

Advertising Has Helped The Government To Win The War

Business Men, Bankers and Clergymen Have Placed Their Unqualified Endorsement on the Economic and Educational Value of Full Page Advertising.

In Chicago and Other Places Business Men, Bankers and Advertising Men Have Bought and Donated Advertising Spaces for Red Cross, Liberty Loans, Knights of Columbus and War Savings Stamps Campaigns.

Read This Article by William H. Rankin, One of the Foremost Advertising Men in the United States:

THE 1918 OUTLOOK

(By WILLIAM H. RANKIN of Chicago)

A review of the work done in 1917 brings forth the fact that advertising, and especially newspaper advertising, has done more than its share to help win the war.

While the government has not found it possible to use an advertising campaign to reach the people of this country, the business men, bankers and clergymen have all placed their unqualified endorsement on the economic as well as the educational value of full page newspaper advertising.

Results have proved that their judgment was good. These men showed not only their faith in newspaper advertising to bring the desired results, but they backed their faith with their own dollars in payment for this advertising as a patriotic contribution to our government.

While this plan of advertising originated in Chicago last April and May during the original Red Cross men in the United States have been furnished this plan and have used it successfully.

In Chicago business men, bankers and advertising men have bought and paid for half a million lines of advertising in the Chicago daily newspapers from May 1 to date—first for the Red Cross campaigns, then the Liberty Loan campaigns, the Knights of Columbus, the war savings stamps.

In New York, Boston, Philadelphia, Cleveland, Minneapolis, Des Moines, Portland, Seattle, San Francisco and Los Angeles and other cities business men have done just as well if not better.

It is estimated that nearly \$5,000,000 has been spent for advertising by business men or contributed by the newspapers, magazines, farm papers, billboards, painted and electric signs, street cars and trade papers of the United States—all to help win the war and bring the people of this country to the realization of their own responsibilities during the war.

The treasury department at Washington, the officers of the Red Cross and the President himself all have expressed their approval and have thanked the bankers, business men, newspaper men and advertising men for their patriotic work in planning and securing this advertising for the government.

THE BUSINESS OUTLOOK FOR 1918, ON THE WHOLE, IS VERY ENCOURAGING. MILLIONS OF PEOPLE WILL HAVE MORE MONEY TO SPEND BY FAR THAN DURING ANY PREVIOUS YEAR; THE GREAT MASSES OF PEOPLE, THE WORKINGMEN AND THE FARMERS THE VAST MAJORITY, WILL HAVE MUCH MORE TO SPEND; THE INORITY—THOSE WHO HAVE BEEN ACCUSTOMED TO BUYING NEARLY EVERYTHING THEY WANT, WILL HAVE LESS TO SPEND, BECAUSE OF THE MANY WAYS IN WHICH THESE MEN WILL HAVE TO SACRIFICE TO HELP PAY FOR THE WAR. THEY ARE MAKING THESE SACRIFICES CHEERFULLY—AND THIS MEANS MUCH FOR THE SUCCESS OF OUR WAR EFFORTS.

There is no question in my mind that business conditions during the next two or three years, whether we continue to have war or not, will be very prosperous. Money will be spent for desirable necessary things. It will be spent more carefully, more advisedly, more wisely than ever. Every dollar we have will be spent where the dollar counts most. Our per capita of wealth is now \$2136; that of Great Britain \$1751; that of France \$1750; of Germany \$1320.

Our present national debt is \$15 per capita; that of Great Britain \$370; of France \$260; of Germany \$290. We could pay our debt 142 times over without being broke. We have eighteen billions of liquid money in our bank deposit subject to checks. Our trade balance in 1916 was over two billions in our favor. It's a bigger balance now.

We may all take a lesson from London in this respect, where business all has increased during the war. At the annual meeting of Selfridge's Limited Department store, held in London last February, the earnings for the last five years were given as follows:

- Year ending January 1, 1913, \$520,000.
- Year ending January 1, 1914, \$650,000.
- Year ending January 1, 1915, after six months of war, \$670,000.
- Year ending January 1, 1916, \$750,000.
- And in the year just ended, \$1,125,000.

Harrod's, Ltd., another London department store, increased its earnings during 1916 to \$20,000 over the previous year. Hope Bros., Ltd., John Barker & Co., Dickens Jones and other stores selling general merchandise, all report similar increase. Sir George Paish, Great Britain's trade representative to the United States, says: "American merchants will enjoy greater sales than they ever expected to deal with. War means trade activity, not depression."

ONE THING IS CERTAIN AND THAT IS THIS: BUSINESS FOR THE MANUFACTURERS OR MERCHANTS WHO SENSE THE SITUATION AND PLAN TO REACH THE PEOPLE WHO HAVE THE MONEY TO BUY NECESSITIES AND EVEN THE LUXURIES, WILL BE EXCEEDINGLY GOOD IN 1918. NEWSPAPERS WILL PLAY AN EVEN MORE IMPORTANT PART IN REACHING SUCH CONSUMERS THAN EVER BEFORE.

There will be large new advertising substitutes for articles that the food administration or the government wish the people of this country to use or eat less of or eat plenty of. For instance, through advertising, people could be told that there are plenty of potatoes, cabbage, onions, apples and root vegetables at prices as cheap, if not cheaper, than before the war.

NEWSPAPERS ARE THE LOGICAL MEDIUM FOR ADVERTISERS TO USE TO INFLUENCE OUR PEOPLE IN THE ADVERTISING COLUMNS—TO WATCH THE UNUSUAL AND SUPERLATIVE CO-OPERATION NEWSPAPERS HAVE ALREADY GIVEN THE GOVERNMENT IN ALL BRANCHES. THEN 1918 WILL BE OUR BEST YEAR, AND IN MAKING IT THE BEST YEAR FOR ALL BUSINESS, WE WILL DO OUR PART TO HELP PRESIDENT WILSON AND OUR ALLIES WIN THE WAR.

ADVERTISING PAYS. The newspaper should be paid for Public and National advertising.