



# BATTER UP

## THE GAME IS ON

Fascinating and Profitable Indoor Sport  
OPEN TO EVERYBODY

The Venetian Theater and The Hillsboro Argus offer YOU a chance to test your talents as an Advertising Writer. Read the rules below and be one of the winners.

### Introducing

#### THE CONTEST



Everyone likes to attend the Venetian Theater and would appreciate having \$5 worth of free tickets. The Argus offers \$5 in trade at the Venetian Theater to the person who writes the best three-column ten-inch advertisement on the Venetian Theater. The advertising field is large and offers many opportunities to the person with ability. Everyone in business should know something about how to write the right kind of advertising copy, for properly directed publicity is essential to success. "If your business is not worth advertising, advertise it for sale!"

The Venetian Theater and the Argus feel that there are many people in this community with latent advertising talent. The managers of these two firms have started this advertising writing contest to give everyone a chance to do something they have always wanted to do—write an advertisement, in fact a better advertisement than anyone else in this community, and one that will produce results. They feel that this contest will be the stimulus that will bring out all the good advertising ideas that are stored up in every individual.

### Now Listen



The advertisement which is selected by the judges as the best will be published in The Argus at the end of the contest. The Argus will give a two-year subscription to the person writing the second best advertisement, and a one-year subscription to the writer of the advertisement which wins third honors. Everyone has an equal chance since professional ad writers are barred by the rules of the contest. Collect your data, then write your ad!

The Venetian Theater, one of the leading business institutions of the city, and one of which the community is justly proud, offers fertile ground for the amateur advertising writer. Study the theater, its methods, and its offerings, and combine the result in your conception of a peppy ad!

The contestant could probably take for his theme, for example, "Why a Person Should Attend the Venetian Theater," "Why the Venetian Is an Exceptional Theater," or something of a similar nature. Manager Orange Phelps will be pleased to counsel with anyone who is interested, and at the same time, on other pages of The Argus, he is advertising current and also coming attractions at Hillsboro's Showplace Beautiful!

#### Eligibility

Any person living in Washington county is eligible, provided he or she is not on the staff of any newspaper or in the advertising department of any store.

#### Time Limit

Contestants may gather their material at once, write their advertisement, and turn it in at The Argus office not later than 5:00 P. M., THURSDAY, JANUARY 26.

#### Space

The advertisement is to be three columns wide by ten inches in depth. This means 6 3/4 inches wide by 10 inches long.

#### Judges

The board of judges will include Orange Phelps, manager of the Venetian theater, D. A. Krahmer, manager of the Miller Mercantile, and H. E. McCaskie of the Argus.

#### Scoring

**Attention**—The essential part of any advertisement is to attract the eye of the reader. It must be such as to cause a person to read the body of the advertisement. When the attention of the reader is secured, half the battle is won because the interest has been quickened to such an extent that he or she will want to see what it is all about. A perfect score for attention will count 40 per cent.

**Sales Talk**—A straightforward selling talk that will create the desire for the article in the mind of the reader is the meat of any advertisement. It doesn't mean mere label, but good sound reasoning that will promote action on the part of the reader. It requires time and thought, just as any job a person undertakes, and will count 40 per cent.

**Neatness**—Clean, accurate copy is conducive to better workmanship and will count for 20 per cent.

#### Helpful Suggestions

Here are a few suggestions which will help make your advertisement readable and attractive

The first purpose of a really good ad is to get the readers undivided attention. This is your first task. Then hold that attention by presenting your sales talk in an interesting and convincing manner.

Write your advertisements as if you expect people to read them. Be sure you have a worth-while idea to present, then make your ad tell your story briefly but forcibly.

Make your copy say something, and say it plainly and to the point. Write it as you would talk it—in a direct, personal way.

The real test of good copy is this: Would it influence YOU to buy the goods, or at least to want to see them?

The inexperienced copy writer usually tries to see the whole advertisement at once, before he writes it. He would do better to lay out a general plan and fill in the details, as a builder plans a house. He should try to visualize the effect of his advertisement on the reader.

Put in three-quarters of your time on the heading. In it you arrest the attention of the reader. Preparation of copy is simple if you know your subject. Don't submerge your message to the benefit of the border you place about your space. If the effect you desire to make is not in your copy, throw it away and begin again.

If you don't know type faces, don't designate its kinds. Leave that to the printer.

Printers do not have time to decipher illegible copy. The bane of the compositor is the man who brings in copy for a large advertisement at 10 o'clock and expects to see a fine advertisement appear at 1:20. Rush jobs are never so good.

### First Prize

\$5.00 In Trade  
at the  
Venetian Theater

### Second Prize

Two Years' Subscription  
to the  
Hillsboro Argus

### Third Prize

One Year's Subscription  
to the  
Hillsboro Argus

All Ads Must Be Turned In at This Office Not Later Than 5:00 P. M., Thursday, January 26.