

Ad Men Face Paradox; Lots of Cash, No Goods

By DON DILL

Advertising majors are having a hard time of it.

Advertising workers on the Emerald are having a rough trip this term.

And the advertisers themselves are running in circles trying to think of something to advertise.

Therein lie the woes and worries of the advertising world of Eugene and all the other little towns of the country. Business booming, people in a mood to buy, money and plenty of it floating around—but nothing to buy.

Short on Goods

People who want T-bone steaks and turkey can't even get hamburger that is all meat. Men who can now afford a really good suit find suits getting thinner and the wool content less, and to many of those in the shops. Women, of course, are gnashing their lipstick-red lips trying to find one, please just one, pair of nylon hose—and taking rayon and liking it.

That is a general picture. Fortunately for Eugeneans and us, their temporary guests, this city has a main street full of stores, shops and markets whose shelves are still comparatively well-hidden by surprisingly complete stocks and supplies of merchandise.

Can't Be Replaced

We are lucky that there aren't any booming defense industries with thousands of workers in our city suddenly made rich and filled with a lust to buy everything in sight. Partially, because of this, the Eugene merchants have kept their stocks complete, and only in a few cases have they been unable to this, namely with such items as electrical goods, automotive supplies, and a few personal items such as clothing.

But the catch is yet to come. The merchandise now on hand is from the merchants' reserves, and most of it can not be replaced as readily as we have grown accustomed to expect.

Reasons to Advertise

This is the reason that the advertising world is wrinkling its collective heads. For, if a merchant has a complete, but irreplaceable, stock, and if that merchandise is wanted by the public—and today all merchandise is—and it is bought by a customer on sight, then there seems to be little reason for the merchant to advertise. So the merchant thinks, and so he acts.

But there are reasons to advertise—good reasons. First the merchant must look ahead to the day when the war has been won. He will be able to get his merchandise, and so will his old competitor, and so will all the new rivals in his town.

Non-Advertiser Forgotten

If the businessman has been wise and studied the record of business during and after the first conflict, he will know that those business and concerns who kept on with their advertising during the period of limited merchandising were the ones to whom the public turned for their goods, luxury and necessity, alike.

The reason is simple . . . from the advertising which had been done, the public knew that these products and business houses were still going—still doing business. Those merchants who did not advertise found that they had been forgotten, and all their frantic, belated efforts to regain their customers were to no avail.

No Time to Hunt

Another thing, the public has not time to hunt from shop to shop trying to find the things he wants. Instead he will go first to the stores that he knows carry those goods.

Thus, the merchant who folds

gas, time, and energy just shopping around as in the old days. Every college student finds himself a good example of this type of customer.

Emerald on Spot

These things seem uninteresting and far removed from the campus, a closer appraisal of the whole situation brings pertinent facts to light.

Without advertising most of our newspapers and publications would have to cease publication. This means, specifically, the Emerald, for without the money gained from advertising it would not be possible for the student body to provide a school paper such as we have known it.

Ads Convenient

This article may wind up sound-

ing more like an appeal to save the Emerald but is rather a means of clarifying the place of advertising and what it means to the average student.

The ads appearing in the Emerald are a convenient shopping guide. A quick glance and one can see what the merchants downtown have to offer in goods and services. It is easy to find what one wants, where it can be purchased, and at what price.

Emerald Work Interesting

Advertising itself is a thrilling and skilled game. It combines business, art, journalism and law. To the student working on the Emerald staff come many moments of valuable and enjoyable experience. These workers come from the rank and file of Oregon

students with no consideration made of sex, majors, or affiliations. All work together and for the Emerald.

The foregoing paragraph turned into some definite propaganda, so, going whole hog, I can end this article by making a direct appeal to students to come down to "the shack" and get in on running their newspaper—and, not to begrudge those on the other side of the hall, the news staff, look around and mayhaps you would find them just as interesting.

It's worth looking into.

Freddie Slack becomes the latest band leader in films, joining Fred Astaire and Joan Leslie at RKO.



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USE THE CLASSIFIED

Many a lost item has been recovered through our Want Ad column. Lois will take down your information, and help you find what you want. . . . She'll save you time and money!

READ THE CLASSIFIED

It's a profitable habit—and an interesting hobby!

OREGON EMERALD