

Farmers

Consider advertising farm products general in the local news. There are two main kinds of newspaper advertising. First want readers, set in the same type news matter of the paper. They are usually set with a smaller of blacker type than the ad, and the ads are used out the bottoms of columns. Little ads will cost you in most local papers of the state from ten cents a line, including the line. The want ads are usually set together or in one column one page, and possibly classified "for rent," "for sale," etc. are usually without any heading, the first word of the ad may be in capital letters. The charge for ads is on the line basis or word basis. If on the line basis, the same as for readers. If on word, the charge will be from two cents an insertion, with a less charge per insertion if it runs more than once. Useful results are obtained from use of these little ads. From my own experience their use and from printing for others. A. H. Pinckney, of Andover, is one of the most enthusiastic of want ads I have known. He sold what he advertised in the paper before Mr. Pinckney did, called Mr. Pinckney up and he purchased by telephone. A farmer has any doubts over the use he can make of advertising, let him try out the readers of ads, depending on which local paper uses.

Display Advertising
Second kind of newspaper advertising is display advertising, which is already touched on in connection with auction sales. It is the advertising which has been used by most farmers. The ad is distinguished from the other reader in that it is set in type, blacker type perhaps, and is of the other limitations as mentioned and form that the "want" reader have. The display ad may consist of only a very small space, or it may be a large space, surrounded by much white space, or it may be of solid reading matter, by rules, pictures or similar things. But there is no need of describing what a display ad is, as some may not be familiar with the expression "display ad," all that with the ads themselves are quite the most conspicuous of our newspapers and magazines.

Most of the smaller papers, advertising is sold by the column inch. Larger papers and magazines, it is by the gate line. We need ourselves only with the column. A column inch is a space one inch wide—or about 2 1/4 inches in inch up and down. An advertisement which spreads across two columns and is one inch up and down is two column inches of space, an ad which is three columns in width and is three inches up and down occupies nine inches, and the advertiser would pay for nine inches. Advertising in the small papers sells for from 20 to 50 cents an inch, depending somewhat on circulation, though not wholly, as for other things than circulation set the price. For one inch standing of the paper in community. No editor to-day would sell space for less than

What Makes a Good Ad?
A good ad must be attractive, it must draw your attention and hold it, it must make you want to buy the advertised. The ad is made by the way it is set up in the use of cuts and the like. You will perhaps have to do most of this part to your printer, word may be said, however, laying out an ad. Your publisher will appreciate it if you give him the help situation is still so in most print shops. In a layout decide on about the size of columns in width and height, and draw lines to represent the space. Then if you would border on your ad, indicate the order within these lines which way first and which represented column rules and cut-off rules at the bottom of your ad. Next write in the lines of big type

SHOES.
advancing in price. This price is very low, and we
..... \$3.69
..... \$1.79 and \$1.95
..... \$1.89 and \$2.15

Shoe Store
Wellsville, N. Y.

which you want to use to make your ad stand out, and lastly indicate by shaded blocks where the smaller type is to go. Then write the text for your smaller type on another sheet of paper. Perhaps you will be able to write the text for the smaller type in your lay-out. If so, all the better, but don't do so if it means writing so fine that the printer will have trouble to read it.
Study the ads in papers and magazines. Not only will you get ideas as to type and display, but many times you can borrow actual sentences or expressions which you can adapt, or even whole ads.
Avoid too much wording. A crowded ad is not likely to be read. Use enough words to tell your story and then buy space enough to display it well. Give prices. That is the secret of the great success of department store advertising.
The wording of your advertisement must be simple, and yet alive, interesting. Avoid flowery and involved English. Write the way you would tell anyone about what you have to sell. Even the small ad may be made interesting and appealing. It will sell twice as many goods as the plain statement. Instead of using the

stereotyped "Cow for sale, inquire of William Little, Levi Sears Farm." Suppose you say, "I hate to sell this cow. She's a Holstein and a good one. But I don't need her. She's four years old, will freshen in the spring."
The Farm Paper is a Good Medium
While the local newspaper will serve as the introduction to advertising for most farmers, many need not stop for that. They can remember the old adage about charity beginning at home but not staying there. Farmers who produce pedigreed goods, whether they be livestock or seed, will likely find they can go into the farm papers profitably. I know of one breeder in Western New York who has had remarkably good success with farm paper advertising. He found further that it did not pay to "scinch" on space. In other words, he tried out a small ad giving the bare facts about what he had to sell. Then he tried another ad, using more space, and written as breezily, interestingly, and yet truthfully as he could write, and the results amazed even him.
To sum up, farmers need to have brought home to them again and again that farming is the biggest business in the world and that it is foolish for them not to take advantage, both individually and collectively, of the biggest selling force in the world which is advertising.

Now smoked by a million men who love a superior cigarette

111
cigarettes



15 for 10c

The American Cigarette Co.

New Book for Home Builders

THE man of average means who plans a home needs the new Portland Cement Association book "Concrete Houses No. 1".

Its twenty-six distinctive designs by leading architects show beautiful fire-safe, permanent concrete homes.

Lacking city fire protection, you need concrete's resistance to fire should your neighbor's house burn. A concrete house will protect your family.

Save money—build for permanence and cut your heating, painting and repair bills.

We will send this new book "Concrete Houses" postpaid to you on receipt of 50 cents, money order or 2 cent stamps. Complete working drawings, specifications and material estimates are available at nominal cost for any of these houses you may be interested in, together with authoritative information on correct concrete construction.

PORTLAND CEMENT ASSOCIATION
347 Madison Avenue
NEW YORK, N. Y.
A National Organization to Improve and Extend the Uses of Concrete
Offices in 23 Other Cities

MANY LIKE THIS IN ANDOVER
Similar Cases Being Published in Each Issue

The following case is but one of many occurring in Andover. It is an easy matter to verify it. You cannot ask for better proof.

L. A. Johnson, blacksmith, Main St., Andover, says: "Doan's Kidney Pills are the best and most reliable kidney remedy I have any knowledge of. I can't too highly recommend them. Some time ago kidney trouble

had a pretty firm grip on me. My back ached terribly and every time I stooped over to shoe a horse or do any heavy lifting, a sharp twinge would catch me in my back. The kidney secretions passed too frequently and were highly colored. I was all out of shape, lame and sore all over, until I began to use Doan's Kidney Pills. Doan's worked like magic in my case and soon had me feeling better. It only took three boxes to cure me of the trouble." 60c, at all dealers. Foster-Milburn Co., Mfrs., Buffalo, N. Y.

Don't Take a Chance on Your Pickles!

WE HAVE JUST RECEIVED A BARREL OF **Heinz White Pickling Vinegar** the same kind as the Heinz people use in putting up their products

You are sure of your pickles when you put them up with this vinegar

H. H. WILLIAMS
THE STORE OF QUALITY

Read the Classified Ads. in the News.

STYLE and QUALITY
Are the "Big Idea" Here

If you're looking for the best style and the best quality, you can always count on us.

They're here; we make sure of these two things by having

Hart, Schaffner & Marx CLOTHES

Hart, Schaffner & Marx Clothes
STAR CLOTHING HOUSE
MAIN AT CHURCH HORNELL, N. Y.