

# Why the Newspaper Is the Best Advertising Medium

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**N**EWSPAPERS are so much a part of our daily lives that few of us pause to consider the important mission they so regularly and therefore, perhaps monotonously fulfill. In a world crisis such as this, it is well to give a little serious thought to the great public service the daily newspapers render.

They have become at once the chief mouth-piece of the Government, and the sole source of public information on the events of momentous and nation-wide interest now occurring with such frequency. Never has so great and so vital a news value been attached to the nation's daily publications.

Eager eyes by millions and millions literally devour the newspapers these days. Attention is riveted upon them as never before. For developments in the World War take precedent over all else in the public mind. And only through the newspapers can this intense desire to keep step with the swiftly moving panorama of the embattled world be gratified.

In consequence it is easy to appreciate the tremendous hold of the daily newspaper on its vast army of readers. It is easy to sense the mental attitude of the reader so far as regards the impressions that brand themselves upon his intellect. And so it logically, naturally follows that he is in a state of utmost mental re-

ceptiveness while perusing the columns of his favorite morning, evening or Sunday paper.

What better reason, then, for the popularity of the newspaper as an advertising medium? And what better justification could one ask for its systematic, intelligent use for that purpose? Can I be far wrong in saying that the newspaper of today is beyond doubt or question the one best vehicle for business news, for salesmanship in print-advertising?

Analyze your own mental state when you read your newspaper this morning. Your mind was practically closed to outside influences. You were intent upon the first-hand information your paper contained. You wanted, above all, to absorb "current history," to find out for yourself what had happened and what was happening at home and abroad. Your faculties were centered on the paper in your hand, and on what its columns presented. Your mind was open only to the impressions they imparted.

And because your mind was opened to news impressions, certain advertisements must have attracted you—advertisements that interested you through their promise of satisfactorily fulfilling some need that you felt or they made you feel existed.

In advertising, as in salesmanship,

the first requirement is to have your prospect's favorable, undivided attention. And certainly this you get in the newspaper. This it is that makes the newspaper the medium above all others to carry advertising messages.

Second in order of advertising value and importance, I place the magazine. But because the mission of the great run of modern periodicals is to entertain rather than educate, we cannot expect the magazine to have so great a hold on its readers as has the newspaper.

If necessary men and women steal the time to read their daily. They simply cannot get along without it. Magazines, it is true, have their part to play, and most of them do it well. But none can have absolute command of the reader's interest as has the newspaper.

And then there come in close formation billboards, street car cards, painted bulletins, etc., as next in order of advertising value and importance. The mental impressions one gets from these are casual, however; they are read only "on the run" so to speak. As supplementary media, and for general publicity use, they have their place. But when it comes to inducing definite buying action, to accomplishing the work of selling through all its successive stages, the newspaper occupies a field alone and peculiarly its own.