
 fairs that one questions if they are not the
 most inviting, and perhaps the most
 truthful reflectors of the times." "To one who
 reads between the lines there are humor,
 mystery and many a latent element
 of character beyond the epitome of the
 times; the commercial activity is in-
 fallably reflected, and one at least finds
 no end of entertainment in those col-
 umns, which often contain much more
 than commonplace announcements
 of things to be disposed of."

To comprehend the power and use-
 fulness of newspaper advertisements,

one should examine statistics of the immense amounts of money spent annually for their insertion. Thousands of dollars are paid for the announcements in a single issue. In this day a man cannot succeed in any business or undertaking without the use of advertising mediums. When a man wants anything he immediately proceeds to advertise that want, and if he does not want it, some other man advertises, that the want may be created, and himself benefited by fulfilling the want. Without the daily newspapers as an advertising medium civilization would take such a hell backward as to completely destroy our modern commercial system.

There is no form of printed matter but contains its advertisement. The magazine probably comes next to the newspaper as an advertising agent. To take away the advertisements from a magazine would relieve it of not a little of its bulk, and much of its art and beauty. Small fortunes are sometimes paid for the use

of the cover page of a magazine is a singular member. Book advertising does not receive such popular sanction, and plays a lesser part in the work of advertising.

The distribution of circulars, although quite a business, is of not so much importance, as it does not appeal readily to the people. Advertisements of this kind are far more apt to be cast aside or torn & sunders without notice, and if curiously inspected they are not given so much credit.

Another form of advertising is found in the bill-board and its substitutes. Of the common variety we see much in our every day life. Signs and billboards cover almost everything but a private dwelling and sometimes that. These are so common that they attract only our passing attention; but there is another variety, though not seen by so many yet attracts much attention when seen, and by its peculiarity and perhaps the spirit of ingenuity and even foolhardiness required to place it in

existence, it leaves a lasting impression that will be conveyed to others.

Who could help but notice a sign painted in glaring letters on the rocks at the top of Lookout mountain, a picturesque and historic spot, telling them that for the sake of good health they should use "Vitality Bitter". Or if one were to come in sight of old Fort Sumpter and the plainest thing in view was "Buffalo's Liver Pills" painted in letters three feet high, could one help but remember, when there was an occasion need of repairs, that he could find Buffalo's Liver Pills at the drug-gists, and would he not, ten chances to one try the same? On the wildest mountain peaks and the rockiest coast, whenever the eye of man wanders may be found signs which under ordinary conditions would not be noticed. Some day a man will tie his flag to the north pole. Some one has said "hitch your wagon to a star" but could any man accomplish such a feat, another man would have his name posted all over

it before he could get hitched up.

In the large cities the ways of advertising are so numerous and varied that there is no end of instruction and amusement in their study. Walking advertisements are common. Some carry signs and samples with them others represent the thing advertised in person or of a theatrical entertainment. Many others will and appeal to the eyes and ears of the passer-by with varied sights and trans-parencies, the ringing of bells or other means. An operation in the production of an article may be carried on in miniature. Among the din and bustle, each man seeks to attract attention and each seeks to clamor louder than the others for patronage. The street exhibit or seeks alternately to attract attention and show his wares. The magic lantern is used and the manipulator pleases his audience with a beautiful picture of Niagara Falls which dissolves into a box of celebrated blacking, and the celebrated blacking is superseded by a jungle scene.

which falls into an extraordinarily cheap suit of furniture etc.

This is an age of advertising; everything is advertised in an almost endless variety of ways. The popular sympathy is often invoked by the use of names that are common among the people. A whole book might be written on what there is in a name. Fruit growers frequently advertise for names for fruits or vegetables which they have originated, and give valuable prizes for an appropriate and selling name.

Advertising has become a business and for any one who has the talent it is a lucrative one. When a man has exhausted his own store, he applies to some one else to do the original work for him. He offers cash prizes and appeals to the people with the hope of securing something, which by its originality or popularity will bring him notice.

We come then to a kind of advertising the existence of which is to be deplored. It exhibits itself in the form of boom or air business that exists only, or in a goosely

part in hallucinations. Our own state has been the victim of innumerable schemes of this sort which are interesting and profitable to study; they are the ever cherished plans to get something for nothing, and only fleece one group of people to enrich another - no value being exchanged save in the one direction. Although this is a very fertile subject we will not give it space here.

Advertising of a personal nature is abundant, interesting and amusing. Personal advertisements have gone through a considerable evolution, starting with simple, poorly worded announcements in the newspapers. At first they were quite modest, for example; "A young lady who has received a good education; can read and write, and is versed in geography history music dancing and elementary mathematics, wishes a situation in a respectable family as waitress and ironer." Another not so modest but peculiar because of its style reads: "A converted burglar is announced to preach at a certain hall where he will break the

door of hell with a gospel jimmy. At
 this day, if a man have any services to
 sell, he occupies a regular place in the
 columns of ments and announcements
 as a matter of course. The men of adver-
 tising ones self either for personal services
 or for sake of reputation are as numerous
 as the men of advertising material
 things. A man may have all the
 good qualities that one could desire and
 they would be of no service to him in a
 business way without advertising. A
 doctor might be one of the best, but if he
 set himself down in his office and depend
 on his "shingle" to turn the physically
 needy into his door, he may set there a
 lifetime if he could so long exist, and scarce-
 ly be heard of. Another doctor comes to
 town having only ordinary skill, but sends
 out big advertisements, keeps a fast team,
 and makes dashing drives into the
 country occasionally, has some one call
 for him at the church door or at the
 theater, and the speaker to announce
 his name and that he is wanted at once,
 he soon has a goodly share of the practice,

although he started on purely imaginary business. The world loves modesty but it also admires pluck and grit even though it be sometimes undacious. The good book teaches us that; "whosoever exalteth himself shall be abased; and he that humbleth himself shall be exalted;" which in the modern version would better read; he that tooteth not his own horn the same shall not be tooted; and he that tooteth the loudest shall win the prize. Without further detail we may conclude that;

"Men are wise
Who advertise,
In this our generation."